



A Few Suggestions for CHRISTMAS GIFTS Fountain Pens—All the Best Makes. Gift Sets, containing Pen and Pencil, from 6/... Ladies' Handbags—Newest designs reasonably priced.

A. J. FYFE Ltd. BOOKSELLERS. OFF. McLEOD AND SLADE'S. Telephone 1897.

STORAGE OF FURS WHERE BOTH HOT AND COOL. The advantage of our storage accommodation for the season's complete furs from March through the Summer Months.

ST. M. JACOBS, (Next Nolan's) NEW PLYMOUTH. We are already booking up REPAIR ORDERS FOR BARTER.

WE have no Wild Cat Schemes to offer—We give Real Service, Day or Night. GUNDY'S MOTORS Ltd. DEVON STREET. Phone 814.

Taranaki Twin Wonders. Taranaki's Twin Wonders. MOUNT EGDMONT AND AURORA ICE CREAM. MANUFACTURED FROM THE PUREST AND BEST OF TARANAKI MILK AND CREAM BY HYGIENIC METHODS AND UP-TO-DATE MACHINERY.

F. S. BUTLER, SOLE MANUFACTURERS: LIANDRY ST. NEW PLYMOUTH. Telephone: Business 612; Private 953.

BOWATER'S Opp. Empire Theatre. CELESTIAL LOCKETTY NIGHTS—Women, 8/1; O.S. 4/6. CELESTIAL LOCKETTY BLOOMERS—To match, W. 3/11; O.S. 4/6.

The Daily Miracle Producing The Paper Swift, Sure Organisation Fourth Estate In Action

The production of a modern newspaper has been described as a daily miracle. If in that expression the word miracle is taken to mean any thing which is produced by a power which is not explainable by the laws of nature...

Just how such a paper as the Taranaki Herald is produced so faithfully is to most people, even among those who are not an accepted part of society. And as for its influence, that is accepted, too, like an age-old truth.

GATHERING THE NEWS

put through to the office, the 'phone staff has a busy time; the sub-editors are very busy continuing to make the 'phone staff and make-up room. In the morning the 'phone staff is very busy, and so far as the newspaper office is concerned, the publishing section is busy with the morning edition.

THE HERALD'S FUNCTION

IDEALS AND METHODS. New Plymouth, in the case of the Taranaki Herald, and its quality is determined by the editorial staff.

There is another side of news gathering which is not so generally appreciated as the selection and the sorting out of news. It is the function of the newspaper to give to the public a fair and accurate picture of the events of the day.

Arranging the Columns

When a page is being laid out by the compositor, the first thing he has to do is to arrange the columns. The material is then placed on the galley, and the compositor sets up the type.

Printing the Paper

After the type has been set, the next stage is printing. The compositor's work is finished, and the printer's work begins. The paper is then printed on the press.

The Paper's Life

After the paper has been printed, it is folded and packed. The paper is then delivered to the subscribers. The paper's life is now over.

UP TO THE MINUTE THE DAILY ISSUE ENERGY AND CO-OPERATION

Any one who imagines from old-time tales of journalism and journalism that a modern newspaper is merely a collection of news items and advertisements...

HERALD'S EXPANSION SENDING THE PAPER AWAY

The latest in the erection of an up-to-date building building the existing premises. In this is installed the new four-decker Foster machine on which the Herald is now printed.

AN EARLY CONTRIBUTOR

INTERED RICHARD BARNES. Among the many contributors of articles to the Taranaki Herald reader...

Political Aspect

There is one aspect of the newspaper's function which is not so generally appreciated as the selection and the sorting out of news. It is the function of the newspaper to give to the public a fair and accurate picture of the events of the day.

Fine Staff Needed

It is not an occasional trade occurrence where the loss of a day or even a week in delivery might be so serious as it is in the newspaper trade.

Business Continuity

It is not an occasional trade occurrence where the loss of a day or even a week in delivery might be so serious as it is in the newspaper trade.

Human Interest Stories

There are the human interest stories which are the lifeblood of the newspaper. They are the stories which give the paper its appeal to the general public.

Co-operative Spirit

It is not an occasional trade occurrence where the loss of a day or even a week in delivery might be so serious as it is in the newspaper trade.

The mark of a newspaper's progress is expansion. Ever widening activities, increased circulation and the expansion of its services with the best possible modern equipment and human energy can provide the necessary means for the expansion of the paper.

The factory work is 'clocked in' when he goes to his job, and the hour and a half is spent in the office. The press work is done in the afternoon, and the paper is ready for the morning.

Means of Distribution

Some idea of the amount of paper which is printed in this country can be obtained by a glance at the figures for the year 1921.

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HOME OF THE HERALD—The Taranaki Herald establishment in Currie Street, showing the recent additions to the building. In the front are the three cars used by the staff in gathering news and for correspondence.

THE PRINTING MACHINE

A HUMAN ENGINE

THE LATEST PLANT. PRESSERS OF THE PAST.

Thackeray once termed the Press "that mighty engine", and it is an engine that not only throbs but thinks...

No single unit of the many combining so harmoniously each day to produce such an issue as the Taranaki Herald more completely and picture-perfectly than any other printing machine...

The development of the printing machine has been as swift as its introduction...

The First Press. The development of the printing machine has been as swift as its introduction...

The press, besides such specialties as the four large rolls of paper, the cog wheels revolve in thundersome harmony...

The new machine marks the latest step in the Herald's progress...

In 1848, the Press was replaced by a change after eight years, and in 1891 a Dawson's two-

PRINTING PROCESS

ANCIENT AS THE HILLS

DEVELOPMENT THROUGH CENTURIES.

The printing process is not a modern development. The popular conception that it had its birth when William Caxton drew the first proof sheet from his crude press in Westminster in 1474 falls short of the truth, too.

To go back to the very beginning, printing developed a definite form when men learned to write. The Chaldeans' picture-printed characters had all the characters on baked clay tablets in the ancient father of the brass mat with which the modern linotype of to-day moulds its words of lead.

as it should be paper came before type. Paper was made in China about 100 B.C. and soon after that the Chinese began to print from solid blocks.

In the fifteenth century printing was first invented and practised in Europe. From movable types were employed which was in the latter part of that first half of the century, block-books after the Chinese fashion had been produced...

"Our text waddled back to its armchair, before which was a round table laid out with pens, ink, paper, and a most business-like dispatch box. The conversation soon lagged, for the Rajah was not amusing. He talked no language but his own, but told us that he regularly took in English papers and had them translated to him thus obtaining intelligence of all that was going on direct from England.

LEVEL CROSSINGS

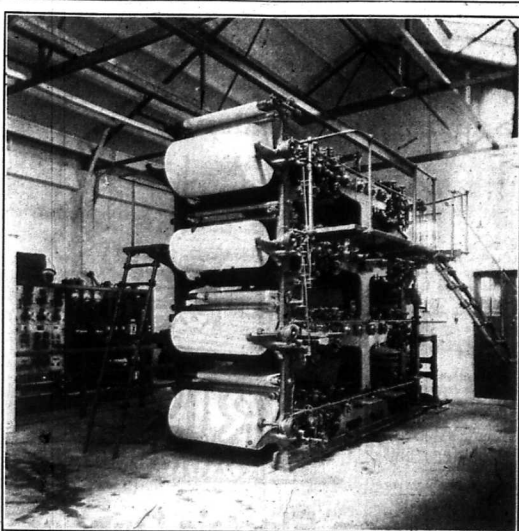
are the cause of many accidents. Motorists should insure their cars against all risk with the "Provision." Consult any Phoenix agent for details of this motor policy.

Dutch Claims Not Recognised. With regard to the Dutch claim to the invention by Goulet or Koster (1390-1460) of Haarlem, probably in the light of more recent researches he may have, in turn, been separately advanced in favour of these two printers, but bibliographers are inclined to the reasons stated above. Certain it is that the spread of printing throughout Europe is due more to Gutenberg than to either of these men...

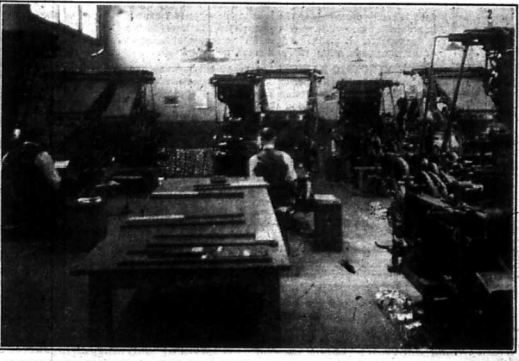
Effect of Censorship. This was immediately followed by a decline in the quality and quantity of printing. Freedom of speech was punished, especially during the existence of the so-called Star Chamber, expressed, abused, and often imprisoned—they lost all enterprise. The censorship was abolished in 1694, and then began a period of revival, aided by some improvements in typographical in the middle of the eighteenth century. The nineteenth century saw the most important development, following the invention in 1814 of the steam printing press.

Scottish's Printers. Printing, as has been indicated, was introduced into Scotland in 1567. A patent had been discovered of King James IV, which shows that a printing press was established at Edinburgh at that date. This patent was granted by Walter Chepman, a capitalist, and Andrew Mylre, a bookseller, who had acquired in France the art of printing...

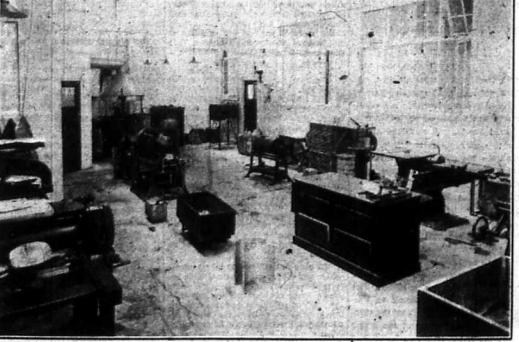
down printers in Scotland and during the first hundred years only twenty-five different works are known to have been printed in Scotland. Printing was not introduced into Wales until about 1588, but this is not certain. A new Testament was printed and dated 1590 by John Owen, of Worcester, who was termed the King's printer of Wales. The first printer probably outside the borders of that country was introduced into Mexico by Antonio de Mendoza in 1536.



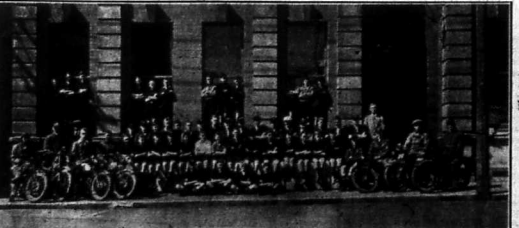
HERALD'S NEW PRESS.—The four-cylinder Foster rotary press, which has a capacity of 50,000 copies an hour and can produce anything from an eight-page to a 32-page paper. It is driven by a 40-horse-power electric motor, the switchboard for which is shown on the left.



BATTERY OF LINETYPES.—A glimpse of the Herald's composing room, where eight linotype machines are engaged daily in producing type for the paper.



MODERN STEREO ROOM.—A view of the Herald's stereo room, where all the most modern machinery is used to make the circular plates for the printing press.



READY FOR THE DISTRIBUTION.—The Herald's large staff of runner boys and motor-cyclists, who task it to distribute the Herald in town and country.

What aim and what speeds will present machines eventually attain? This question only the future may determine. Generally speaking, the tendency to-day is against constructing large machines...

MAKING PAPER

MODERN NEWSPRINT MACHINE

RISE FROM THE PRIMITIVE.

Though the modern newspaper is as familiar and just as essential in every home as the kitchen kettle, though its presence is accepted because that of an old and welcome friend, its absence sorely misses in the production of the average person something of a mystery. Every night or morning it turns up with unflinching punctuality, is read and passed on. Hardly ever a thought is given to the mass by which it comes to the reader's door. Most people know less than little about the actual compilation of a newspaper like the Taranaki Herald...

Hand made paper has been manufactured for nearly 4000 years, out of a variety of materials from papyrus from esparto grass, straw, comestals, including potatoes and even cabbage leaves. The actual list of paper-making materials themselves has been made the subject of a complete volume by modern statisticians. But to the modern paper maker, two events in the history of the industry are outstanding.

In 1799, Louis Robert invented the first paper machine. In 1848, Fensley and Keller proved the utility of wood pulp as paper stock. Primitives and Slaves. The model of the original Robert machine is familiar enough to the 20th century paper maker...

The machine of to-day is a wonderful product of mechanical skill. In operation it makes an impressive sight. The web, cloth with the wet stock running between the two rollers, passes through the press cloth in their gigantic blades, the mass of drying cylinders, each almost equal in height to the average woman; the calender stack, with its several rollers, and its steel rolls; the drying machinery consisting of four continuous, harmonious operations—display the modern machine in the full meridian of its activity.

The action sounds big and intricate, and is based on the Robert machine of 1799. An endless web of cloth carries stock then as now; primitive rollers were used, but the modern rollers are covered with the water, the de-watered pulp passed on to a peering roll, which would it to, after which it passed on to a press roll. The roll was then torn off and the sheet was dried. Dry, fresh, this was the principle on which the first machine was built. Machinery worked. Hand drying machinery yielded to huge steam driers; the old hand roll has been replaced by steam-made rolls; drying, winding and cutting have replaced the hand-made paper; the original design of Louis Robert still forms the foundation of the modern machine. With Robert's invention, the history of machine-made paper began to be written. Leger Dikot, who had purchased Robert's rights in his machine and, with his brother-in-law, John Gamble, brought the invention to England in 1800. The two partners improved Robert's design and in 1801 at Frogmore, England, saw their efforts rewarded when the first machine actually built and successfully operated went into production.

A Famous Name. In 1804 the name of Fourdrinier, a name known to every paper maker, first made its appearance. Henry and John Fourdrinier purchased patent rights from Gamble, and the original Robert invention became known as the Fourdrinier machine—a trademark which has been inseparably linked with paper history for a century and a quarter. It is a fact far from the crude machine of the 18th century to the mammothly the creature of the present age. Each succeeding machine was an advance on the last, and money to the perfection of our modern machines. Section pumps were introduced in 1828; and later came the cone-drive steam driers and other technical advances. There are paper makers yet living who can recollect the days when paper driers were headless cylinders, with a wood fire burning away in each drier.

Speed, stability and increased capacities came with the 20th century. Now the old hand paper maker of a century ago would stare at the gargantuan mass of machinery now installed in the modern mills and wonder at the primitive machines of the middle 18th century. 60 minutes, has been replaced by the modern galleys, over 200 inches in width and running in excess of 1000 feet every 80 seconds.

What aim and what speeds will present machines eventually attain? This question only the future may determine. Generally speaking, the tendency to-day is against constructing large machines...

Advertisement for an Electric Cooker. Features include: 'Cook by Electricity', '25 Years Advance in ELECTRICITY!', 'FACT! COOKING COST FOR FAMILY OF FOUR, Only 2/6 per week.', and 'Ever since the first savage cooked the first chunk of meat over the first fire, food has been cooked by the fire method. Twenty-five years ago the general method was a stove or range. To-day it is the Electric Range—the new and better way.'



MOTORISTS!

For QUICK STARTING, MORE MILEAGE and GREATER POWER— Use New Zealand Motor Spirit

Ken. O. Butcher

GENERAL MOTOR MECHANIC. Ford, Type, Tube, Batteries, and all accessories.

Have Your Fruit Delivered

Plentiful Supply LOCAL STRAWBERRIES, 1/4 CHIP. New Zealand TOMATOES, 1/4 CHIP.

Eat More Fish

FISH is so immensely important because it is so digestible. Fish supplies all the necessities children and grown-up workers

The Pleadilly Fish Market

IF YOU WANT— THE CHOICEST MEAT THAT MONEY CAN BUY

SOLE BROS.

CURRIE STREET, WHERE YOU GET ONE QUALITY ONLY

Should anything happen to your PLUMBING FIXTURES

Phone 882 and J. P. CASEY will give prompt and efficient service.

A PERFECT SET OF TEETH

£2/12/6

FEATURES IN THE HERALD

ALL SPORTS REVIEWED. OTHER INTERESTING READING.

The Taranaki Herald offers at least as well, if not better, than any other New Zealand paper, for sports.

Throughout the year runs the daily instalment of the serial story, which provides regular entertainment for a hundred regular readers.

RECORD OF EVENTS.

There are two distinct classes of newspaper readers. There are those who read because it is so digestible.

But there is more in collecting newspapers than a mere habit. The value of the news has been recognized.

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MR. HENRY WESTON, owner of the Herald from 1857 to 1928.

SALMON POACHING PREVALENT IN CANTERBURY

HEAVY LOSSES OF FISH. STROKE-HAULING AND DYNAMITE. Stroke-hauling dynamite and other methods employed by poachers of fish in Canterbury's snow-fed streams.

LIFE OF ADVENTURE

MAORI WOMAN'S MEMOIRS. BURNING OF KORORAREKA. A Maori woman who witnessed the burning of Kororareka by Hone Heke and his warriors in 1840.

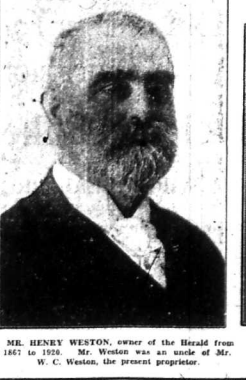
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MR. W. H. J. SEFFEN, editor of the Herald from 1857 to 1893.

TARIFF IN FIJI

NEW ASSESSMENT METHOD. ADVANTAGE TO AUSTRALIA. An alteration in the method of assessing Customs duties, which will have the effect of giving a measure of preference to Australia over New Zealand, Britain, and Canada.

SUNBATHING AT ZOO

POLAR BEARS IN SUMMER. POPULAR MISCONCEPTIONS. DAMAGE TO MEMORIAL. AUCLAND ZOO FIGURE. SECOND SIMILAR OCCURRENCE.

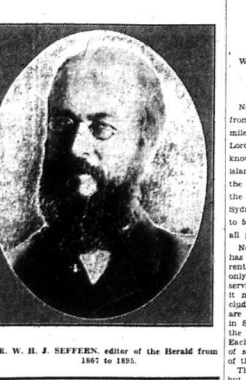
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MR. W. H. J. SEFFEN, editor of the Herald from 1857 to 1893.

LIVING THE SIMPLE LIFE

LORD HOWE ISLANDERS. NORFOLK ISLAND. Norfolk Island is 930 miles north-east from Sydney.

BUY AT THESE REDUCED PRICES

Okoko Corn Cure. Ashes of Roses. Strawberry Lotion. A speedy remedy.

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BOWATERS. For HOUSERY OF QUALITY. Stockists of all Leading Makes and Newest Shades.

Bowater's "SPECIAL". PURE SILK FRENCH HEMP. REINFORCED DILDOSS. 3/11. Come and Join our Hosiery Circle.

C. G. Butcher. FOR EXPERT SERVICE IN WHEEL REPAIRS. FELLOES, SPOKES or TYRES, AND DRY AND WAGON REPAIRS.

C. G. Butcher. Coach and Motor Body Builder, Gill Street, New Plymouth. Telephone 647.

Tennis Courts. Renew your Line Markings on Hard Courts with SNOW WHITE ALUMINIUM. Guaranteed to last three and last two seasons—some Courts have lasted three years.

REAR-END THIRD HOME.—This building, 3 Currie Street, on the site of the present Herald office, occupied by the Herald from 1868 to 1928, when it was replaced by the present building.