



# WELCOME TO THE HOCKEN

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## Early New Zealand Directories: a brief guide

T.M.Hocken's own copies of early Dunedin directories form the nucleus of the Hocken Library's extensive collection of early New Zealand directories. Pride of place in the Reading Room, however, is taken by the New Zealand directories of Henry Wise and the Otago-Southland directories of John Stone.

The sheer quantity of names they record over the best part of a century make these two works the first resort of most researchers. They also serve to remind us that Dunedin was for many years a great national centre of directory printing and publishing. Besides the strong Otago-Southland holdings, the Hocken coverage of the rest of New Zealand is considerable, and will grow further as titles are republished on microfiche.

This bulletin focuses on 19th and early 20th century New Zealand directories, but it should be noted that the Hocken also possesses a number of Australian directories, including issues of three of Wise's several state directories, and on microfiche an extensive list of 19th century directories for NSW and Victoria.

### What is a directory, and what kind of information is it likely to contain?

A few minutes spent considering what directories have to offer and surveying the range of available titles will save research time. The definition in the *Shorter Oxford Dictionary* seems a good place to start: 'A book containing one or more alphabetical lists of the inhabitants of any locality, or of classes of them, with their addresses and occupations. 1732.' The date points to the earliest recorded use of the word in this distinct sense of a commercial publication intended for general use (rather than, say, a tax list compiled for purposes of government).

The date also serves to remind us that our New Zealand directories are based on British models going back well into the 18th century. The best known of these is Kelly's *London Post Office Directory*. Kelly, a London G.P.O. official who flourished in the 1840s, issued his directory as a private sideline, even though to begin with it was compiled by postal workers, ostensibly in their spare time. In New Zealand, Wise's so-called Post Office directories were similarly commercial, unofficial enterprises, although sanctioned by the Post Office.

The essence of the dictionary definition is its reference to the names, addresses and occupations of people living in a particular area, whether large or small. The two earliest Otago directories of the late 1850s and 1860s, published by William Lambert and by

Jeremiah Harnett, focus on Dunedin itself. Wise's New Zealand-wide compilations came in the early 1870s. It must be stressed that a directory usually comprises a number of lists, each offering a distinctive kind of information. Typically, in a full-fledged directory, there will be a list of the householders of a locality (sometimes with adult male boarders), alphabetically ordered by streets, and separate lists of tradesmen and professional people, alphabetically ordered by occupation. At best, there will be a cumulative alphabetical list of personal names in all lists. In the Preface to the 1878/79 issue of his *New Zealand Directory*, Henry Wise remarks that 'the residents of over 800 Postal Towns and Districts . . . have also been thrown into, and arranged under, one alphabet.' Other kinds of information will almost certainly be offered. Still of considerable value, and eye-catching with their ornamental blocks, are the prominent trade advertisements, frequently with their own index. The multiple nature of directories enhances their usefulness to both contemporaries and posterity.

Directories are distinguished by their *commercial* purpose. Their function is to bring together buyers and sellers — indeed, one of Wise's many publications is actually entitled *Wise's Buyers and Sellers of Australia, Tasmania and New Zealand* (variant titles, 3 issues in Hocken).

Directories are essentially *dated* lists, recording people at a particular time as well as place, the time being as near the present as possible. Telephone directories are a typical example. The information will always be a little out of date, depending on how much time elapsed between collection and publication. Directory publishers frequently assure buyers that their material has been very recently updated, and specify the month of publication on the title-page. Stone's *Dunedin Directory* for 1884, for instance, says it was 'published November, 1883'. The time-lag tends to be in months, especially if information was collected by direct canvassing, rather than copied from electoral rolls, which were compiled at longer intervals. The sources of information are not easy to detect, and this makes it harder to assess its reliability. Directory publishers would boast of their zeal and financial outlay in canvassing;

their rivals were likely to accuse them of taking short-cuts, cribbing from rivals, or copying from official sources.

Directories may be said to provide a succession of snapshots of a particular community at successive moments of time, a series of class photos as it were — and with the same inevitable, unrevealed absences on the day. Take the case of my own forebears. My father's parents, Charles and Elizabeth Maslen, were living at Kingsdown near Timaru at the time of their marriage in 1889, and stayed there for the remainder of their long lives. Yet Charles is not listed until the 1898/99 issue of *Wise's*, with surname misspelt Maslin and without mention of his occupation of labourer. Many omissions were automatic. Elizabeth and their two sons, born before 1898, are not recorded. This simple example reminds us that directories do not aim to list all inhabitants of a place; they are not government censuses. Their function is to record householders and persons in business or in responsible, usually official, positions.

### Directories, almanacs, calendars and diaries

Directory makers, especially of the smaller, local works, sought to widen their appeal by offering other useful information, often in the form of lists. Chief among these other kinds are almanacs, calendars and diaries, whose outlook is always forward, dealing with the year to come. The attraction of such extras is evidenced by the addition to the 1885 issue of *Stone's Dunedin and Suburban Commercial, Municipal, and General Directory* of an almanac, as well as an Otago provincial gazeteer, a runholders' directory, and a map. *Wise*, on the other hand, in the preface to the 1880/81 issue of his *New Zealand Directory*, boasts: 'There is nothing whatever of the nature of an almanac about the Directory; no information subject to annual change having been embodied in it. The appearance of the work therefore late in the year in no way affects its value, as the matter has been obtained up to the latest date and again revised as the sheets passed through the press.'

In choosing to add an almanac to his directory Stone was no innovator. Almanacs are by far the older of the two kinds and in the earliest New Zealand directories they took precedence. Thus 'Wise's Almanac' for 1870, often so called, is also a directory, as the title-page makes clear: 'Wise's Almanac and Otago Business Directory and Gardeners' and Farmers' Calendar.' What goes into any particular directory is decided not by lexicologists, but by a commercial publisher gauging his market.

The boundary line between directories and other publications is often blurred. Straddling the border between almanac and directory is *The Wellington Almanac and Diary ... for ... 1857 ... To which is added, A local Directory*. The direct forerunner of this work, which I take to be Robert Stoke's *Cook's Strait Almanack*, does not have the word 'directory'

in the title, though all issues save the first include a section headed 'Directory'. The *Southern Province Almanack*, for 1850, also issued in Wellington, is another example. Clearly both these works should be on our list. The moral is that when hunting in a library for 'directories', one should not neglect such things as 'almanacs', 'calendars', 'diaries', or indeed 'lists' of any sort.

And do not neglect telephone directories, which for our children will have as much historical value as the older Post Office directories. Hocken holdings pre-1965 are very patchy, the only issues held being 1904, 1910, 1924, 1936, 1937, 1951, and 1964. Telephone, fax, private-box and similar directories will no doubt merit a bulletin to themselves some day.

## HOCKEN HOLDINGS

### A : DUNEDIN / OTAGO / SOUTHLAND

- 1 *The Otago Almanac and Directory*. The 2 issues, for 1858 and 1859, are both held. This is really a pocket almanac and diary, with a very slim directory restricted to officers of government. Its publisher, William Lambert, proprietor of the *Otago Colonist*, died 19 December 1861.
- 2 *Harnett's Dunedin Directory*. The 5 issues, 1863–67, are all in the Hocken. Titles vary slightly between issues. The 1866 and 1867 editions, which add a West Coast section, were published by Edward Esquilant, Jeremiah Harnett having left Dunedin in 1865 to take over the *West Coast Times and Okitiki Reporter*.
- 3 *Mackay's Otago Almanac Directory and Annual*. Issues extend from 1864 to 1883, Hocken holding 1864–73, 1875, 1877 and 1880. The first issue reads *Mackay's Otago Provincial and Gold-Fields' Almanac, Directory and Yearly Repository of Useful information*. Later titles vary, reflecting changes in coverage. Issues for 1865–70 have 'Otago, Southland and Gold Fields'. From 1871 'Southland' is dropped. *Mackay's* offers a trades directory, but not a streets directory.
- 4 *Wise's Dunedin Directory*. Annual issues 1865–72; Hocken holds volumes 1–4, 6–7, dated respectively 1865, 1866, 1867, 1868, 1870/71, 1871/72.
- 5 *Wise's Almanac and Otago Business Directory, and Gardeners' and Farmers' Calendar*. Annual issues 1867?–1880? Hocken has 3 of perhaps 14 issues: for 1870, 1872, 1877. Titles vary. In 1872 the spine title is *Wise's Shilling Almanac*, the popular name, and in 1877, *Wise & Co.'s Shilling Almanac*. Price was an important selling point. By 1881 this series was incorporated into the Mills, Dick directory (see below).
- 6 *Rose's Southland Almanac, and Official and Commercial Directory*. Hocken holds the second issue, for 1869, printed in Invercargill for Kenneth Rose. It has no list of residents and only a small trades directory.
- 7 *Reith and Wilkie's Otago Provincial Almanac & Directory*. There was apparently only one issue, for 1872, and a copy is held in Hocken. The title-page notes the incorporation of *Rose's Southland Almanac*. This work is restricted to trades and excludes Dunedin.

8 *Mills, Dick & Co's Otago, Southland and South Canterbury Almanac and Directory*. Issues 1875–1909. Hocken has an incomplete set: 1875, 1878, 1881, 1883, 1885, 1886, 1888, 1890, 1891, 1893 through 1898, 1900, 1905 through 1909. Titles vary, reflecting the extent of regional coverage, at first restricted to Otago. The 1875 title notes the incorporation of *Rose's Southland Almanac*; the 1881 title adds *Wise's Shilling Almanac*; by 1883 (if not before) the incorporation of *Mackay's Otago Almanac* is also recorded.

9 *Stone's Otago and Southland Directory*. Annual issues 1884–1954. Hocken has the complete set, from Stone's own Dunedin office. The 1884 title reads *Stone's Commercial, Municipal, and General Directory and Handy Reference Street Map of Dunedin and Suburbs* [&c]. In 1886 coverage is extended to 'Invercargill'. The 1887 title, with slight variations, remains current until the end: *Stone's Otago & Southland Commercial, Municipal, and General Directory, Gazeteer, Almanac and Companion*. 'General' refers to the inclusion of information not peculiar to the region, a reminder that in the southern part of the South Island, Stone had already become a serious competitor to Henry Wise. One reason for this is given in the issue for *Typo* for 16 April 1890: 'if [*Wise's New Zealand Directory*] were compiled on the same exhaustive scale [as *Stone's Otago and Southland Directory*] it would be four or five times its present size.'

10 *Wise's New Zealand Post Office Directory*. Issues began in 1872, were biennial to the turn of the century, annual from 1900 to 1947, then biennial again until 1973, when new owners took over. Hocken has what may be the complete set to 1955, containing 64 mammoth volumes. I have never seen a 1916 issue, and there was no 1945 issue because of the war.

The first 1872/73 issue is called *Wise's New Zealand Commercial Directory*; the 1883/84 issue is *The New Zealand Post Office Directory (Wise & Co.'s)*; the 1898/99 title, *Wise's New Zealand Post Office Directory*, finally achieves the form by which the work is generally known.

In 1956, the directory was subdivided into four regional volumes: Auckland, Wellington, Canterbury, and Otago-Southland. From 1959 two further volumes were added: 1A, Auckland Province; and 2A, covering Wellington Province, Hawkes Bay and Taranaki. Soon regional volumes acquired their own rhythm of publication. The Otago-Southland volume, simplest of all, appeared for 1956, 1957/58, 1959, 1961, 1963, 1965, 1967, 1969, 1971, 1973. From 1973, under the new ownership of Universal Business Directories, the series settled to annual publication. Hocken has complete holdings of the Otago-Southland volumes, but not of the other regional series.

Also, from the 1940s, Wise's began to bring out a number of more local directories, of which Hocken has the following: *Auckland Provincial Directory*—1944, 1946–47, 1950/51–1954/55; *Auckland Streets Directory*—1946, 1947, 1949–1952, 1954; *Napier and Hastings Streets Directory*—1948/49, 1951, 1953; *Palmerston North, Feilding, Dannevirke, Levin, Marton, Pahiatua Directory*—1950, 1951/52, 1954; *Wanganui Streets*—1950.

11 *The Householders Annual of Useful Information and Directory of Selected Business Firms for Householders*

*to do Business with. Issued Yearly. Dunedin and Otago Edition*. Hocken holds the 1911–1912 issue; apparently no more were published.

## B : REST OF NEW ZEALAND

### AUCKLAND

- 12 *Moody's Royal Almanack for the Year 1842. (The first almanack ever printed in New Zealand)*. Auckland, printed for John Moore, 1842. This broadsheet contains a trade and official 'Directory of names, &c.'
- 13 *The Auckland Almanack and Directory, for 1856*. Auckland (W. Lambert). Street directory pp. 67–70.
- 14 *Chapman's New Zealand Almanac and Directory*. Auckland. Hocken has issues 1–3 (1860–62), 6 (1865), 8 (1867), 14 (1873), 17 (1876), 21 (1881). The title varies. Issue 1 is *Chapman's New Zealand Almanac*, but the Preface refers to the included [Auckland] trade directory 'taken late in November', and to the New Zealand Official Directory 'corrected to the 15th December'. These directories are developed in ensuing issues: 1865 is entitled *The New Zealand Almanac*; 1867, *Chapman's New Zealand Almanac and Directory*; 1873, *Chapman's New Zealand Almanac and Nautical & Commercial Directory*; 1876, *Chapman's New Zealand Directory and Handbook for the Colony*; and 1881, *Chapman's New Zealand Almanac containing Nautical Ephemeris, [&c.] Official and Commercial Directory*.
- 15 *Chapman's Auckland Commercial & General Directory for 1864. First Year of Publication*. Auckland. No more published?
- 16 *Chapman's Auckland Provincial Almanac and Goldfield's Directory*. Issues reported for 1869, 1872–74; Hocken has the 1869 issue.
- 17 *Cleave's Auckland City, Suburban, Provincial, Commercial, Municipal and General Directory*. Issues run 1883/84–1941/42. Titles vary, beginning as *Auckland City, Suburban and Provincial Directory*; then from 1889 as *Cleave's Auckland City and Streets Alphabetical and Trades Directory*; and settling from 1891 to the title listed above. Hocken has two issues, for 1894, 1895.
- 18 *The New Zealand Handbook Shippers' and Importers' Guide, Trades and Professional Directory*. Hocken has the fourth issue, for '1913–1915'.
- 19 *Leighton's Auckland Provincial Directory*. Issues run 1931–1941/42. Hocken has 6 issues, for 1934–1939/40. The successor to *Cleave's Auckland Directory*, Leighton's was eventually incorporated in *Wise's New Zealand Post Office Directory*.
- 20 *Cook's New Zealand Business Directory*. Auckland, 19?–1942. Hocken has the 1939 issue.
- 21 *Universal Business Directories*. Published in Auckland. Not all copies have been inspected. *Auckland and Suburbs*, 1932 on: Hocken has 1937/38, 1943/44, 1947/48, 1949/50 to 1956/57, 1958/59 on, lacking 1962, 1963; *Auckland Provincial*, 193? on: Hocken has 1948, 1948/49, 1951/52, 1952/53, 1954/55–1956/57, 1958/59 on. *Canterbury*, 1931 on: Hocken has 1937, 1938, 1944, 1948, 1949, 1952–57, 1959 on. *Christchurch and Suburbs*: Hocken has issue 3 for 1935/36. *Dunedin and Suburbs*: Hocken has 1935/36, and 1991 on. *Hawkes Bay, East Coast*, 1937/38? on: Hocken has 1937/38, 1947, 1949, 1951/52, 1953/54 on. *Nelson*,

*Marlborough, West Coast*, 1931 on: Hocken has 1937/38, 1944, 1947–49, 1951, 1952, 1956, 1957, 1959 on. *Otago, Southland*, 1930/31 on: Hocken has 1938/39, 1940, 1944, 1947–49, 1951–57, 1959 on. *Pacific Islands*, 1946/47 on: Hocken has 1946/47, 1948/49, 1950, 1954/55, 1960/61, 1962/63, 1964/65, 1967 on. *Taranaki Provincial*, 193? on: Hocken has 1937/38, 1947, 1949, 1951/52, 1953 to 1957/58, 1959 on. *Wellington, Hutt, Petone*: Hocken has 1930, 1938, 1943/44–1946/47, 1949/50–1952/53, 1960–65, 1969 on. *Wellington Provincial*: Hocken has 1937/38, 1947, 1949, 1952, 1960–62, 1964 on. These are all trade directories.

#### CANTERBURY

- 22 *Southern Provinces Almanac, Directory and Year-book*. Published Lyttelton, then Christchurch, 1853 to ? Hocken has 1 (1853), 3–5 (1855–57), 7–13 (1860–1866), 15–17 (1868–1870). Titles vary: issue 1, *The Canterbury Almanac*; issue 3, *The Wellington and Canterbury Almanac*; issues 4–6, *The New Zealand Almanac*. From the beginning the work offered a short official and other directory, at first for Wellington and Canterbury, by 1863 extending throughout the South Island, from 1865 concentrating on Canterbury.
- 23 *Wise's Canterbury Directory*, 1898/99 ('6th issue'). This work may have begun as *Wise's Directory of Christchurch and Suburbs, including Lyttelton and Kaiapoi*, 1891 (no copy in Hocken), and evolved from 1902/03 into *Wise's Canterbury, Marlborough, Nelson and Westland Directory*. The 1902/03 issue is in Hocken; the last issue seen, for 1912/13, is not in Hocken.
- 24 *Stone's Canterbury Nelson Marlborough and Westland Directory*. Published 1899–1954/55. Hocken has issues 1902 to 1954/55, minus the issue for 1909.

#### GISBORNE

- 25 *Stubbs' Poverty Bay and Wairoa Almanac Directory and Guide*. Gisborne. Hocken has the issue for 1888; no others reported.

#### NAPIER

- 26 *Harding's New Zealand Almanac Diary, Year-Book East Coast Directory and Local Guide*. Issues reported for 1880–90. Hocken has the issue for 1890, with imprint Napier, R. Coupland Harding, 1889.

#### NEW PLYMOUTH

- 27 *The Taranaki Almanac and Directory*. Issues recorded for 1869–88. Hocken has 3: the first, 1869; the fourth, 1872; and the 18th, 1886.

#### WELLINGTON

- 28 *The Wellington Almanack*. Three issues, all in Hocken; 1843 and 1844, imprint Wellington, Samuel Revans, N.Z. Gazette and Wellington Spectator Office; 1845, Port Nicholson, Edward Roe. The first issue has a short list of government officers and clerics; the other two brief lists of merchants and others.
- 29 *The Cook's Strait Almanack*. Wellington, Robert Stokes, at the office of the *New Zealand Spectator*, and *Cook's Strait Guardian*. Hocken has issues 1–3

(1846–48) and 5–7 (1850–52). All these issues save the first contain a 'Directory' section, listing government officials.

- 30 *Wellington Almanack, Director, Calendar and Diary*. Wellington, Thomas McKenzie. Hocken has issues 2–6 (1850–57), 8 (1862), 10 (1864), 12 (1866), 13 (1867), 15–16 (1869–70), 19 (1873). Titles vary. Issue 2, *Southern Province Almanack*; issues 3–5, *Wellington Almanac*; issue 6, *Original Wellington Almanack*. Issue 2 contains local lists of officiating ministers, merchants, &c., and general lists of government officials. Subsequent issues have a short, but expanding official 'Directory'.
- 31 *New Zealand Almanack, 1859*. A broadsheet supplement to the *New Zealand Spectator*, with almanac flanked by 'Directory', mainly official.
- 32 *The Wellington Almanack*. Hocken holds issues for 1861, 1862. Broadsheet supplements to *The Wellington Independent*, each with a 'Directory' mainly listing government officials
- 33 *Spectator Almanac. 1862*. A broadsheet, printed at the office of the *New Zealand Spectator*, with 'Directory', mainly official.
- 34 *The New Zealand Directory ... (Stevens & Bartholomew's). Combined with the Runholders' Directory*. Melbourne and Wellington. Hocken has the only two recorded issues, for 1866–67 and 1867–68.
- 35 *The Wellington Almanack and Diary for ... 1857; ... To which is added, A Local Directory*. Wellington: Printed at the Office of the *New Zealand Spectator*. 1857. This seems to succeed *The Cook's Strait Almanack*. It is published from the same newspaper office, and obviously competed with McKenzie's *Original Wellington Almanack*, also of 1857.
- 36 *Stone's Wellington Hawkes Bay and Taranaki Directory*. Hocken has 1891–1945, apparently all that were printed.
- 37 *The New Zealand Business Who's Who*. Wellington. Issues run 1936, 1948 ff. (mostly biennial). Hocken has 1936, 1951, 1953, 1955.

#### REFERENCES & FURTHER READING

- Finding List, arranged alphabetically by title, of serials held in New Zealand Libraries*, National Library of New Zealand, microform ed., 1980 onwards.
- Maslen, K.I.D. 'Wise's Directories: a Short History and a Checklist (1865–1922)', *Bibliographical Society of Australia and New Zealand Bulletin*, 12 (1988) [1990], pp.21–41.
- Maslen, K.I.D. 'When every wise man knew his name, address and job,' and 'Wise goes public, and the directories reach 3,500pp,' *Otago Daily Times*, 18–19 March, 1986.
- Penney, A.C. *A Checklist of Australian and New Zealand Almanacs and Directories compiled from the National Library Finding List*, private publication, 1986.

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