

THE
NEW ZEALAND
JOURNAL
OF
HISTORY

VOL.41, No.2

OCTOBER 2007

THE UNIVERSITY OF AUCKLAND
TE WHARE WĀNANGA O TAMAKI MAKĀURAU
NEW ZEALAND

Editors: *Caroline Daley & Deborah Montgomerie*

Associate Editors: *Judith Bassett
Judith Binney
Malcolm Campbell
Raewyn Dalziel
Aroha Harris*

Review Editor, Books: *Greg Ryan*

Review Editor, History
in Other Media: *Bronwyn Labrum*

Editorial Assistants: *Jennifer Ashton
Barbara Batt*

Business Manager: *Gabrielle Fortune*

Editorial Advisory Group:
Tony Ballantyne *University of Otago*
Barbara Brookes *University of Otago*
Giselle Byrnes *Victoria University of Wellington*
Cathy Coleborne *University of Waikato*
Bronwyn Dalley *Ministry for Culture and Heritage*
Anna Green *Auckland University of Technology*
Chris Hilliard *University of Sydney*
Kerry Howe *Massey University, Albany*
Jim McAloon *Lincoln University*
John E. Martin *Parliamentary Historian, Wellington*
Philippa Mein Smith *University of Canterbury*

The *New Zealand Journal of History* is published twice yearly, in April and October, by The University of Auckland.

Subscription rates for 2008, payable in advance, post free: domestic \$50.00 (incl. GST); overseas \$NZ60.00. Student subscription \$30.00 (incl. GST).

Subscriptions and all business correspondence should be addressed to the

Business Manager
New Zealand Journal of History
Department of History
The University of Auckland
Private Bag 92019
Auckland 1142
New Zealand
or by electronic mail to: nzjh@auckland.ac.nz

Articles and other correspondence should be addressed to the Editors at the same address. Intending contributors should consult the style sheet at <http://www.arts.auckland.ac.nz/his/nzjh/>

Back numbers available: \$10.00 (incl. GST) per issue in New Zealand and \$12.00 overseas.

PRINTED BY THE UNIVERSITY OF AUCKLAND
ISSN 0028-8322

© 2007 *The New Zealand Journal of History*

The New Zealand Journal of History

Vol.41, No.2

October 2007

CONTENTS

- Ian Brailsford* 'Enlightened Buying': From Consumer Service 123
to the Consumers' Institute, 1959–1964
- John Cookson* How British? Local Government in New Zealand 143
to c.1930
- Philippa Mein Smith* Did Muldoon really 'go too slowly' with CER? 161
- Jacob Pollock* Cultural Colonization and Textual Biculturalism: 180
James Belich and Michael King's General
Histories of New Zealand

Reviews (Books)

199

Jock Phillips, Basil Keane and Rangi McGarvey, eds, *Māori Peoples of New Zealand: Ngā Iwi o Aotearoa* (Nēpia Mahuika); Jock Phillips, gen. ed., *Settler and Migrant Peoples of New Zealand* (Rosalind McClean); Harry C. Evison, *The Ngai Tahu Deeds. A Window on New Zealand History* (Michael Belgrave); Bronwyn Dalley and Margaret Tennant, eds, *Past Judgement. Social Policy in New Zealand History* (Melanie Oppenheimer); Tony Ballantyne and Brian Moloughney, eds, *Disputed Histories: Imagining New Zealand's Pasts* (Deborah Montgomerie); Stephen Levine, ed., *New Zealand as it Might Have Been* (Jim McAloon); Ian Hunter, *Age of Enterprise: Rediscovering the New Zealand Entrepreneur 1880–1910* (Anthony M. Endres); Margaret Wigley, 'Ready Money': *The Life of William Robinson of Hill River, South Australia and Cheviot Hills, North Canterbury*; Hazel Riseborough, *Ngamatea. The Land and the People* (Robert Peden); Richard Shallcrass, *Family Silver. From the Provinces to Privatisation — A Personal Journey* (Barry Gustafson); Gerald Hensley, *Final Approaches: A Memoir* (Brij V. Lal); Colin Brown, Marie Peters and Jane Teal, eds, *Shaping a Colonial Church: Bishop Harper and the Anglican Diocese of Christchurch, 1856–1890* (Geoffrey Troughton); Gavin McLean, *How to do Local History* (Susan Butterworth); Amiria J.M. Henare, *Museums, Anthropology,*

and Imperial Exchange (James Beattie); Doug Munro and Brij V. Lal, eds, *Texts and Contexts: Reflections in Pacific Islands Historiography* (Barry Rigby); James Bade, *Sea Devil: Count von Luckner in New Zealand and the Pacific* (Doug Munro); R.C.J. Stone, *Logan Campbell's Auckland: Tales from the Early Years* (David Verran); Hugh Price, *The Plot to Subvert Wartime New Zealand* (Greg Ryan).

Reviews (History in Other Media) 226

NZhistory.net.nz website: <http://www.nzhistory.net.nz/> (Graeme Ball); Te Ara: The Online Encyclopedia of New Zealand website: <http://www.teara.govt.nz/> (Andrew Brown-May); *Kāi Tahu Whānui ki Otago*, Otago Settlers Museum, Dunedin (Angela Wanhalla).

Research 231