

Our Second "Tui" Retires

—A Tribute

This issue of the "Exporter" marks the end of an era for our Farm Home Journal Section. Having conducted this section of the paper with outstanding success for the past 28 years, "Tui" retires at her own wish with the completion of this issue. We of the "Exporter" team have known of her decision for some months, but this does not lessen our regret at the loss of a key member of the editorial staff whom we all admire and hold in sincere affection and whose contribution to our paper and the standing that it enjoys among countrywomen throughout New Zealand has been immeasurable.

OUR feelings at this time will be shared by thousands of readers who have enjoyed and looked for her monthly letters in the paper over the years and appreciated how much the quality and variety of the material in the Farm Home Journal pages have owed to her sound judgment and the work and care that she has always put into its selection. Many of you whom she has helped with advice and encouragement over the years will wish to write to her yourselves, but it is my privilege, as one who has been fortunate in working with her and enjoying her friendship for the past 25 years, to say "thank you" to her on behalf of us all.

To her readers, the editor of the Farm Home Journal Section of the "Exporter" has been known as "Tui" ever since the first issue of the paper was published 36½ years ago. Over that period, there have been two "Tuis". The first was Mrs A. J. Heighway, to whom goes the credit for launching what was then a completely original concept in the field of women's journalism—a section of the magazine for farm women in which the bulk of the reading material is contributed by the readers themselves.

The first "Tui" conducted the section with considerable success for some eight years and then retired, to be succeeded by Mrs Norah Telford Burnard, who, as the second "Tui", has been counsellor and friend to many thousands of countrywomen.

Ideal Background

NORAH BURNARD'S character and background have fitted her ideally for the work for the "Exporter" and for the countrywomen of New Zealand which she has done so very well over the succeeding years. Born at Clareville in the Wairarapa, she is a daughter of the late Mr and Mrs Robert Drummond, a couple who held a very special place in the affections of a very wide circle of New Zealanders. Mr Drummond was a country schoolmaster, of the type around whom legend grows—a man of intellect, wit, and a broad, tolerant outlook upon life. In Mrs Drummond, the grand-daughter of a pioneer whaling captain, Daniel Dougherty, first pilot in Wellington Harbour, and also one of the first

By The Managing Editor

whaling grounds, he found the perfect helpmeet for his work among the younger generation. They had a large family, all of whom subsequently distinguished themselves academically. The Drummonds liked nothing better than to have young people in large numbers around them. They kept open house, and had a host of friends among the farming folk in the Wairarapa. It was in this happy home environment, at picnics, and tennis and swimming parties on the farms of family friends, that Norah Burnard developed her love of the country and her appreciation of and interest in country folk and their outlook on life.

As a girl, she had a scientific bent and following this on leaving high school she entered Otago University where she qualified in the dental course. She then joined the School Dental Service of the Health Department. As a district supervisor, she controlled the work of the school dental nurses in her area. Later, she was a lecturer and demonstrator at their training school in Wellington.

In the first year of her married life, Mrs Burnard accompanied her husband, Charles Burnard, then fields editor of the "Exporter," on a fact finding tour through most of the dairyfarming districts of New Zealand. It was an adventurous trip, for they travelled in one of the first baby Austins to be imported into the country and "mud" and "back-country roads" were still synonymous terms in those days. During their travels, Charles Burnard wrote the first of the series of practical farming success stories which did so much to build the early reputation of the "Exporter." And while he was out on the farms with the farmers, Norah Burnard talked to their wives and gained an insight into their problems and outlook which was to serve her well in the years ahead.

Wise Counsellor

WHEN she was appointed as the second "Tui" in 1933, Charles Burnard had been editing the paper for some years and she



Mrs Norah Burnard, "Tui" of the "Exporter's" women's pages for the past 28 years, admires the silver tea and coffee service presented to her by the N.Z. Dairy Exporter Newspaper Co. Ltd., at a farewell function on the eve of her retirement. Leading the applause is Mr G. T. Kellaway, chairman of directors, who made the presentation.

had had further opportunities for developing her interest in and understanding of the problems of countrywomen. Dairyfarmers' wives had plenty of problems in those days. New Zealand was emerging very slowly from the most disastrous slump in its history. Money was short, the boon of tarsealing had still to come to country roads, and relative isolation was the lot of many countrywomen.

Lacking the opportunity to talk their problems over with other women, many of them relied on the Farm Home Journal Section of the "Exporter" almost entirely as their window on the outside world, their contact with their fellow farm women, and the medium for the expression of their own thoughts, hopes, and ambitions on paper. They brought their problems to "Tui" and she helped in their solution with wise and practical counsel.

With the march of the years and the improvement of country roads and services, the earlier isolation of many dairyfarm homes has long since disappeared, but under "Tui's" wise guidance, the Farm Home Journal has retained its popularity to the full among our women readers. Its scope of interest and the range of subjects discussed in its pages have widened and its pages today mirror the opinions of an informed country womanhood on many questions of national and international importance. With this development, its basic character remains unchanged. It is as varied in content and as entertaining as ever—a tribute to

our hundreds of contributors whose ranks include many well-known writers. We take pride in the fact that several of New Zealand's leading women authors cut their literary teeth in "Tui's" pages. Among them are numbered Mary Scott, whose books are in demand throughout the Commonwealth and have now been translated into several foreign languages, Celia Manson, sister of the "Tui" whom we are farewelling and whose literary flair she shares with Essie S. Summers, and Joyce West.

An essentially modest person, Norah Burnard will discount her own very considerable share in the success of the feature which she has controlled for the past 28 years. She will tell you that she has merely acted as umpire and selector, but her readers and those of us who have worked with her know how short of the mark this is. The central and most popular feature of the Farm Home Journal is and has always been "Tui's Letter," which month by month has reflected her own many characteristics of practicality, sincerity, humour, and sound philosophy of life.

She writes simply, and with sensitivity—two faculties which many writers long for but cannot acquire. We hope sincerely that we have not seen the last of her writings. In paying tribute to all she has accomplished for the "Exporter" and for New Zealand countrywomen and in saying "thank you" to her, I extend the best wishes of us all to her for the future.

MEMO: Tui - Norah Telford Burnard nee Drummond , born at
Clareville inthe Wairarapa.

Appointed second "Tui" in 1933. Retired Dec 1961, after
28 years with Exporter.