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**NEW ZEALAND SOCIETY
THE SIXTIES: PART TWO**

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GROWTH & DEVELOPMENT

AUCKLAND HALF MILLION

Pictorial Parade 154 (extract)

National Film Unit 1964. Duration 1.47

AUCKLAND HALF MILLION ... Auckland celebrates its growing population which has now reached 50,000 and is expected to reach one million in the next 22 years. More houses are being built in the suburbs. The Half Million celebrations include a parade with the Queen of Auckland, women on a blossom float, go-karts and a £1,000 fireworks display.

NZ INDUSTRY

The Quality's Included Free (extracts)

National Film Unit 1968. Duration 3.33

A film promoting New Zealand tourism and detailing products made by New Zealand's manufacturing industries. A housewife prepares the family roast in her kitchen equipped with New Zealand made products. She uses New Zealand frozen vegetables and vacuums with her New Zealand made vacuum cleaner. Meanwhile, Dad drinks a glass of beer while the lawn mower mows the lawns by itself. The 1960s were a time when access to a wide range of products came within reach of most New Zealanders, and New Zealand industries were protected from such competitive notions as the free market or the globalised economy.

BENMORE POWER

Pictorial Parade 166 (extract)

National Film Unit 1965. Duration 5.48

BENMORE POWER: In 1956, surveyors worked in the Waitaki Valley, once a sheep farming area. A year later tests and designs were finalised and the Benmore Dam Scheme began. Housing was erected at Otematata for construction workers and in 1960 the completion of the diversion tunnel, marked the end of Stage One. Three years after construction began, the course of the Waitaki River was changed forever. In 1961, the North-South power connection transfer was given approval. Benmore, was the largest scheme of its kind in the world. In May 1965, the £48,000,000 Inter-island Power Project was opened by the Prime Minister Holyoake.

WESTLAND'S FINEST HOUR

Pictorial Parade 172 (extract)

National Film Unit 1965. Duration 2.06

WESTLAND'S FINEST HOUR: At Knights Point, large crowds gather in the rain to hear local Member of Parliament, Mr Blanchfield, the Prime Minister Mr Holyoake and the Bishop of Christchurch deliver their speeches during the opening ceremony of the Westland-Otago road link, Haast Pass. The road was

dedicated by the Bishop of Christchurch, Rev. A K Warren and the plaque unveiled by the Prime Minister. Mrs Holyoake cut the ribbon, allowing the official party and others to drive through to Haast.

OTAHUHU STEEL MILL

Pictorial Parade 136 (extract)

National Film Unit 1963. Duration 2.43

OTAHUHU STEEL MILL: The Pacific Steel Mill is one of New Zealand's newest factories. Scrap metal is melted in an electric furnace and made into reinforcing rods for new buildings. The factory will save the country £11/2 million in overseas exchange each year.

POST OFFICE

Pictorial Parade 110 (extract)

National Film Unit 1961. Duration 4.20

POST OFFICE CONVERSATION: The increase of telephone traffic has meant the New Zealand Post Office has had to lay a million feet of coaxial cable between Wellington and Auckland and eight microwave relay towers to cope with the demand for telecommunications. Shows the installation of the cable and the towers.

POP CULTURE

CHTV3 LAUNCH

CHTV3 Launch

NZBS 1962. Duration 1.45

CHTV 3 launch programme included: William Tell; the News; The Larkins; Boyd Q.C. and The Deputy starring Henry Fonda. The evening's programme was due to close down at approx. 9.43pm. Filmed directly off a TV screen the miracles of early technology are a wonder to behold! The master copy is badly out of synch which is partially corrected here.

RAY COLUMBUS & THE INVADERS

Bandstand: Ray Columbus & The Invaders

[1963]. Duration 2.14

She's a Mod, she's a mod, she's a mod... (yeah, yeah, yeah). Ray Columbus and the Invaders perform on Australian television show Bandstand with our first overseas number one hit. Ray Columbus himself had to purchase the master film from an Australian source for this memory to be preserved. Thank you Ray!

THE CHICKS

C'mon (extract)

NZBC 196- . Duration 1.01

Our very own Chicks, and the wonders of lip-synch.... the style, the music and the dancers pushed boundaries hitherto untried. Young New Zealand was attacking the perceived puritanical streak of generations past, a common generational procedure but begun with a vengeance in the 1960s...

MR LEE GRANT

C'mon: Mr Lee Grant

NZBC 196- . Duration 1.54

Psychedelic man... a long way from the following lads (the Yeoman) but not too distant in time...

THE YEOMAN

Loxene Golden Disc Awards: The Yeomen

NZBC 1965. Duration 2.48

The kind of young men that parents in the 1960s appreciated. Perfect.

DON'T LET IT GET YOU

Don't Let it Get You: (extract)

Pacific Films 1966. Duration 1.54

Lew Pryme and the Impacts: Come On. Extract from John O'Shea's 1966 feature "Don't Let it Get You": Lew Pryme's trademark was his bleached blonde hair. He became known nationwide from his appearances around the country as opening act on the 1965 Dave Clark Five tour. He did it again in 1966 as opening act on the Herman's Hermits tour, and then made an appearance in the New Zealand musical comedy Don't Let It Get You. Pryme later released Gracious Lady Alice Dee which was banned by some radio stations, because of its supposed references to the drug LSD.

RUNAWAY

Runaway (trailer)

Pacific Films 1964. Duration 2.11

The film trailer from John O'Shea's 1964 feature, Runaway. Spot the famous names.

TV ADVERTISING

MUM ROLLETTE

Bristol Myers: Mum Rollette

Charles Haines 196- . Duration 1.06

Poor sound quality but essential viewing. Profiles the perfect secretary. To hold such a desirable position a woman must have the highest qualifications. She must be efficient, feminine (to arrange the flowers), responsible and attractive. She must also use Mum Rollette deodorant for "personal freshness". Gender role specifics abound.

MENNEN

Mennen Skin Bracer: Magnet

[196-] . Duration 0.27

Association. If you use Mennen Skin Bracer sexual attraction will occur, the product producing the effect. The word magnet is the key to this particular commercial. A word or phrase is placed in the spoken narrative to maximise the advertiser's intent.

MATINEE CIGARETTES

Matinee Cigarettes: Make Mine a Matinee

Pacific Films 196- . Duration 0.34

A couple lie on the river bank after rowing. The man lights his girlfriend's cigarette. Accompanied by a swinging theme song; "You love that flavour." Typical set-up of gorgeous people and the association of product with type. Tobacco advertising of course is now illegal in this medium.

JERGENS 1

Jergen's Lotion: Lobster

[196-] . Duration 0.27

"Would you want to hold hands with a lobster?" What you might call abrupt or basic symbolism. Women are encouraged to use Jergen's Lotion to make their hands "kissing soft". A couple kiss on the beach. Perfectly groomed models, a common feature of 1960s advertising, project an image that associates social and physical perfection with the virtues of the advertised product.

JERGENS 2

Jergen's Lotion: Pine-cone

[196-] . Duration 0.27

"Would you want to hold hands with a pine cone?"

FACT INSECTICIDE

Fact Insecticide

Sharland and Co. (Wgton) 196- . Duration 0.25

Footage of war scenes and random violence promote the killing power of Fact Insecticide. Fast cut images as symbolism or a narrative vehicle are an advertising standard.

CALTEX

Caltex I.C. Plus: Flying Saucer over South Africa!

Pacific Films 196- . Duration 1.23

Early special effects, filmed in Kilbirnie, Wellington. The flying saucer symbolism suggests that Caltex IC Plus petrol is somehow revolutionary - out of this world perhaps?

BRYLCREEM

Brylcreem - Makes the Most of a Man's Hair

Beecham Australia Ltd (Auck)196- . Duration 0.36

Shows a successful man at the office, with a young adoring woman and out on the town in an E Type Jaguar. The rock hard hair is of course associated with physical beauty, with the added ingredient of economic and social success.

AUSTIN CARS

Austin Distributors: Great Shapes

Charles Haines 1968. Duration 0.36

The "great shapes" of the Austin Mini, 1100 and 1800 are compared to the "great shapes" of three models in various suggestive poses beside each car. The social mores of particular decades alter but sexual symbolism has been a consistent tool for the advertising industry.

TEACHING

Department of Education: Teaching? It's a Good Life

Department of Education 196- . Duration 0.35

A young male teacher is shown in the classroom, coaching gymnastics and rugby and checking homework. Choice of car and social activities are important images, and the primary advertising phrase emphasises the vocational lifestyle as opposed to occupation.