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**NEW ZEALAND SOCIETY
THE FIFTIES. PART TWO**

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NEW ZEALAND SOCIETY: THE FIFTIES. PART TWO

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SOCIETY

TOWN & COUNTRY

RURAL 1952

THIS VALLEY (EXTRACT)

Pacific Films 1952. Duration 2:51

The rural slice of life. The Annual Calf Day at Tirau School with some less than obedient animal friends. The urban/rural population split has stabilised at 85% / 15% from the 1981 census on. The urban overtook the rural population in 1911, but the rural component of the New Zealand experience remains strong.

COUNTRY TOWN 1956

Their Town

National Film Unit 1956. Duration 8:55

Thursday is Banking Day and the children of the railway town of Ohakune make their way to school by bus, foot and cycle. At assembly, they learn that their school has won the 1955 Banking Shield. The strong community spirit and honest hard work of the people of Ohakune is emphasised by a working bee to build a swimming pool ... "While the men use their muscles, the women make sure they don't go hungry." A good example of the 50s country town community NZ style.

EXPANDING URBAN 1958

Pictorial Parade 79 (extract)

National Film Unit 1958. Duration 2:13

HOUSING - NEW DEVELOPMENTS: At Porirua, Wellington, land is cleared for a vast new building programme to provide facilities for a population of 60,000. To date, over 2,000 homes have been built, while earth moving, surveying and building are being done simultaneously. From Porirua to Titahi Bay, new towns are rising to cope with Wellington's continuing population growth.

MAORI

MAORI

Dances of the South Pacific (extract)

Pacific Films 1955. Duration 1:38

A young Polynesian girl with very nice European clothing and a 'standard European' job, views historical painting of early Maori. The message of the subsequent commentary suggests that Maori are fully assimilated and that cultural activities are rolled out for ceremony only.

THE BOYS HIT TOWN

White Sheep (extracts)

Wide Eye Productions 2000. Duration 9:30

“In the late 1950's thousands of rural Maori were encouraged to migrate to New Zealand's main cities. This programme follows the fortunes of a cheeky group of Maori boys, including Mike McRoberts, who moved from Wairoa, Hawkes Bay to the predominately Pakeha city of Christchurch.”

NGARUAWAHIA 1958

Pictorial Parade 74 (extract)

National Film Unit 1958. Duration 2:26

“CANOE DLING” ON THE WAIKATO Once again the Ngaruawahia Regatta takes place on the Waikato River. Waka racing, hurdling and many other water events are enjoyed by many who attend this annual event.

HEALTH

TUBERCULOSIS

Pictorial Parade 61 (extract)

National Film Unit 1957. Duration 2:42

HEALTH - SUCCESS STORY: An intensive 15 year campaign against tuberculosis is a Health Department success story. Detection of the disease during the early years is of the utmost importance. Free mobile units and health check points were offered to the public, Maori had the highest rate of infection. The Mantoux skin test and mass X-ray helped combat the disease.

PLUNKET

Pictorial Parade 61 (extract)

National Film Unit 1957. Duration 1:56

KARITANE - JUBILEE BABIES: During the Plunket Society's 50th Jubilee Year at Dunedin's Karitane Hospital, new nurses are trained by senior staff members to care for sick babies.

NEW X-RAY MACHINE

Pictorial Parade 71 (extract)

National Film Unit 1958. Duration 2:24

AUCKLAND - NEW X-RAY MACHINE: Over £100,000 has been raised by the people of Auckland province for the new cancer X-ray plant at Auckland hospital. The huge machine is eased into position in the newly built radiotherapy block. The chairman of the Auckland Hospital Board, Mr Grierson gives a speech at the opening ceremony. The Mayor is also present. The workings of the machine are demonstrated.

EDUCATION & YOUTH

WONDER WOMEN

Cookery Nook (extract)

Pacific Films 1955. Duration 3:07

Made as an advertising film for the Edmonds Baking Powder Company. A man attempts to bake afternoon tea, with disastrous results. His daughter and her friends rush to the rescue, putting into practice the techniques they have learnt at school. Gender specific message involved here.

JUNIOR TRAFFIC 1958

Pictorial Parade 75 (extract)

National Film Unit 1958. Duration 3:12

TRAFFIC...PLAY SAFE : Children from a Palmerston North school learn traffic safety with the help of a model town, complete with pedestrian crossing, road signs, cars and cycles. Directing operations are traffic instructor Wink Horsfall and former All Black Ron Jarden.

YOUTH DAY 1957

Pictorial Parade 68 (extract)

National Film Unit 1958. Duration 1:52

AUCKLAND YOUTH HAS ITS DAY: Auckland Youth Week was established by the Junior Chamber of Commerce. 3,000 young people meet at Western Springs for a display of sporting events. These include Gymnastics, Marching, Highland Dancing and Judo. At Mission Bay, there's Lifesaving, Yachting and Water Skiing.

TAITA 1958

Pictorial Parade 79 (extract)

National Film Unit 1958. Duration 2:44

HUTT VALLEY - YOUTH CLUB: Teenagers from the Hutt Valley Youth Club, meet on Sunday afternoons during the winter months, at the Taita Community Hall. After 5 years the club has over 600 members and weekly programmes are organised by the Club Committee. Burt Robinson, who started the club and Betty Smith, secretary, find plenty of activities to interest members: dancing, music, sports activities and games are just a few of them. Parents too, are encouraged to take an active part in the club.

GIRL GUIDES 1955

Pacific Magazine 15 (extract)

Pacific Films 1955. Duration 1:54

Looking For Leaders: An item on the Girl Guide movement, designed to encourage older women to join as leaders. Sequences of Girl Guides on camp - cooking sausages and preparing to erect a tent. A Brownie

on enrolment makes her promise, and a new adult leader is initiated. Girl Guides are shown tying knots, singing and practising first aid. They pack baskets of flowers and sweets and deliver their gifts to children in the local hospital. The Hon Mrs Hilda Ross, Minister of Women and Children pays a visit.

SPORT, CULTURE & LEISURE

SPORTING NATION

WORLD RECORD 1953

Pictorial Parade 3 (extract)

National Film Unit 1953. Duration 2:16

WORLD SHEARING RECORD, A NEW CHAMPION: Godfrey Bowen beats the world record by 47 sheep and shears 485 sheep in one day in a shed near Palmerston North.

BOB CHARLES 1954

Pacific Magazine 7 (extract)

Pacific Films 1954. Duration 1:22

The young Bob Charles, bank clerk from Masterton plays golf at Heretaunga. Loses to Tim Woon (NZ) and wins against Australian Peter Thompson.

WAR!!

Pacific Magazine 16 (extract)

Pacific Films 1955. Duration 2:16

Rugby game between the North Island and South Island teams, at Athletic Park in Wellington. A good muddy game was played, North winning 15-9. Item begins with the arrival of match spectators at Paraparaumu airport in a spectacular gale.

THE SPRINGBOK TOUR 1956

South Africa versus Canterbury, July 21 1956 (extract)

Roy A. Evans 1956. Duration 1:52

Quaint amateur shots of the time honoured procession of dads and sons and tipsy young fellas to a rugby match at Lancaster Park. Not just any rugby match, however - the Springboks are in town! The extent to which rugby, and in particular, rugby against South Africa, has been ingrained into the New Zealand consciousness is graphically shown in this footage, to the extent that the crowd size sets a new record of 45,000... and it's only the Canterbury team, not even the All Blacks!

LEN SOUTHWARD 1953

Pictorial Parade 5 (extract)

National Film Unit 1953. Duration 2:29

WATER-SPEED "REDHEAD" BETTERS 100 mph: At Evans Bay, Wellington, the 2 1/2 ton speed-boat Redhead prepares for a trial run. Owner Len Southward is testing new propellers to raise the Australasian speed record. On the big day Redhead breaks the New Zealand and Australian water speed record, averaging 101.25 miles per hour. Len Southward was the first man to beat the 100 mph record on water.

HUTT CHOPPERS 1958

Pictorial Parade 73 (extract)

National Film Unit 1958. Duration 2:55

HUTT - CHAMPION CHOPPERS: At the Hutt Valley A&P Show in Trentham, many of the country's best axemen compete. Competitions include standing chops, under-hand chops and the jigger chop. All jigger chop prizes go to Nelson axemen, Fraser 1st and the Hunt brothers, 2nd and 3rd.

LEISURE

POPULAR MUSIC

Pacific Magazine 16 (extract)

Pacific Films 1955. Duration 6:09

MUSIC FOR ALL children listening to the radiogram, young groovers and fifties Rock n' Roll, school children listening to instructional records.

BROKEN BARRIER 1952

Broken Barrier (trailer)

Pacific Films / Roger Mirams & John O'Shea 1952. Duration 2:46

Tom Sullivan, a Pakeha journalist researching a series of magazine articles on Maori people, becomes a casual labourer on an East Coast (Mahia Peninsula) farm. The relationship he forms with Rawi, a young Maori woman, subsequently exposes social prejudice and racism. A controversial kiss!

A&P SHOW 1954

Pacific Magazine 7 (extract)

Pacific Films 1954. Duration 3:51

Annual Shows: The Hastings A&P Show - display of exhibits, prefabricated steel farm buildings, a cradle spinner for sheepshearing, a top dressing display, horses etc. A&P shows came long before Industry Fairs.

MARAETAI 1950

Maraetai 1950 Regatta (extract)

A.H. Pilliner 1950. Duration 2:06

Fabulous amateur footage of the 1950s at the beach. Keep an eye out for the duck chase, beach fashion, and the gorgeous sunglasses.

DRIVE-IN FISHERMAN

Pictorial Parade 46 (extract)

National Film Unit 1956. Duration 1:22

ROTORUA DRIVE-IN FISHERMEN: Mr George Giltrap drives his amphibious jeep through the streets of Rotorua and into the lake. The jeep can function equally on land or water, making 40 miles/hr on the road and 10 knots on the water. The Giltrap party catch trout on the lake.

HEATWAVE 1955

Pacific Magazine 11

Pacific Films 1955. Duration 4:42

NEWS HOT - HEATWAVE: Brief item on the spectacular fire in a Wellington woolstore.

Majority of item concentrates on heatwave in Auckland. Scenes of Auckland swimming baths, men drinking and playing darts at the pub. Sequence on brewery - laboratory, bottling and transportation (shot at Dominion Brewery's Waitemata Brewery). Section showing Queen Street, crowds, women in bikinis and children eating ice creams. Coverage of the Auckland Interdominion Trotting Club meeting.

CHRISTCHURCH 1956

Pictorial Parade 48 (extract)

National Film Unit 1956. Duration 1:18

CHRISTCHURCH - MODEL YACHTS ON VICTORIA LAKE: The Christchurch Model Yacht Club enthusiasts sail their yachts in Victoria Lake, Hagley Park. Founded in 1898, the club's racing yachts are built to specific detail, races occur regularly and there is an annual competition for prizes. Leisure patterns in pre-TV era.

OPO THE DOLPHIN 1956

Pictorial Parade 47

National Film Unit 1956. Duration 5:58

PELORUS JACK'S SUCCESSOR - THE LIFE OF OPO: Archive footage dating back to 1912, shows travellers heading for the Pelorus Sounds to see Pelorus Jack, the dolphin. Protected by Parliament, for over 30 years he delighted thousands of visitors and guided many ships from Pelorus to French Pass before disappearing mysteriously in 1916.

In 1956 at Hokianga Harbour, crowds flocked to Opononi to see Opo, 'the friendly dolphin'. Jill Baker, trained Opo to overcome her fear of humans. Opo later died, stranded between rocks in the harbour.

IT'S IN THE BAG 1959

Pictorial Parade 86: Inside the Bag (extract)

National Film Unit 1959. Duration 6:38

The larger-than-life Selwyn Toogood takes us behind the scenes on a live recorded phenomenon that had sufficient following to become a television staple.