



## WELCOME TO THE HOCKEN

Friends of the Hocken Collections

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# Motoring— from Alpha-Romeo to Zodiac

**T**HE advent of motorised transport, and more particularly the motor car, dramatically increased personal mobility, and in so doing brought about significant social change.

Although a toy for the wealthy in the early years of the century, the car was quick to gain acceptance as a pretty-much universal means of personal transportation, with New Zealand rates of car ownership amongst the highest in the world by the 1960s. Freed from previous limitations of speed and distance inherent in horse-drawn transport, or from the need to conform to the routes and timetables of a rail and shipping network, New Zealanders enjoyed the freedom to travel where and when they wished according to individual business, social, or recreational needs.

As well as revolutionising the way in which we travelled, motorised transport spawned a ‘car culture’, in which pride in one’s vehicle, or prowess in handling it, become the focus of social and sporting interaction. A vast industrial, retail and service infrastructure developed to support the acquisition and operation of motor vehicles, and central and local government were kept busy upgrading the country’s road networks, and developing rules and regulations to govern every imaginable aspect of vehicle use.

It is little wonder, then, that the Hocken Library collection contains many hundreds of items related directly to motorised transport. The purpose of this Bulletin is not to detail the full extent of these holdings—a task which would require ten times the space available—but rather to illustrate the breadth and flavour of the Hocken’s collection in this field.

The Bulletin seeks to do this in two ways. First, it details the different types of sources—photographs, archives, newspapers, periodicals, books, etc—of motoring-related material. Second, it attempts to summarise the material in a way which will be of use to researchers. To do this it follows a structure based on seven main subject headings: General Motoring; Health and Environmental Issues; Motor Trade and Industry; Motor Sports; Public and Commercial Transport; Roding and Road Safety; Vintage and Classic Vehicles. Each major heading contains within it a series of subheadings. Priority has been given to archival, photographic and older published material.

Archival sources, it must be said, are surprisingly lim-

ited. The Hocken’s most important collection in this regard are the records of the Automobile Association Otago (Inc.), which cover both AA Otago itself and its predecessors, the Otago Motor Association and Otago Motor Club. The material in this collection includes a complete set of minutes (1906–79), files on subjects ranging from sporting events to motorist insurance, membership records, year books and road guides, maps, and registers for road signs in Otago.

Other interesting archival sources are business records from two motor retailers: Allan Crichton Ltd, a Dunedin garage and motorcycle dealership from the mid-1930s to the mid-1960s; and Watts & Grieve Ltd, an Invercargill garage firm which was established in 1912 and became the agent for Morris cars.

In a wide range of photographs, those so far catalogued provide particularly strong coverage of the 1920s and 1930s. Pictures of families posing with their cars are to the fore, but the photographic record also gives an excellent picture of early motor touring holidays. Public bus services, commercial haulage, motor club activities, and the car in everyday use are also covered. Most of the photographs so far catalogued are accessible through the Reader Access Files under the subject heading ‘Motor Vehicles’, and additional material is held as part of the Otago Eastern Districts Camera Club 1990 Project (P94-005 & P94-033, films 11 and 66-77). The 1946–84 commercial register of the Campbell Studios Collection holds images taken for several car dealers.

Newspapers are, without doubt, the richest source of contemporary accounts of motoring activity and the broader impact of the car on society. Motor trade and retail outlets made extensive use of newspapers to advertise their products and services from the outset. Motoring-related and motor sport news is also covered from the early days. Additionally, in the 1960s, most of the country’s main daily newspapers expanded their traditional motoring columns into much more substantial motoring sections, with reviews of new motor vehicles, trade and retail news, and limited coverage of sporting matters. The *Otago Daily Times* headline index, covering the period 1946–80, includes 25 subject headings related to motoring, the largest containing dozens of entries.

The Hocken collection also includes a large number of New Zealand road maps, which can be individually identi-

fied via the on-line catalogue searching under the key-word 'Maps'.

A basic source of statistical information are the *Appendices to the Journals of the House of Representatives* which, from 1930, contain the annual report of the Transport Department. *Hansard* carries many relevant parliamentary debates, the most useful index headings being 'Motor Cars' and 'Transport'

A subject search of the on-line catalogue resulted in the identification of more than 250 published items related to motoring. Including books, booklets and periodicals, they provide coverage of almost every imaginable motoring-related activity.

### **General Motoring**

As noted above, the AA Otago records are the Hocken's major archival collection on motoring, offering a rich source of material on the local region. Where appropriate, attention is drawn to these records as they relate to the various headings below.

A number of magazines cover motoring in a very general sense. *Auto Age* (later *Motoring Today*) was the official magazine of the Auckland AA, and served as national journal for AA members. Holdings cover the period from 1964 to 1991, when a new bi-monthly national AA magazine, *Directions*, was launched. A complete run of *Directions* is also held. All three titles give general motoring advice, and promote the AA's services to its members.

*New Zealand Motorman* and *Auto News New Zealand* (later *NZ Autocar*) are monthly magazines aimed at the enthusiast. New product and industry news, assessments of new cars, and limited coverage of motor sport events are the staple fare of all three. The *Motorman* run is a broken one from 1973–74, while the *Auto News* collection is complete from 1993.

Those with a taste for motoring poetry and cartoons may be drawn to Oliver Johnson and Nicholas Tarling's *Cautions and Diversions: or, Dotty Lines and Road Remarks*, Auckland, 1975.

### **Pioneer motoring and motor touring**

The AA Otago collection and contemporary newspaper accounts provide the best coverage of early motoring activities. The Hocken photographic collection is also a valuable resource, with material in the *Otago Witness* photographic index from as early as 1903, and good quality images in the Reader Access Files from 1909. W.E. Hyslop, *Bill Hyslop Remembers*, Hastings, 1966, is an illustrated autobiography of motoring from the earliest days, while Graham Cowie, *Yesterday's Motoring*, Waikanae, 1991, is a personal account of early motoring and motor racing.

Published sources additional to those covered above include Gladys Anderson, *The History of the First 21 Years of the NZMCA Inc., 1956–1977*, Auckland, 1977 (on motor caravans) and Fiona Cunningham, *Home Free: Housetrucking in New Zealand*, Auckland, 1994. AA and

Shell Oil motoring guides are also held. J. Tarlton, *Going to Grandma's*, Wellington, 1989, and C. Young, *Getting There*, Wellington, 1993, are children's books detailing motoring journeys.

### **Motorcycling**

Maureen A. Bull, *Wairarapa Motor Cycle Club Inc: 21st Jubilee, 1955–1976*, Masterton, 1976, details the history of a motorcycle club. Barbara P. White, *Rangi and his Motorbike*, 1991, is a children's book on a motorcycle gang.

### **Motorists' interests and lobby groups**

As well as being expressed in their own publications, the activities and views of motoring lobby groups—usually AA branches—are widely covered in contemporary newspapers. The *ODT* headline index, for example, has some 60 entries under the heading 'Automobile Association'.

The histories of three AA branches are also held. Clive Geary, 'History of the Automobile Association Otago, 1905–1939', MA thesis, University of Otago, 1965, covers the local association, while anniversary publications are held for the AA Wairarapa and Wanganui branches.

### **Vehicle assessments**

Road tests of vehicles can be found in the magazines mentioned above, particularly those aimed at the enthusiast, and in the main daily newspapers from the 1960s on (from July 1960 in the *ODT*), usually on a weekly basis.

### **Health and Environmental Issues**

A range of material dealing with the use of alternative fuels is held by the Hocken. It covers, in the main, the gas-fuel alternatives to petrol which were promoted from the mid-1970s to mid-1980s. A search of the on-line catalogue using 'Fuel' as a key-word will reveal more than a dozen publications on this subject—mostly by Government agencies, while a search under 'Motors' will identify items on the polluting effect of motor vehicles.

### **Motor Trade and Industry**

#### **Industry**

The assembly of motor vehicles was an important part of New Zealand industry from the 1910s to the late 1990s. The main sources of information are again newspapers, while a range of publications may be found on the on-line catalogue under 'Automobile Industry and Trade' using the on-line catalogue. Several Government publications detail plans for the industry, with other items of interest including: Bert Roth, *Advocate, Educate, Control: the History of the New Zealand Engineers' Union, 1863–1983*, Wellington, 1984; *General Motors N.Z. Ltd Commemorates Fifty Years of Progress*, Upper Hutt, 1975.

## **Retail trade**

Most retail operations, it seems, are reluctant to commit records of their operations to the care of the Hocken archivists. The business records of Allan Crichton Ltd and Watts & Grieve Ltd, however, offer an insight into the motor vehicle retail trade from the 1910s to the 1960s. The latter firm was also the subject of a published history (*50 Years of Service to Southland 27th September 1912 to 1962*, Invercargill, 1962). The photographic collection includes a series covering activities at C.H. Carson's Ashburton Ford dealership in 1918, and a motorcade marking the silver anniversary of Buick in 1929.

The advertising and business sections of newspapers are a self-evident source of material. Some pioneers of the local motor trade—men like Frederick Augustus Cooke (co-founder in 1895 of Dunedin dealer Cooke Howlison) and Ernest Robert Godward (an Invercargill dealer and respected inventor)—are the subject of entries in *Southern People* and the *Dictionary of New Zealand Biography*.

The activities of the Motor Trade Association are detailed in published material including the association's own periodical, *The Radiator*, and its history from 1917 to 1992 is traced in two publications: Ian J. Main, *The First Fifty Years: the Story of the NZ Retail Motor Trade Association (Inc.), 1917–1967*, Wellington, 1969, and Colin F. Stone, *A Further Twenty-Five Years: the Story of the Motor Trade Association (Inc.), 1967–1992*, Wellington, 1992.

Stephen Selwood, 'Private Vehicle Replacement', University of Otago thesis, 1984, is a study of the car market in Dunedin, Milton and Balclutha; and the story of the Dunedin motorcycle trade is told in Mark Henderson's *A History of the Motorcycle Trade in Dunedin*, Dunedin, 1993.

Other published sources, all accessible via the on-line catalogue under 'Automobile Industry and Trade', include promotional publications and Government reports on the motor vehicle market and retail trade.

## **Motor Sports**

### **Pioneer motor sports**

The first motor sport events held in New Zealand were intercity races of dubious legality, perhaps the earliest being a 1909 Invercargill-Dunedin-Invercargill event featuring motor industry pioneer Ernest Godward (see above).

The AA Otago collections include material on the early beach races and hill-climb events it organised in the 1920s and 1930s, as well as the Sundstrom navigational rally which runs to this day. Early motor sport is generally well covered in the contemporary press, and the Reader Access Files for photographs include a rare picture of racing on Oreti Beach, while the *Otago Witness* photographic index lists coverage of an Otago Motor Club hill-climb in 1925.

This early period is covered in: A.R.E. Messenger, *Flat to the Boards: a History of Motor Car Sport in New Zealand, from 1901 to 1940*, Christchurch, 1985.

## **Motor racing from 1945**

Newspaper reports are again the key source of contemporary accounts, and there is also a rich collection of books on the subject.

The sport in Otago/Southland is chronicled in: Marilyn L. Bunce, *Teretonga 25*, Invercargill, 1982; Keith F. Douglas, *40 Sporting Years: the history of the Southland Sports Car Club, 1948–1989*, Invercargill, 1989; Scott Thomson, *Racing Round the Houses: The History of the Dunedin Festival Road Races 1953–1965*, Dunedin, 1983. Clive A. Lind, *When the Engine Roars: the Motor Racing Life of George Begg*, Invercargill, 1980, tells the fascinating story of a Southland agricultural engineer who built topflight racing cars in the 1960s and 1970s.

Graham Vercoe takes up where Messenger left off with *The Golden Era of New Zealand Motor Racing*, Auckland, 1993, covering the period when the world's great racers came to compete in New Zealand on a regular basis. The careers of New Zealand's top racing drivers—Bruce McLaren, Denny Hulme and Chris Amon—are covered in McLaren's autobiography, and in biographical works by Richard Becht, Eion Young, and Desmond Mahoney. A search of the on-line catalogue under 'Automobile Racing' will turn up several other titles.

### **Car rallying**

High-speed rallying on gravel roads emerged as New Zealand's premier motor sport in the 1970s, the country's top event becoming part of a prestigious world championship. David Thomson, *The New Zealand Rally: Celebrating 25 Years*, Auckland, 1996, covers the history of that event. More detailed chronicles of 1972, 1973, 1976 and 1977 events are also held in the collection (search 'Rally' or 'Rallies' on the on-line catalogue), while coverage of these and lesser local events are found in contemporary newspapers.

The popularity of the sport is reflected in Fleur Beale's *Slide the Corner*, Auckland, 1996, a young adult novel about rallying.

### **Motorcycle racing**

New Zealand motorcyclists have made their mark internationally, and the Hocken holds autobiographies by speedway greats Ivan Mauger and Barry Briggs. John Britten's successful bid to build a revolutionary racing bike is told on video in Harry Ruffell's *One Man's Dream, the Britten Bike Story*, Christchurch, 1995. *Southern People* contains an entry for Neville Landrebe, the leading Dunedin rider whose career was cut short by a fatal accident in 1970.

## **Public and Commercial Transport**

### **Passenger transport**

Photographs in the Reader Access Files focus on public bus services in the 1920s and 1930s, including Mt Cook

Ltd operations in Central Otago and Newmans buses on the West Coast. The Hocken holds a range of Peninsula Motor Services photos and ephemera, including brochures and timetables, as well as Dunedin City Council bus timetables and ABC Tram and bus timetables from 1904 to 1928. The activities of Otago Road Services Ltd are covered in Wilma McCorkindale, *Otago Road Services Ltd. A Brief History, Dunedin, 1997*.

An on-line subject search under 'Buses' revealed more than a dozen published works. Several are short photographic histories of particular bus fleets, while others are contemporary research works investigating the demand for bus services. Those with an Otago flavour include: Sean Millar, *Christchurch & Dunedin City Bus Fleets, Auckland, 1979*; Hubert Hobbs, *Transport South, Dunedin, 1984*; and Coastal-North Otago United Council, *Brighton, Green Island and Mosgiel Bus Passenger Surveys, Dunedin, 1985*.

### **Trucks and haulage**

Access to the archives of the Central Otago Motor Transport Association requires permission from the Otago/Southland Employers' Association. A limited number of truck pictures are available in the photographic files, the best featuring Blair's Transport on the East Taieri in the 1940s.

Published sources are many and varied, and an on-line search under 'Trucks' will unearth most of the holdings. A.R.Tyrrell, *The Fulton Hogan Story 1933–1993, Dunedin, 1992*, covers the history of a major haulage and road construction firm. There are several illustrated trucking works by David Lowe, who has also written a school reader on the subject. Other works include surveys of heavy vehicle usage of major roads, and a short history of the Wellington driver's union: Robert J. Campbell, *The Only Weapon, Auckland, 1975, 27p*.

## **Roading and Road Safety**

### **Roading and parking**

Newspapers provide perhaps the best contemporary material on roading developments. There are, for example, more than 40 entries in the ODT 1946–1980 subject index detailing motorway developments around Dunedin. Harold Anderson, *Men of the Milford Road, Wellington, 1975* (reprinted 1985), tells the story of one of New Zealand's most difficult road construction projects.

The roads themselves are detailed in the Hocken's large collection of maps; the AA Otago collection is a rich source of information on roading, and road signage; and an on-line search under 'Road Construction' will reveal various published items.

City planners have for years been busy coping with the demands of motorised transport. Once again, newspapers are a useful source of information. Interrogation of the on-line catalogue using subject key words such as 'Automobile Parking' will reveal published items, most

being planning and engineering reports on traffic and parking. Two of the reports cover parking problems in Dunedin in the 1950s and 1960s.

### **Driver training and education**

Driver training guides abound in published form. 'Driving' is the appropriate key-word for an on-line search, and take your pick from 30 titles ranging from the official *Road Code* to defensive driving guides and bulletins on the safe use of Government vehicles.

Switching from theory to practice, interesting perspectives are provided by: Lois Eagle, *In Dual Control: the Life and Laughs of a New Zealand Driving Instructor, Christchurch, c1995*, and Luke Morrison, 'Driven to Despair? Geographical Implications of Giving up Driving in Old Age', MA thesis, University of Otago, 1996.

### **Accidents and accident prevention**

Newspapers have, from the earliest days to the present, devoted extensive coverage to motoring mishaps. The recovery of a Ford Model T roadster after a crash near Middlemarch in the 1920s has been caught on film, held as part of the Otago Eastern Districts Camera Club 1990 Project (P94-005, film 11).

Research reports prepared for the Accident Compensation Corporation and Ministry of Transport cover the causes of road accidents in some detail, and also summarise the original arguments which led to the adoption of safety measures such as compulsory seat belt wearing, motorcycle crash helmets, and high level brake lights. The on-line catalogue can provide further details with subject searches on 'Road Safety'.

## **Vintage and Classic Vehicles**

The very fact that someone is a vintage car enthusiast implies a strong interest in the past, so it is hardly surprising that such folk are enthusiastic chroniclers of days gone by. Holdings include a run of *Bespoke*, the magazine of the Thoroughbred & Classic Car Owners Club, from 1976 to 1986, and *New Zealand Classic Car* from 1993 on. Special publications cover major vintage car events, and the history of particular regional and one-make vintage clubs.

Titles with a local flavour include: William H. Cross, *South Otago Branch of the Vintage Car Club of NZ Inc. 1971–1996. A Silver Anniversary of 'Bonnets-Bodies-Bumpers', Balclutha, 1996*; and Des. Rillstone, *Wheels into Wanaka: the Inaugural Rally of Veteran, Vintage & Classic Cars, Held at Wanaka, Easter 1991, [video-recording], Invercargill, 1991*.

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