#### NORTH ISLAND MODEL A FORD CLUB INC. - NEW ZELAND

#### **Chapter Members of:**









# **MODEL A TORQUE**

Month: April 2024 Issue Number: 2024/3



#### Putting heads together at Graeme McNeill's workshop

Welcome to the North Island Model A Ford Club Inc.

The purpose of our club is to enjoy, restore, preserve, and protect the Model A Ford automobile and to foster a spirit of good fellowship and family participation using the Model A Ford.

Membership is open to anyone with a sincere interest in the Model A Ford. Ownership is not a prerequisite

Visit our website www.modelafordclub.co.nz for new events, articles & updates.

#### **Model A Ford Club Upcoming Event Planner 2023**

Date	Day	Event	Details
14 <sup>th</sup> April	Sunday	Steel n Wheels	Waiuku
17 <sup>th</sup> April	Wednesday	Tech Night	Stephen Upsons workshop
21 <sup>st</sup> April	Sunday	Glenbrook Railway	David and Sonia Heilbron
15 <sup>th</sup> May	Wednesday	Tech Night	Graham Standring Speedway Collection
19 <sup>th</sup> May	Sunday	Run	By Keith and Margaret Watson
12 <sup>th</sup> June	Wednesday	Tech Night	Terry Costello Angle Street
15 <sup>th</sup> June	Saturday	Dinner and Movie	Ryders Avondale

The committee are working on events for the upcoming year. Please keep a watch on the website <a href="www.modelafordclub.co.nz">www.modelafordclub.co.nz</a> for any recent updates.

# FYI below - Non-North Island Model A Ford Club Events 2023

If you are aware of an event coming up, please let the editor know so we can share, thank you.

Date	Day	Event
21 April	Sunday	North Shore VCC Open Day
26-27-28 April	Fri-Sat-Sun	Highland Fling
11-12 May	Sat-Sunday	Pukekohe Swapmeet

Print this page off for reminders and stick to your fridge! or keep an eye on the website for updates.

#### **Editor's Note**

We used to rely on a monthly printed and posted newsletter for advice on coming events. This system worked well and the newsletter hung around the house as a reminder of what may be coming up. It would cost the club a small fortune to go back to that system, so we are stuck with emails that disappear off the page.

So please, as it says above, if you can, print this page as your reminder of NIMAFC coming events.

#### **Club Captains Report**

From wintry Dunedin, well we had one afternoon today of warm temperatures and clear skies after being here for a week. However we have not stopped going for hikes every day, plus dog sitting, by no small feat as he is a very large dog.

First of all, I wish to convey to our Editor on behalf of the club our heartfelt thanks for all his efforts in composing and formatting our Club newsletter.

He has kept an award he has received for the Model A Toque Magazine under wraps. The details have been kept undisclosed to me but he continues the line of awards our Magazine editors have been awarded. Perhaps in this magazine issue he will elaborate on it. Thank you Rob.

Unfortunately for me, the Model A club, has been a bit quiet for me. However it is great to jump online to our website, <a href="https://www.modelafordclub.co.nz/">https://www.modelafordclub.co.nz/</a>, administered by Gary and Fiona Learmonth to see all the events listed that Terry and Andrew Costello have arranged. To all the members who have taken on the tasks of organising something thanks.

Unfortunately due to lack of participants the Te Awamutu trip organised by Trevor Appleby was postponed to a later date. Please if you cannot make an event but would like to go to it, let us know as this helps with

future planning. Thankyou Trevor for your efforts.

One club activity i did go to , was I got a lift with Coxie and we picked up Rob Brown and trotted off to Whitford to attend the tech night at the Specialist Classic Car and Hot Rod Workshop ( Visit the website http://

www.macsspeed.com ).Graham spoke to us on crafting traditional hot rods,



restoring classics, and manufacturing quality parts. They take great pride in manufacturing their own line of products to support the design, fabrication, and restoration of traditional hot rods, customs, and vintage/classic cars as well as meticulously designing and personally casting or fabricating products, so they can maintain complete control over the entire process, ensuring rigorous quality control.





Again we see the success of another business that is very strong in the quality of the work shown, such detail put into everything they do. I was awed along with the rest of the members who attended and I need a shed like that. Graham had lit up the BBQ and thanks to Steve Driver who cooked our sausages for us. Graham and his wife were great hosts and all had an enjoyable evening. Our thanks to them for a great evening.

Some of the workmanship, and our chef who did not think I had his photo.





#### More talk food and cars.

That's it for this month.

cheers wade

Club Captain

nimafc.captain@gmail.com

**NIMAFC** 

11 Charmaine Road,

Torbay

Auckland

0630

#### **Newsletter Awards**

Most MAFCA chapters submit copies of their newsletters to the Chapter Coordinator each month. From those newsletters, MAFCA presents awards based on criteria in the Newsletter Award Policy.

MAFCA Chapter Newsletter Awards for this year, designed to recognize the Editors of Chapter Newsletter, were presented at the National Awards Banquet.

Award	Newsletter	Chapter	Editor
Newsletter of the Year	Rumble Seat Reviewer	Smokey Mountain MAFC	David Rose
Newsletter of Excellence	The Traveler	Gold Coast Chapter	Charlotte Dahlenberg
Newsletter of Distinction	The Cowtown A	Cowtown A's	Chuck Nixon
Certificate of Merit	Wheeling the A	Wisconsin Chapter	Sue Quam
Certificate of Merit	The Spare Tire	Palmetto A's Chapter	Twila Cockerill
Certificate of Merit	The Steering Column	Greater Baltimore Chapter	Dave McLeish
Certificate of Merit	The Evergreen Echoes	Evergreen Chapter	Sara Mpare
Certificate of Merit	THe Plain Dealer	Plain Ol' A's Chapter	Joyce Tweedy
Certificate of Merit	The Ford Script	Santa Clara Chapter	Doug & Cathy Anberg
Certificate of Merit	White Mountain "A" News	White Mountain Region	Janice Vandebogart
Certificate of Merit	Sullivan Trail A News	Sullivan Trail A's Chapter	Jim Morris
Certificate of Merit	The Distributor	Orange County Chapter	Eric Engle
Certificate of Merit	Ford Script	Stampede City Chapter	Al Friesen
Best International	Model A Torque	North Island Chapter, NZ	Rob Brown
Best Special Interest	The Cabrioletter	Cabrolet SIG	Tom Krueger

The fact that our newsletter appears on this list of awards, is in the editors opinion, almost completely due to the work of our previous editors and contributors, who over many years, have set a very high standard of content and presentation for others to follow.

Rob Brown

#### 1920's Fashion in Auckland

This article, found online, was written by Caitlin Kilpatrick, a student at Auckland University. www.ahi.auckland.ac.nz/2023/05/11/1920s-fashion-in-auckland-new-zealand/
The Auckland History Initiative (AHI) aims to support and promote the histories of Tāmaki Makaurau through student engagement, interdisciplinary academic research, strong relationships with our historical institutions and conversing with the Auckland public to invite them to learn more about the origins of their place in the world.

"When, in future years, some energetic historian sets out to write the last word on the evolution of the world's fashions, he or she as the case may be – probably he – will need to ponder seriously over Spring 1927."

While this historian happens to be a she, and Spring 1927 did not provide anything in particular to ponder about, I am certainly energetic and 1920s fashion as a whole provided a lot to ponder about.

From the 1920s to 1940s, Auckland was a destination where department stores and magazines flourished as key fashion destinations. The department stores of central Auckland were hotspots of fashion, and ideas of trends were fed into popular imagination by prominent women's magazines such as *The Mirror*. As women gained autonomy over their lives and decisions, fashion evolved, and so did the ways fashionable clothes were bought and worn. In this article series, I will explore ideas of women's fashion in Auckland city during this period, focusing on the relationship between trends and department stores.

#### The Stores:

As New Zealand's largest city, Auckland was the leader in fashion. From the late 19th Century, department stores dominated shopping in Auckland. Six department stores, positioned in the heart of the city centre, acted as key shopping destinations. Smith and Caughey, Milne and Choyce, and John Court Limited on Queen Street, Rendells and George Court on Karangahape Road, and Farmers' Trading Company on Hobson Street. All of these, except Farmers', had origins as draperies, meaning that the fabric and clothing sections of these stores flourished and was the attracting feature for customers. These stores then evolved into the multi-storey, multi-department stores of today, with wide ranges of goods. These stores had sewing machines and everything needed to make clothes, along with large selections of off-the-rack and made-to-order clothing. Department stores generally appealed to a middle class to upper-middle class customer base, but there was a range in pricing, making them accessible to a wider range. Milne and Choyce and Smith and Caughey attracted a more affluent group than George Court, which advertised "prices within reach and fashion with economy," and Rendells, which attracted their customer base through their bargain sales.



Image 1: View of John Court Department Store from Queen Street in 1917 (Photograph by Henry Winkelmann from Auckland Libraries Heritage Images Winkelmann Collection).



Image 2: Image of Farmers' in 2023 in the old John Court Building (Photograph by Caitlin Kilpatrick).

These department stores valued and capitalised on cultivating a positive customer experience, turning shopping into a spectacle that became important for women and society. Farmers', Smith and Caughey, Milne and Choyce, and George Court all had tearooms in their stores, ensuring there was a destination for customers to relieve themselves from a hard day shopping. Farmers' also ran a free bus between Queen Street, Hobson Street and Karangahape Road from the early 1920s, providing accessibility to all the department stores and furthering the perception of department store shopping as a full-day event. Stores held "dazzling fashion parades" to show off the latest clothing and attract more customers to the spectacle of fashion. These tactics, combined with the stores' central locations, positioned these stores as the most essential fashion destinations, making them indispensable in consumers' minds.

#### The Inspiration:

Fashion also came from magazines, in particular the Auckland-based *Ladies' Mirror*, later renamed as *The Mirror*, which was a gateway for Aucklanders to fashion all over the world. *The Mirror* informed women about the latest fashion trends, with their exclusive 'Paris Fashion Letter' in issues through the late 1920s keeping women updated on "Paris: the world's fashion centre." Throughout the magazines, pictures were displayed of prominent British and French women, inspiring Auckland women on what they could wear to embody fashion itself.



Image 3: Fashion in England used as an example for New Zealand women in 1928 (Photograph by unknown for the Mirror, March 1928)

The European influence on fashion urged New Zealand women to think carefully about their clothing choices. New Zealand's position in the Southern Hemisphere and France's in the Northern led to a delay in these articles, with winter fashions displayed in January, the height of the New Zealand summer. This ended up working to the benefit of New Zealand women. The distance from Europe to New Zealand often meant there was a delay in the current fashionable materials arriving in New Zealand. Hence, these columns acted as a forewarning to New Zealand women on what they should wear in the following season.

The department stores of Auckland City took these global ideas and included them in their advertising identities. Smith and Caughey and Farmers' both boasted multitudes of European materials "coming forward by practically every steamer." All department stores embraced European fashion, but Smith and Caughey mainly took this as part of their identity.

Part of the Smith and Caughey experience was knowing you were viewing fashion from all over the world. The store had buyers "purchasing direct from British and French manufacturers" and directors having constantly visiting London and Paris to find the "latest novelties shown in these fashion centres." Rendells took the same approach, focusing on British imports to appeal to the English Patriotism that many New Zealanders still had. Rendells held a "British Empire Trade Week" where it was boasted that "Buy British, and you buy the best."

Newspapers followed this trend of placing global cities at the centre of fashion, with the *Auckland Sun* declaring in 1928 that "Paris still leads the fashionable world, though [it] has its rivals in London and New York." Europe still ruled the fashion world in the 1920s, although the 1930s and 1940s saw the beginning of the United States' domination of popular fashion.

The personified 'Madame Fashion' (or 'Dame Fashion') was used in magazines and newspapers to describe and discuss the latest trends. In an ad for Farmers' in the *Auckland Sun*, it is stated "Madame Fashion this season has a gown to conform to her slightest whim," discussing the newfound variety of clothing in stores. 'Dame Fashion' was also used to appeal to a sense of community that came from fashion, with the *Auckland Sun* stating "Doesn't womankind in general like to be let into a secret, more especially when it's one concerning the whims of Dame Fashion?" The 1920s saw fashion beginning to be defined as in and out, the beginning of trends as we know today. This made it important for women to stay up to date with the whims of Dame Fashion.

The 1920s marked a new era of fashion – the era of women choosing what to wear and using clothing as an avenue of self-expression. Following the overseas death toll of World War I and the domestic death toll of the Influenza Pandemic, a general uncertainty was the tone of the early 1920s. However, this time period saw women stepping up to work more frequently, providing increased freedom that carried through to fashion. A 1922 article from the *New Zealand Herald* discussed this new-found freedom from the War, where "women did not stop to ask men what they might wear, in fact, the men were not there to ask." This writer understood the War to be the catalyst in allowing women choose what to wear themselves. Whether or not women wore what they truly wanted is debatable, but it is undeniable that the 1920s saw a relaxation in fashion rules that had dominated the previous years. Some believed "the fashion of the future must be what women want, not what Paris wants" which provided an interesting contrast from the more common understanding of European fashion being the most important. *The Mirror* embraced both perspectives, focusing on European fashion as well as the idea that there has "been no period in history in which women have had such opportunities at dressing to better advantage and making the most of themselves."



Image 4: Winter Fashion in 1922 (Photograph by The Ladies' Mirror for the Ladies' Mirror July 1922)

#### The Clothing:

The new-found fashion freedom of the 1920s increased women's choices in clothing. Hemlines crept up through the decade. Initially ankle-length and uneven, hemlines became mid-calf in the middle of the decade. The end of the 1920s saw hemlines becoming much shorter, at "a couple of inches above the knee for day-time wear, and a couple of inches below for evening gowns." Hemlines were often uneven, which paired well with the low-waisted style and draping that was so common. Relaxation of lines, away from severe straightness also provided a looser, more wearable approach to fashion. Yet, silhouettes were still critical, with the Auckland Sun stating that "a woman simply must look slim, whether she possesses the necessary figure or not." Underneath every outfit was a stash of important undergarments – corsets, girdles, petticoats and more. These were used to achieve the desired silhouette – a combination between straight lines and effortless femininity. This effortless femininity was inspired by the past. 1922 Fashion was inspired by the "semi-classical lines" and "charm and statuesque draping" of the Victorian era, not unlike the way that 2022 fashion was inspired by the rugged charm of the early 2000s.



Image 5: Summer Fashion in 1927 (Image by The Mirror from The Mirror, December 1927)

Catalogues held a pivotal role in determining fashion. The Farmers' Trading Company regularly sent out mail catalogues, allowing women to view their shopping options before making the journey to the stores. These were a space where the new wide range of clothing items and styles became visible, becoming pivotal in influencing a new modern fashion style. Cardigans became more popular during this decade, cementing themselves as a timeless staple in women's fashion. Alongside blazers, walking skirts, and costumes, hats played a critical role in overall fashion. Looking at hats, "shapes [were] many and varied" and heavy on adornments, according to the Mirror. Everyday hats were wide-brimmed with upturned fronts, while occasion hats varied wildly between extra wide and extra narrow brims, extra heavy on the embellishments. Women did not go out in public without a hat, so it is understandable that these would play a key role in the perception of a woman's style.

Magazines and newspapers were interested in what people were actually wearing and had long columns detailing the specific outfits of prominent women out and about. For example, for a tea party at Government House in Auckland, "Lady Jellicoe wore bronze-coloured satin draped with georgette, bronze feather boa and becoming hat of the same shade." Events such as the Ellerslie Races reigned supreme in these columns, with detailed descriptions of outfits: "Lady Herdman wore a black pleated crepe faille gown, under a black coat, with grey furs and a small black hat." These in-depth descriptions of clothing were long, but also prominent in many magazines. Being able to see what the wealthiest people in society were wearing acted as a motivator for what everyday women should be wearing. From fabrics to embellishments, these society pages were the fashion influencers of the 1920s.



Image 6: Women's Fashion at Ellerslie for the Auckland Cup in the 1920s (Photograph by Auckland Weekly News from Auckland Libraries Heritage Images Collection).

1920s fashion was personified by a step towards modernity and fashion freedom. The decade emphasised straight lines, upwards-creeping hemlines and heavy embellishments, all of which the Auckland department stores were more than willing to promote and provide. The next decade, the 1930s, continued with this pattern of department stores directly feeding into fashion trends. Yet, the 1930s saw significant transformations in women's style once again, due to influential world events, and continued discussion on women's role in society.

1930"s article to follow next month.

# **Committee Contacts**

	Club Captain	Wade Alexander	0272722130			
	nimafc.captain@gmail.com					
•	Vice - Captain	Andrew Costello	021943063			
	nimafc.vicecaptain@gmail.com					
•	<u>Secretary</u>	Martin Rees	0274964200			
	nimafc.secretary@gmail.com					
•	<u>Treasurer</u>	Kirsten Courtney				
	nimafc.treasurer@gmail.com					
•	<u>Newsletter</u>	Rob Brown	0274745726			
	rtmgbrown@xtra.co.nz					
•	Website	Fiona Learmonth	0275748748			
	fiona_garry@xtra.co.nz					
	<b>Committee</b>	Hugh Hulse	021599981			
		gatlandpark@xtra.co.nz				
		<b>Gary Learmonth</b>	0272680421			
		gflearmonth@gmail.com				
		Terry Costello	0274920642			
		tcmodelanz@gmail.com				
•	<b>Historian</b> :	Paul Smith	027-485-2234			
		smithfordnz@gmail.com				



Russian Second World War Gazz AA in a spot of bother

# Club Night 17th April

7pm meet at Stephen Upson's workshop behind the Z station at 37 Northcote Rd North Shore

We will walk a short distance to view a restoration project then return to the workshop for tea or coffee. Bring something to share.

# Club Night 15th May7PM

#### **151 TARGET RD GLENFIELD**

#### SEE THE 100% GRAHAM STANDRING COLLECTION

Bring a plate

Organizer Terry Costello 0274920642

**Standring an inductee** into the New Zealand Speedway Hall of fame has been a prolific winner across Speedway in New Zealand with three New Zealand Championships in the mighty Midgets. Standring raced in both Australia and the US with success.

**Eleven years after** Barry Butterworth won his first USAC race Standring took the win at Kokomo Speedway, August 8, 1990

**Standring was super** aggressive on the track, off track smart and very professional in the presentation of his race team. During the course of his career, he received support from many Corporations, notably Valvoline, Century Batteries and XEROX.

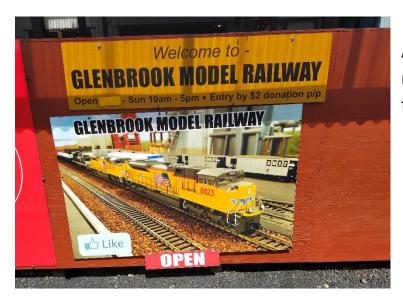


## Glenbrook and Awhitu run Sunday 21st April

Meet 9.30am at Glenbrook Vintage Railway 135 Glenbrook Station Road Waiuku.

The first train leaves at 10am so arrive in time to purchase tickets at \$25 per person return.





After the train ride we will travel about 5 minutes to another railway. Instructions for this route on the day.

Entry is a \$2 per person to this private model railway and \$2 for a ride. Alternatively, \$12 for entry, ride, and lunch of a filled roll with tea or coffee with cake. Numbers need to be known in advance for catering lunch, so please advise David Heilbron by email.

heilbrondavid@gmail.com

After lunch and this visit, travel the Awhitu peninsula and return to David and Sonja's home in Waiuku for afternoon Tea.

Arranged by David and Sonja Heilbron ph 0272 966 266

# Contact details for booking accommodation at the Copthorne Solway Hotel 246 High Street Masterton

# www.milleniumhotels.com

Conference organisers

E: vikki@solway.co.nz

E: caitlin@solway.co.nz

# Phone numbers

+64 6 370 0500 **or** +64 6 370 0505 **or** +64 6 370 0510

Booking Reference: Model A Ford Club, Invoice 71380. Booking for 23 to 28 Feb 2025

# Waiuku Steel 'n' Wheels Sunday April 14<sup>th</sup> 10am to 2pm

This is to be a club event with a group display of Model A's

Following the display we are invited to Sean O'Sullivan's property at

411 Waiuku - Otaua Road

For a BBQ. Bring your own food and refreshments.

Please see the attached registration form

Contact Terry Costello on 0274 920642 with and questions





Correct Date is the 21st not the 7th

#### For Sale

1929 Sport coupe \$28,000 ph Terry Costello 0274920642





#### BEAUTIFULLY RESTORED 1930 MODEL A FORD COUPE

Reconditioned engine and gearbox with high second gear, laycock overdrive, packed with many extras. A great driving touring car, one of the best restored Model A's you will find. Selling on behalf and must be sold. Call Terry Costello 0274920642 and make an offer









# Model 'A' Ford Technical Manuals.

## 'The Complete Model 'A' Ford Restoration Manual by Les. Pearson.

By far the best restoration manual on the market today on authentic restoration.

This comprehensive manual of 440 A/4 pages is your go-to guide for authentic restoration. It covers all aspects of service and repair, covering all years of production, including detailed instructions on how to disassemble, repair, finish (electroplate and paint) and assemble your vehicle. Left- and right-hand drive are fully covered with wiring diagrams included. The manual is written in clear and concise language, making it easy to follow even for those with no prior automotive experience. In addition to step-by-step instructions, the manual includes helpful diagrams, illustrations, and well over 2000 colour photographs to aid in your restoration. Whether you're a seasoned mechanic or a novice enthusiast, this manual is an essential tool for anyone looking to restore a Model 'A' Ford. Priced at \$169.00 (which includes shipping from the USA (where printed) + \$9.00 post with free repro Model 'A' handbook.

#### 027 2245 045 or <a href="mailto:rushmoremotors@xtra.co.nz">rushmoremotors@xtra.co.nz</a>

Also available on eBay. Just search the title.

Other manuals available.

- 'The Beginner's Guide To The Model 'A' Ford. \$55.00 + \$9.00 postage.
- ' Model 'A' Ford Houdaille Hydraulic Suspension'. \$35.00 + \$9.00 postage.

FOR SALE. Gemmer 2 tooth steering box. Unrestored condition.





NIMAFC camping trip to Pakiri 1981

# Newsletter Editor/Website corner-www.modelaford.co.nz

Our Daughter Maree was recently married, and it was great to still have our own wedding car to use on the day.



Bridesmaids chauffeured by Bill Duffy in March 1977





Mr and Mrs Editor's proud day in March 2024

#### For updates on Model A events in the USA, go to www.mafca.com or www.model-a-ford.org

Some NIMAFC frequently participate in national meets of the Model A Ford Club of America and the Model A Restorers Club

#### Editor email rtmgbrown@xtra.co.nz

Please send articles/reports/photos to the Editor by 20<sup>th</sup> of the month (or earlier if you can). In Microsoft Word or directly into an email (Editor can format to publish in the Newsletter).

The views and articles expressed in this Newsletter are the views of the authors and may be reprinted provided acknowledgement is given. Where articles have been reprinted, the NIMAFC recognises those authors and thanks them for allowing their article to be used in our Club Newsletter.

#### Thank you to regular contributors to this newsletter





