



Supporting Lifelong Learning

Howick Inc.
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September 2024



COMMITTEE 2023/2024

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General Meeting:
September 10, 9.30am
Howick Bowling Club, Selwyn Road, Howick
Speaker: Professor Peter Thorne
10-minute speaker: Short Story
Tea team: World of Music
Group reports L to Z

President's Report



I am sure everyone is happy to see Spring is here at last and we can start to forget about wintry days. How much better we feel when the sun is out and the wind and rain has gone.

We have so many people who help U3A Howick run so well. Today I would like to mention the convenors and especially the reports they give to us. It is amazing how they can condense the highlights of a lively and interesting meeting into a couple of minutes or so, and it has been great to get so much good feedback about the presentations from new members and visitors.

So Thank You!
June Poole



Editorial:

After listening to last month's speaker on advertising in the mid twentieth century, I have been reflecting on how much more sophisticated – and dare I say it, invasive - advertising has become. The TV ads that have crept onto channel One in order to keep the channel afloat now seem quite normal, but now, many of the actual programmes are little more than infomercials – travel programmes complete with hotel prices, home renovation series and gardening programmes to name a few. Online, the advertising is even more pervasive. Ads that pop up just as you are reading an interesting article, which in some cases seem impossible to remove, and ads flashing around the edge of the screen are seriously annoying. Recently an ad popped up saying, "scroll down to keep reading" and as you scroll, the top ad rolls away like a skin to reveal more details. And as soon as you look up any topic online, mysterious algorithms get busy and up pop the ads! I'd swear sometimes that my phone is listening to me. And, apparently, there are some electronic billboards which read your face as you walk past to determine age, ethnicity etc and the screen shifts accordingly.

One can't help thinking that if such ingenuity were applied to climate change or poverty, we might be getting somewhere.

September Speaker: Professor Peter Thorne



Find out more about hearing and the brain. U3A Howick has on Mon 9 Sept as guest speaker at Howick Bowling Club, Selwyn Street, Professor Thorne, CNZM, a leading Neuro-Audio scientist, who focuses on developments in addressing hearing loss. He is president of the National Foundation for the Deaf and Hard of Hearing, a lecturer at Auckland University, has published widely and his work has been cited significantly. He is also co-lead in the Aotearoa Brain Project. His particular interest is in addressing noise related hearing loss.

August Speaker: Jenny Lynch



We were all able to identify with the talk this month about advertising in the past, taking us on a delightful trip down memory lane. Within minutes, Jenny had us singing the full version of “broke my dentures”, which certainly broke the ice.

Advertising is the life blood of the magazine. Magazine advertisements were matched to the needs and interests of the reader. They could be informative, imaginative or just plain bonkers – anything to attract the attention and encourage a purchase.

For a long time, England was regarded as home, and P&O advertised their voyages as “ Home via Suez”

Women’s magazines were full of euphemism: the menopause was referred to as. “the little troubles that come to women over 40”. Women’s ads appealed to the little woman at home, and electric ranges, beauty aids and a typical Christmas present would be an iron!

In the 1930s and 40s, men had most of the purchasing power, and the ads had an outdoorsy, blokey vibe. Tents, sleeping bags and of course cars, such as the crank-handled 1933 Austin and the Humber Snipe. In the 60’s, youth took centre stage.

Adverts often appealed to people’s fear and shame. Disease was a constant threat without penicillin, and life was precarious. There was an obsession with constipation, which apparently caused pimples and depression. These problems could be alleviated by Junipah, Beechams pills and Milk of Magnesia. Carter’s little liver pills were also popular. For colds, Baxters lung preserver, with its 10 percent alcohol, was a popular remedy and claimed to cure bronchitis or asthma and even consumption (Tuberculosis). Then there was Instant Relief Mountain Powder, Dr Williams pink pills for bloodless children and Horlicks for night starvation. Ovaltine was recommended by Jean Batten, and Doctors recommended cigarettes for sore throats.

For women of a certain age, the fear was that beauty was fading and the husband might start to wander. Slimzal could help you lose a pound a day, and in the meantime Berleigh’s Corsets would conceal the unwanted pounds. In the 1940’s, the women’s weekly suggested that with Biocel skin food lines would be gone. Pears toilet soap was endorsed Lily Langtry, and dandruff would be sent packing if you shampooed with Listerine. Lifebuoy, Mum cream and Odoromo would dispel the body odour that would surely drive the men away.

Of course, women must not neglect her domestic duties. If your clothes were not Persil white on the clothesline, shame on you. Of course, women must be romantic. Lipstick, giving you, “luscious lips he longs to kiss”, face powder and home permanents would make you irresistible to men.

In fact, some products would not be considered safe these days. High levels of alcohol, arsenic and cocaine – found in Coca Cola – were used in some products.

As Warren Yardley pointed out when thanking the speaker, the talk was full of the satire and irony of advertising, and was enjoyed by all.

From the committee:

U3A Howick website: To become a follower on our website, just google u3ahowicknz.co.nz and then click on the bottom right corner of the home page where it says Follow and enter your email address.

U3A Facebook page: Join this facebook group (u3ahowick) for interesting information and updates.

Notice of Special general meeting October 14th 0930

7.2 The fixing of annual subscription shall be made by the members at the AGM

The addition to this has been agreed by the committee and we would like to add:

The committee has the authority to vary this fee for members joining later in the year, at the discretion of the committee.

Christmas meeting

We are starting to plan our Christmas meeting which we hope everyone will enjoy. We plan this year to cater a Christmas morning tea which will come halfway during the meeting. Could you let us know any special requirements such as gluten free? We will put out the programme for that meeting in early November.

Out and about:

- Auckland Museum has several exhibitions; Wildlife photographer of the year, Through the Eye of the Lens, a digital photo exhibition and Te Ra, the only customary Maori sail in existence
- Twilight tours at Weta Workshop unleashed – at 88 federal Street, 28 September. Book through aucklandnz.com
- Art in the Park: Eden Park 19 to 22 September
- Howick Little Theatre: These things I know. Book through hlt.org.nz
- Guitarra – Paco Pena and Grigoyan Brothers. Auckland Town Hall, 24 September. Book through Auckland Live
- Rigoletto: Kiwi Te Kanawathratre 19, 21, 25 September Book through nzopera.com
- Uxbridge Theatre: Paul Ubana Jones : Live acoustic music 7.30pm 30 November. Book through Uxbridge.org.nz

Groups(yellow=closed * members welcome	Date 2024	Venue	Topic	Convenor
Anthropology 3 rd Thurs 10 am	September 19	1/73 Frank Nobilo Drive	Mayan and Aztec culture	Betty Reid 534 9895
Architecture 1st Fri 10 am	September 6	12 Daria Place	Tramping huts in NZ – Phillipa/2023 architectural awards - Bevin	June Lamborn 535 8069
Book Discussion 4 th Thurs 1.30 *	September 26	3 Mcmillan Place	Books	Sue Townson 0212147408
Civilisations 3 rd Mon 1 pm	September 16	1/73 Frank Nobilo Drive	From the beginning – out of africa	Linda Stubbs 0272975601
Comparative Religions 4 th Monday 1.30pm	September 23	Howick Baptist Care Home Lounge	Christianity – reformation and expansion	Margaret Nicholls 021344083
Current Affairs* 2 nd Wed 1.30pm	September 11	11 Shelly Beach Parade	What makes a good politician/Polkinghorne update	Jan Naish-Wallis 027 220 3777
Dinner Club 3 rd Tuesday 6pm	September 17	La Padella		Jan Naish-Wallis 027220 3777
Earth and the Universe 4 th Tues 10 am	No meeting			Clive Bolt 534 2946
Famous & Infamous 1 1 st Thurs 10 am	September 5	Cinema lounge Dannemora Gdns	John Thaw	Gill Muggleston 0212395140
French Circle* 4 th Fri 1 pm	September 27	74A Aberfeldy Ave	French colonies in Africa	David Dwerryhouse 0210315416
Gardenz 1 st Tuesday 10.30am**	September 3	10am entrance to gardens	Botanic gardens, Manurewa	Linda Stubbs 0272975601
History* 3 rd Tues 10 am	September 17	BM Theatre	A good mediaeval birth DVD/the Royal stone of Scone - Warren	Judy Lee 535 8547
History New Zealand 2 nd Thurs 10 am	September 12	18 Tui Vale Road		Alan La Roche 534 7366
History of NZ2* 3 rd Tuesday 2pm	September	9 Tranquility Rise	Maritime history of NZ from scows to shipwrecks	June Poole (Temp) 021583893
Literature 3rd Wed 10 am	September 18	32 Butley Drive	Oscar Wilde DVD – Stephen Fry as Oscar Wilde	Judy Wilson 576 6340
Military History 2 nd Thursday 2.00pm	September 12	3 Macmillan Place	African troops from Tasmania in WW1/Boer war	Derek Priscott 5344293
Mobile photography* 3 rd Wednesday 1.30pm	September 18	TBC		Sue Townson (temp) 0212147408
Movies * 2 nd Mon, 12.30 pm	TBC	Monterey Theatre TBC	Thelma	Jan Naish-Wallis 027 220 3777
Opera 4 th Tues 1.15pm	No meeting		In recess until November meeting	Geraldine Rose 5371917
Psychology 2 nd Thu 1.30	September 12	7 Tainui Road	Stress and the brain	Len Nel 0276627234
Philosophy 1 st Mon 10 am	September 2	38A Uxbridge Road	Love - Kaisu	Christopher Nixon 5343843
Science. 4 th Wed 10 am	Sept 22	BM theatre	Pot pourri	Jim Hine 534 4259
Sociology 1 st Thursday 1.30pm	September 5	7 Tainui Road	Addressing Community Gangs	Len Nel 0276627234
Travel 1st Wed 10 am	Sept 4	159 Pah Road	Balkans bus tour – David Dwerryhouse	David Teape 5336103
Walks and Talks 3 rd Fri 9.30 am	September 20	Meet Car park end Pt England Road	Pt England Reserve	June Poole 021583893 Goeff 0211154560
World of Art 1 3 rd Mon 10 am *	September 16	31 Lansell Drive	Potpourri	Garry Law 0275665764
World of Art 2 3rd Tues 1.30 pm	TBA			Philippa Wilson 5342558
World of Music* 4 th Wed 1.00 pm	September 25	261 Bleakhouse Road	TBA	Julia Forsyth 021 164 1664
Writing 2 nd Tues 1.30 pm	September 10	32 Butley Drive	Fortune	Mary Kennedy 02102250341

