







WHAREKOROKIO

A seasonal eel gathering encampment on the Mataura River at a place known to European settlers as Pyramid.



KAHUIKA

A seasonal encampment site (sometimes known as Waikakahi) on the Mataura River at the mouth of the Waikaka Stream where fresh water mussels (kakahī) were gathered.



TAUMATATANGA HEI KAUNGAROA

Incorporating much of Gore's CBD as well as North Gore and West Gore, this area was largely swamp, tussock and small streams. It harboured a variety of ground-dwelling birds.



TE AU NUI PIHAPIHA KANAKANA

Te Au Nui (falls on the Mataura River) at Mataura, are where lamprey (kanakana) were collected seasonally.



ONU KU

This area on terraced land above the Mataura River at East Gore was an encampment site and a processing area of tamatea (spear-grass). This was collected and processed to make a form of perfume. 'The Place of Nuku' is also where a lament was composed mourning the death of a family hunting party.



TUTURAU

Tuturau (south of Mataura) was the site of a small permanent settlement. Tutu berries were plentiful and sometimes harvested for processing into beverages and medicines.













TOUCH NOT.

TASTE NOT.

PLEDGE.

I hereby promise, by the help of God, to abstain from the use of all intoxicating liquors, including wine, beer, and cider, as a beverage; from the use of tobacco in any form, and from all profanity.

HANDLE NOT.

NATIONAL TEMPERANCE SOCIETY, 58 READE STREET, NEW YORK.









A.E. KEMP
GORE
AND MUST NOT BE FILLED OR USED
FOR ANY PURPOSE WHATSOEVER

The Property of



A.E. KEMP.

GORE.

THE TAP
IS TO FRONT



Join THE BETTER BREAKFAST CLUB

Official Book of the BETTER BREAKFAST CLUB

Have you got your Membership Badge yet?

Don't find it? Write to: THE BETTER BREAKFAST CLUB, c/o THE NATIONAL MUSEUM OF AMERICAN HISTORY, 1100 PENNSYLVANIA AVENUE, WASHINGTON, D.C. 20560

What is this badge for? It's the official badge of the club that's been around since 1927. It's a badge of honor that says you're a member of the club that's been around since 1927. It's a badge of honor that says you're a member of the club that's been around since 1927.

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JOIN THE CLUB!

Launched in 1927, the Better Breakfast Club had Sergeant Dan as the "Officer in Charge". Collecting tokens for the Club badge offered Fleming's another way to maintain interest in our cereals that may already have collected three or four silver spoons.

A strand of national echoes in the advertising with a focus on products such as locally grown and manufactured as "Cereals of Capemonts".

The longevity of the Better Breakfast Club is greater, but the Museum is fortunate to have a small collection of the badges indicating that the promotion had some success.

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JOE LAWLOR
1935-1941

Joe Lawlor was a prominent figure in the Creamoata advertising campaign. He was a well-known actor and comedian who appeared in several Creamoata commercials. His presence in the ads helped to establish the brand as a popular and fun breakfast option.

THE STORY OF FRODO BAGGINS

The story of Frodo Baggins is a classic tale of a young boy who inherits a magical ring and embarks on a quest to destroy it. The story is set in a world of magic and adventure, and it has become a beloved part of modern literature and film.

THE HISTORY OF THE WORLD

The history of the world is a complex and fascinating subject that spans thousands of years. It covers the lives of countless civilizations and the events that have shaped our world today. From ancient times to the present, the history of the world is a story of constant change and evolution.

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There's heat

The difference between NOURISHMENT and "just food"

Art YOU CAN'T BUY BEAUTY

It's not what you eat, it's what you eat with.

CALLING ALL HEFTY BOYS!

CREAMOATA



















Kōura Freshwater crayfish

Paranephrops zealandicus
Eastern South Island, Stewart Island

A crayfish that gets a pampered start to life.

This freshwater crayfish hatches from an egg with a built-in pack of nutritious yolk to feed on until it leaves its mum. Lucky!

Salt water is toxic to freshwater crayfish, so this one's ancestor couldn't have drifted here across the ocean. About 80 million years ago, the **tupuna** must have already been in the waterways of Zealandia, now New Zealand, when it split away from the supercontinent Gondwana.



Zoom



Home

Māori

English

Kākahi Freshwater mussel

Echyridella menziesii
New Zealand

Food for the whole tribe.

Suckled on the juice of the kākahi
Whakataukī (proverb)

Boiled kākahi were nutritious for babies – and a year-round staple for the rest of the iwi, especially near central North Island lakes.

Kākahi are amazing filter feeders – dense colonies have been recorded filtering a whole lake in a day! Filtering makes them sensitive to pollution, which has killed them off in many **roto** and **arawai**.



Zoom



Home

Māori

Parakeke Banded kōkopu

Galaxias fasciatus
Model
New Zealand waters

Banded kōkopu might live near you.

Check your local bushy stream at night – the banded kōkopu is more common than most native freshwater fishes.

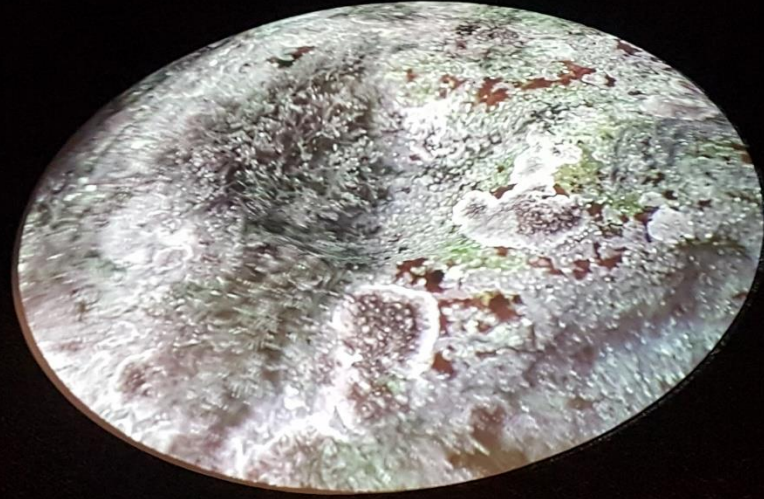
The babies of this galaxid species start growing at sea, then return to fresh water. About 20 of its other relatives have stopped going to the **moana** altogether.

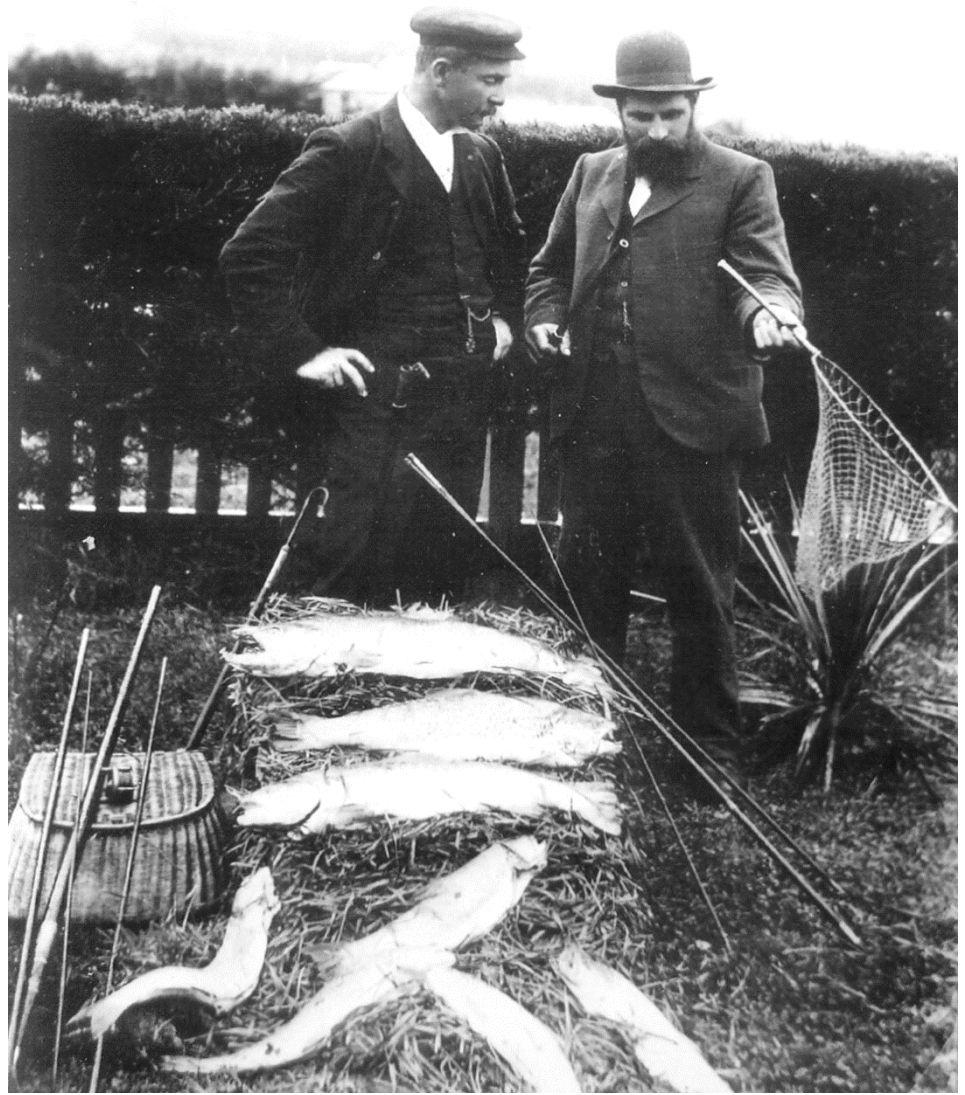


Home

Māori

English














GUARANTEED
Ergo Libamus
Free From
POISONS
OLD HOKONUI
Passed All Tests except the Police
Bottled by ME for YOU
Produce of **SOUTHLAND**
Supplied to all Snake Charmers
MANUKA SMOKED
Southland Grain Spirit 40% alc/vol 375mls



OLD HOKONUI WHISKY
BOTTLED BY THE DISTILLERS
OF HOKONUI

OLD HOKONUI
WHISKY
BOTTLED BY THE DISTILLERS
OF HOKONUI









