

MAORI ENTERPRISE

*An Auckland Society Aims
To Organise The Traditional
Native Arts And To Show
Tourists "Old New Zealand"*

by

"WIRIHANA"

A REMARKABLY polished and entertaining show was given by 29 members of the Ao-Te-Aroa Maori Society when welcoming the *Empress of Britain* to Auckland the other week. The colourful ceremony of a traditional Native welcome drew deserved praise, not only from the passengers, but also from the thousands of Aucklanders who listened to 1ZB's broadcast of the giant liner's arrival.

Founded on the principles of the Royal Hawaiian Society, the Ao-Te-Aroa Maori Society was founded by Sydney Kereopa, Tukawiki Manahi, Mrs. M. Robertson, and Colin Moore (an announcer at 1ZB), with the object of providing suitable Maori entertainment generally in Auckland, and of organising Native welcomes and farewells on suitable occasions.

All fees earned by the party, over a certain sum, are to be distributed pro rata among the Maori people as far south as Otago, and as far north as Helensville.

It is the hope of the society that as the party becomes thoroughly established, others of the Maori race, both north and south of the points mentioned, will associate themselves with the movement until it becomes thoroughly a national one. It is not the intention to confine activities merely to Maori entertainments, but also foster the arts and crafts of the Maori people.

RECEPTIONS of tourists at the port of Auckland, and the programmes of civic, State and private functions will be catered for, and concerts and broadcasts will be given.

In all concert work a legendary theme will be adhered to. This, it is claimed, will help to revive interest in ancient lore and customs of the Maori race. Schools will be established in Auckland for the instruction of the



*HULLO, WITH FLOWERS!
The Way They Do It In Hawaii.*

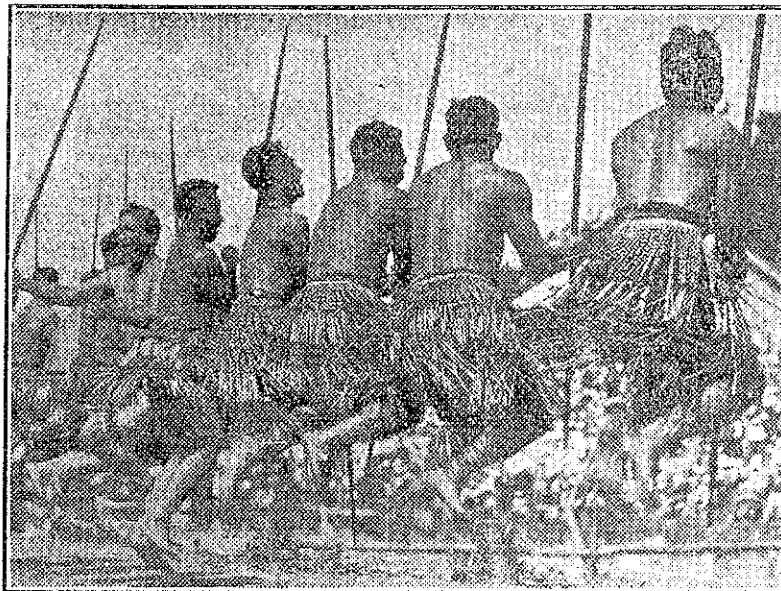
men of the society in the art of carving, and for the instruction of Maori women in the art of plaiting and weaving.

Moneys and fees derived from entertainments will be distributed in triple proportions: 75 per cent. to the artists taking part, 10 per cent. to meet expenses, and the remaining 15 per cent. to a sinking fund, established to give the society a sound financial basis.

As resources increase, portions will be diverted to the following channels: Medical attention for acting members (later covering the Maori race as a whole), the provision of suitable accommodation for the students of the carving, weaving and plaiting schools; the building of a model pa—a definite centre of tourist interest. Sports will be organised, and charity extended to old and destitute members of the race.

The services of the society will, at all times, be at the disposal of the Mayor, Sir Ernest Davis, who has been elected a patron of the society. Any other movement started by Maori or pakeha to benefit the Maori race as a whole will be supported by the society with every resource at its command.

"MEMBERS of the society do not fail to realise the magnitude of this undertaking," said one of the founders. "Other (Continued on p. 39.)



*KOMATE, KOMATE.
The Way They Do It Down Here.*