5th Annual
MERRY MONARCH
Festival

APRIL 17-21, 1968
HILO, HAWAII

FREE OFFICIAL PROGRAM & GUIDE
COMPLIMENTS OF THE ADVERTISERS
Welcome!

to the Fifth

Merry Monarch

Festival

David Kalakaua, born November 16, 1836, was elected king of the Hawaiian Islands by the Legislative Assembly on February 12, 1874. He died in San Francisco on January 20, 1891. His election followed the death of King William Lunalilo on February 3. Kalakaua was Hawaii's last king.

Hilo's Merry Monarch Festival is named for Kalakaua who was Hawaii's Merry Monarch. Kalakaua loved luxury and grandeur. He was an excellent musician, composer of songs and a creator of hulas.

Kalakaua restored the Royal Hawaiian Band and collaborated with Captain Henri Berger, the bandmaster, in composing “Hawaii Pono’i.” He revived more than 300 ancient hulas. He is credited with inventing the shredded ti-leaf skirts for the dancers.

Kalakaua was a traveler. In 1879 he became the first king to visit the United States. In 1881 he was the first king of a western, Christian nation to visit Japan. He was the first king to make a trip around the world.

In 1875, one of the great events of the early years of Kalakaua's reign was the signing of a reciprocity agreement with the United States. This treaty provided that unrefined sugar, rice and virtually all other Hawaiian products should be admitted to the United States free of customs duties. In return, a large number of American products were admitted free into the Islands. The most spectacular effect of the treaty was the increase in sugar production. In 1875, Hawaii exported 25 million pounds; in 1890 the export exceeded 250 million pounds.

During Kalakaua's reign, railroads came into operation on Hawaii, Maui and Oahu. Honolulu streets were lighted by electricity in 1888. Telephone lines were erected on Maui and in Honolulu in 1878. A parcel post system in cooperation with the United States was inaugurated in 1889 and in that year the first section of an inter-island submarine cable was laid between Molokai and Maui.

Iolani Palace in Honolulu was completed and occupied in 1882.

Kalakaua was given the title of Merry Monarch of the Pacific, but his reign also produced peace and prosperity in the Islands as was never known before.
Contests Cater to All

The best in everyone is brought out if there's a bit of competition. There is that during the Merry Monarch Festival.

Merchants display their skills first with a window decorating contest in advance of the Lurline's annual Merry Monarch Festival.

Thursday night, April 18, the bearded ones, the uke players and the barber shop harmonizers will have their turn in front of the stage lights at the Grog Shoppe.

In the whiskers contest, judges will be looking with men with the best sideburns, flowing moustache and soft tuft under the lower lip. This is the authentic King Kalakaua style.

Ukulele strummers each will play two numbers of their selection and they will be judged for costume appearance, stage presence, showmanship and ability.

Barber shop quartets also will present two numbers of their choosing.

On Friday, April 19 lei makers and those with a knack for floral arrangements can compete in contests to be held in the lobby of the Naniloa Hotel. All entries will remain on display for the duration of the Festival and the winner will be duly rewarded.

Competition will never be more pronounced for a Royal Parade. With many new entries in the floats division and prizes to be given for the non-professional marching units, onlookers are assured of an eventful Saturday morning, starting at 10 a.m.

 Merchants Windows Feature Merry Monarch

Merchants throughout the city are in the swing of the Merry Monarch Festival. A large number of them entered a window decorating contest and judging was based on appearance, authenticity, originality, and public appeal.

The theme this year is "Era of King Kalakaua." Many of the items on display—from coins to clothing—are authentic and actually date back to that era.

Five winners were selected and these are identified by place cards. How
Sing Out Hilo

It is fitting that the first major event at the new Visitor's Center along the Wailoa River be a musicale. A unique and stirring presentation which is certain to leave spectators clamoring for more when the final note is sung.

Sing Out Hilo is an offshoot of the "Up With People" show which attracted more people at the Civic Auditorium than any other event in local history.

Paul Tallett and Dirk Smith are the two persons most responsible for bringing Up With People to the Big Island and for organizing the local troupe.

They have acquired the assistance of Clarence Waipa, a noted composer, musician and director of shows, and Slim Holt, the Big Island's best known ambassador of goodwill.

These men guide the destiny of Sing Out Hilo. The youngsters, 75-strong, are responsible for the show itself.

Friday night's presentation will be the result of many weeks of rehearsing, trials and some tribulations.

GETTING AWAY FOR GOLF??

WHERE IN THE WONDERFUL WORLD BUT AT MAUNA KEA BEACH HOTEL!

Try our challenging championship golf course, surrounded by the most beautiful Big Island scenery . . . a course that receives the same meticulous care as the elegant Mauna Kea Beach Hotel. If golf time isn't in your schedule, the hotel invites you to enjoy its famous luncheon buffet.

Finish the Festival with a flourish at Mauna Kea Beach Hotel!
Band Concerts, Too

Band concerts in the park preceded the Era of the Merry Monarch. Four of them—all different and by different groups—will be presented in the course of the Merry Monarch Festival.

Hawaii County Band, under the baton of Andres Baclig, a veteran musician, arranger and composer, will salute the Festival Sunday evening, April 14, at 7 p.m. in Mooheau Park.

The Hilo High School Band will perform in concert at the Civic Auditorium Thursday evening beginning at 7:30 p.m. Bandmaster George Durham will also narrate the fast paced program.

Music with a military beat will be presented by the Fleet Marine Force, Pacific, Drum and Bugle Team under the direction of Gunnery Sergeant Donald B. Farmer at Mooheau Park at noon Friday.

The Air Force Band of the Pacific—frequently termed "the best sounding, sharpest looking marching band in the 50th State", is scheduled to play a concert at Mooheau Park Saturday, April 20 at 2 p.m.

Merry Monarch Committee

Art Herbst .................. President, Hawaii Island Chamber of Commerce
Carl Rohner .................. General Chairman
Ralph Lau .................. Administrative Vice-Chairman
Dr. James Allen ........... Activities Vice-Chairman
Gene Wilhelm ................ Director of Public Relations
Koshi Miyasaki ................ Festival Sales
Shoichi Nakahara ................ Parade
Peter Shayne ................ Judges
Steve Thorson ................ Production
Bill Miller ................ Pageantry
Slim Holt ................ Special Events
Bill Arballo ................ Coordinator

Acknowledgments

County of Hawaii
Aloha Week Inc.
Hilo Jaycees
Hawaii Air National Guard
Department of the Air Force

United States Marine Corps
Hawaiian Sea Frontier, U.S. Navy
Standard Oil Co.
Hawaii Visitors Bureau
Irma Yamada
Haili Choir, Merry Monarch
Festival Highlight

Visitors as well as Big Island residents will be treated to a rare appearance of the Haili Choir of the Congregational Haili Church, Saturday evening, March 20, at 8:00 p.m. at the Civic Auditorium.

The program will include sacred numbers, songs of the Islands, a Swiss bell choir which is the only one of its kind in Hawaii, the evolution of the hula and then in song and music, "A Pageant of Hawaii."

Most of the choir members are descendants of the original Haili Choir which gained world-wide fame.

The Pageant of Hawaii, under the direction of Mrs. Maria Hendershot, will feature songs of the eight major islands with each island represented by a princess attired in her Island's official colors.

The entire Haili Choir will join to present the story of the hula. Carl Rohner, the Festival's general chairman, noted, "It has been six years since this world renown organization has made a public appearance. It well could be another six years before it is seen in its entirety again. This is the one feature of the Merry Monarch Festival that no one should miss." "It is that exceptional."

The Hawaiian Prints

Traditionally, every Friday is "Aloha" Friday in Hawaii and in this case it means it is quite acceptable for business and professional people to substitute their more sedate suits and clothing in favor of the colorful Hawaiian shirts and mumuus.

During the Merry Monarch Festival it will be "Aloha Friday" every day.

This Hawaiian apparel is by far the most popular and it has not been until recently with the advent of direct flights that the trend for nighttime affairs is changing to more form attire.

But for luaus and events like the Merry Monarch Festival the dres:
Port of Call . . .

Since its inception the Merry Monarch Festival has received excellent cooperation and participation from the Armed Services.

As an example, the destroyer USS Radford, skippered by Charles C. Denman, Jr., will sail into Hilo Bay April 17 and will remain in port until April 22. “Open House” for visiting public will be from 1 to 4:30 p.m. daily.

The ship’s drill team will march in the Royal Parade on Saturday.

The Fleet Marine Force, Pacific Drum and Bugle Team, a precision musical organization, will be seen in Saturday’s parade. It has performed before the Emperor of Japan, Generalissimo Chiang Kai Shek, King Hussien of Jourdan and at the wedding procession of Crown Prince Akihito.

Another military participant is the Air Force Band of the Pacific under the direction of Captain Franklin J. Lockwood. This band will march in the parade and at 2 p.m. the same day will play a concert in Mooheau Park.

OUR MERRY MONARCH WOULD HAVE HAD A WONDERFUL TIME HERE . . . DINING, DANCING, SINGING AND BEING ENTERTAINED

and so will you!

For your enjoyment

The POLYNESIAN ROOM  SANDALWOOD DINING ROOM  HOOMALIMALI PIANO BAR

The Naniloa

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Inter-Island Resorts
For the past nine years Matson has been talking about containers, perhaps because we introduced them to the Pacific. But a container, in itself, isn’t such a big deal. Any box or bottle or sack is a container. Matson has a system.

Matson containers were designed to be used in three modes of transportation: truck, rail, and ship. They fit into a system that links Hawaii to many Mainland cities. A container, loaded and sealed in Omaha, Nebraska, may move direct to any destination in Hawaii without disturbing its contents. That the container is carried on the street as if it were a truck, on the railroad as if it were a boxcar, across the ocean as if it were the hold of a ship is no longer a problem for anybody in Hawaii. The Matson system takes care of it.

This intermodal system has so far cost Matson nearly $70 million. It saves you millions of dollars every year in lowered freight rates, shortened transit time, and vastly reduced damage, pilferage, and handling. That’s why we make the following statement in very large print:

You can’t beat the system.
Hawaii Calls . . .

Like a fine wine, Hawaii Calls becomes better and more popular with age.

Locals, as well as visitors to the Big Island, are not only welcomed but encouraged to attend the Hawaii Calls program at Kalakaua Park Sunday afternoon, April 21, at 2 p.m.

Webley Edwards, who originated the program in July 1935, will direct the show as he has done since its inception.

Hawaii Calls is the oldest broadcast of its kind in the world and ranks among the most popular.

It is heard regularly on the Mainland, Canada, Australia, Mexico and the Armed Forces radio network.

Format of the show remains the same—beautiful melodies of the Hawaiian islands; interspersed with selected dances of the King Kalakaua era.

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**TO-DAY, AS IN THE DAYS OF THE**

**MERRY MONARCH**

**I T ' S G A S**

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*Do as the Pros Do—Go Gas.*
The Banyan Strip Swings

Music will reverberate through the Banyan trees along the bay with all hotels offering "something special" during the Merry Monarch Festival.

At the Hilo Bay, Chris and the Kamainas will present the fast, modern beat for the young and the young at heart.

Songstress Lena Machado, Hawaii's Song Bird, is booked into the Polynesian Room at the Naniloa Hotel Saturday, April 20 and will present two shows—at 10:30 p.m. and at 12:30 a.m.

The ever popular Bunny Brown will be on the bandstand earlier in the evening throughout the Festival.

There will be dancing nightly starting at 9 p.m. at the Nalei Hotel where Danny Paleka and the Nalei Serenaders will be on the bandstand.

At the Orchid Island Hotel, Billy Brown's band, the versatile V.I.P.s, and the Nalani Hula Troupe will set the pace for those who want entertainment as well as dancing music.

Everyone sings with Mary Lou at the organ during her nightly stint at the Hukilau Hotel. The saucy little thrush knows more songs than most people can remember.

Entertainment fare at the Steak 'n' Lobster will feature songs by Eloise, with Tabing at the Piano.

There's no cover, no minimum and hotel hopping is not only allowable but encouraged during the Festival.

A Place for Fun

The Merry Monarch was noted for his penchant for fun and entertainment and it therefore is appropriate that there be a "Grog Shoppe" as part of the Festival.

It is under the operation of the Waiakea Lions Club who during the day fill some of the leading roles in the community.

One need not imbibe of the suds to enjoy the entertainment which has been scheduled almost continuously.

At the Grog Shoppe, the spectators frequently become the entertainers or vice-versa. More often then not the entertainment chairman has more acts ready to perform than a three-ring circus. The evening will end all too soon at the Grog Shoppe. It's located in the Cow Palace.

It will be open Wednesday and Thursday from 2 p.m. until midnight; Friday from 2 p.m. until 2 a.m.; and Saturday from 10 a.m. until 2 a.m.
Royal Parade, a Major Attraction

Bands, floats, marching units, equestrian entries and novelty groups have signed up for the Royal Parade to be held Saturday, April 20, at 10:00 a.m. in downtown Hilo.

Riding in the place of honor in the first division will be Cliff Bowman, a retired airline executive, who has been a prime Big Island booster for several decades.

He was an early supporter in the campaign for direct Hilo-Mainland flights, initiated the Official Greeter program and was instrumental in bringing the State championship canoe races to Hilo for several years.

In the parade line-up will be the Royal Guardsmen of the Hawaii Air National Guard, E.C.H. Van Gieson in the role of King Kalakaua; and Leilani Kamoko as Queen Kapiolani; the Hilo High School Viking Band; the Air Force Band of the Pacific; USS Radford Drill Team, Fleet Marine Force, Pacific, Drum & Bugle Team, Hawaii County Band, Teens Against Cancer, Mauna Kea Beach Hotel, Hawaii Technical School, Imua U. Club and Beta Sigma Phi.

Also University of Hawaii, Miss Aloha Hawaii contestants, the 55 state and territorial flags, and the League of Republican Women, among many others.

Parade Chairman Shoichi Nakahara said horsemen from the various also are taking part in the parade.

Many of the participants will be entering for the first time he added.

Church Services Aboard a Destroyer

Protestant church services aboard the USS Radford Sunday, April 21, at 10:00 a.m., will be open to the public, Commander Charles C. Dennis Jr., skipper of the destroyer has announced.

Later the same day open house will be held from 1:00 to 4:30 p.m.

The Radford’s five-inch guns fired on enemy forces in South Vietnam from September 1967 to February of this year.

Recently at Pearl Harbor, 19 of her crewmen were cited for meritorious action in combat.
CALENDAR OF EVENTS

FRIDAY, APRIL 12
10:00 a.m. Window decorating contest. City wide.

SATURDAY, APRIL 13
8:30 a.m. Lurline arrives. Dockside ceremonies.

SUNDAY, APRIL 14
7:00 p.m. Hawaii County Band Concert "Salute to King Kalakaua," Mooheau Park.

WEDNESDAY, APRIL 17
1:00 p.m. Exhibits of Hawaii County industries. New Visitor's Center, Wailoa River. Open until 5 p.m. Open House, USS Radford. To 4:30 p.m.
7:30 p.m. Presentation of King Kalakaua and the Royal Court. Selected entertainment. Civic Auditorium.
9:00 p.m. Fun Time. Grog Shoppe. Cow Palace.

THURSDAY, APRIL 18
1:00 p.m. Exhibits of Hawaii County industries. New Visitor's Center. Open until 5 p.m.
Open House, USS Radford. To 4:30 p.m.
7:30 p.m. Hilo High School Band Concert—"Era of King Kalakaua," Civic Auditorium. Whisker, Ukulele and Barber shop contests. Grog Shoppe, Cow Palace.

FRIDAY, APRIL 19
9:00 a.m. Lei and Floral Arrangement Contest. Prizes. Naniloa Hotel Lobby.
12:00 noon Fleet Marine Force, Pacific Drum & Bugle Team Concert. Mooheau Park.
1:00 p.m. Exhibits of Hawaii County industries. Visitor's Center. To 9 p.m.
Open House, USS Radford. To 4:30 p.m.
8:30 a.m. Lurline arrives. Dockside ceremonies.
7:30 p.m. "Sing Out Hilo" salutes the Merry Monarch. Visitor's Center. Event of inclement weather program will be presented at Civic Auditorium.
9:00 p.m. Fun Time. Grog Shoppe. Cow Palace.

SATURDAY, APRIL 20
10:00 a.m. Royal Parade. Downtown Hilo. Floats, bands, marching units. Exhibits of Hawaii County industries. Visitor's Center. Open 5 p.m.
1:00 p.m. Open House. USS Radford. To 4:30 p.m.
2:00 p.m. Air Force Band of the Pacific Concert, Mooheau Park.
8:00 p.m. "Pageant of Old Hawaii" Haili Church Choir. Civic Auditorium.
9:00 p.m. Special entertainment. All Banyan Drive hotels. Fun Time. Grog Shoppe. Cow Palace.

SUNDAY, APRIL 21
10:00 a.m. Protestant Services. USS Radford.
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SUNDAY, APRIL 21
10:00 a. m. Protestant Services. USS Radford.
1:00 p. m. Open House. USS Radford.
Horse Racing. Hoolulau Park.
2:00 p. m. Webley Edwards’ "Hawaii Calls", Kalakaua Park.
**Vikings Entertain**

George Durham's Hilo High School Viking Bands will play a concert as its contribution to the Merry Monarch Festival Thursday evening, April 18, at the Civic Auditorium starting at 7:30 p.m.

One of the featured numbers will be Patricia Kihara's piano rendition of "Rhapsody in Blue," a Gershwin favorite.

The entire program is geared for music lovers of all ages, Durham said.

Proceeds of the concert will be used by the band to compete in the State Music Festival in Honolulu, May 3-4. This will be the first time in several years that a Viking band will be rated and judged, Durham said.

Merry Monarch buttons will be honored as partial-payment on admission tickets.

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**County Industries on Display**

**At Visitor’s Center**

Products that make the Big Island . . . and go . . . will be displayed at the new Visitor’s Center at Wailoa State Park during the Merry Monarch Festival.

The purpose of the exhibition is two-fold. It will acquaint visitors with Hawaii County’s most important products.

It will give local residents an opportunity to visit for the first time this unique center.

Exhibit hours are from 1:00 to 4:30 p.m. Wednesday and Thursday; from 1:00 to 9:00 p.m. Friday and from 10:00 a.m. until 5:00 p.m. on Saturday.
Hail the King . . .

All the pomp and ceremony of a royal reception will be relived Wednesday night, April 17, 7:30 p.m. at the Civic Auditorium when King Kalakaua, portrayed by Hobie Van Gieson, and his royal court is presented to his loyal subjects.

Queen Kapiolani, in the person of Leilani Kamoko, and the Merry Monarch will be seen at most of the activities scheduled during the Festival.

Wednesday night they will receive mythical ambassadors who visited the Merry Monarch during his era.

These emissaries will be accompanied by entertainers from their countries and they will perform for the enjoyment of the Merry Monarch and the spectators.

Welcome to the

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HILO'S
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Ali's Beauty Shop
F. Koehnen, Ltd.
Swiss Candy Haus
Kurohara's Shop For Men
Lanky's Pastries, Inc.
MJS Music Co., Inc.
Mitchell Laundry & Dry Cleaning

Dick's Coffee House
Rexall (Benson & Smith)
Seaboard Finance Co., Ltd.
Sears, Roebuck & Co.
Suisan Co., Ltd.
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HOSPITALITY

IN THE MERRY MONARCH TRADITION

One of Hawaii's oldest and finest hotels is the Hilo Hotel, with swimming pool, cocktail lounge, dining room and sixty perfectly appointed rooms with private baths. Relax in the heart of Hilo... the Big Island's largest city. Make Hilo Hotel the starting point for a holiday of adventure... your headquarters for trips of memorable interest.

THE HILO HOTEL

Volcano House, Hawaii's most famous hotel. Linked inseparably with Kilauea Volcano and Pele, this unique hostelry has perched on the steaming crater's rim since the mid-1800s. Volcano House faces Halemaumau's giant fire pit and "Kilauea Iki", and has hosted thousands of guests in the past decades.

THE VOLCANO HOUSE
It Was during the Reign of the

MERRY MONARCH

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HAWAIIAN TELEPHONE

The MERRY MONARCH and "Pan-Am"
First to the Orient
First around the World

PAN AM