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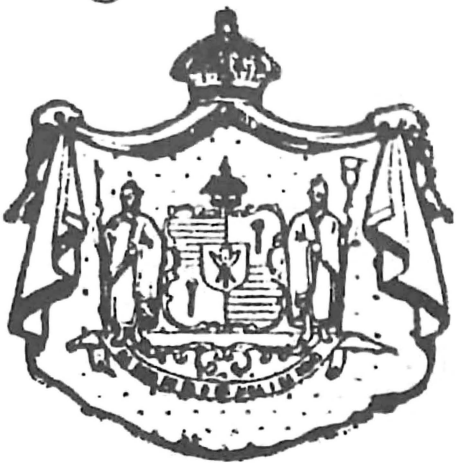
1969

6th Annual

RRY MONARCH Festival



APRIL 9-13, 1969

HILO, HAWAII

FREE OFFICIAL PROGRAM & GUIDE

COMPLIMENTS OF THE ADVERTISERS

County of Hawaii

Proclamation

WHEREAS, the annual Merry Monarch Festival will be sponsored by the Hawaii Island Chamber of Commerce and will be held in the City of Hilo, County and State of Hawaii, April 9 through 13, 1969; and

WHEREAS, this festival is for the purpose of recapturing the spirit which prevailed under the reign of King David Kalakaua, 1874-1891, through pageants, songs, dancing and other activities; and

WHEREAS, such a festival will display some of the customs and spirit of old Hawaii for the benefit of residents and visitors.

NOW, THEREFORE, I, SHUNICHI KIMURA, MAYOR of the County of Hawaii, do hereby proclaim the week of April 9th through 13th, 1969, as

MERRY MONARCH FESTIVAL WEEK

and urge all citizens of our County to place their wholehearted support behind the Merry Monarch Festival.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the County of Hawaii to be affixed this 28th day of MARCH, in the year of Our Lord, Nineteen Hundred and Sixty-Nine.

Shunichi Kimura

SHUNICHI KIMURA
MAYOR
COUNTY OF HAWAII

The MERRY MONARCH

KING DAVID KALAKAUA

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 interisland 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.

To the memory of King David Kalakaua, the Merry Monarch Festival is dedicated.

THE

NALEI HOTEL

PROUDLY PRESENTS

The Big Island's Own

PONCIE PONCE

DON'T MISS THIS GREAT SHOW!

APRIL 9 - 10 - 11 - 12

$2 COVER CHARGE

THE MERRY MONARCH CORONATION

The year was 1883. For three days, February 9, 10 and 11, the Islands were drenched by torrential rains. A newpaper of the day, the *Advertiser*, reported, however, that "On the morning of the 12th . . . the sun shone forth with unwonted brilliance . . . and, strange to say, the morning star was seen in the heavens shining contemporeneous with the sun." The Hawaiians regard this as a happy omen.

On February 12, 1883, David Kalakaua, king of the Hawaiian Islands, placed upon his own head the crown of the Hawaiian Kingdom. And upon the head of his queen, Kapiolani, he placed another.

The coronation took place at noon on the grounds of Iolani Palace in Honolulu. An amphitheater to accommodate 4,000 was constructed on the palace grounds, but by 9 a.m., the amphitheater was filled to overflowing and 4,000 more were said to be sitting on the ground. The lanais of surrounding buildings also were said to be filled to capacity.

All great countries of the world were represented by officials sent to Honolulu for the great occasion. Seated on the lanai of Iolani Palace were representatives of the United States, Great Britain, France, Portugal, Italy, Germany, Sweden, The Netherlands, Denmark, Japan, Mexico and Belgium.

In the days leading up to the coronation, the *Advertiser* reported daily on the plans and paid particular note to a request of the kind:

"All classes have been invited and His Majesty does not want anyone to feel that they will not be welcome if not expensively dressed."

ALOHA !

To the people of Hawaii
and our Lurline visitors
enjoy the MERRY MONARCH Festival
and Hawaii with

Slim Holt HAWAII
P. O. BOX 1938 • HILO
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KING—HARRY HAANIO

QUEEN—LEONETTA KINARD

WELCOME

TO THE FIFTH ANNUAL

MERRY MONARCH Festival

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MOST COMPLETE
VARIETY-DEPARTMENT STORE

WOOLWORTH'S

CORNER KEAWE & HAILI STREETS

Wednesday's Program

9:00 a.m. — Official opening of the 6th Merry Monarch Festival at the Hawaii Visitors Cultural Center
Blessing — Rev. Kaipo Kuamoo
Untwining of Maile — Mayor Shunichi Kimura
Exhibits at Center
3:00 p.m. — "Sing Out Hilo" — Helco Auditorium
Sponsored by Hilo Women's Club
Opening of the Grogge Shoppe
Civic Butler Building
7:30 p.m. — Presentation of Royal Court
Crowning of King and Queen
Pageant in tribute to King Kalakaua
Hilo Civic Auditorium
9:30 p.m. — Beard contest at Grogge Shoppe

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THE PERFECT PUPU FOR EVERY OCCASION . . .
Pipi Kaula, Scottish Bangers, Pupu Rockets
Frankfurters (regular, Chili or Natural Smoked)
Portuguese Sausage, Hot, Mild or Very Mild

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History of the Merry Monarch Festival

In 1963 Gene Wilhelm and George Naope, both members of Chairman Helene Hale's County Administration, decided that Hilo should have its own annual festival after observing Lahaina's Whaling Spree.

They decided on the Merry Monarch because King Kalakaua had his summer palace where Hilo Hotel is now and during his reign from 1874 to 1891 he revived the Hawaiian songs and dances, popularized the attire of the European Courts, and entered into agreements with foreign countries to bring in the different ethnic groups that call Hawaii home now.

What better theme than the Merry Monarch Festival—a festival for all of Hawaii's peoples.

After the Chamber of Commerce, the merchants, and the visitor industry approved the ideas, the first festival was held in 1964. It has been held yearly since then on the Wednesday following Easter and ending with the famous HAWAII CALLS radio show the following Sunday afternoon.

Among the principal builders of the Merry Monarch Festival who helped Wilhelm and Naope in the past are Dr. James Allen, Koshi Miyasaki, Mrs. Irma Yamada, Peter Shayne, Steve Thorson, Ken Griffin, and Slim Holt.

Gene Wilhelm headed the first four festivals. Carl Rohner was chairman last year. Dorothy Thompson is this year's chairman.

It Was during the Reign of the

MERRY MONARCH

HAWAIIAN TELEPHONE Was Given a Charter

To Provide

Telephone Service to Hawaii

Serving ALL HAWAII *since*

1883

HAWAIIAN TELEPHONE

Thursday's Program

9:00 a.m. — Exhibits at Visitors Center

12:00 noon — Hula Show at Visitors Center
By The Young Hawaiians

3:00 p.m. — Grogge Shoppe opens

7:00 p.m. — Choral Night — Hilo Civic Auditorium
Kamehameha School Concert Band
Haili Choir
Women's Quartet
Hilo Gleemen
Men's Quartet
Aloha Ambassadors

9:30 p.m. — Slack Key Contest at the Grogge Shoppe

Serving the Big Island
Since the days of the

MERRY MONARCH

QUALITY PRINTING

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Hawaii TRIBUNE-HERALD

Royal Parade

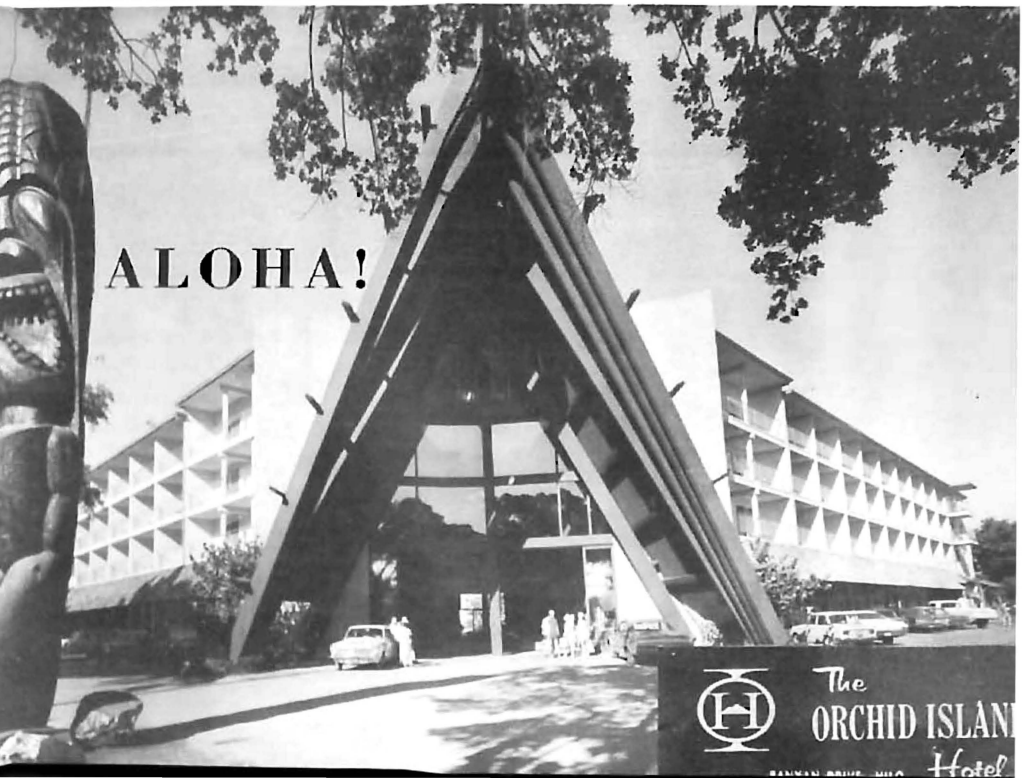
According to Parade Chairman Andy Baclig Jr. the route of the Parade will be along Kilauea Avenue from the County Building site to Keawe to Wai-anuenue, rite on Wai'anuenue to Kamehameha Avenue, rite on Kamehameha and disband at Cow Palace.

The parade will be led by Aloha Week King and Queen Harry Haanio and Leonetta Kinard and Grand Marshal Gene Wilhelm. Music will be provided by the County Band, the Hamakua Band, The Air Force Band, the Marine Drum and Bugle Corps, the Kamehameha Schools Band, the Konawaena High School Band and the Kalaniana'ole Intermediate School Band.

Of special interest is the Lehua J.C. float which will have this year's beauty queens—Debra Gima, Miss State of Hawaii; Joyal Torres, Miss Filipina Hawaii, and Mary Lou Fragas, Miss Aloha Hawaii. This year's queen contestants will also be on the float.

There will be approximately 16 floats.

Marching units include: Pacific Air Force Honor Guard Drill Team & Color Guard, the Royal Guardsmen, the Navy, St. Joseph Sea Scouts, Naval Reserve and Civil Air Patrol.



Friday's Program

9:00 a.m. — Exhibits at Visitors Center

12:00 noon — Aloha Ambassadors at Visitors Center

12:30 p.m. — Marine Drum and Bugle Corps at Hilo Intermediate School

3:00 p.m. — Grogge Shoppe opens

4:00 p.m. — Marine Drum and Bugle Corps at Mooheau Park

7:00 p.m. — Kamehameha School Dance Band and the Minatones
Hilo Civic Auditorium

9:30 p.m. — Ukulele Contest at the Grogge Shoppe

PRIMO!!

IS THE POPULAR

WORD

DURING THIS

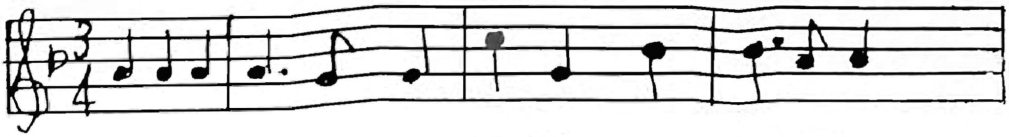
MERRY MONARCH Festival

BE SURE TO VISIT THE GROGGE SHOPPE

HAWAII PONO'I

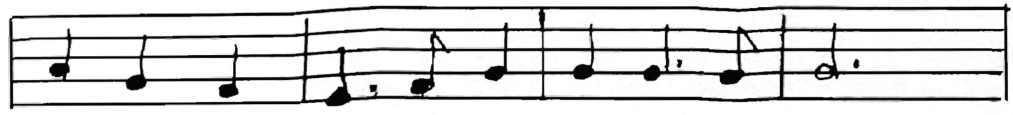
Words by
KING KALAKAUA
Music by
HENRI BERGER

English Words by
ALBERT NAHALE-A



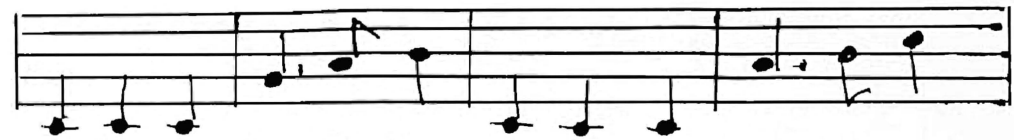
HA-WAI-I PO--NO---'I NA--NA I KO MO-'I

HA-WAI-I'S OWN TRUE SONS PRE-SERVE YOUR HE-RI-TAGE



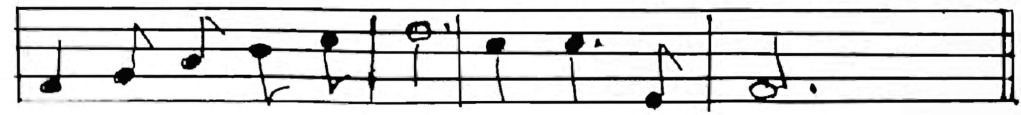
KA LA-----NI A---LI---I, KE A--LI---I

EN--RICHED WITH ALL THE BEST FROM O--THER LANDS



MA-KU---A LA--NI E , KA---ME----HA--ME--HA E

TO SHOW THAT MAN CAN LIVE WITH PRIDE AND DIG-NI--TY



NA KAU---A E PA--LE ME KA I----HE.

IN PEACE AND HAR-MO--NY WITH A----LO---HA.

Acknowledgments

COUNTY OF HAWAII
ALOHA WEEK, INC.
HAWAII VISITORS BUREAU
DEPARTMENT OF LAND AND NATURAL RESOURCES
DOWNTOWN BUSINESS ASSOCIATION
HILO ELECTRIC LIGHT CO.
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ANNA PAYNE
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MOIRA KELIIPIO

OUR **MERRY MONARCH** WOULD HAVE HAD
A WONDERFUL TIME HERE . . . DINING, DANCING,
SINGING AND BEING ENTERTAINED
and so will you!

For your enjoyment

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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 The Civic Sunday afternoon, April 13, 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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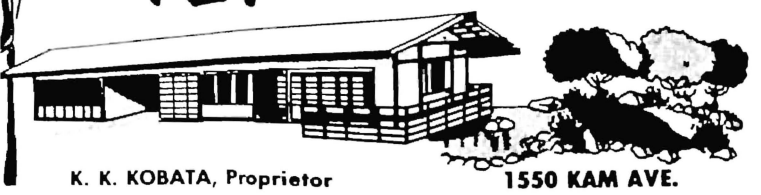

K. K. KOBATA, Proprietor **1550 KAM AVE.**

Saturday's Program

7:30 a.m. — Lurline Arrival
King and Queen Disembarks
Dockside Ceremonies

9:00 a.m. — Exhibits at Visitors Center

10:00 a.m. — Marine Drum and Bugle Corps at Hilo Shopping Center

12:00 noon — Hula Show at Visitors Center
The Haili Hawaiians

1:30 p.m. — Royal Parade

3:00 p.m. — Grogge Shoppe opens

5:00 p.m. — Lurline Departure

7:30 p.m. — Pageant — Hawaii's Heritage
Songs and Dances of Ethnic Groups
Hilo Civic

The Word And Time

In the beginning, it was the word; the word was God, and all through the ages of time, it has been the word under God.

Famous Writings of Charles Harris

FOR YOUR COPY CALL . . .
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Iolani Luahine To Headline "Hawaii's Heritage"

Iolani Luahine, one of Hawaii's greatest living exponents of ancient Hawaiiana, will headline Saturday nigh's pageant. Rounding out the evenings pageant will be dances by the different ethnic groups.

Merchants throughout the city are in the swing of the Merry Monarch Festival. A large number of them are entered in the best decorated window display category, the best decorated store category, or the best dressed (ethnic group) category; or combinations of any two or more. This promises to make the categories interesting and colorful.

Since the theme is "Hawaii's Heritage" judging is based on appearance, authenticity, originality and public appeal.

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Hilo Bay

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THE HIBACHI

Open Daily 4:30 p.m. to 11:00 p.m.

Phone: 3979

111 Banyan Drive

WELCOME TO HILO!!

Hata's

"Hilo's Fabric Center"
308 Kam. Avenue
Phone 51-655 or 54-111
Open Friday Eves. till 9 p.m.

Exhibits

The Merry Monarch Festival opens at 9:00 A.M. Wednesday, April 9 at the Visitors' Center with the invocation by Rev. Kaipo Kuamoo and the unraveling of the maile lei by Mayor Shunichi Kimura. The Center will be open daily, Wednesday to Saturday from 9:00 A.M. to 5:00 P.M.

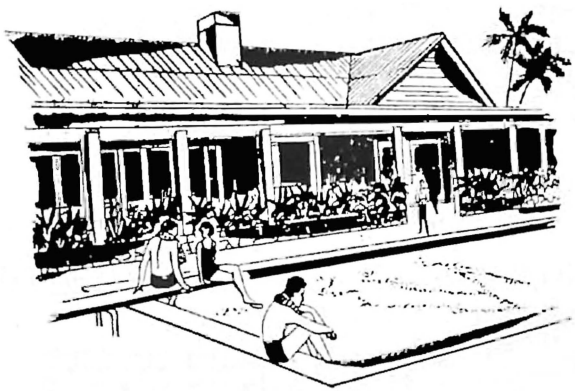
The ground floor will feature Hawaiian displays and the upper floor displays of other ethnic groups. Lauhala weaving and kapa quilting will be demonstrated daily.

Hostesses will aid visitors and Hawaiian entertainment will be presented during noon hours daily.

Mrs. Howard (Tex) Crawford is in charge with Mrs. Stanley Hodgins assisting.

HOSPITALITY

IN THE MERRY MONARCH TRADITION



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Relax in the heart of Hilo . . . The Big Island's largest city . . . The favorite hotel for all Kamaainas and visitors.

VOLCANO HOUSE

For the most thrilling experience on the Big Island of Hawaii . . . Facing Halemaumau, giant fire pit and "Kilauea Iki" . . . Big Island fsmous National park.

Choral Groups Featuring Thursday Night

Besides competition among quartets in the women's and men's divisions, three choral groups will be featured.

Hilo's own famed Haili Choir, celebrating its 60th anniversary, will be taking part. Then, there will be the Hilo Gleemen, Hilo's own community chorus.

Rounding out the choral groups will be the ALOHA AMBASSADORS, from the 29th Brigade, Schofield. The group includes several boys from the Big Island.

The Kamehameha School Concert Band will start festivities for the night with a half hour concert.

TO ALL THE VISITORS AND GUESTS...

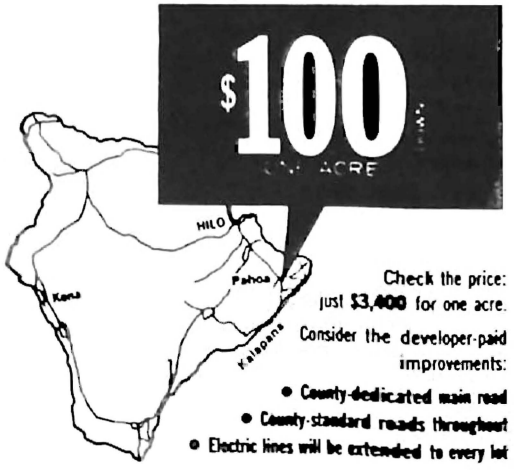
WELCOME TO HILO

Have Fun During This

MERRY MONARCH

PELL CO.

Big Island Distributor of Fuller Paints



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Consider the developer-paid improvements:

- County-dedicated main road
- County-standard roads throughout
- Electric lines will be extended to every lot

Invest in LEILANI ESTATES while the price is right

Then compare Leilani's prices, developer-paid improvements, and land quality with those of neighboring developments. You'll agree that the price is more than right. But buy now, while it's low. Leilani Estates, on the Kalapana Road, 2½ miles from the Pahoa School intersection.

Exclusive Sales Agents:
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1145 Kilauea Ave., Hilo 96720 • Tel: 4661
Developer: Leilani Development

Youth Night

Among youths to be honored will be St. Joseph's "Hawaii High" Bowl panel, second round winners of the statewide contest. They are Georgette Botelho, Alberta DeLeon, Muriel Pavao, Chris Yuen and Daniel Belcher. Their coach is Sister Bernice. "Hawaii High" Bowl is the high school equivalent of T.V.'s "College Bowl". According to Walter Kahiwa, Youth Night chairman, others from Hilo High and the UHHC will also be honored.

Dancing will follow an hour's program by the Kamehameha Schools Hawaiian Ensemble. Music will be by the Kamehameha Schools' dance band and Rock & Roll band and Hilo's MINATONES.

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HILO, HAWAII

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Service Groups

The Marine Drum & Bugle Team which has been with us since the Merry Monarch Festival started six years ago will be with us again. Our special ALOHA to them. And to the Air Force Honor Guard Drill Team which will make its fifth appearance.

Then too, the Royal Guards, Hawaii's present day reminder of the Merry Monarch days, will participate again.

Our Mahalo to these groups for making this year's festivities a gala and impressive one indeed.

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Hilo, Hawaii

The Kamehameha Schools Concert Band

The versatile Kamehameha Schools Concert Band will present an entertaining concert of outstanding band music at the Civic Auditorium on Thursday.

In addition the band has its own Hawaiian ensemble, a very proficient dance band and a rock and roll group as well as soloists and small ensembles. They will be featured on youth night, Friday.

The band will also march in the parade. This group of talented high school students consist of sixty-six boys and eleven girls.

S.S. Lurline

The S.S. Lurline will arrive in Hilo at 7:30 A.M. Saturday, April 12 as part of the Merry Monarch Festival.

After a trip to the Volcano guests will take in the Royal Parade and shop in the afternoon.

The King and Queen will fly to Honolulu and board the Lurline Thursday night on its way to Kauai. They will be the honored guest of the Lurline on its way to Hilo. Saturday morning they will be met by the Royal Court when the Lurline docks in Hilo.

Harry Haanio and Leonetta Kinard are the King and Queen.

NO MERRY MONARCH Festival IS
COMPLETE WITHOUT A MEAL
AT HILO'S FAMOUS . . .
SUN SUN LAU
"Hilo's Foremost Chinese Restaurant"
1001 Kilauea Ave. Phone 52-808

Enjoy a tall, Frosty

DRAUGHT BEER

and the
Carefree Mood
of the

MERRY

MONARCH

Festival

at the

MONARCHY GROG SHOPPE

at the Hilo Civic Auditorium (Butler Bldg.)

NIGHTLY ENTERTAINMENT

Grog Shoppe Open
Daily 3 P.M. TO MIDNIGHT
NOON to 2 A.M. Saturday
April 9, 10, 11, 12

Operated by Waiakea Lions Club

Merry Monarch Festival Committee

EARL HIROTSU ..... *President, Hawaii Island Chamber of Commerc*

DOROTHY THOMPSON ..... *Chairman, Merry Monarch Festiva*

ALBERT NAHALE-A ..... *Coordinato*

GEORGE NAOPE ..... *Coordinato*

TEX CRAWFORD ..... *Exhibit*

ANDRES BACLIG JR. ..... *Parad*

YONEKO IMAMURA ..... *Window Display*

DENNIS AGUIAR ..... *Button Sale*

WALTER KAHIWA ..... *Youth Nigh*

TO-DAY, AS IN THE DAYS OF THE

MERRY MONARCH

IT'S GAS

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