14th Annual
MERRIE MONARCH FESTIVAL
APRIL 10 - 17, 1977
HILO, HAWAII

Official Program & Guide
It is my pleasure indeed to bid you welcome and send you the greetings of the people of the County of Hawaii on the occasion of this 14th Annual Monarch Festival at Hilo.

We are especially happy to see that your field of participation includes groups from around the State of Hawaii as well as from other parts of our Nation. You are to be congratulated for the long hours and for the dedicated effort you—as dancers, musicians, teachers, families, and sponsors together—have put into organizing the preparing yourselves for this special Big Island festival to share with residents and visitors alike.

We are pleased also that our County of Hawaii facilities, as well as the beautiful settings of our hotels, will provide the backdrop for your contests and celebrations, and we send you our congratulations and very best wishes for a successful, safe and happy festival of the pageantry, songs, dancing and cultural activities so beautifully and so strongly reminiscent of the spirit of old Hawaii.

Me ke aloha pumehana

HERBERT T. MATAYOSHI
MAYOR
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 29, 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 Island. The most spectacular effect of the treaty was the increase in sugar production. In 1887, 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.

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

Julia Kapiolani was born in Hilo on December 31, 1833 and spent her childhood in Kona. Kapiolani was the granddaughter of King Kaumuali‘i of Kauai. Ancestors seemed to be a bit scarce in her day and she and Kalakaua shared between them only one great grandfather. Meaning of her name, Kapiolani, is Heaven’s Captive.

At the age of 21, the young princess went to Honolulu and entered court circles and, over the years, forged a reputation for congeniality and graciousness and demonstrated a sincere interest in her people.

Her first marriage was to Namakiha, uncle to Queen Emma, and she and her husband were given the care of the young Prince of Hawai‘i.

But in 1857, Kapiolani went with Namakiha to the Gilbert Islands seeking improvement in his health. But they returned the following year to Honolulu where Namakiha soon died.

She became the wife of Kalakaua about five years later when he was head of the Kingdom’s postal service, during which time Kawaihae became the second post office established in the Kingdom. It was on February 13, 1874 that Kalakaua and Kapiolani ascended the throne.

In 1877, King Kalakaua gave away the crown land located between Waikiki and Diamond Head to be a public park to be named after his Queen, Kapiolani Park.

Another honor bestowed upon his Queen by the King was the creation of the Order of Kapiolani, one of three high honor awards of the Kingdom.

About 1890, with the King’s help, the Queen established Kapiolani Maternity Hospital.

In 1887, Kapiolani traveled to England, accompanied by Princess Lydia Liliuokalani. There, they participated in the celebration of Queen Victoria’s Fiftieth Jubilee.

Following Kalakaua’s death in 1891, Queen Kapiolani lived to see the overthrow of the monarchy and preparations for annexation to the U.S.

She died on June 24, 1899 at Pualeilani near Waikiki, leaving her estate to her nephews, Prince David Kawananaoka and Prince Kuhio Kalanianaole, the latter later serving for 20 years representing Hawai‘i in the U.S. Congress.
The year was 1883. For three days, February 9, 10 and 11, the Islands were drenched by torrential rains. A newspaper 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 contemporaneous 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 9:00 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 welcomed if not expensively dressed."
RULERS OF THE MERRIE MONARCH FESTIVAL 1977

MO'I PUNOHOA

MO'I WAHINE MILILANI
HOW THE FESTIVAL WAS CONCEIVED

The idea of the Merrie Monarch Festival was advanced by George L. Naope and Gene F. Wilhelm in August, 1963. It was their hope that the Festival could create new and greater interest in the Hilo area as a visitor destination point on the Island of Hawaii.

The idea of the Festival was presented to a group of men representing the Hawaii Island Chamber of Commerce, Japanese Chamber of Commerce and Industry, Hawaii Visitors Bureau, the Downtown Improvement Association and all interested individuals.

The group voted to accept the idea and set about to plan it as an annual event the first week after Easter.

In January 1969, the Hawaii Island Chamber of Commerce decided to drop the festival for lack of a chairman. Dorothy Thompson of the Department of Parks and Recreation volunteered to find a chairman. No one was willing to chair the festival; therefore because of her love for Hawaii’s Heritage, she accepted the responsibility of chairperson. In 1974, the Hawaii Island Chamber of Commerce decided not to sponsor the Festival. With the support of the Hawaii Visitors Bureau and the County of Hawaii, Dottie Thompson has made many sacrifices, put in endless hours and worried over the festival.

The festival is named for one of Hawaii’s most colorful Alii, David Kalakaua, who was Hawaii’s last King. Kalakaua loved sports, music, gaiety, dinner parties and spectacular balls. He was HAWAII’S MERRY MONARCH.

Chairwoman .................. DOROTHY S. THOMPSON
Coordinator ................. GEORGE NAOPE
Royal Court ............... GRACE KELIIPIO
Parade ................ SHIRLEY TRIPP, MAYBELLE KUMALI
Exhibits ................ ELEANOR AHUNA
Decorations ................. DANNY KAWAIHAE
Bands .................. GEORGE CAMARILLO
Choral Groups .......... CECILIA SHINODA
Concession ................. LUE LLALOVELL
Button Sales ................ CHARLES BENT, BEVERLY FIGUEROA
Grogge Shoppe ............. NA OPIO O’KUHIO
The Hula is the language of the heart and therefore the heartbeat of the Hawaiian People." There were the words of King Kalakaua, the Merry Monarch. His Majesty revived over 300 ancient Hulas. He is also credited with inventing the shredded ti-leaf skirts for the dancers.

With this in mind, the Merry Monarch Festival Committee decided that a new event should be added to our festival, and so Miss Aloha Hula was born. Under the expert guide of four of Hawaii's leading exponents of the Hula, Miss Iolani Luahine, greatest living exponent of the ancient Hula, Mrs. Lokalia Montgomery, master of the ancient Hula and teacher of teachers; Miss Puanani Alma, one of Hawaii's leading dancers and teacher of the ancient and modern Hula, and George Naope, Hula master, the guidelines for this event was set.

Miss Aloha Hula contestants must be between the ages of 18 and 25 years of age and unmarried. Contestants must oli and dance the Hula Kahiko and also the Hula Auwana.

The songs and chants for the Miss Aloha Hula Contest and group contest must be any chant or song between the Kamehameha Period and ending in the Kalakaua Period (1891). Costumes must be of the same era.

The contest will be held on Friday, April 15 and Saturday, April 16, 1977 at 7:00 p.m. at the Hilo Civic Auditorium.
Our Hula Contest is dedicated to the one and only, world renowned, living legend of ancient Hawaiian dance, IOLANI LUAHINE. She is the curator of Hulihee Palace in Kailua, Kona.

"The hula is the language of the heart and therefore, the heartbeat of the Hawaiian people." These were the words of King Kalakaua.

Therefore, since King Kalakaua was responsible in reviving over 300 ancient hula dances and is credited for inventing the ti-leaf skirt, George Naope decided to add the hula contest as part of the festival in 1971.

Miss Iolani Luahine, exponent of ancient Hawaiian dances, Mrs. Lokalia Montgomery, master of the ancient hula and teacher of teachers; Puanani Alama, one of Hawaii's leading dancers and teacher of ancient and modern hula; and George Naope, hula master; set the guidelines for this event.

In 1976, the male category was added and now we have 2 divisions. The divisions of Male and Female have both the hula kahiko and hula auwana categories. They must have a minimum of 5 dancers and must be 13 years and above. This year, we selected a contest dance in the Hula Kahiko for the women on, "Ka Ua Nani A'O Hilo"

Judges for this year's contest will be: Lokalia Montgomery, Eleanor Hiram Hoke, Sam Naeole, Puanini Alama, Leilani Alama and Wally Woods.

Hula Studios will be competing in the Kane and Wahine Divisions of the Group Hula contest. Friday, April 15, the groups will be competing in the Hula Kahiko (ancient) category and on Saturday, April 16, all groups will be competing in the Hula Auwana (modern) category. There will be a total of 28 groups on both nights.
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<tr>
<th>Day</th>
<th>Time</th>
<th>Location</th>
<th>Event Details</th>
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<tbody>
<tr>
<td>Sunday, April 10</td>
<td>2:00 p.m.</td>
<td>Coconut Island</td>
<td>Hookupu from Royal Court&lt;br&gt;Hawaii Chorale &amp; Hawaii County Band&lt;br&gt;Louise Kaleiki (1976 winners - Hula)</td>
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<td>3:30 p.m.</td>
<td>Coconut Island</td>
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<td>Monday, April 11</td>
<td>9:00 a.m. to</td>
<td>Kulana Naauao</td>
<td>Hawaiian Exhibit&lt;br&gt;John Lum Ho &amp; his Polynesian Revue&lt;br&gt;Hula Halau O' Kelena &amp; Likelike&lt;br&gt;Tita Beamer Solomon Hula Halau&lt;br&gt;John Lum Ho &amp; his Polynesian Revue&lt;br&gt;Hualani Hula Studio</td>
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<td>4:00 p.m.</td>
<td>Coconut Island</td>
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<td>12:00 noon</td>
<td>Royal Kalani Hotel</td>
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<td>Hilo Hawaiian Hotel</td>
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<td>7:00 p.m.</td>
<td>Hilo Lagoon Hotel</td>
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<td>Waiakea Village</td>
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<td>Tuesday, April 12</td>
<td>9:00 a.m. to</td>
<td>Kulana Naauao</td>
<td>Hawaiian Exhibit&lt;br&gt;The Promenaders (Senior Citizens)&lt;br&gt;Choral Festival (all schools)&lt;br&gt;Tita Beamer Solomon&lt;br&gt;Hualani Hula Studio&lt;br&gt;John Lum Ho &amp; his Polynesian Revue</td>
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<td>4:00 p.m.</td>
<td>Coconut Island</td>
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<td>Waiakea Village</td>
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<td>Wednesday, April 13</td>
<td>8:00 a.m.</td>
<td>Pier 1</td>
<td>Hawaiian Exhibit&lt;br&gt;Hawaiian Exhibit&lt;br&gt;Hawaiian Entertainment</td>
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<td>9:00 a.m. to</td>
<td>Kulana Naauao</td>
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<td>4:00 p.m.</td>
<td>Kaiko'o Mall</td>
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<td>12:00 noon</td>
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<td>6:30 p.m.</td>
<td>Hilo Civic</td>
<td>Na Opio O' Kuhio</td>
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<td>7:30 p.m.</td>
<td>Hilo Civic</td>
<td>King Kalakaua Crowning</td>
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<td>8:00 p.m.</td>
<td>Hilo Civic</td>
<td>Louise Kaleiki Polynesian Holiday</td>
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<td>9:00 a.m.</td>
<td>Kulana Naa'auo</td>
<td>Hawaiian Exhibit</td>
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<td>4:00 p.m.</td>
<td>Kaiko'o Mall</td>
<td>Hawaiian Entertainment</td>
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<tr>
<td>12:00 noon</td>
<td>Hilo Civic</td>
<td>Music Festival (Stage Bands)</td>
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<td>6:30 p.m.</td>
<td>Kulana Naa'auo</td>
<td>Hawaiian Exhibit</td>
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<td>12:00 noon</td>
<td>Kaiko'o Mall</td>
<td>Hawaiian Entertainment</td>
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<td>5:00 p.m.</td>
<td>Hilo Lagoon Hotel</td>
<td>Moanalua and Kahuku High School Band</td>
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<td>6:30 p.m.</td>
<td>Hilo Civic</td>
<td>Hula Kahiko (Ancient) Contest - Male &amp; Female</td>
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<td>9:00 a.m.</td>
<td>Hilo</td>
<td>Miss Aloha Hula</td>
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<tr>
<td>10:00 a.m.</td>
<td>Hilo</td>
<td>Royal Parade</td>
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<td>12:00 noon</td>
<td>Mooheau Park</td>
<td>Lovey Apana from Kauai</td>
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<td>6:30 p.m.</td>
<td>Hilo Civic</td>
<td>Hula Auwana (Modern) Contest - Male &amp; Female</td>
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<td>12:00 noon</td>
<td>Seven Seas Luau House</td>
<td>Miss Aloha Hula</td>
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<td>6:30 p.m.</td>
<td>Hilo Civic</td>
<td>Poi Luncheon and Hawaiian Entertainment</td>
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*** Starting Wednesday, April 13 – Grogge Shoppe at the Seven Seas Luau House

Wed. - Thurs. - April 13 & 14: 4:00 p.m. to Midnight – 9:00 p.m. to Midnight - Hawaiian Entertainment
Fri. - Sat. - April 15 & 16: 4:00 p.m. to 2:00 a.m. – 9:00 p.m. to Midnight - Hawaiian Entertainment
Sun. - April 17: 11:00 a.m. to 11:00 p.m.

*** Programs at Coconut Island will be held at the Hilo Hawaiian Hotel in case of rain.

*** PROGRAM SUBJECT TO CHANGE
POLYNESIAN HOLIDAY

Polynesian Holiday will be presented by Louise Kaleiki's Ilima Hula Studio on Wednesday, April 13 at 7:30 p.m. at the Hilo Civic Auditorium.

KULANI AKEA, the youngest female knife dancer in Hawaii. - Ilima Hula Studio.
EXHIBITS

Exhibits of Hawaiian artifacts, handicrafts, herbs and plants will be on view at Kulana Naauao Cultural Center starting at 9:00 a.m. on Monday, April 13 through Friday, April 15, 1977. The doors will be open from 9:00 a.m. to 9:00 p.m. daily.
The committee has added another highlight to the festival which will feature Hilo College, Hilo High, St. Joseph High, Henry Opukaaiha and Waiakea Intermediate choral groups. They will perform at the Hilo Lagoon on Tuesday, April 12 at 7:00 p.m.

Cecilia Shinoda will chair this section of the festival.
**MUSICAL FESTIVAL**

Musical Festival featuring nine high schools and intermediate schools bands will perform at the Hilo Civic Auditorium on Thursday, April 14 at 7:00 p.m. George Camarillo is the coordinator for this event.

Participating schools are: Kohala High, Kau High, Hilo High, Kalanianaole Intermediate, Hilo Intermediate, Honokaa High, Konawaena High and the Waiakea Intermediate Ukulele Band.
Join us at the Grogge Shoppe with Keli Chun and her Serenaders, happening nightly April 13th thru 17th at the Seven Seas Luau House. Everynite promises to be filled with good drinks, good company, and good fun — impromptu entertainment.

Hoolaule'a Time — Sunday, April 17th at 12 noon at the Grogge Shoppe. Headlining the parade of stars will be: Marlene Sai, Louise Kaleiki, Charley Bent, Kahiki & Etua and George Naope. Other added attractions are: Kalihi-Palama Culture & Arts entertainers and more impromptu entertainment. JOIN US!
VISITING BANDS

There will be three visiting high school bands - Moanalua High School, Kahuku High School and Pearl City High School of Oahu.

Moanalua High School and Kahuku High School Bands will be giving a concert on Friday, April 15, 1977 at 5:00 p.m. at the Hilo Lagoon Hotel. All three bands will be playing in the parade on Saturday, April 16, 1977.
SERVICE GROUPS

The Navy will again be with us this year and we are looking forward to seeing them again.

Our Royal Guards, Hawaii's present day reminder of the Merrie Monarch days, will be with us again this year also.

We are happy to announce that the Marine Drum and Bugle Team will be participating also.

We are waiting for confirmation from the Coast Guard, the Army and the Air Force.
MEMORIES OF FESTIVALS PAST