

LYNN ANN DAVIS

Photographically Illustrated Books about Hawai'i, 1854–1945

THIS BIBLIOGRAPHY surveys books and pamphlets about Hawai'i with photographic illustrations.¹ The first book illustration, from a daguerreotype, was an engraved portrait of the heir to the Hawaiian throne, Alexander Liholiho, published in 1854. The bibliography ends with the close of World War II in the Pacific in 1945. From the 1850s on, the U.S. government was increasingly interested in Hawai'i's strategic location. The Hawaiian Islands were the winter port for the American whaling fleet in the 1840s and 1850s. The discovery of gold in California in 1849 brought Americans to the West Coast, and by 1853 there were covert discussions about the possible annexation of the Islands by the United States.

In January 1893 the Hawaiian monarchy was overthrown. An interim government was established, and businessmen with American ties lobbied the U.S. government for territorial status. This politically tumultuous period coincided with a development in printing technology that, for the first time, made it possible to easily and cheaply reproduce continuous tone photographs by making halftone reproductions.

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The campaign to persuade the American public to support annexation was promoted by photographically illustrated books and articles. *Picturesque Hawaii: A Charming Description of her Unique History, Strange People, Exquisite Climate, Wondrous Volcanoes, Luxurious Productions, Beautiful Cities, Corrupt Monarchy, Recent Revolution and Provisional Government*, published in Philadelphia in 1894, was written by James L. Stevens, U.S. minister to Hawai'i at the time of the overthrow, and W. B. Oleson, the principal of Kamehameha Schools, dedicated to the education of Native Hawaiians. The Spanish-American war and the transshipment of U.S. military personnel through the port of Honolulu to the Philippines provided fuel for support of the movement in the U.S. Congress to annex Hawai'i, and for the development of the tourist economy. "During 1898 hordes of American soldiers were streaming through this port . . . business boomed and tourists swarmed to Honolulu."² American publishers rushed to produce pictorial books about Hawai'i, the Philippines, Cuba, and Puerto Rico, "our new island possessions."³

The first tourist guide and travel accounts published in the 1870s included only a few wood engravings made from photographs (Fig. 1). The Hawaiian government promoted the islands with displays of photographs at exhibitions, including Vienna (1873), Philadelphia (1876), and Paris (1889). In 1892 Lorrin A. Thurston, one of the key figures in the overthrow, proposed a new organization, the Bureau of Information, which would lead "a systematic effort to advertise the islands on a large scale."⁴ Thurston's publication, *Vistas of Hawaii* (1892), was to provide the model for the use of photographs to promote the islands as a tourist destination. After the overthrow, this advertising strategy hibernated for the next seven years while Thurston and others lobbied the United States government to annex the Islands. With the establishment of the Territory of Hawai'i in 1900, businessmen, with the support of the new government, once again developed a "systematic approach" to advertising, and in 1903 they created the Hawaii Promotion Committee (Fig. 2). "If Honolulu wants white citizens to come and live within her borders or even a larger number of tourists . . . [we must show] that a busy wide-awake American city has been transported to the center of an earthly paradise—a sort of garden of Eden with all the modern conveniences."⁵

The first report to Washington, D.C., in 1900, by Sanford B. Dole,

the former president of the Republic of Hawaii and the first territorial governor, was not on message. Perhaps images of the bustling metropolis of Honolulu were difficult to obtain in the early months of 1900. The Board of Health was fighting the bubonic plague, and by setting fire to the Chinese and Hawaiian part of the city and burned about 40 acres. Instead the report was illustrated exclusively with



HAWAIIAN DANCING GIRL.

FIG. 1. "Hawaiian Dancing Girl," wood engraving from photo by H. L. Chase published in *The Hawaiian Guide Book* by H. M. Whitney, 1875. Bishop Museum.

photographs of Native Hawaiians, who were portrayed as passive and exotic. A Hawaiian woman wearing lei was posed gazing upward as if anticipating salvation. Hawaiian men were photographed spear fishing and wearing a *malo* (loincloth). Portraits of a boy and girl dressed in Western clothes represented the assimilation of Native Hawaiians into American culture. The photographic illustrations in the 1901 report were more on track, showcasing the islands as “a busy wide-awake American” place. Photographs of businesses, street scenes, steamships in the harbor, and large residences with manicured lawns filled the report. Native Hawaiians selling lei on Honolulu streets were pictured as colorful participants in the new economy.

The lei sellers were the most frequently reproduced image of Hawaiian women in promotional publications (Fig. 3). The hula girl, although common in early postcards, was not featured until the 1930s. Ironically, it was Henry M. Whitney who published the first engraving of a hula dancer in his guidebook in 1874 (Fig. 1): In 1857



FIG. 2. L. E. Edgeworth, Hawaii Promotion Committee Rooms, Alexander Young Hotel, Honolulu, 1913. Print from glass plate negative. Bishop Museum.

Whitney, publisher of the *Pacific Commercial Advertiser*, had run vitriolic pieces condemning the king's brother, Lot Kamehameha, for his role in the revival of the hula. At this time hula was not performed publicly, and the earliest photographic image of hula dancers (an ambrotype made around 1856) was a private image probably owned by Kamehameha IV or Lot (later Kamehameha V) (Fig. 4).⁶

By the 1880s, during the reign of Kalākaua, hula was performed at public events, including the coronation (1883) and the king's birthday celebrations. Although hula groups went to studios to pose for pictures following performances, few of the images were published in the nineteenth century. Visitors collected these images as "curiosities" for their souvenir photo albums. A series of photographs of Ioane



FIG. 3. Lei Sellers, Honolulu, ca. 1890. Print from a lantern slide in the Christian J. Hedemann Collection, Bishop Museum.

Ukeke's hula dancers was made in the Honolulu studio of J. J. Williams. In a modern print from the original wet plate collodion negative, the dancers posed in front of the studio backdrop. At the edge of the negative two children were blurred by motion, as they waited impatiently for the photographer to complete the exposure (Fig. 5). The trimmed image, sold by Williams, edited these dancers from the context of their families.

The establishment of permanent military bases on O'ahu, including a United States Navy base at Pearl Harbor in 1908 and an Army base at Schofield Barracks in 1909, coincided with the increased dis-



FIG. 4. Hula Dancers, ca. 1856, Ambrotype. Bishop Museum.

tribution of photographs of the “scantly dressed hula girl.”⁷ These images of Native Hawaiian women were part of an underground economy. The penal code of the Hawaiian Islands, in 1869, contained a section that forbade “printing, selling, offering for sale . . . any obscene picture.” In one image collected in 1914, the young woman posed in a camisole. While the young woman’s camisole does not look revealing by today’s standards, in her day it was quite shocking for a woman to pose in an undergarment. There is, however, nothing engaging or flirtatious in her facial expression or pose. The young Native Hawaiian woman stood facing the camera with her arms crossed, gazing past the lens and the viewer (Fig. 6).

The first performance of hula associated with a promoted tourist event took place on the beach at Waikiki in 1913 (Fig. 7), when the Floral Parade Committee staged a dramatization the landing of Kamehameha. Bernice Piilani Irwin, a Native Hawaiian woman, wrote a newspaper column in pidgin English under the pseudonym Kahuna



FIG. 5. J. J. Williams, Ioane Ukeke’s dancers. Print from glass plate negative. Hawai‘i State Archives.



FIG. 6. J. J. Williams, Portrait of Hawaiian woman. Print from glass plate negative. Hawai'i State Archives.



FIG. 7. Hula performed for reenactment of the landing of Kamehameha at Waikiki, Floral Parade, February 22, 1913. Hawaiian Historical Society.

Nui. Her wit and political analysis went directly to the heart of the matter:

Long times ago they telling us its not good things to dancing hula and moving pritty our arm and body, and leg, becos we going the Devil house in Hell if we doing that things. But now, these haole what live here, said its all rite if we have a hula for the *malihini* [newcomers] to paid money and going see. I don't understanding this things! Before we dancing the hula becos we liking to do that things and they tell us the devil catch us. Now they telling us to dance the hula for pay money to looking and its all rite, and the devil won't catching us.⁸

By 1919 it was clear that the lure for tourists was not the bustling port of Honolulu but "the witchery of Hawaii's native life."⁹ The newly renamed Hawaii Tourist Bureau acknowledged that "the tourist industry has been sustained principally by the ukulele, the steel guitar, the hula, the lei and the grass skirt and the sweet tempered and altogether lovely Hawaiian people out of whose rich imaginations came these things."¹⁰ Hula became an activity performed for tourists, and the "hula girl" became a part of the Hawaii Tourist Bureau promotions. To facilitate tourists making their own souvenir snapshots of hula, Kodak Hawaii staged the Kodak Hula Show in 1937. It provided a venue for tourists to photograph hula performance and use the new Kodak color products being promoted to the amateur market, 35 mm color transparencies, and 16 mm motion picture film (Fig. 8).

In the 1930s, despite a worldwide economic depression, advertising dollars spent on promotion of Hawai'i increased. The territorial government, along with the pineapple, tourism, shipping, and sugar industries, hired American advertising agencies to promote the islands and their products. The agencies employed the biggest names in American art and photography to create an image for their clients. Edward Steichen's photographs for Matson Navigation Company were published in the major travel and fashion periodicals in 1940 and 1941.¹¹ The Hawaii Tourist Bureau's promotion "Hawaii U.S.A." featured the work of fashion photographer Toni Frissell. "Hawaii U.S.A." was conceived by advertising agency Bowman, Holst, Macfarlane, Richardson, Ltd., which also had the Matson Navigation account. Although advertisements with Frissell's photographs appeared in

travel and fashion magazines in 1940–1941, the travel brochure was not released as scheduled due to the outbreak of the war. In preparation for a war in Asia, the United States increased its military presence in Hawai'i. Pictorial publications specifically directed to the military appeared beginning in the 1920s. The bombing of Pearl Harbor in December 1941 ended all tourist travel to the Islands for the duration of the war, and the Hawaii Tourist Bureau suspended operations in June 1942, resuming under a new name, the Hawaii Visitors Bureau in 1945.

Books describing Hawai'i were also written and published in Japanese. Japanese people had been routinely brought to the islands as laborers for the sugar plantations since 1885. The publications were targeted to new immigrants who needed to know about the living conditions in the islands, as well as changing immigration laws resulting from annexation. Although these publications seldom credited photographers, the majority of the images were the work of Japanese photographers who established photo studios throughout the islands beginning in the 1890s. There were 20 Japanese photographers



FIG. 8. Nathaniel Farbman, Kodak Hula Show, Waikiki, Hawai'i, 1937. Bishop Museum.

before 1900. However, from 1900–1945 there were approximately 350 commercial and amateur photographers of Japanese ancestry. These photographers formed a professional organization in 1927 that was active until the bombing of Pearl Harbor in 1941. Many of the books included a photo section at the front of the book with scenic pictures of the islands, and pictures of Japanese-operated businesses (Fig. 9). *Hawai* by Shoji Setani, published in 1892, was one of the earliest photographically illustrated books. Many Japanese settled in Hawai'i, and many commemorative pictorial publications were issued in 1935 to celebrate the fiftieth anniversary of their arrival. *Hawai Nihonjin Shachincho* [*Pictorial Album of the Japanese People in Hawai'i*] was published in Japan and contained scenic views of both Hawai'i and Japan. None of the other Asian immigrant groups that settled in Hawai'i published to the same extent as the Japanese.

This bibliography is by no means comprehensive.¹² I have included published materials that made extensive use of photographs. I have not included magazine articles, except for two prominent issues of *National Geographic* devoted to Hawai'i. Some of the citations include



FIG. 9. Usaku Terragawachi, Hotel, Honolulu, ca. 1920. Bishop Museum.

information about the history of the publication. If the author or publisher mentioned photography, I have quoted their comments.

The bibliography has been organized by topic. The sections include Agriculture and Natural History; Description and Travel, 1854-1889; Description and Travel, 1890-1899; Description and Travel, 1900-1929; Description and Travel, 1930-1945; Description and Travel: Hawaii Promotion Committee and Hawaii Tourist Bureau, 1903-1942; Description and Travel: Pictorial Magazines; Description and Travel: U.S. Military, 1920-1945; Ethnography; Hansen's Disease; Historical Perspectives; Photographers in Hawai'i; Photographers in Hawai'i: Ray Jerome Baker.

AGRICULTURE AND NATURAL HISTORY

Brigham, William T. *The Volcanoes of Kilauea and Mauna Loa on the Island of Hawaii*. Memoirs of the Bernice Pauahi Bishop Museum, vol. 2, no. 4. Honolulu: Bishop Museum Press, 1909.

Bryan, William Alanson. *Natural History of Hawaii*. Honolulu: Hawaiian Gazette Co., 1915.

"Illustrated with one hundred and seventeen full page plates from four hundred and forty-one photographs elucidating the ethnology of the native people, the geology and topography of the islands and figuring more than one thousand of the common or interesting species of plants and animals to be found in the native and introduced fauna and flora of Hawaii."

Dutton, Clarence Edward. *Hawaiian Volcanoes*. Washington, D.C.: Government Printing Office, 1884 (Fig.10).

Dutton mentions his experiences making photographs in the Islands:

"Four days were spent at Waiohinu in refitting for a second expedition and in developing the dry-plate negatives exposed at many places along our journey. The negatives, for the most part, proved to be failures. The atmosphere of the islands is very obnoxious to out-of-doors photography, especially with the dry plate. The perpetual haze which is in the air renders it impossible to obtain a picture of details at a distance much exceeding one mile. This effect is much more pronounced upon the extremely sensitive dry plate than upon the wet, and proved throughout an insuperable obstacle to successful photography. The case, however, was reversed at high

altitudes. There the atmosphere is extremely clear, and all the pictures taken at high altitudes proved to be fairly successful.”

Ewa Plantation Company. *The Story of Ewa Plantation Company*. Hawai'i: Ewa Plantation Company, 1923.

Frear, Mary Dillingham. *Our Familiar Island Trees*. Boston: Richard G. Badger, 1929.

Hawaiian Pineapple Company, Ltd. *Sixty Pictures and a Few Paragraphs That Tell a Story and Mark a 25th Birthday*. Honolulu: Hawaiian Pineapple Co., Ltd., 1926.

Promotional publication about James Dole's Hawaiian Pineapple Company.

“The views of the Islands are as fine as the pineapples. And of all the views none surpasses this one known as ‘Nuuanu Pali.’ The camera identifies it for you as a thumbprint identifies a man. This picture is far from the view itself. Only your eye can take it in. Thousands have thought it worth the trip to the Islands.”



FIG. 10. “Forest Scenery—Puna,” from *Hawaiian Volcanoes* by Clarence Edward Dutton, 1884. Hawaiian Historical Society.

Hawaii Sugar Planters' Association. *Picture Story of Sugar in Hawaii, U.S.A.* Honolulu: Hawaii Sugar Planters' Association, 1945.

"This pictorial account of Hawaii sugar is presented to members of the armed forces with compliments of the industry."

Hitchcock, Charles Henry. *Hawaii and Its Volcanoes*. Honolulu: Hawaiian Gazette, 1909.

Honolulu Iron Works Company. *Some Sugar Factories Built and Equipped by the Honolulu Iron Works Company*. Honolulu: Honolulu Iron Works Co., 1924.

Inn, Henry. *Tropical Blooms*. Honolulu: Fong Inn's Limited, 1944.

Portfolio of 40 halftone prints from photographs of flower arrangements.

Logan, Daniel. *Hawaiian Volcanoes*. Honolulu: n.p., 1903.

Neal, Marie C. *In Honolulu Gardens*. Bishop Museum Special Publication 13. Honolulu: Bishop Museum, 1929.

Outdoor Circle, with photography by Frank S. Warren and Edith Beutler. *Trees and Flowers of the Hawaiian Islands*. Honolulu: Outdoor Circle, 1944.

Rock, Joseph. *Indigenous Trees of the Hawaiian Islands*. Honolulu: Privately printed, 1913.

Rock arrived in Hawai'i in 1907. "During his residence in Hawaii, this thorough and dynamic plant collector explored all the major islands. . . . He took with him his botanical equipment and a view camera with glass plates."

Rock, Joseph. *Ornamental Trees of Hawaii*. Honolulu: Honolulu Star-Bulletin Press, 1917.

Rothschild, Lionel Walter. *The Avifauna of Laysan and the Neighbouring Islands*. London: R. H. Porter, 1893-1900.

The illustrations consist of hand colored lithographs and photographs by J. J. Williams and H. C. Palmer.

Sharp, David, ed. *Fauna Hawaiiensis*. 3 vols. Cambridge, England: Cambridge University Press, 1899-1913.

Smith, Jared G. *Agriculture in Hawaii*. Honolulu: Hawaii Promotion Committee, 1908.

The first edition of *Agriculture in Hawaii*, published in 1903, had no illustrations.

Stubbs, William C. "Report on the Agricultural Resources and Capabilities of Hawaii." Bulletin 95, U.S. Department of Agriculture, Office of Experiment Station. Washington, D.C.: Government Printing Office, 1901.

Young, Isabel N. *The Hawaiian Islands and the Story of Pineapple*. New York: American Can Company, 1935.

DESCRIPTION AND TRAVEL, 1854–1889

Bates, George Washington. *Sandwich Island Notes: by a Haole*. New York: Harper & Brothers, 1854.

Frontispiece, wood engraving from daguerreotype portrait of Alexander Liholiho (later Kamehameha IV).

Monnier, Marcel. *Un printemps sur le Pacifique*. Paris: E. Plon, Nourrit & cie., 1888.

Illustrated with engravings from photographs.

Nicholson, H. Whalley. *From Sword to Share; or, A Fortune in Five Years at Hawaii*. London: W. H. Allen & Co., 1881.

Mounted albumen prints were bound with the text. Other illustrations are engravings from photographs. The albumen prints were not included in the 1889 edition.

Nordhoff, Charles. *Northern California, Oregon, and the Sandwich Islands*. New York: Harper, 1874.

Engravings from earlier photographs including many by H. L. Chase.

[Stewart, George W.]. *Tourists' Guide for the Hawaiian Islands*. Honolulu: J. Williams & Co., 1882.

This pamphlet was published by Honolulu photographer J. J. Williams, and his studio was featured.

"But the most delightful spot for the visitor and which he will be most reluctant to leave is J. Williams & Co.'s Photographic Art Gallery and Curiosity Store on Fort street, in the heart of the city. . . . Here may be seen the largest collection [of views] in Honolulu; every island is represented by numbers of views taken at different times during a long series of years. Photographs of Hawaiian kings, queens, chiefs and other celebrities, living and dead, and a great many views illustrating native life and modes of dress are also kept for sale. . . . One can get a better idea of island scenery, people, towns, products, flora, etc., by a short visit to this gallery than from any

other place, or even by reading the best of the many books written about the islands by enthusiastic travelers.”

Varigny, Charles de. *Quattordici anni alle Isole Sandwich (Isole Havai)*. Milan: Fratelli Treves Editori, 1875.

This Italian edition reproduces the same engravings from photographs by H. L. Chase as the 1873 article that appeared in *Le Tour du Monde*. The French edition published in 1874 was not illustrated.

Whitney, H. M. *The Hawaiian Guide Book, for Travelers*. Honolulu: H. M. Whitney, 1875.

This was the first guidebook for tourists. It contains two wood engravings (Hawaiian Hotel and a hula dancer) from photographs probably by H. L. Chase.

Wiseman, Joseph E. *The Honolulu Guide Book for Information and Merchants Directory for 1885*. Honolulu: Hawaiian Gazette, 1885.

Some copies have albumen prints by J. J. Williams bound in with the text.

DESCRIPTION AND TRAVEL, 1890–1899

The American Navy: Cuba and Hawaii. Chicago: Belford, Middlebrooke & Co., 1898.

This title was issued as three separate parts. It was part of a travel series published by Belford, Middlebrooke and Co. (nos. 22, 23, and 25). The titles are bound together in this edition with the title *The American Navy: Cuba and Hawaii* embossed on the cover. The three parts have separate title pages: “The American Navy,” “Cuba and the Wrecked Maine,” and “The Hawaiian Islands: ‘The Paradise of the Pacific.’”

[Church, A. M.]. *Picturesque Cuba, Porto Rico, Hawaii and the Philippines; a Photographic Panorama of our New Possessions . . .* Springfield, Ohio: Mast, Crowell & Kirkpatrick, 1899.

“A photographic panorama of our new possessions. Depicting the Natives, Their Costumes, Habitations and Occupations, Prominent Buildings, Street scenes, Mountain and River scenery, etc.”

Deering, Mabel Clare (Craft). *Hawaii Nei*. San Francisco: William Doxey, 1899.

Dewar, James Cumming. *Voyage of the Nyanza*. Edinburgh and London: W. Blackwood & Son, 1892.

Dewar spent a month in the Islands, arriving at the end of December 1888. Although he may have made photographs, the images he repro-

duced in *Voyage of the Nyanza* were standard views by Honolulu commercial photographers.

Godfrey, Frank. *Godfrey's Handbook and Stranger's Guide to the City of Honolulu and Vicinity*. Honolulu: [Frank Godfrey], 1897.

Godfrey, Frank. *Godfrey's Handbook of Hawaii, Guide to Hilo and the Volcano*. Honolulu: Mercantile Printing Co., 1899.

Godfrey, Frank, comp. *Illustrated Handbook of the Hawaiian Islands: Guide to Honolulu and Vicinity*. Honolulu: R. Grieve, 1898.

The Hawaiian Islands, the Paradise of the Pacific. Chicago: Belford, Middlebrook Co., 1898.

This title was issued as three separate parts. It was part of a travel series, nos. 21, 24, and 26. The publisher advertised other numbers published as *The American Navy*, nos. 22, 23, and 25. "The reproductions are better than the original photographs. The photographs for this one part would cost over \$20.00."

Hawaii, The Paradise of the Pacific and Inferno of the World. St. Joseph, Mich.: W. F. Sesser, [1892?].

Promotional pamphlet published for Oahu Railway and Land Co. and the Volcano House Co. by William F. Sesser. This was the pocket version of Lorrin Thruston's *Vistas of Hawaii*. Photographs were made by Sesser during his visit in 1891. It was distributed by Sesser and the Oceanic Steamship Co. "The Hawaiian Islands have all the comforts of civilization and all the luxuries of the tropics."

Howell, Henry Spencer. *An Island Paradise and Reminiscences of Travel*. Toronto: Hart & Riddell, 1892.

[Logan, Daniel]. *The Hawaiian Islands*. Honolulu: Department of Foreign Affairs, 1899.

Photographs by J. J. Williams and Frank Davey.

Marcuse, Adolf. *Die Hawaiischen Inseln von Dr. Adolf Marcuse*. Berlin: R. Friedlander & Sohn, 1894.

Marcuse visited the Islands in 1892. He illustrated his book with photographs made during this visit.

Musick, John R. *Hawaii. Our New Possessions*. New York and London: Funk & Wagnalls Co., 1898.

The title page states that the book has "56 page plates, containing over one hundred half-tone reproductions from photographs."

“At the request of those interested in the success of Professor Musick’s History of Hawaii, Manager Dillingham, of the Oahu Railway, placed at their disposal a special train for the purpose of procuring a series of views along the line to Waianae. Photographer J. J. Williams was consulted and agreed to make the desired pictures. In accordance with that understanding a specialized train, consisting of a parlor and observation car, left the Honolulu station Saturday morning. . . . Proceeding slowly from Ewa, several stops were made and a number of excellent views taken. Picturesque valleys, precipitous cliffs, dazzling gorges and other interesting scenery along the shore and sea line were made. These views will be used in the History of the Islands soon to be issued by Professor Musick.”

Nottage, Charles G. *In Search of a Climate*. London: S. Low, Marston & Co., 1894.

Contains “thirty photographic illustrations in photo mezzotype by London Stereographic and Photographic Co. Ltd.”

Olivares, Jose de. *Our Islands and Their People as Seen with Camera and Pencil*, vol. 2. St. Louis and New York: N. D. Thompson Publishing Co., 1899–1900.

This two-volume title provided illustrated descriptions of Cuba, Hawai’i, Puerto Rico, Philippines and Samoa. The section on Hawai’i was included in the second volume. The photographs were credited to Walter B. Townsend. “Mr. Townsend spent several weeks in the city of Honolulu as the guest of a prominent citizen, who accompanied him on many trips in quest of subjects for his camera and pencil.”

Punahou School. *A Souvenir of Punahou*. St. Joseph, Mich.: W. F. Sesser, [1892?].

Pocket-size pamphlet illustrated with photographs from Sesser’s visit in 1891.

Setani, Shoji. *Hawai*. n.p., 1892.

Stevens, John Leavitt, and W. B. Oleson. *Picturesque Hawaii: A Charming Description of her Unique History, Strange People, Exquisite Climate, Wondrous Volcanoes, Luxurious Productions, Beautiful Cities, Corrupt Monarchy, Recent Revolution and Provisional Government*. Philadelphia: Hubbard Publishing, 1894.

The title page states that the book is “profusely enriched with rare and beautiful photographs illustrating every phase of life and scenery in those marvelous islands.” A second edition, *Riches and Marvels of Hawaii*, was published in Philadelphia by Edgewood Publishing Co. in 1900.

Stoddard, Charles Warren. *A Trip to Hawaii*. San Francisco: Oceanic Steamship Co., 1892.

The illustrations in the first edition of Stoddard's *Trip to Hawaii*, published in 1882, were primarily engravings from sketches. The subsequent editions in 1892, 1897, and 1901 included halftone reproductions from photographs.

Taylor, Charles. *Vacation Days in Hawaii and Japan*. Philadelphia: G. W. Jacobs & Co., 1898.

Includes photographs by author.

Thurston, Lorrin, ed. *Vistas of Hawaii: The Paradise of the Pacific and Inferno of the World; illustrated by photo-gravures from original photographs taken especially for this work*. St. Joseph, Mich.: W. F. Sesser, 1891 (Fig. 11).

Published as part of a promotional campaign sponsored by the Kilauea Volcano House Company and the Oahu Railway and Land Company. William F. Sesser, who specialized in "railroad and steamship pictorial advertising," made over 200 pictures during a brief visit to the Islands in 1891. He printed this book for Thurston as well as photogravures to be displayed in "hotels and railroad ticket offices" in the Chicago area and the "main railroad stations west."

Whitney, Caspar. *Hawaiian America; Something of its History, Resources, and Prospects*. New York and London: Harper & Brothers, 1899.

"Illustrations for photographs taken by author and J. J. Williams and [Frank] Davey of Honolulu."

Whitney, H. M., ed. *The Tourists' Guide through the Hawaiian Islands, Descriptive of their Scenes and Scenery*. Honolulu: Hawaiian Gazette Co., 1890.

Whitney, publisher of the first guidebook (1875), edited this new publication. It included engravings from photographs as well as halftone



FIG. 11. William F. Sesser, "Diamond Head," from *Vistas of Hawaii: The Paradise of the Pacific and Inferno of the World*, edited by Lorrin Thurston, 1891. Hawaiian Historical Society.

reproductions. A second edition was published in 1895 and included more photographs.

DESCRIPTION AND TRAVEL, 1900-1929

The Alexander Young Hotel Honolulu, Hawaii. Honolulu: Alexander Young Hotel, 1902.

This brochure promoted the islands as well as the new Alexander Young Hotel.

"The booklet of 44 pages, is enclosed in a dark green cover of crisp, rough paper. . . . The illustrations are half tone engravings of photographs . . . [and they] give an entrancing glimpse into Hawaii's repertoire of sunny scene and balmy clime well calculated to attract and fascinate even the casual eye."¹⁵

American Hawaii, People and Industries. Honolulu: Evening Bulletin, 1912.

Special "industrial section" published to coincide with the Floral Parade, February 22, 1912. Mainly devoted to sugar industry.

Anderson, John Fisher. *Seeing Hawaii on American Pluck.* Los Angeles: Times-Mirror Press, 1922.

Includes photos by Anderson, who traveled "with kodak in my bag, a stick in my hand, and a big idea in my head."

Annual Report of the Governor of Hawaii to the Secretary of the Interior. Washington, D.C.: U.S. Department of the Interior, 1900, 1901.

The first report, made to the Secretary of the Interior in 1900, covered the period from July 7, 1898, through April 30, 1900. It included photographs of Native Hawaiians, such as a man fishing, a schoolboy and girl, and a woman wearing leis. The 1901 report made extensive use of photographs of a different nature. The images showed large private residences, hotels, businesses, the harbor, and sugar mills. The reports after 1901 were not lavishly illustrated.

Baldwin, Charles W. *Geography of the Hawaiian Islands.* New York: American Book Co., 1908.

"A new geography of the Hawaiian Islands, from the pen of Charles W. Baldwin, has just been issued. Mr. Baldwin, was a Kohala boy, and held the office of school inspector for this Island, for some years. The book is in compact form, and illustrated by beautiful Island views taken by Mr. Baldwin, and would make an acceptable Christmas gift for friends on the Mainland."¹⁶

Boyce, William D. *The Hawaiian Islands and Porto Rico*. Chicago: Rand McNally Co., 1914.

The author states: "This book is only part of my complete work, *United States Colonies and Dependencies* [also published by Rand McNally in 1914]. . . . In securing the matter and photographs I spent over a year and traveled about fifty thousand miles."

Browne, George Waldo. *The Paradise of the Pacific: The Hawaiian Islands*. Boston: D. Estes & Co., 1900.

Browne edited an eight-volume set, *The New America and the Far East: A Picturesque and Historic Description of these Lands and Peoples*, published in 1907. The volume on Hawaii was written by Henry Cabot Lodge and included many of the same photographs.

Camera Views in the Paradise of the Pacific. Series no. 1. Honolulu: William M. Langton, 1905.

Castle, William Richards. *Hawaii, Past and Present*. New York: Dodd, Mead, 1913.

This publication was apparently quite popular, and was reprinted regularly, the last "revised and enlarged edition" in 1926. The photographs were mostly the same in all editions.

Crawford, Minnie Leola. *Seven Weeks in Hawaii*. San Francisco: Newbegin, 1917. [*Floral Parade*] *Pictorial Souvenir of the Honolulu Mid-winter Floral Parade held at Honolulu, February 22, 1906*. Honolulu: Hawaiian Gazette Co., 1906.

A souvenir pamphlet was probably published every year from 1906 to 1914. The title varies slightly. Photographs credited to R. W. Perkins (1906, 1909, 1910), J. J. Williams (1910), and Gurreys' Ltd (1910).

Fujii, Hidegoro. *Kaitei zoho shin Hawaii [New Hawaii]*. Tokyo: Bunkensha, 1902.

Fujii, Hidegoro. *Shin Hawaii*. n.p., 1900.

Gerould, Katharine Fullerton. *Hawaii: Scenes and Impressions*. New York: Scribner, 1916.

Goodhue, E. S. *Beneath Hawaiian Palms and Stars*. Cincinnati: Editor Publishing Co., 1900.

Goodrich, Joseph King. *The Coming Hawaii*. The World To-day Series. Chicago: A. C. McClurg & Co., 1914.

The author offers "thanks to Mr. H. P. Wood, Director of the Hawaii Promotion Committee, for assistance in procuring the photographs which have been reproduced as illustrations."

Grosvenor, Gilbert. "The Hawaiian Islands." *National Geographic Magazine*, February 1924, 115-238.

Important early publication of color photographs.

Hawaii & South Seas Curio Co. *Souvenir of Honolulu*. Honolulu: Hawaii & South Seas Curio Co., [1919].

Booklet illustrated with artificially colored images also published separately as postcards.

Hawaiian Gazette. *Picturesque Honolulu*. Honolulu: Hawaiian Gazette, 1907.

The Hawaii Promotion Committee sent complimentary copies to libraries throughout the United States. The *Hawaiian Gazette* published comments received from readers:

"We who have not had the privilege of visiting the Islands, even with the information we receive from time to time by reading and through lectures, still seem to retain the impression that the Hawaiian Islands are more or less, particularly, more, in their wild and uncivilized condition; but when the fact is brought to our attention by such views as represented in the book you sent, we wake up to a realization of the true situation."¹⁷

Hawaiian Jewelry & Novelty Co. *Aloha from Honolulu*. Honolulu: Hawaiian Jewelry & Novelty Co., 1915.

Another edition was published in 1919.

Hayashi, Saburo. *Hawai jitsugo annai*. [Kona]: Kona Hankyeosha, 1909.

Hayashi was the editor of the newspaper *Kona Echo*. Text provides information on economic conditions in Hawai'i.

Hayashi, Saburo. *Hawai-to Isshu*. Kona: Kona Hankyeosha, 1925.

Travel information about the island of Hawai'i.

Holmes, Burton J. *The Hawaiian Islands*. Chicago: Travelogue Bureau, 1917.

Published as part of the Burton Holmes Travelogues series, volume 11 featured Hawai'i. Holmes was a well-known lecturer. He visited the Islands three times: in 1898, 1908, and 1909.

Honolulu and Picturesque Hawaii. Honolulu: Wall, Nichols & Co., 1908.

Honolulu Paper Co. *Souvenir of Honolulu*. Chicago: Curt Teich & Co., [1923?].

Honolulu: The Cross-roads of the Pacific. Honolulu: Hawaiian Gazette Co., 1913.

This pictorial book was published by the *Hawaiian Gazette* in conjunction with Hawaii Promotion Committee. The photographs promoted

Honolulu as an American city, showcasing public buildings, schools, churches, theaters, hospitals, and residences.

Honolulu, T.H.: The Alexander Young, Moana and Royal Hawaiian Hotels. Honolulu: Paradise of the Pacific, [1910?].

Honolulu: Tourist Guide and Handbook. Honolulu: Mid Pacific Folder Distributing Co., [1925?].

Promotional guide for Pleasanton Hotel, included information on shopping and souvenirs: "Photographs and picture-postcards, of course, furnish a bewildering collection to choose from."

Keeler's Hotel Weekly. *Royal Hawaiian Hotel Honolulu, T.H. Souvenir Edition.* San Francisco: Keller's Hotel Weekly, August 6, 1927.

Photographs of newly opened Royal Hawaiian Hotel, including photographs by Richard H. Post.

Kimura, Torakichi. *Hawai Zairyu Nūgata Kenji Ryakureki Shashincho.* n.p., [1921?].

History of emigration from Niitata Prefecture in Japan to Hawaii.

Kinney, Henry Walsworth. *The Island of Hawaii.* San Francisco: Hicks, Judd Co., 1913.

The Hawaii Promotion Committee remarked that this was "a notable addition to tourist information . . . [and] this book furnishes the most reliable and complete information in regard to the Island of Hawaii that has ever been published."¹⁸

Lodge, Henry Cabot. *Hawaii.* Boston: Marshall Jones, [1907]. The first volume of an eight-volume series, *The New America and the Far East: A Picturesque and Historic Description of These Lands and Peoples*, edited by George Waldo Browne.

"For aid in illustrating the work, the publishers wish to express their thanks to Hon. Gorham D. Gilman, who generously allowed them such selections as they desired from his extensive collection of photographs on Hawaii, probably the largest in the country."

Logan, Daniel. *All about Hawaii.* Boston: Press of Chapple Publishing Co., 1921.

"The pictures in 'All About Hawaii' have been selected from a large collection of photographs with an eye to diversification of subjects. Photo engraved by a first class Boston house in that line, with the famous press work of Chapple Publishing Company, they make this

book a handsome album of Hawaii, of which the original photos cannot be bought for three times the price of the book."

Logan, Daniel. *Hawaii: Its People, Climate and Resources*. Honolulu: Pioneer Advertising Co., 1903 (Fig. 12).

London, Charmian. *The New Hawaii*. London: Mills & Boon, Ltd., 1923.

London, Charmian. *Our Hawaii*. New York: Macmillan Company, 1917.

A British edition, *Jack London and Hawaii*, with similar photographs by Jack and Charmian London, was published in London by Mills & Boon, Ltd., in 1918.

Matson Navigation Co. *See All of Hawaii/Via Matson Line*. San Francisco: Matson Navigation Co., 1923.

Brochure issued by Matson between 1923 and 1926.

McMahon, P. Maurice. *Glimpses and Gleams of Hawaii*. San Francisco: Press of Schwabacher-Frey Stationery Co., 1926.

The photographic illustrations in this book of poetry were by Max Freedom [Long], R. J. Baker, and N. D. Hill.

Morita, Sakae. *Hawai Nihonjin hattenshi*. Waipahu, Hawaii: Shin'eikan, 1915.

Morita was a photographer in the sugar plantation community of Waipahu, O'ahu. A second edition, *Hawai Gojunenshi*, was published in Tokyo in 1919.

Morrill, G. L. *Hawaiian Heathen and Others*. Chicago: M. A. Donohue & Co., 1919.

Photographs were by G. L. Morrill's son, Lowell L. Morrill.

Murasaki, Namitaro. *Saishin Hawai annai*. n.p., 1920.

Nippu Jiji. *Glimpses of Japanese in Hawaii (Including What They Eat and What They Wear)*. Honolulu: Nippu Jiji, 1928.

Nippu Jiji. *Hawai Doho Hatten Kaikoshi [Japanese in Hawaii: 24th Anniversary edition of the Daily Nippu Jiji]*. Honolulu: Nippu Jiji, 1921.

Nippu Jiji. *Hawai Shokai Shashincho [Pictorial Hawaii]*. Honolulu: Nippu Jiji, 1929.

Nippu Jiji was a Japanese-language newspaper with an English-language section.

Osborne, Edward W. *Honolulu and the Hawaiian Islands*. Springfield, Ill., 1912.

The author states: "The pictures are from cuts kindly lent by the Bishop of Honolulu and my own photographs."

and Boat Club, incorporated December 13, 1894, maintain commodious clubhouses at the entrance of Honolulu harbor. Contests are conducted by the Hawaiian Rowing Association, composed of leading members of the boating clubs.

Honolulu has a large flotilla of sailing yachts, which race in two classes on Regatta Day and usually on the Fourth of July. Swimming and diving contests, also native canoe and Japanese fishing sampan races, are interesting features of the annual regatta. The time a Hawaiian diver can stay at the bottom is marvelous. Some years ago a professional aquatic juggler came here with a glass tank to perform the feats of a "man fish," as he advertised himself. An old Hawaiian so far outdid the stranger as to make him appear ridiculous by comparison. At the arrival and departure of an ocean steamer the docks are alive with little brown fellows calling upon the passengers to throw coins into the water to be dived for by them.

Surf-riding in native canoes and upon surf-boards, in ancient Hawaiian style, is practiced all the year round at Waikiki, the great swimming beach of Honolulu. The canoes are manned by expert natives and the sport is most exhilarating to the passenger. Bathers navigate the surf-boards for themselves. To ride to shore from the edge of the reef, several hundred yards out, upon the curling summit of an ocean billow is a thrilling experience.

Spearing
Turtle

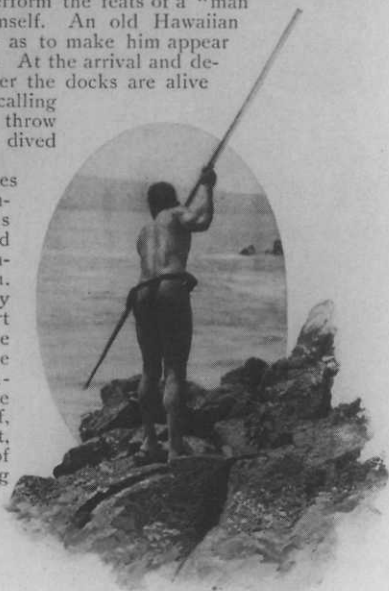


FIG. 12. "Spearing Turtle," from *Hawaii: Its People, Climate and Resources* by Daniel Logan, 1903. Hawaiian Historical Society.

Picturesque Honolulu, Hawaii: Sixteen Beauty Spots in Colors. Honolulu: Island Curio Company, [1928?].

“Published exclusively for Williams Studio,” this brochure included color reproductions of tinted photos.

Pope, Katherine. *Hawaii, the Rainbow Land.* New York: Thomas Y. Crowell Co., 1924.

Sain, Charles M. *Trip to Hawaii.* Honolulu: Paradise of the Pacific Print, 1910.

Schnack, Ferdinand. *The Aloha Guide.* Honolulu: Honolulu Star-Bulletin, 1915.

“Endorsed by the Chamber of Commerce of Honolulu and the Hawaii Promotion Committee.” The author thanks them and the others for “maps and plates.”

Scott, Fred J. *What to See in Honolulu and How to See It.* Honolulu: Press of Bulletin Publishing Co., 1901.

First tourist guide printed in the territorial period. The Honolulu Photo Supply advertisement appealed to amateur photographers:

“Hawaiian Souvenirs before you leave. We have specially arranged Electric Fans and can develop your plates or films and print your pictures within a few hours. Do not risk deterioration from the heat of the tropics.”

A Souvenir of the Trip of the Congressional Party to Hawaii in 1907. Honolulu: Hawaiian Gazette Co., [1907?].

Steiner, James. *Hawaiian Islands, “Paradise of the Pacific;” Artistic Camera Reproductions with History and Description of Quaint Island Life, Scenery and People.* Honolulu: The Island Curio Co., [1907?].

Steiner also published a series of color postcards printed in Germany.

Takei, Nekketsu. *Hawai Ichiran.* Honolulu: Motoshige Shinjudo, 1914.

Uehara, Keiji. *Hawai Inshoki.* n.p., 1924.

Wriston, R. C. *Hawaii Today.* Garden City, N.Y.: Doubleday, Page & Co., 1926.

Photographs by Wriston, a commander of the U.S. Army’s 11th photo section in 1923.

“Capt. Wriston was very busy for his entire tour of three years in completing the photographic records of these islands. During his tour, coastlines, and all important points throughout the islands were photographed by him.”

DESCRIPTION AND TRAVEL, 1930–1945

Blanding, Don, with camera studies by Frank S. Warren. *Pictures of Paradise: Moods and Moments in Hawaii*. New York: Dodd, Mead & Co., 1936.

Blanding, Don, and Mike Roberts. *Colorful Hawaii*. n.p.: Mike Roberts Studios, 1945.

Souvenir booklet illustrated with color photos by Mike Roberts taken in 1941. Many of the photos were also published as postcards. Another edition was published in 1956.

Castle, William R. "Hawaii Then and Now: Boyhood Recollections and Recent Observations by an American Whose Grandfather Came to the Islands 102 Years Ago." *National Geographic*, October 1938, 419–462.

Colby, Merle. *Hawaii, a Profile in Pictures*. New York: Duell, Sloan & Pearce, Inc., 1940.

Curt Teich & Co. *Honolulu and the Hawaiian Islands*. Chicago: Curt Teich & Co., 1943.

Color images from Curt Teich's stock files of views used to make postcards. "Since December 7th, 1941, Hawaii has under gone change. All effort has been expended to hastily change a languid, lovely group of islands into an efficient war zone territory." There were three editions before 1943: one in 1937, and two in 1942.

Davis, Bob, and George T. Armitage. *Hawaii, U.S.A.* New York and Toronto: Frederick A. Stokes Co., 1941.

Fergusson, Erna. *Our Hawaii*. New York: Alfred A. Knopf, 1942.

Fergusson's earlier travel books, also published by Knopf, focused on Spanish-speaking countries, including Cuba, Guatemala, and Venezuela.

Franck, Harry A. *Roaming in Hawaii*. New York: Frederick A. Stokes Co., 1937.

Franck, "an incurable vagabond," wrote travel books and articles for a living. Contains "seventy-seven reproductions from photographs taken by or under the direction of the author."

Griffiss, Townsend. *When You Go to Hawaii*. Boston and New York: Houghton Mifflin, 1930.

"The majority of people who visit the Hawaiian Islands do so with a tourist's frame of mind. They want to 'do' the things that are 'done', go where the going is good, know a little something about lots of places, and above all they do not want to miss a trick."

Hawaiian Life as Seen through the Lenses of Hawaii's Cameramen. Honolulu: Tongg Publishing Co., 1942.

Hawai Nihonjin shashincho [Pictorial Album of the Japanese People in Hawai'i]. Honolulu: Matsuzakaya Shoten, 1934.

This picture book included scenic images of both Hawai'i and Japan. There was also a section with photographs of Japanese businesses in Hawai'i, as well as portraits of individuals and families.

Homsy, Martha. *Looking at Honolulu: A Camera Portrait.* Honolulu: Tongg Publishing Co., 1941.

Homsy, Martha. *This is Hawaii.* Honolulu: Tongg Publishing Co., 1942.

Homsy, Martha, and Doris Keppeler. *The Hula.* Honolulu: Tongg Publishing Co., 1944.

Honolulu Star-Bulletin. *Hawaii as the Camera Sees It.* Edited by Earl M. Welty. Honolulu: Honolulu Star-Bulletin, 1933 (Fig. 13).

This pictorial publication had six editions and numerous printings between 1933 and 1942. The first edition, the only one edited by Welty, was published in February 1933. The cover illustration was of Aloha Tower. The book included Hawaii Tourist Bureau maps. The second



FIG. 13. Frontispiece, *Hawaii as the Camera Sees It*, October 1934. Author's collection.

and third editions were special editions for the U.S. Army and Navy. The cover illustration of the fourth edition, published in October 1934, showed a woman and man sightseeing. Cover illustration of the sixth edition was hula dancer Tootsie Notley at the Kodak Hula Show. The fifth edition was published in May 1937; the cover illustration showed tourists in an outrigger canoe being launched from a beach.

Honolulu Star-Bulletin. *President Roosevelt in Hawaii, July 1934*. Honolulu: Honolulu Star-Bulletin, 1934.

Inn, Henry, photographer; introduction by Andrew W. Lind, *Hawaiian Types*. New York: Hastings House, 1945.

In the introduction, Lind, a Sociology professor at the University of Hawai'i, provided a context for Inn's photographs of beautiful, young, racially mixed women as another type of island landscape for tourists.

"Thoughtful visitors to the islands—at least those who have penetrated beyond the banalities of conducted tours and the standardized perfection of beach hotels—have always been fascinated by its colorful mingling of diverse peoples of contrasted modes of life."

Inter-Island Steam Navigation Company. *Beautiful Kauai—Gem of the Hawaiian Group*. Honolulu: Inter-Island Steam Navigation Co., 1934.

Jones, Melville Leilani. *Dreams of Hawaii*. San Francisco: Knight-Counihan Co., 1934.

Jones, Melville Leilani. *Honolulu*. Honolulu: Paradise of the Pacific, 1933.

Kawamura, Shigehide. *Hawai Zaiju Nihonjin go Junen Kinen Shashincho*. Honolulu: Kawamura Shigehiro, 1935.

This pictorial book documented the Golden Jubilee Program held on the ground of the Japanese Consulate-General in Honolulu, February 17, 1935. It commemorated the arrival of the Japanese immigrants in 1885.

Matson Navigation Co. *Hawaii: Romantic Beautiful*. San Francisco: Matson Navigation Co., 1933.

Matson Navigation Co. *Matson Line to Hawaii—New Zealand—Australia*. [San Francisco]: Bowman, Deute, Cummings, Inc., 1939.

McSpadden, J. Walker. *Beautiful Hawaii*. New York: T. Y. Crowell, 1939.

Before writing this travel book about Hawai'i, McSpadden had done books for Crowell about opera and musical comedy.

Nihon Yusen Kabushiki Kaisha. *Hawai annai*. [Tokyo?: Nippon Yusen Kaisha?], 1934.

Promotional book for Japanese shipping line, Nippon Yusen Kaisha.

[Nippu Jiji]. *Golden Jubilee of the Japanese in Hawaii / Kanyaku Nihon Imin Hawaii Toko Gojunen Kinenshi*. Honolulu: Nippu Jiji, 1935.

Supplement to *Nippu Jiji*, February 16, 1935. Commemorated the arrival of Japanese immigrants in 1885. Includes illustrated biographical directory of earliest Japanese in Hawai'i.

Okubo, Genichi. *Hawai Nihonjin hatten meikan: Bochoban [Chronicle of the Growth of the Japanese in Hawaii]*. Hilo: Hawai Shogyosha, 1940.

Pacific Outpost Hawaii. Honolulu: J. A. Lee Publishing Co., 1942.

A Picture Tour of the Hawaiian Islands, Playground and Wonderland of the Pacific. n.p.: Sunset Press with the cooperation of Matson Navigation Co., 1930.

"Here are sixty-six photographs of scenery, customs, native life, sports, civilization and the primitive in lovely Hawaii."

Souvenir from Hawaii. Hilo: Moses Stationery Co., [1940s?].

Stall, Edna Williamson. *Historic Homes of Hawaii*. East Aurora, N.Y.: Privately printed, 1937.

Standard Oil Company of California. *21 Guns for Hawaii*. [San Francisco?]: Standard Oil Company of California, 1935.

Published in honor of "centennial anniversary of commercial progress." Illustrated pages are devoted to sugar cane, pineapple, tourism, and the military.

Territorial Hotel Company. *Pictorial of Hawaii*. Honolulu: Territorial Hotel Company, [1932?].

Includes promotion for Kodak Hawaii:

"Hawaii—The Picture Paradise: Perfect snapshots like this one of Diamond Head are being made everyday in Hawaii by amateurs who stop by Eastman Kodak Stores for expert instructions on how to expose Kodak and movie film in our tricky Island light. Our free projection room also is at disposal of home movie makers. Eastman Kodak Stores."

Thomson, Jay Earle. *Our Pacific Possessions*. New York: C. Scribner's Sons, 1931.

There are five chapters on Hawai'i in this geography text for school children. The author states:

"The photographs in this book play an important part in helping the child visualize the facts he learns during his imaginary journey. Not only do these photographs illustrate the text but they provide an invaluable source of information. These pictures should be studied carefully in connection with the lesson and not simply looked at and forgotten."

Uehara, Keiji. *Nichi-Bei no setten Hawaii*. n.p., 1932.

Withington, Antoinette. *Hawaiian Tapestry*. New York and London: Harper & Brothers, 1937.

Worrell, Kathleen L. *Hawaiian Moods*. Honolulu: Paradise of the Pacific, 1941.

DESCRIPTION AND TRAVEL: HAWAII PROMOTION COMMITTEE AND HAWAII TOURIST BUREAU, 1903-1942

Bishop, Sereno E. *Scenery in Hawaii*. Honolulu: Hawaii Promotion Committee, 1903.

This was the first promotional booklet published by the Hawaii Promotion Committee. It was printed by H. S. Crocker Co., San Francisco.

Field, H. Gooding. *Game Fishing in Hawaiian Island Waters*. Honolulu: Hawaii Promotion Committee, [after 1916].

Hawaii Promotion Committee. *Hawaii*. Honolulu: Hawaii Promotion Committee, [1903].

This was the first promotional folder published by the Hawaii Promotion Committee. A total of 250,000 copies was printed by H. S. Crocker Co., San Francisco. Cover of folder is a kapa design. "To Hawaiian photographers, both amateur and professional, this publication is indebted for its illustrations, many here used for the first time." It was reissued regularly; for example, in 1904, 1909, 1916, 1917, 1918.

Hawaii Promotion Committee. *Hawaii, a Primer: Being a Series of Answers to Queries*. Honolulu: Paradise of the Pacific, 1905.

This promotional brochure was considered a "standard publication," and was reissued every year between 1905 and 1920, except for 1919. A total of 50,000 copies were printed of the 1912 edition. "They are much sought after for the reliable information they contain."¹⁹ Every folder was illustrated with different photographs.

Hawaii Promotion Committee. *Hawaii, a Primer: Special Panama-Pacific International Exposition Edition*. Honolulu: Paradise of the Pacific Press, 1914.

Hawaii Promotion Committee. *Hawaii for Health, Pleasure, and Profit*. Honolulu: Hawaiian Gazette Co., [1909?].

Hawaii Promotion Committee. *Letters from Hawaii*. Honolulu, 1905.

Hawaii Tourist Bureau. *Don't Miss Kauai: The Garden Island of the Hawaiian Group*. Honolulu: Hawaii Tourist Bureau, [1927].

Hawaii Tourist Bureau. *Hawaii: The Big Island, Hawaii National Park and Kilauea Volcano*. Honolulu: Hawaii Tourist Bureau, 1926.

Hawaii Tourist Bureau. *Hawaii: The Year Around Playground*. Honolulu: Hawaii Tourist Bureau, 1922.

Hawaii Tourist Bureau. *Hawaii, U.S.A.* Honolulu: Hawaii Tourist Bureau, 1942.

In 1938 the Hawaii Tourist Bureau hired an advertising agency, Bowman, Holst, Macfarlane, Richardson, to handle its promotion. The agency put together a "Hawaii U.S.A." promotion. Although this brochure was produced before World War II, it was not distributed, due to the war. Toward the end of the war, it was sold as a souvenir to servicemen and women.

"There is also fishing with a throw net, spear fishing, torchlight fishing, and surfcasting. These latter methods are true Hawaiian and make excellent photographic studies for camera fans."

Hawaii Tourist Bureau. *Nani O Hawaii*. Honolulu: Paradise of the Pacific, 1938.

First major Hawaii Tourist Bureau publication to use color photographs.

Hawaii Tourist Bureau. *Nearby Hawaii*. Honolulu: Hawaii Tourist Bureau, [1933].

"All photographs in this book are by the Hawaii Tourist Bureau. Unposed, natural, they offer through the camera's eye an actual, true presentation of scenes and life in Hawaii, U.S.A."

Hawaii Tourist Bureau. *The Story of Hawaii*. Honolulu: Hawaii Tourist Bureau, 1929.

The first edition was published in 1926.

Hawaii Tourist Bureau. *The Story of Hawaii*. Honolulu: Hawaii Tourist Bureau, 1931.

Although the title of this promotional brochure, *The Story of Hawaii*, was the same as the earlier publication, the 1931 version was a larger format with completely different illustrations. The images are probably by

M. Arthur Robinson, who joined the bureau staff as the official photographer in April 1930.

“The outstanding new issue was a vivid and enlarged ‘Story of Hawaii,’ the most expensive piece of literature ever issued by the bureau and so immediately popular that its distribution had to be guarded very carefully. No charge is made for this booklet, but 10 cents was received for 3,716 copies to cover cost of mailing.”²⁰

Hawaii Tourist Bureau. *You Are near Hawaii*. Honolulu: Hawaii Tourist Bureau, 1923.

Cover title: Hawaii: Now or Any Season.

Kaai, Ernest K., and Willam C. Hodges. *Souvenir Collection of Hawaiian Songs and Views*. Honolulu: Hawaii Promotion Committee, [1917?].

Music for voice and piano with tablature for ukulele.

Nakuina, Emma Metcalf. *Hawaii, Its People, Their Legends*. Honolulu, 1904.

DESCRIPTION AND TRAVEL: PICTORIAL MAGAZINES

Aloha. San Francisco: Matson Navigation Company, March 1920–1927. Published monthly, *Aloha* was originally intended for Matson employees. It developed into a promotional magazine for Hawaii and the Matson passenger ships.

Mid-Pacific Magazine. Honolulu, 1911–1936. *Mid-Pacific Magazine* provided a forum for publisher Alexander Hume Ford to present his passionately held ideas about the Pacific and the countries surrounding it as important scientific, cultural, and economic participants in the new century. He hoped the magazine would be “a Pan-Pacific mouthpiece to the world, issued from the Crossroads of the Pacific.”²¹ The illustrated articles focused on cultural topics about Asian and Pacific countries. Besides soliciting illustrations for articles, *Mid-Pacific* occasionally published portfolios of photographers’ images. Ford wanted to

“make the American people take notice of the lands that border on the Pacific and arouse the world to the charm and business possibilities of the lands in and around the great pond that does most to dilute this vast mud ball we call our world.”²²

Paradise of the Pacific. Honolulu, 1888–1966.

Honolulu photographer J. J. Williams (1853–1926) founded the promotional magazine *Paradise of the Pacific* in 1888. Williams operated a

studio in Honolulu, and sold island views to visitors passing through the islands. He was involved with early promotional activities, including preparing exhibits of photographic prints for world fairs, and providing albums with views of Hawai'i for steamship companies. *Paradise of the Pacific* initially had no illustrations. By 1893, with the establishment of a photo engraving department, photographs begin to appear in each issue. After 1900 promoters wanted to show that Hawai'i was an up-and-coming American place. Williams had a different perspective:

“People do not want to see pictures of hotels and handsome residences; they want to have in view something of the native life, and to send out pictures where there is not a cocoanut tree somewhere in the landscape, is a great mistake. Show what Hawaii used to be, put in a grass hut and let people understand that the customs of the country did not die with the monarchy.”²³

Sales Builder. Honolulu, 1932–1941.

The *Sales Builder* was an illustrated monthly magazine. Its mission, as stated on the masthead, was “the Advancement of Industry, Commerce and Agriculture.” Every issue had one major article that focused in depth on some aspect of the community, such as swimming, book collecting, dancing schools, beauty shops, and amateur photography. The editor from 1936 to 1940 was George Mellen (1876–1977), an advertising executive and amateur photographer.

Thrum's Hawaiian Annual. Honolulu: Thomas Thrum, 1875–1974.

Over its long publishing history the title of this annual often varied. *Thrum's* was a “reference book of information and statistics relating to the Hawaiian Islands, of value to merchants, tourists and others.” After halftone printing became available in Honolulu, Thrum increasingly included photographs to illustrate the articles.

DESCRIPTION AND TRAVEL: U.S. MILITARY, 1920–1945

Craig, Douglas. *Aloha from the People of the Islands*. Honolulu: Banyan Advertising Co., 1925.

Primarily an advertising pamphlet, it included an image of “A Hula Girl of Maui, who posed especially for the Fleet. Photo by Ryland—Special U.S.N. photographer.”

Hodge, Clarence L., ed.; photographs by Don Senick. *Army Life in Hawaii*. Honolulu: Tongg Publishing Co., 1943.

Hodge, Clarence L., ed.; photographs by Don Senick. *War Workers in Hawaii, a Pictorial Record of Their Work, Play and Achievements*. Honolulu: Tongg Publishing Co., 1942.

“Through the eyes of ace cameraman, Don Senick, we see them on the job, in their barracks, and mess halls, at their sports and games, enjoying camp shows and luaus, buying war bonds—a true to life story of the average war worker in Hawaii.”

Honolulu Star-Bulletin. *On Guard in Paradise, a Story in Pictures*. Honolulu, [1935?].

Respicio, F. A. *Hawaii's Filipinos and Their Part in the War: A Pictorial Record of Their Work for Victory and Freedom*. Honolulu: n.p., 1945.

U.S. Department of Commerce. *Bureau of Navigation, Ports of the World: Honolulu, Hawaiian Islands*. Washington, D.C.: Government Printing Office, [1920?].

This pamphlet was published as a tourist guide for the U.S. Navy.

“. . . in order that the officers and enlisted men of the Naval Service have available the latest possible information on the ports of the world while they are visiting them. The Bureau of Navigation, Sixth Division, is preparing individual guide books on one hundred of the most important. To supplement these guidebooks, illustrated lectures on the same ports are being prepared.”

Wise, Nina Bowman. *An Army Interlude*. Honolulu: Advertiser Publishing Co., 1945.

“A Pictorial review of Kilauea Military Camp,” a military recreational facility located at Kilauea Crater on the island of Hawai'i.

ETHNOGRAPHY

Arning, Eduard. *Ethnographische Notizen aus Hawaii 1883–86*. Hamburg: Friederichsen, De Gruyter & Co., 1931.

Forty-five years after he left the Hawaiian Islands, Arning published his observations about Native Hawaiian culture made in 1883–1886. The volume is illustrated with his photographs made at that time. Arning noted:

“Indeed, modern Hawaii as the traveler gets to know it from a brief stay in the capital Honolulu, or from a visit to a few of the large sugar plantations, seems to have little to offer ethnographically that

is original. As the main stop on the global route from San Francisco to New Zealand and Australia, with its influential role in trade based on its huge sugar production, and with its white and Chinese immigrants, who already outnumber the native population, Hawaii has lost its originality forever.”²⁴

Brigham, William T. *The Ancient Hawaiian House*. Memoirs of the Bernice Pauahi Bishop Museum, vol. 2, no. 3. Honolulu: Bishop Museum Press, 1908.

In 1888 Brigham sought the support of Charles Bishop to create a photographic book about Hawai‘i that would contain “all that anyone here or in Europe would care to know about the Hawaiian Kingdom.”²⁵ With his assistant Acland Wansey, Brigham made a photographic document of Hawai‘i between 1889 and 1891. Though the book project was eventually abandoned, Brigham became the curator and later the first director of Bishop Museum, an institution founded in memory of Bernice Pauahi Bishop, a Kamehameha descendant.

Brigham, William T. *Handbook for Visitors to the Museum*. Honolulu: Bishop Museum Press, 1903.

Brigham, William T. *Mat and Basket Weaving of the Ancient Hawaiians*. Memoirs of the Bernice Pauahi Bishop Museum, vol. 2, no. 1. Honolulu: Bishop Museum Press, 1906.

HANSEN’S DISEASE

Mouritz, Arthur Albert St. Maur. *The Path of the Destroyer: A History of Leprosy in the Hawaiian Islands and Thirty Years Research into the Means by Which It Has Been Spread*. Honolulu: A. Mouritz, 1916.

Mouritz, a former physician at Kalaupapa, credited J. J. Williams and C. Weatherwax with making the “photos and views.”

Territory of Hawaii, Board of Health. *The Molokai Settlement*. Honolulu: Hawaiian Gazette Co., 1907.

Published by the territorial government, this publication included a large section of photographs at the back of the book. In part, it was probably a response to concern about Hawai‘i having a bad reputation in relationship to public health.

“This pamphlet is issued by the Board of Health of the Territory of Hawaii, that, through its illustrations and information, those interested, both at home and abroad may have an accurate idea of the Molokai Leper settlement.”

HISTORICAL PERSPECTIVES

Alexander, W. D. *History of the Later Years of the Hawaiian Monarchy and the Revolution of 1893*. Honolulu: Hawaiian Gazette Company, 1896.

To solicit advertisers and pay for the cost of publishing, the Hawaiian Gazette Company began promoting this book in 1894. It was printed by a method developed in Australia and known as the “Crisp Photo Process.” The most interesting images in the book are the advertisements:

“Interspersed through the book will be pages devoted to the establishments of leading wholesale and retail merchants. Not only will the exteriors of the buildings be shown, but the interiors will come out with fidelity, showing every branch of the business in actual working order, thus giving many a behind the scenes of the various details involved in producing the articles purchased in the showroom or over the counter.”²⁶

Goto, Chimpei. *Hawai Hojin yakyushi / The Japanese Baseballdom of Hawaii*. Honolulu: Hawai Hojin Yakyushi Shuppankai, 1940.

History of baseball and Hawai‘i’s Japanese community.

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Originally published in Boston in 1843, Jarves’s *History of the Hawaiian Islands* was reissued by H. M. Whitney in 1872. The frontispiece was an albumen print of portraits of the Kamehameha royal family.

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The frontispiece is an albumen print portrait of Kamehameha V by Charles Leander Weed, and a portrait of the son of Kamehameha IV and Queen Emma was bound in the text.

PHOTOGRAPHERS IN HAWAI‘I

More information about photographers in Hawai‘i can be found in the following works.

- Abramson, Joan. *Photographers of Old Hawaii*. Honolulu: Island Heritage, 1976.
- Caldwell, Genoa, ed. *The Man Who Photographed the World: Burton Holmes: Trav-
elogs, 1886-1938*. New York: Abrams, 1977.
- Davis, Lynn. *Na Pa'i Ki'i*. Honolulu: Bishop Museum Press, 1980.
- Davis, Lynn Ann, with Nelson Foster. *Christian J. Hedemann: A Photographer in
the Kingdom*. Honolulu: Bishop Museum Press, 1987.
- Fukuhara, Shinzo. *The Sunny Hawaii*. Tokyo: Japan Photographic Society,
1937. Photographs made by Shinzo Fukuhara during his visit to Hawai'i
in 1930. He managed the family business, Seiseido Drugstore, in Tokyo.
- Jaggard, T. A. *My Experiments with Volcanoes*, Honolulu: Hawaiian Volcano
Research Association, 1956.

Autobiography of scientist Thomas Jaggard. He prepared daily reports
on volcanic activity on the island of Hawai'i, including a photographic
record.

"It was necessary to keep track of improvements in photographic
plates, for the fire pit with its dark red head and dark red rocks was
a difficult subject for photography. Fortunately, the panchromatic
plate had recently been invented by Dr. C. E. K. Mees, and was a god-
send for experiments in recording liquid lava splashing at night."

- Watari, Shizuko, et al. *The Light with Its Harmony: Shinzo Fukuhara / Roso Fuku-
hara Photographs 1913-1941*. Tokyo: Watari-Um, 1992.

PHOTOGRAPHERS IN HAWAII: RAY JEROME BAKER

- Baker, Ray Jerome. *Hawaiian Yesterdays: Historical Photographs by Ray Jerome
Baker*. Edited by Robert E. Van Dyke; text by Ronn Ronck. Honolulu:
Mutual Publishing Co., 1982.
- Baker, Ray Jerome. *Odyssey of a Cameraman*. Honolulu: R. J. Baker, 1948.
Baker's autobiography.
- Baker, Ray Jerome. *Scenic Hawaii*. Honolulu: Tongg Publishing Co., 1944.
Half-tones from Baker's photographs.

Ray Jerome Baker produced a number of artist's books. He typeset and
printed the text, printed photographs, and bound the books. He sel-
dom produced more than 50 copies of each book. The illustrations
were Baker's silver prints; in some cases they were hand tinted by his
wife, Edith Baker. The following were his most important titles:

- Baker, Ray Jerome. *Alohaland*. Honolulu: R. J. Baker, 1938.
- Baker, Ray Jerome. *Art Forms in Plant Structure*. Honolulu: R. J. Baker, 1945.
- Baker, Ray Jerome. *Early Prints of Hawaii*. Honolulu: R. J. Baker, 1938.
- Baker, Ray Jerome. *Familiar Hawaiian Flowers*. Honolulu: R. J. Baker, 1936.
- Baker, Ray Jerome. *Hawaiian Yesterdays*. Honolulu: R. J. Baker, 1939.
- Baker, Ray Jerome. *Honolulu in 1870*. Honolulu: R. J. Baker, 1951.
- Baker, Ray Jerome. *Honolulu Then and Now*. Honolulu: R. J. Baker, 1941.
- Baker, Ray Jerome. *Men of Our Armed Forces*. Honolulu: R. J. Baker, 1945.
- Baker, Ray Jerome. *The Romance of Raw Sugar*. Honolulu: R. J. Baker for the University of the State of New York, 1936.
- Baker, Ray Jerome. *Scenic Hawaii, Hawaii: Isle of 1000 Wonders*. Honolulu: R. J. Baker, 1941.

NOTES

- ¹ I am very grateful to the librarians and archivists at Bishop Museum, Hawai'i Agricultural Research Center, Hawaiian Historical Society, Hawaiian Mission Children's Society Library, Paul Kahn Collection at the Hawai'i State Archives and Hamilton Library at the University of Hawai'i at Mānoa who assisted me in this project. DeSoto Brown, David Forbes Luella Holt-Kurkjian and Susan Shaner took time to review the manuscript and made suggestions for items I had overlooked. Giuseppe Leone and Mahinakea Davis provided support and inspiration. All errors are my own.
- ² George T. Armitage, "Capitalizing Hawaii's Climate," *HAA* (1921):77.
- ³ A popular example was *Our Islands and Their People as Seen with Camera and Pencil*, by Jose de Olivares, published as a two volume set in 1899–1900.
- ⁴ *HG*, 1 March 1892.
- ⁵ *HG*, 13 February 1906.
- ⁶ This image had never been reproduced when it was found in the Bishop Museum collections in 1976. Much of the undocumented material in the museum came from the collections of Kamehameha heir Bernice Pauahi Bishop, as well as Queen Emma, widow of Kamehameha IV.
- ⁷ *HG*, 13 February 1906.
- ⁸ Bernice Piilani Irwin, *Kakaako Korrespondence by Kahuna Nui in the Sunday Pacific Commercial Advertiser* (Honolulu: Hawaiian Gazette, 1916) 5.
- ⁹ George T. Armitage, "Capitalizing Hawaii's Climate," *HAA* (1921):77.
- ¹⁰ Bob Krauss, "The Hot Hula Debate," *Honolulu Advertiser*, 1 March 1978.
- ¹¹ See Jane C. Desmond, *Staging Tourism* (Chicago: University of Chicago Press, 1999).

- ¹² David W. Forbes' four-volume bibliography is the most comprehensive resource on eighteenth- and nineteenth-century publications (*Hawaiian National Bibliography 1780-1900* (Honolulu and Sydney: University of Hawai'i Press and Horden House, 1999-). For more information on twentieth-century tourist promotional publications, see DeSoto Brown, *Hawaii Recalls* (Honolulu: Editions Limited, 1982).
- ¹³ Alvin K. Chock, "J. F. Rock 1884-1962," *Taxon* (1963): 89-102.
- ¹⁴ *HG*, 18 February 1896.
- ¹⁵ *HG*, 30 October 1903.
- ¹⁶ *Kohala Midget*, 12 November 1908.
- ¹⁷ *HG*, 8 February 1908.
- ¹⁸ Hawaii Promotion Committee, *Annual Report*, 20 August 1913.
- ¹⁹ Hawaii Promotion Committee, *Annual Report*, 1912.
- ²⁰ Hawaii Tourist Bureau, *Annual Report of the Hawaii Tourist Bureau for 1931*.
- ²¹ *Mid-Pacific Magazine*, Jan. 1911.
- ²² *Mid-Pacific Magazine*, Feb. 1911.
- ²³ *PCA*, 2 July 1906.
- ²⁴ Eduard Arning, "Ethnography in Hawaii February 11, 1887," translated by Giselle Speidel, Museum für Völkerkunde, Berlin.
- ²⁵ Lynn A. Davis, "What a Difference a Century Makes," *Ka Elele*, May-June 1991.
- ²⁶ *HG*, 2 April 1894.