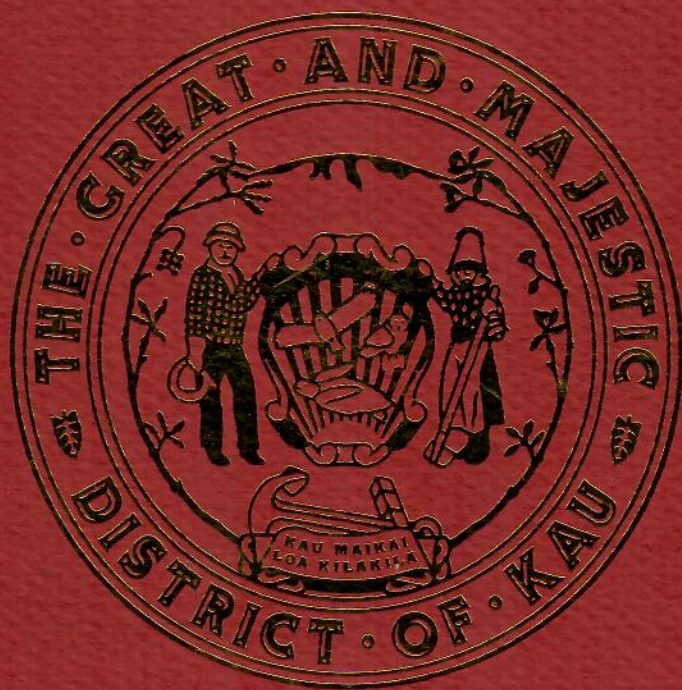


Prosperity  
Through  
Preservation  
in the  
Great and Majestic  
District of Ka'u



*Glen M. Winterbottom*

## NOTICE TO READERS:

Most large-scale preservation projects involve a number of prominent and educated individuals. Usually an organization is formed, funds are obtained, studies are prepared and an intensive lobbying campaign mounted.

However, the document you hold in your hands represents the work of just one former Naalehu Dairy cowboy with a twelfth-grade public school education.

If this book leaves you with the impression that preservation might indeed be the key to achieving lasting prosperity in the nationally-significant District of Ka'u, then your comments and suggestions could prove invaluable to me in pursuing this goal further. Needless to say, monetary donations to help defray printing and other unavoidable expenses would be welcomed, as well.

Thanking you in advance for any interest you might show in what could conceivably be one of the great preservation efforts of our time, I remain

Yours Respectfully, G.M.W.

Telephone number: (808) 929-9080

Mailing address: Post Office Box W  
Naalehu, Hawaii 96772

*Man has much freedom in selecting and creating his environment, as well as his way of life, and he determines by such decisions what he and his descendants will become. In this light man can truly "make himself" consciously and willfully. He has the privilege of responsible choice for his destiny—probably the noblest attribute of the human condition.*

—Prof. Rene J. Dubos

Glen M. Winterbottom  
3 · 7 · 90

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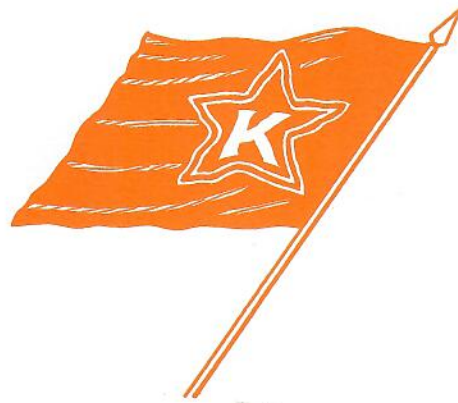
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**HOKULOA CHAPEL AND CEMETARY AT PUNALUU.**

"Ua Mau Ke Ea O Ka Aina I Ka Pono"

**GLEN M. WINTERBOTTOM'S**  
**Prosperity**  
**Through**  
**Preservation**  
**IN THE**  
**GREAT AND MAJESTIC**  
**DISTRICT OF KA'U**



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GLEN M. WINTERBOTTOM

NAALEHU, 1988

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## DEDICATION.

*To friends, neighbors and acquaintances in Ka'u who have helped me over the past decade, and to my Mother, this book is respectfully dedicated.*

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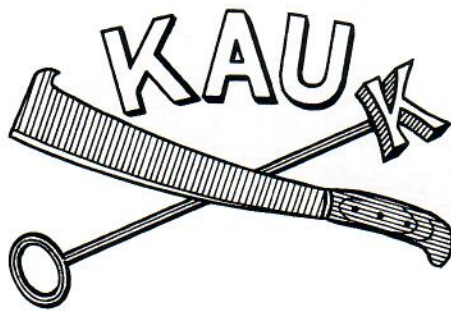


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*Northern California, Oregon and the Sandwich Islands*

# INTRODUCTION





## INTRODUCTION.



**T**HE GREAT AND MAJESTIC DISTRICT OF KA'U: this proud title for the "Big Island" of Hawaii's largest geo-political subdivision and home of the first Polynesian colonists says it all. Few other comparable areas in the Hawaiian Islands, or elsewhere for that matter, can boast of so many disparate and magnificent features. Active volcanoes, verdant rainforests, arid deserts, beaches of black and green sand, and the state's largest surviving *heiau* (temple) complex are just a few of the natural and man-made wonders to be found here.

With a land area of over 630,000 acres and an estimated population of just 5,000 persons, it is easy to see why Ka'u is often called "Hawaii's Last Frontier." Predictably enough, this relatively isolated and unspoiled region has in recent years become the focus of numerous development schemes, including proposals for two massive coastal resorts and a rocket launching facility.

Given the irreversible statewide decline of the sugar industry, which has employed large numbers of Ka'u residents for generations, it is manifest that this heretofore sleepy outpost of civilization stands on the threshold of profound change. Decisions made at this critical juncture will largely determine whether the district of Ka'u follows the same path towards rapid urbanization and environmental degradation taken by Oahu, Maui and West Hawaii, or pursues a more enlightened course that balances economic benefits with protection of fragile natural resources and a slow-paced, rural way of life.

Thus, the main purpose of this modest volume is to present in a relatively easy to read and, hopefully, entertaining fashion the outline of a program by which the sometimes conflicting goals of prosperity and preservation might be successfully achieved in this very special corner

**NOTE:** The glottal mark (upside-down comma) between the letters "a" and "u" in "Ka'u" denotes a pause in its pronunciation, and the accented final vowel has the same sound as in the English word "rule." A glottal mark has been commonly used in conjunction with this particular place name in recent years due to its frequent mispronunciation.

## PROSPERITY THROUGH PRESERVATION IN THE DISTRICT OF KA'U.

of the world. If I am able, even in some small way, to instill in long-time residents a heightened sense of pride in the extraordinarily blessed district of Ka'u, or an enhanced awareness of alternative means of attaining economic security here, then my work will have proven worthwhile.

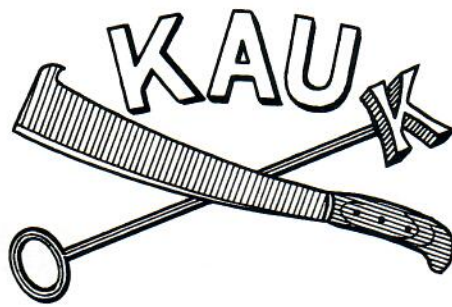
*Mahalo Nui Loa,*  
GLEN M. WINTERBOTTOM.

Naalehu, Ka'u, H. I.  
September, 1988.



*Farm Knowledge*

A BRIEF HISTORY  
OF KA'U





# I. A BRIEF HISTORY OF KA'U.



**The Locale.**—From the *ahupuaa* (sub-district) of Manuka on its western boundary with South Kona, the district of Ka'u extends across the southern and southeastern flanks of 13,000-foot-high Mauna Loa volcano to the *ahupuaa* of Keauhou, which contains Kilauea crater, centerpiece of the present-day Hawaii Volcanoes National Park.

The hills of Pahala, Hilea, Naalehu and Waiohinu have been identified by geologists as the remnants of one of two ancient volcanic domes which initially formed the island of Hawaii—youngest and southeasternmost component of the Hawaiian archipelago—over two million years ago. Considerable seismic activity in this region is attributed not only to movement within the island itself, but also to the preliminary growth of new land on the ocean floor southeast of Ka'u and Puna districts.

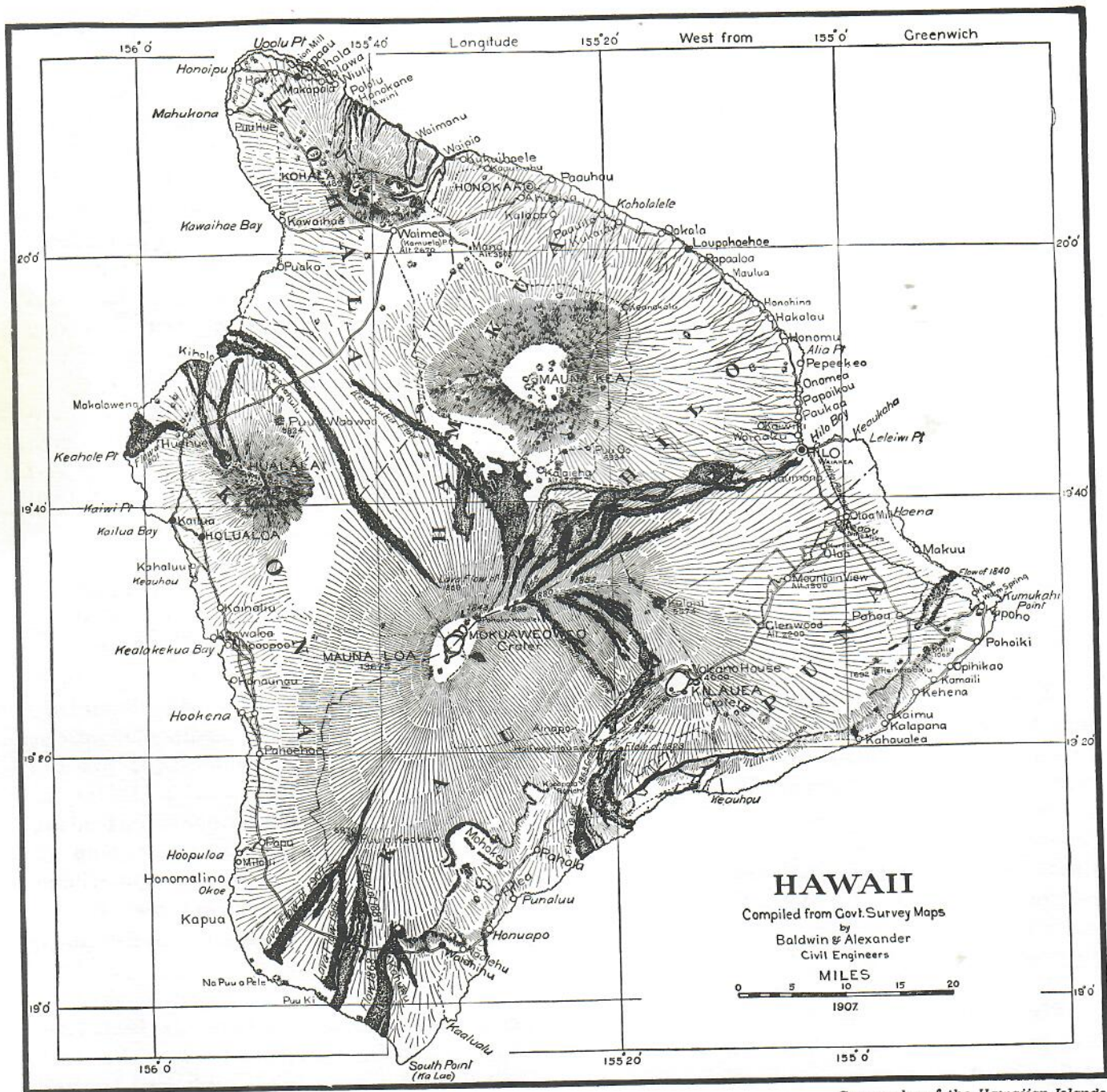
**Prehistoric Colonization.**—There is a consensus among scholars that Ka'u was the first area in the Hawaiian Islands to be inhabited by Polynesian settlers from the south seas, forebears of today's Hawaiians, not less than one thousand years ago. Their first landfall may have been at hospitable Punaluu beach, or at one of the small bays near Ka Lae (South Point).

It is possible that early Hawaiian colonists found and conquered a few pre-existing groups of castaways who had drifted to the islands from points in the Pacific basin.

**Early Subsistence Economy.**—Ka'u's obvious drawbacks to habitation—limited fresh water resources, no reefs, and few beaches and embayments—must have been outweighed in the minds of the first Hawaiian settlers by its fertile plains, lush valleys, forested hills and abundant offshore fishing.



## PROSPERITY THROUGH PRESERVATION IN THE DISTRICT OF KA'U.



*Geography of the Hawaiian Islands*

Some of the now-familiar plants introduced by early colonists to their new homeland, perhaps over the course of successive waves of immigration, include taro, sweet potato, banana, sugar cane, breadfruit, coconut, paper-mulberry, gourd, *ti* and bamboo. Their contribution to the islands' fauna consisted of the hog, edible dog, chicken and rat.

Using only the *o'ō* (digging stick) and hands and feet, experienced Hawaiian agriculturists brought substantial portions of Ka'u district under intensive cultivation. In the uplands were found extensive stands of *koa* and other endemic tree species suitable for conversion into dwelling frames, canoes, implements and utensils. Offshore of Ka Lae

moved currents in which ran the large fish treasured by Polynesians for subsistence purposes: *ahi* (tuna), *aku* (bonito), *a'u* (swordfish), *uluu* (caranx) and *mahimahi* (dolphin fish).

**Attachment to the Land.**—According to Hawaiian scholars and authors E. S. Craighill Handy, Elizabeth Green Handy and Mary Kawena Pukui, the people of Ka'u exhibited a stronger psychological attachment to their homeland than did persons in any other part of the islands. This they attributed to two factors:

It was not an easy country to live in. A living came only by dint of unusual exertion and ingenuity and this made the very fact of living precious and the place treasured, just as a modest home earned and maintained through effort is more precious to its owners than a mansion acquired with ease. Also this was a country and an environment in which land and sea and contrasting localities were dramatic, peculiarly definite in their character and contrasts.

To a certain extent, this attachment survives to the present day, even among recent arrivals, since:

No one can stay long there, in any place, at any season, without an acute sense of being upon a naked frontier of nature. Its seascapes, its shores, the harsh landscape, the persistent powerful winds, the sense of the vast sweep of the volcanic mountain Mauna Loa always looming behind and above wherever one may be—these forces are ever predominant.

**Rediscovery.**—British explorer Captain James Cook encountered the district of Ka'u in February of 1779 during a search for a protected island anchorage. An officer on board Cook's ship *Resolution* recorded the following observation:

The coast of Kaoo presents a prospect of the most horrid and dreary kind: the whole country appearing to have undergone a total change from the effects of some dreadful convulsion. The ground is everywhere covered with cinders and intersected in many places with black streaks, which seem to mark the course of a lava that has flowed, not many ages back, from the mountain Roa [Mauna Loa] to the shore. The southern promontory [Ka Lae] looks like the mere dregs of a volcano. The projecting headland is composed of broken and craggy rocks, piled irregularly on one another, and terminating in sharp points.

Interestingly enough, an expedition member who went ashore in Ka'u to look for fresh water was William Bligh, later to gain dubious

fame as captain of the ill-fated *H.M.S. Bounty*.

### Kamehameha's Conquest.

Following the death in 1782 of Kalaniopuu, absolute ruler of the island of Hawaii, at Waiahukini in Ka'u, the island was split up into three separate kingdoms: Kalaniopuu's son Keoua held Ka'u and part of Puna; the old king's brother, Keawemauhili, possessed Hilo and adjacent parts of Hamakua and Puna; and Kamehameha, nephew of Kalaniopuu and keeper of the war god image *Kukailimoku*, ruled Kona, Kohala and the northern part of Hamakua. Four years of inconclusive conflict between these factions was followed by an equal period of peace, during which time the contending parties sought to recover their strength.

In 1790, Keawemauhili aided Kamehameha in his successful assault on the island of Maui. Keoua, fearful of this reconciliation, attacked Hilo, killed Keawemauhili, and proceeded to invade Kamehameha's dominions in Hamakua and Kohala. Kamehameha returned to the Big Island and fought two indecisive battles with his cousin in Hamakua. Thereafter, Kamehameha withdrew to Kohala and Keoua returned to Ka'u by way of Hilo.

While encamped near the crater of Kilau-*ea*, Keoua's army was caught in a tremendous eruption which killed some 400 of his followers (some of their footprints remain preserved to this day in the Ka'u desert) and was likely taken as an extremely unfavorable omen. Nevertheless, Keoua's remaining forces were able to repulse repeated attacks on his domains in Hilo and Ka'u in the months following the catastrophe.

During this period Kamehameha, on the advice of a Kauai soothsayer, began building a great heiau for his war god near Kawaihae in today's South Kohala district. Following the temple's completion in 1791, Kamehameha sent two prominent emissaries to Keoua in Ka'u, urging him to come to Kawaihae to



reach a peaceful accord. Despite being aware of the trip's probable consequences Keoua agreed to accompany the ambassadors, and he and a small group of his retainers were killed near the Kawaihae shore by one of Kamehameha's chiefs. Keoua's body was then offered as a sacrifice on the altar of the new heiau, and Ka'u and Hilo soon became integral parts of Kamehameha the Great's kingdom.

**The Ellis Expedition.**—In 1823, a group of Protestant missionaries, including the Englishman William Ellis, set out from Kailua on a counterclockwise round-the-island religious survey. According to Ellis's detailed journal, the party traveled from Manuka by land and sea along the barren,

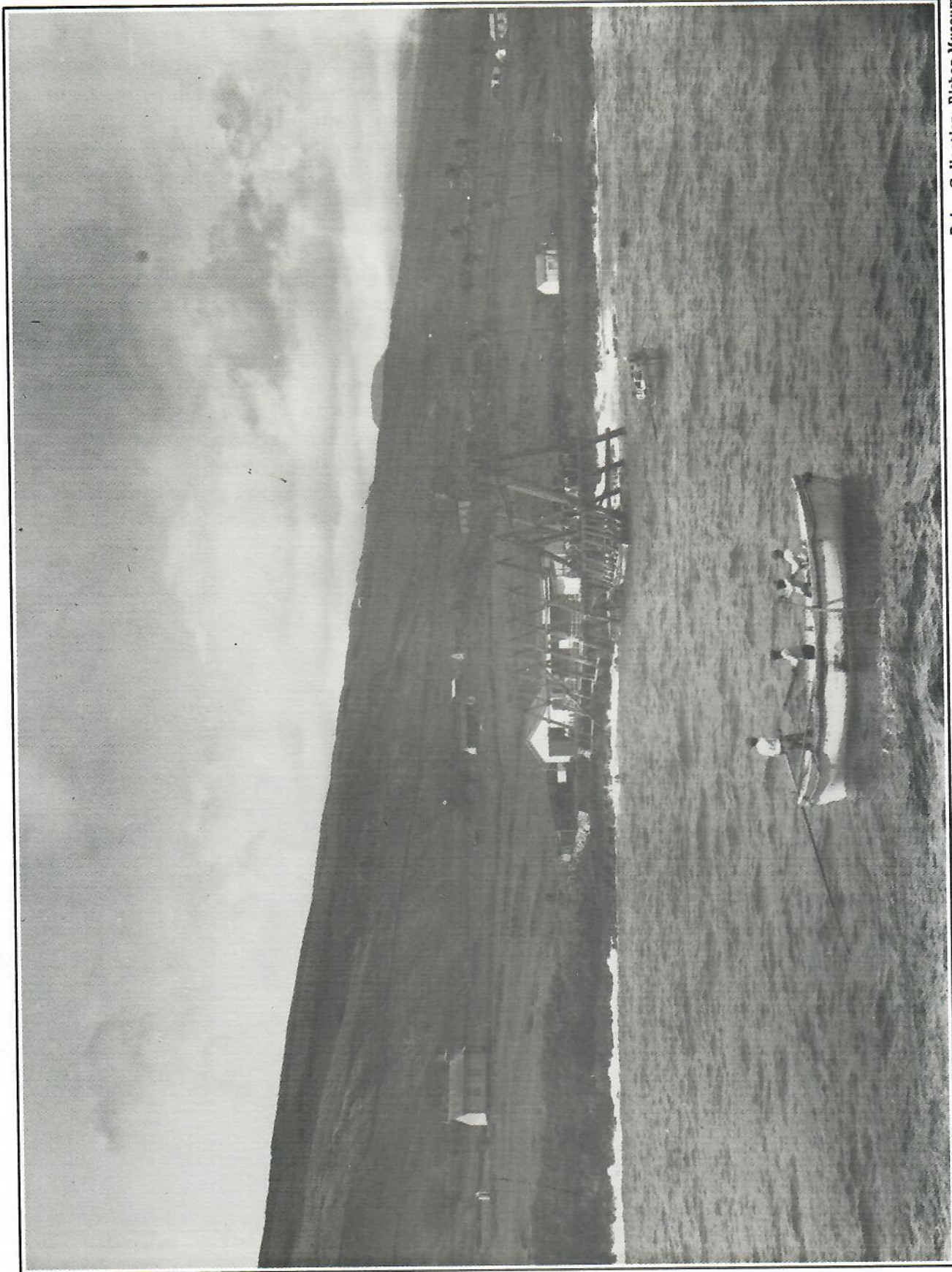
sparsely-populated Ka'u coastline until they approached the 300-foot-high Pali O Kulani fault near Waiahukini.

Above the precipice, the Ellis expedition encountered a "verdant plain" extending inland from Ka Lae with villages, gardens and farms—an area that is today windswept pastureland. Traveling northward, the missionaries found Waiohinu, site of the district's only year-round stream, to be "a most enchanting valley...adorned with gardens, and interspersed with cottages..."

Returning to the coast at Honuapo bay, now the site of a single residence, the travelers entered "an extensive and populous village, standing on a level bed of lava which runs out into the sea." Beyond Honuapo, the Ellis expedition crossed rugged lava flows



EARLY VIEW OF THE VILLAGE OF WAIOHINU.



Baker Collection; Bishop Museum

HONUAPU LANDING AND VILLAGE IN 1908.

on a path "formed of large smooth round stones, placed in a line two or three feet apart."

As they proceeded north, the missionaries' guide "pointed out a small hill, called Makaanau, where Keoua, the last rival of Tamehameha [Kamehameha] surrendered himself up..." Ellis described now-empty Ninole as "a small village on the sea-shore, celebrated on account of a short pebbly beach called Koroa [Koloa], the stones of which were reported to possess very singular properties, amongst others, that of propagating their species."

At the nearby fishing village of Punaluu, the expedition "left the road by the sea-side, and directed our course towards the mountains." Nearing Kapapala, "large fields of taro and [sweet] potatoes, with sugar cane and [bananas] growing luxuriantly," were encountered.

After leaving Kapapala, the missionaries began an arduous trek towards Kilauea crater, which included crossing deep chasms, a sandy desert "about four miles across," and treacherous lava flows "in some places as smooth and almost as slippery as glass, where the greatest caution was necessary to avoid a fall." Ellis recorded that upon finally reaching their destination, "Astonishment and awe for some moments rendered us mute, and, like statues, we stood fixed to the spot, with our eyes riveted on the abyss below."

**Resident Missionaries.**—Due to its remote location, Ka'u was the last major district in the islands to receive a resident missionary; it was not until 1841 that French Catholic Father Marechal settled in the vicinity of Waiohinu and had a church constructed.

A few months after the Catholic priest's arrival, the Rev. John D. Paris, a Presbyterian minister from Virginia, was landed by schooner at Kaalualu bay and made his way to Waiohinu. There, later joined by his wife

and infant daughter, he founded a church and school.

**Native Depopulation.**—In 1833, a missionary census estimated the population of Ka'u district to be between 5,000 and 6,000 persons. However, by the time of the government census of 1853, the number of residents had declined drastically to only 2,210.

Elizabeth Green Handy believes that depopulation in Ka'u had its roots in Kamehameha's conquest of the area, which shattered the spirit of "a proud and fiercely independent people who lost at one treacherous blow the entire flower of their native *ali'i* [chiefs] and came under the hated rule of the conqueror."

Following Kamehameha the Great's death in 1819 and continuing until 1829, the sandalwood trade took a terrible toll on the common people throughout the islands, many being forced by their *alii* to fell the valuable trees in cold, wet uplands and laborously drag them to the coast.

As did the rest of the kingdom, the district of Ka'u experienced successive epidemics of introduced diseases subsequent to rediscovery. The susceptibility of the region to severe droughts and massive conflagrations also contributed to periodic famines among the populace, as reported by the missionaries in the mid-1800's.

Yet another cause of depopulation in Ka'u was the trade in *pulu*—a silky brown fiber found on the tree fern and used for stuffing pillows and mattresses—which lasted intensively from 1859 to 1885. A preoccupation with gathering *pulu* for quick profit led many Hawaiians to abandon or neglect agricultural pursuits, a precursor to famine, and some lost their land and property by becoming indebted to the *pulu* traders.

**The Cataclysm of 1868.**—In late March of 1868, there began in the dis-

trict of Ka'u a series of major earthquakes and eruptions of Mauna Loa that lasted well into the following month and resulted in widespread property damage, as well as the loss of many lives and thousands of head of livestock.

In early April came the most destructive of all remembered earthquakes in Ka'u, which triggered a tidal wave that devastated every coastal fishing village from Kaalualu to Keauhou—a blow from which many never fully recovered. During this quake a water-soaked *pali* (cliff) near Kapapala Ranch was torn off and hurled in the form of an enormous mud flow for several miles, overwhelming a native village. At the same time, a deep fissure eighteen miles in length opened (The Great Crack), through the lower end of which the lava lake in Kilauea crater emptied itself between Punaluu and Keauhou.

Later that month a massive lava flow originating west of Waiohinu buried the entire Waiahukini valley at the base of the Kahuku fault.

A less grim sidelight to the 1868 calamity is the amazing story of Holoua, a resident of Punaluu, who was swept out to sea in his house by the great tidal wave while trying to rescue a small bag of coins. Calmly prying loose a board, Holoua surfed through the roiling seas to Ninole beach, where he was found exhausted but still clutching his money bag. According to Mary Kawena Pukui, it is jokingly said in Ka'u that Holoua was the only Hawaiian ever known to hang onto his money!

**Sugar Becomes King.**—While sugar had been grown in Ka'u since prehistoric times, it took several events to establish sugar cultivation on a commercial scale as the primary industry in the district and throughout the islands.

The first was the Great *Mahele* (Division) of 1848, in which the old feudal system of land tenure was abolished by King Kamehameha III and replaced by one in which all land

was divided among the king, Hawaiian government, chiefs and commoners.

Secondly, in 1850 the government enacted a law allowing foreign residents to acquire fee simple ownership of land, thereby setting the stage for a rapid transfer of acreage from native owners to non-Hawaiian business interests.

The third event was conclusion of the Reciprocity Treaty of 1876 between the Hawaiian Kingdom and the United States, which permitted island sugar and molasses to be exported duty-free into the United States' protected market.

**Commercial Plantations.**—In 1868, Alexander Hutchinson, previously associated with Honolulu Iron Works, founded the Naalehu Sugar Company and later constructed a mill above that town.

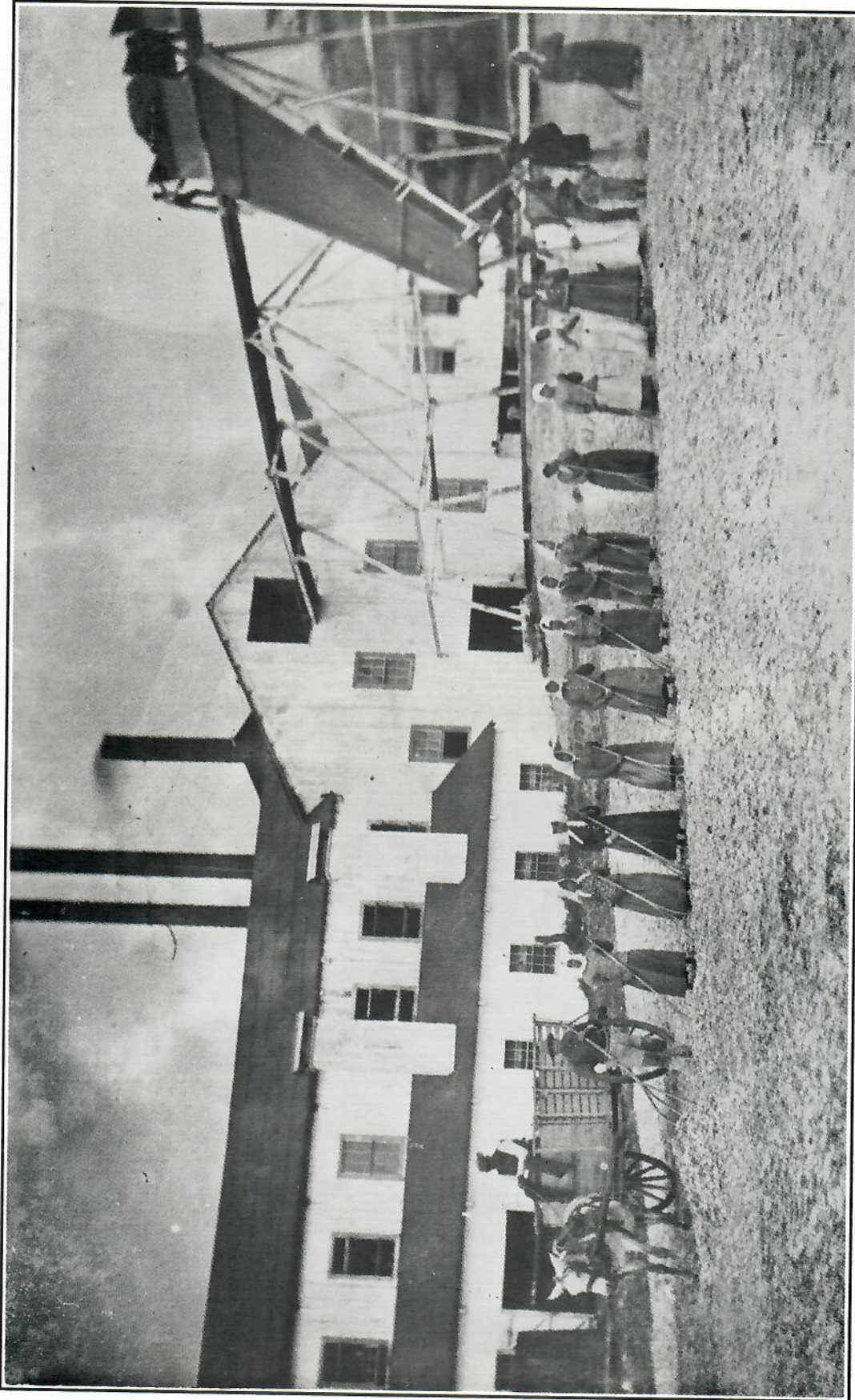
Hutchinson bought John Nott and Company's two-year-old Waiohinu Plantation in 1877, and in the same year joined a partnership in establishing Hilea Plantation, where a mill was quickly built and put into operation.

In 1879, Hutchinson purchased land near Honuapo bay for yet another sugar mill. He died that year as a result of head injuries sustained when the boat he used to recapture two runaway contract laborers capsized in Honuapo harbor.

Ten years later, Hilea Sugar Company was absorbed into Hutchinson Sugar Plantation Company, which by then operated mills at Naalehu and Honuapo and was controlled by W. G. Irwin and Company. Subsequently, the Naalehu and Hilea mills were closed and all grinding consolidated at the newer Honuapo facility.

C. Brewer and Company became the plantation's Honolulu agents in 1910, following Brewer's merger with W. G. Irwin and Company, and eventually acquired full ownership of the firm.

The Hawaiian Agricultural Company, lo-



Hawaii State Archives

DRYING BAGASSE FOR FUEL AT NAALEHU SUGAR MILL.





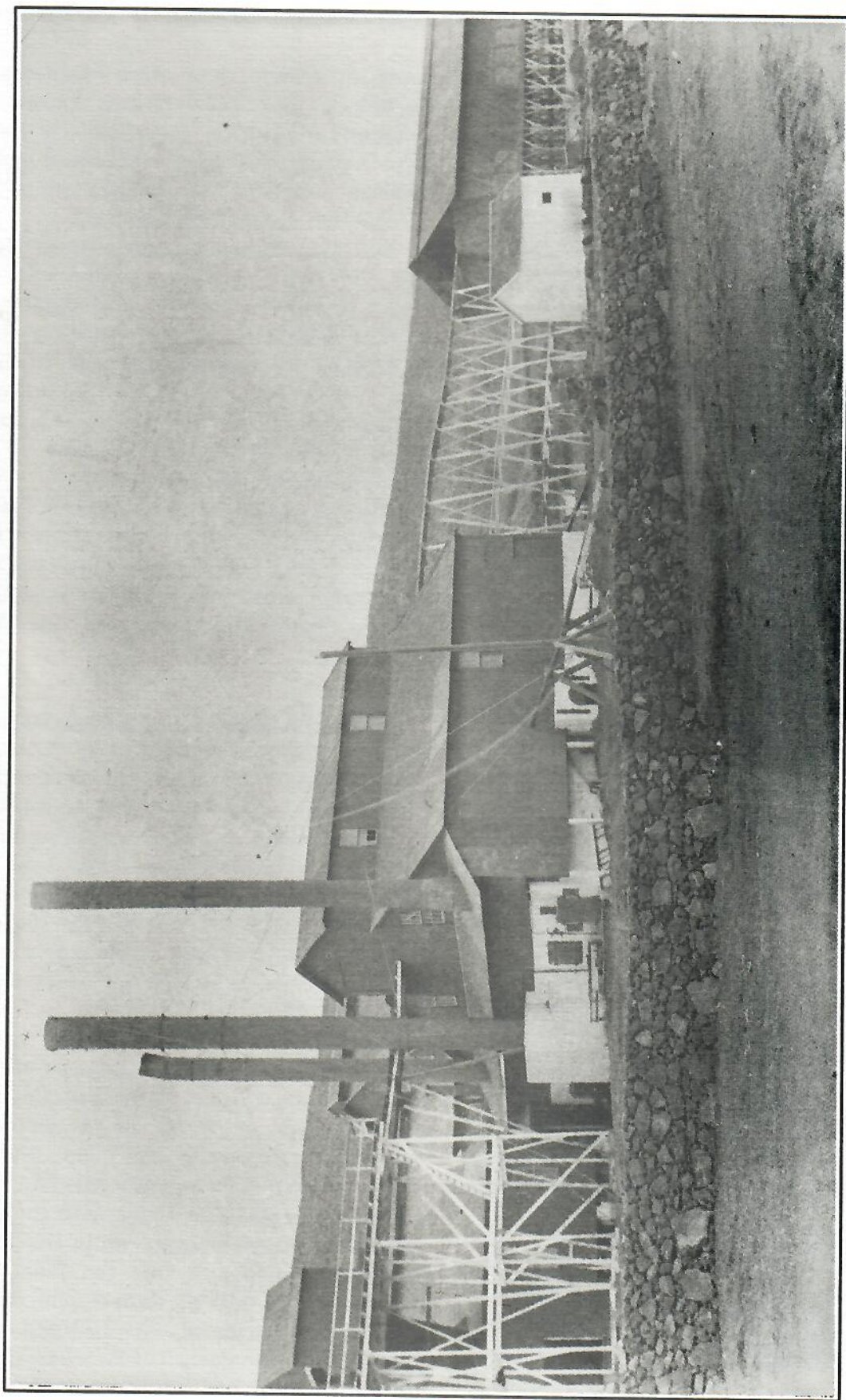
Hawaii State Archives

HILEA SUGAR MILL.



Hawaii State Archives

VIEW OF HILEA MILL AND CAMP, WITH CANE FLUMES AND *PUU MAKANAU* IN THE BACKGROUND.



HONUAPO SUGAR MILL.

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- \* Kilauea Sugar Plantation Company, Kilauea, Kaula.
- \* Hilo Sugar Company, Wainaku, Hilo, Hawaii.
- \* Paauhau Sugar Plantation Company, Hamakua, Hawaii.
- \* Hakalan Plantation Company, Hilo, Hawaii.
- \* Hutchinson Sugar Plantation Company, Kau, Hawaii.
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- \* Buck, Ohlandt & Co's. Fertilizers.
- \* Lucol Paint Oils.

*Thrum's Annual, 1900*

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ESTABLISHED, 1826.

**SHIPPING,**

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**Queen Street, Honolulu, H. I.**

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*Thrum's Annual, 1900*

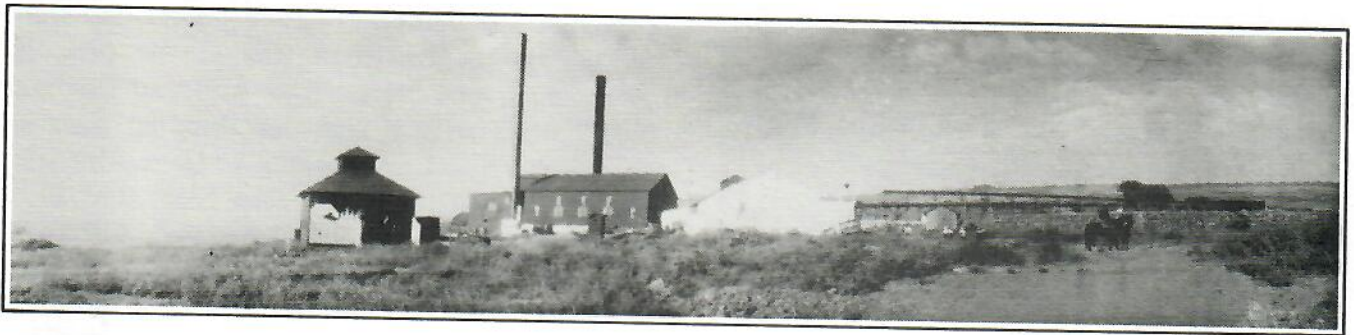
cated in Pahala, was first incorporated on December 22, 1876. It was known as the "Banker's Plantation" since most of its shares were closely held by prominent Honolulu financiers. In time, C. Brewer and Company became the controlling partner.

By 1881, Hawaiian Agricultural Company had the most capacious sugar mill in the known world—except for one slightly bigger on the Caribbean island of Jamaica—and was considered the largest plantation in the kingdom. Over the years numerous independent planters sold their holdings to the company, which eventually gained control of nearly 10,000 acres of prime cane land.

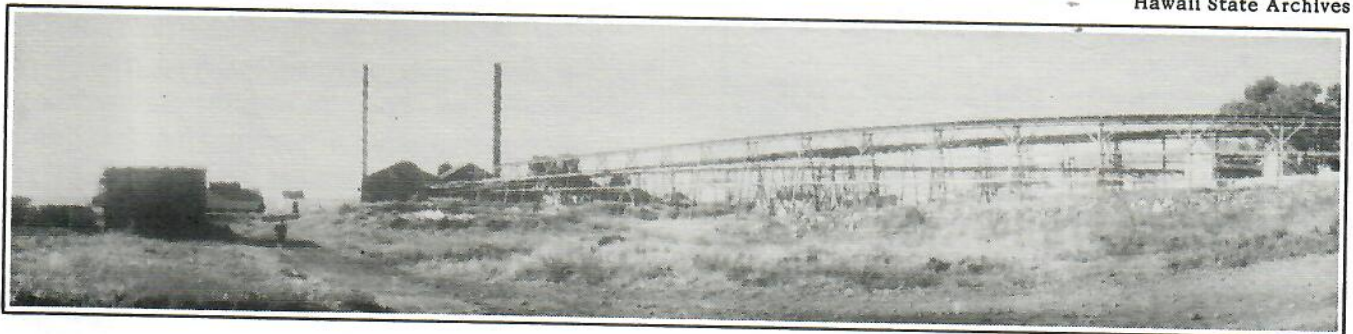
Thus, by 1890 Hutchinson Sugar Plantation Company and Hawaiian Agricultural Company were the only major sugar producers operating in the district of Ka'u, a situation that would remain unchanged for the next 82 years.

**Plantation Development.**—In the early years of the industry, mules, horses and oxen provided the motive power for cultivating the sugar cane and transporting it to nearby mills in carts. As the plantations expanded, harvested cane was sent to the mills via elaborate systems of flumes. Over fifty miles of flume carried all the cane to Hawaiian Agricultural Company's mill at Pahala prior to 1928, the necessary water being supplied by sixteen tunnels.

However, the flumes proved useless in times of water shortage, so by the mid-1890's both Ka'u plantations were operating narrow-gauge steam railroads as a supplemental means of transporting cut cane. Hutchinson Sugar Plantation Company's railroad connected Naalehu and Hilea fields with the mill and shipping port at Honuapo, while Hawaiian Agricultural Company's line ran from Punaluu harbor to the mill at Pahala and canefields beyond. Operation of both railroads was discontinued in the early 1940's when the use of trucks and tracked vehicles became estab-

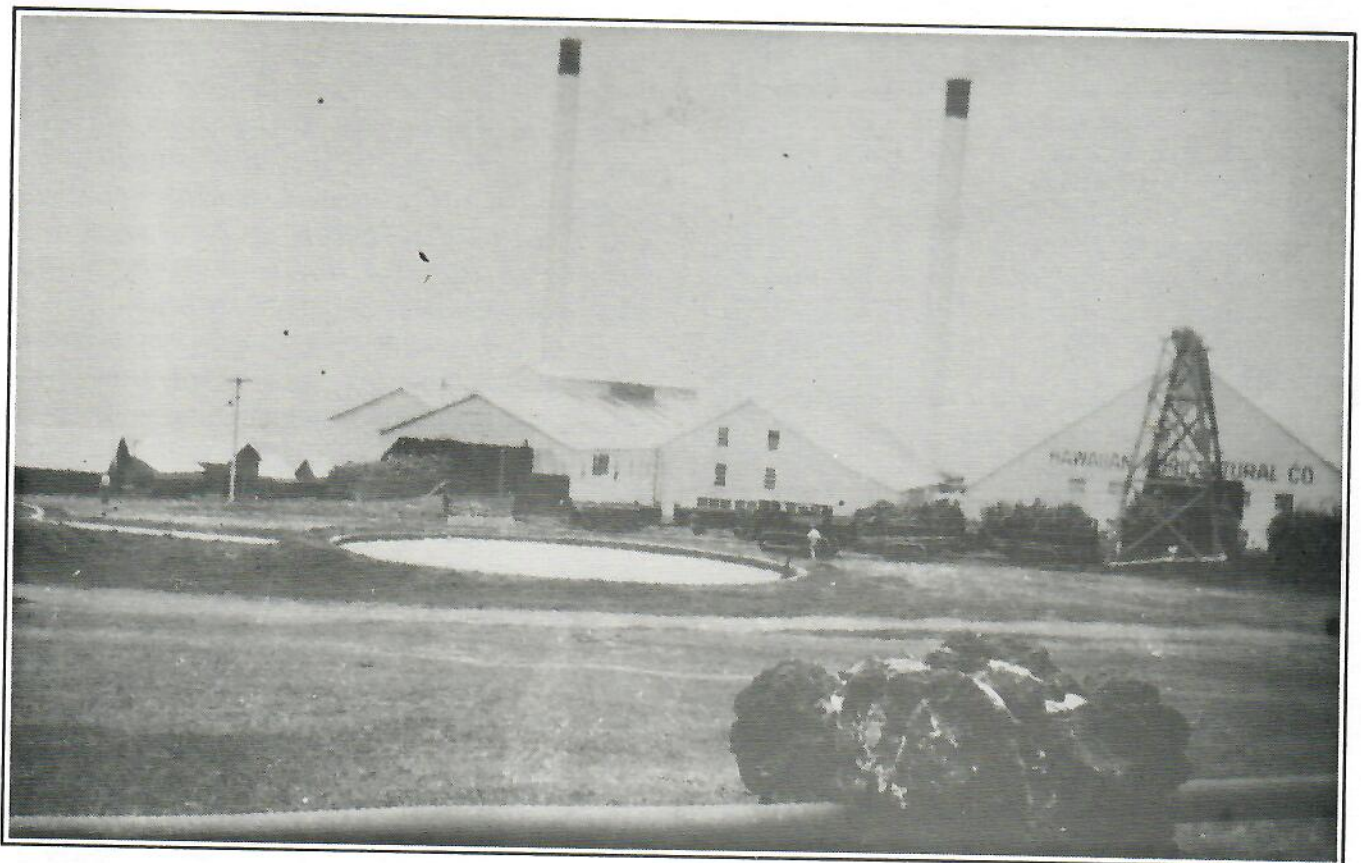


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TWO VIEWS OF HAWAIIAN AGRICULTURAL COMPANY'S SUGAR MILL AT PAHALA, CIRCA 1905.



Hawaii State Archives

HAWAIIAN AGRICULTURAL COMPANY'S PAHALA SUGAR MILL IN 1929.

### THE PAHALA FIRE.

#### Not as Serious as First Reported— Mill Now Grinding.

At ten o'clock last Friday word was received that the Pahala Mill, power house and electric light plant had been destroyed by fire. That all of the buildings named were a total loss. On Saturday the information came that set matters in rather a better light.

It seems that the trash, located somewhere near the boilers, caught fire and destroyed the mill building only, the damage to the machinery being merely the melting of the babitt in the small journals. By Tuesday necessary repairs were made and grinding operations commenced. The day before the fire broke out 75 tons of cane was brought to the mill and day and night shifts were set to work. Manager Walton has had a roof erected over the machinery and work will be pushed until the crop is all off, then a new mill will be erected. It was singularly unfortunate that the fire should break out just at the time when the grinding of the cane was beginning, but Mr. Walton seems equal to the emergency and it is not probable that the loss to the company will be much more than the frame work of the mill building. In order to secure sufficient babbit metal, Theo. H. Davies & Co., Ltd., to whom the order was entrusted, cleaned out the supply in Hilo and drew slightly on Honoum.

*Hawaii Herald: Oct. 13, 1898*

lished.

Interesting footnotes to the history of railroading in Ka'ū district include the fact that occasional invasions of army worms attacking the sugar cane would swarm across the tracks between Honuapo and Naalehu, rendering them so slippery that locomotives could not climb the steep grade.

Also, an article in the *Hilo Tribune* news-

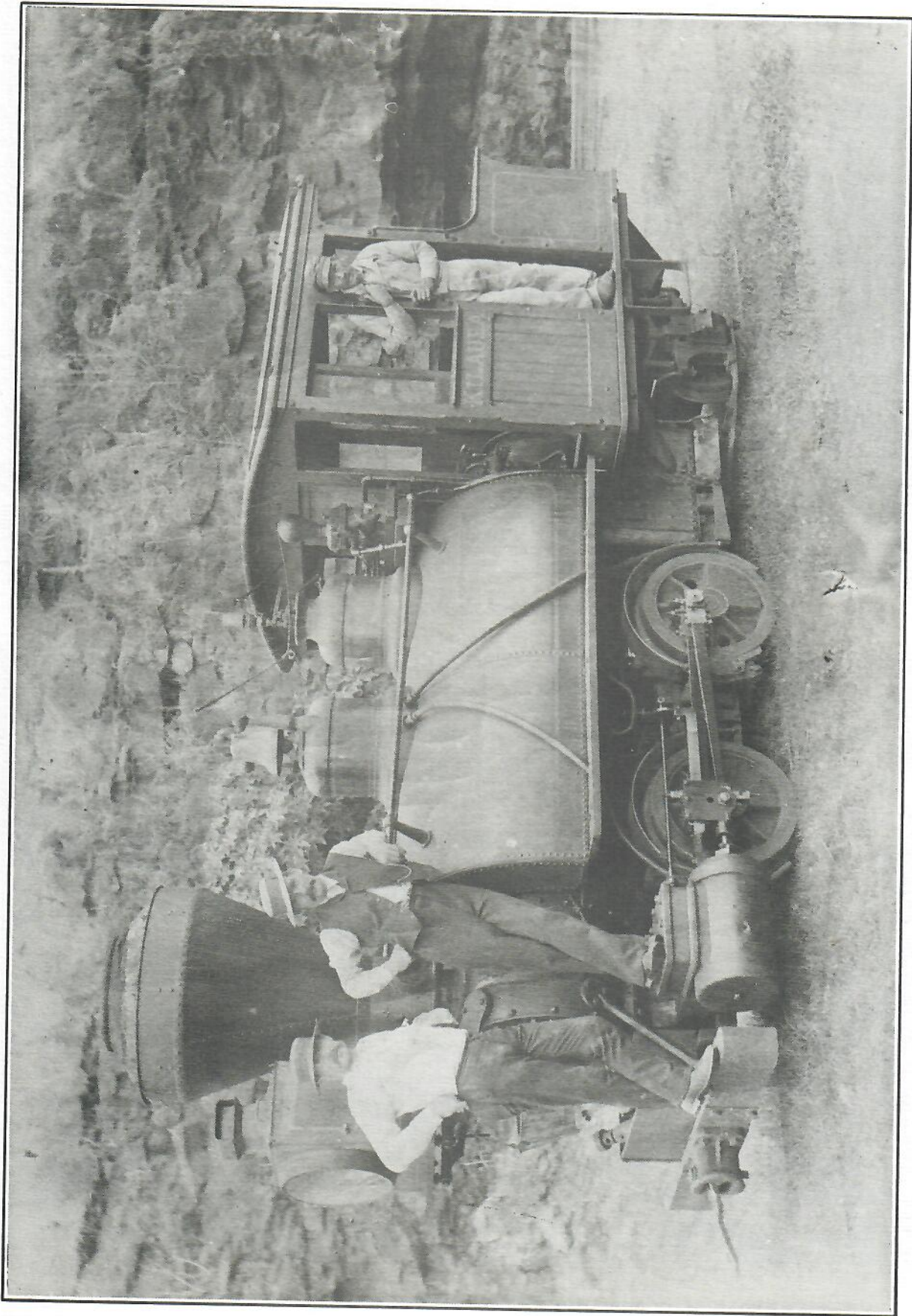
paper of December 27, 1900 announced that a Chicago businessman was in the process of forming the "Kona-Kau Railroad Co." to link Pahala with a superior shipping port in the Kona region. According to the optimistic report, "It will be but a step from that to a complete circuit of the big Island." Although some initial surveying took place near Pahala, the ambitious scheme never progressed further.

Lastly, a December 15, 1951 *Hilo Tribune-Herald* newspaper article marking the 75th anniversary of the Hawaiian Agricultural Company noted that a "decoration for Valor was conferred on manager [William G.] Ogg [manager from 1904 to 1916] by the Emperor of Japan, when he risked his own life to save from death a hundred Japanese on a runaway work train."

Problems relating to shipment of raw sugar and importation of supplies were lessened with the construction of wharves at Honuapo and Punaluu in the 1870's. After Punaluu was closed as a port in 1930, raw sugar from Pahala was transported to Honuapo harbor for direct mainland shipment by steamer. In 1942, Honuapo landing was itself shut down and thereafter all Ka'ū sugar was trucked to Hilo for ocean shipment to the C&H Refinery in Crockett, California.

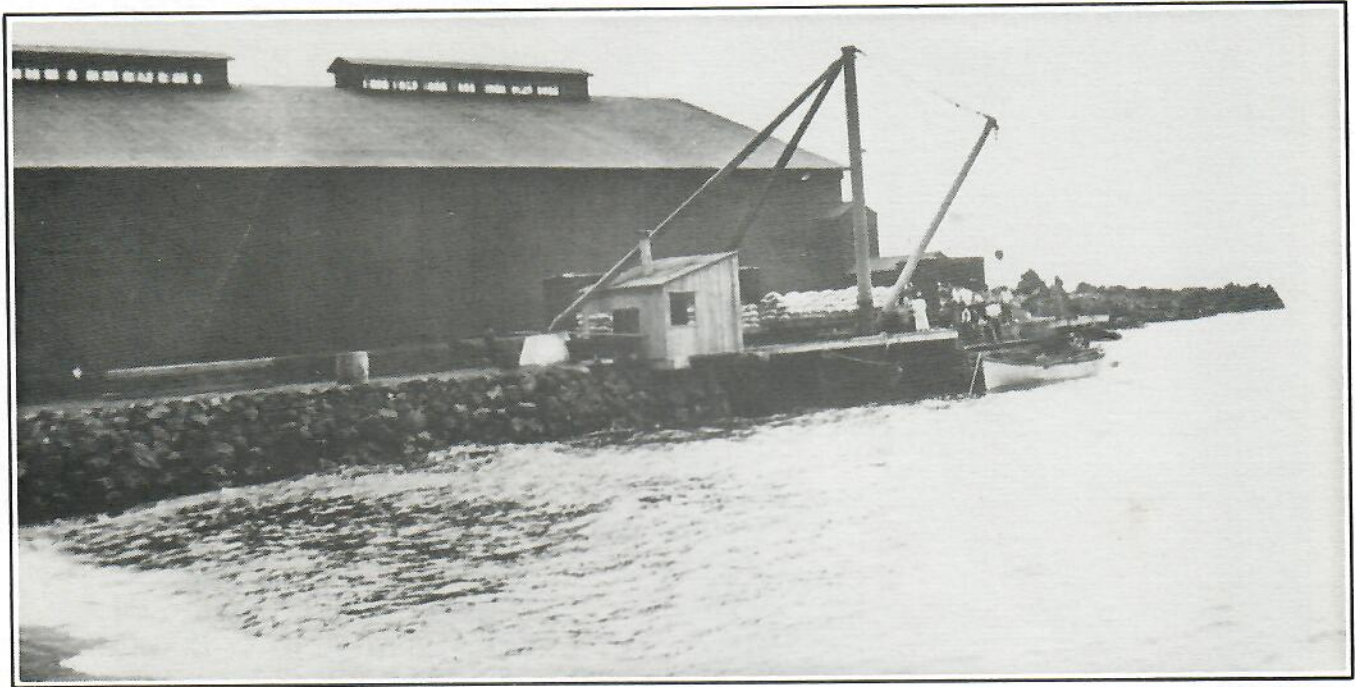
As a result of Ka'ū district's remoteness, the sugar companies maintained their own dairys, ranches and slaughterhouses to provide area residents with fresh milk and beef, and Hutchinson Sugar Plantation Company operated a large general store in Naalehu.

**Changing Labor Scene.**—The labor force for early sugar plantations in the district of Ka'ū was recruited mainly from the local Hawaiian population, although a few employees were imported from Honolulu to fill those positions requiring special skills. By 1876, however, Alexander Hutchinson had brought in a number of Chinese to work in the fields of his growing Naalehu Sugar Com-



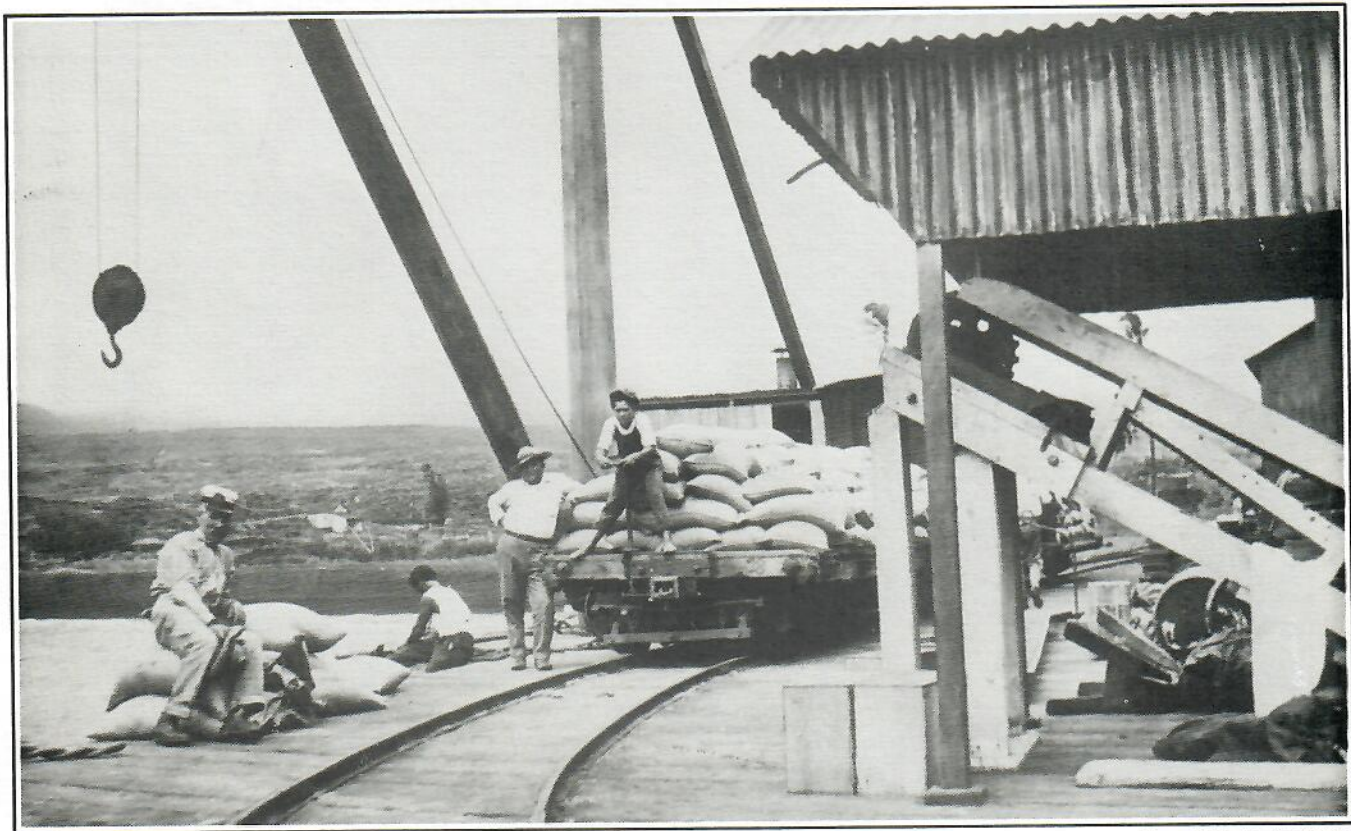
Hawaii State Archives

HUTCHINSON SUGAR PLANTATION COMPANY LOCOMOTIVE "KILAUEA."



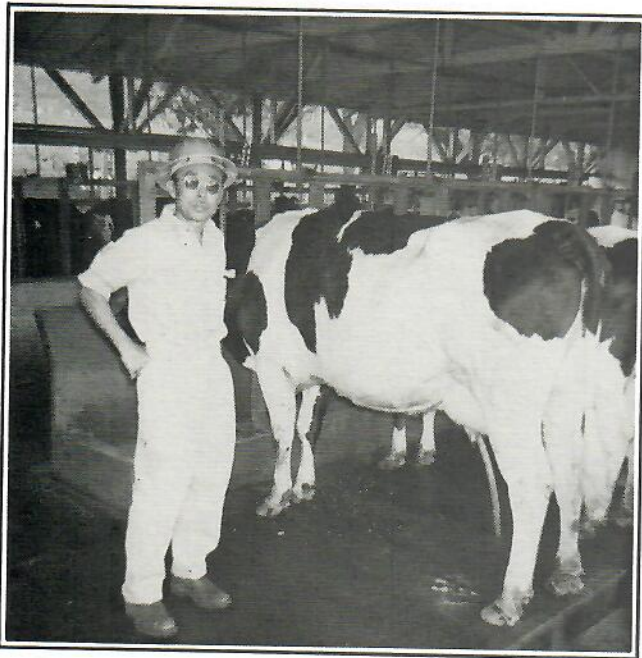
Hawaii State Archives

DOCKSIDE FACILITIES AT PUNALUU HARBOR.



Hawaii State Archives

BAGGED SUGAR FROM THE MILL WAITING TO BE UNLOADED AT PUNALUU HARBOR.



Author's Collection

NAALEHU DAIRY, CIRCA 1950.

pany.

According to the 1884 government census, Ka'u's labor population included 568 Chinese, 933 Portuguese and 85 South Pacific islanders (probably Gilbertese), and 116 Caucasians lived in the district. The native Hawaiians and part-Hawaiians numbered 1,543 out of a total population of 3,483 persons. Twelve years earlier they had constituted 1,829 out of 1,865 district residents.

In 1886, an agreement between the Hawaiian and Japanese governments led to the importation of Japanese contract laborers into the islands. The Census of 1890 reported 476 Japanese workers in Ka'u district, by which time the number of Chinese and Portuguese had decreased considerably. The first laborers from the Philippines appeared at Pahala in 1906 and at Naalehu two years later; additional groups of Filipinos immigrated to Ka'u yearly, with the last large contingent arriving in 1946.

In a discussion of demographic changes in the district of Ka'u, Elizabeth Green Handy expressed her feeling that:

The three decades between 1870 and 1900, despite great changes in the population picture, nevertheless constituted something of a heyday for those native Hawaiians who had stubbornly clung to their homes in the district during previous vicissitudes. These families still held preferred place, as *kama'aina*, children of the soil. From among them were recruited the various appointed officials. Sherrifs, police officers, wharf officials, school superintendants, teachers, pastors—these were Hawaiians.... Life in the 'eighties and 'nineties is remembered as gay and good by oldsters of today, an interesting blend of Hawaiian ways of livelihood and pleasure with the new, but with native song, dance and storytelling still prevailing.

**Diversification and Consolidation.**—In 1960, C. Brewer and Company initiated a pilot 350-acre macadamia nut orchard project in Ka'u, the success of which led to the formation of Mauna Loa Macadamia Nut Company.

Brewer-owned Keauhou, Kapapala and Kaalualu Ranch Companies, along with Naalehu Dairy, were spun off from the sugar plantations in 1961 and combined into a separate subsidiary, Hawaiian Ranch Company. Divestiture of this firm's component operations was completed in 1984, with the sale of Naalehu Dairy.

In 1972, Hutchinson Sugar Company and Hawaiian Agricultural Company merged to form Ka'u Sugar Company, resulting in the closure of Honuapo mill and consolidation of milling operations at Pahala. In the same year, construction of C. Brewer and Company's SeaMountain At Punaluu resort com-



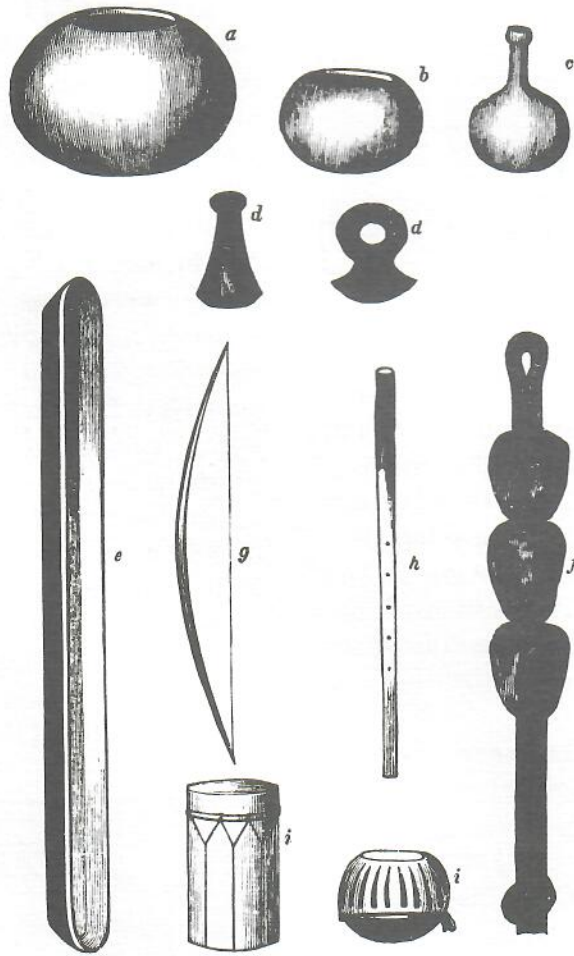
KA'U AGRIBUSINESS OFFICES IN PAHALA TODAY.



menced.

The lapsing of the protective U.S. Sugar Act in 1974, in combination with increased industrial use of sugar substitutes and other factors, ushered in a period of extreme uncertainty for sugar producers throughout the

United States. In a further move to streamline operations and reduce costs, Ka'u Sugar Company and Mauna Loa Macadamia Nut Company were consolidated into a single Brewer subsidiary, Ka'u Agribusiness Company, in late 1983.



IMPLEMENTS.

*a*, Calabash for poi.—*b*, Calabash for fish.—*c*, Water bottle.—*d d*, Poi mallets.—*e*, Poi trough.—*f*, Native bracelet.—*g*, Fiddle.—*h*, Flute.—*i i*, Drums.

*Northern California, Oregon and the Sandwich Islands*

PLANNING AND  
THE QUALITY  
OF LIFE

We have learned—too often through the hard lessons of neglect and waste—that if man brutalizes the landscape, he wounds his own spirit; if he raises buildings which are trivial or offensive, he admits to the poverty of his imagination; if he creates joyless cities, he imprisons himself.

President Lyndon B. Johnson

The attack was made by Eddie Tangen, ILWU international representative, to cheering delegates of the 7th biennial convention of the ILWU.

"If we don't get some kind of planning in this State and stop the mess we now have in Waikiki, the other Islands will soon look like Waikiki," he said.

"You may wonder why the ILWU is poking its nose into the issue of Waikiki.

It is because we have an obligation to our members and the people of this community to preserve Hawaii's natural beauty.

We've got to stop these fast buck artists from lousing up the rest of Hawaii.

All we ask is for some serious planning."

Honolulu Advertiser, Sept. 25, 1965

The key word for Hawaii '72 is population control. I say population control because it is really the population boom we have experienced over the last decade which is the heart of the other issues facing our state today—pollution, welfare costs, transportation bottlenecks, and housing shortages to name just a few.

Governor George R. Ariyoshi

The Commission on Population Growth estimates that 85% of all Americans will live in metropolitan areas by the year 2000. We have become a nation of congested cities, smelly factories, sprawling suburbs, neon lights, and impersonal office buildings, connected from one coast to the other by airline routes and concrete highways in a vast montage of sameness.

The Use of Land

The man-made environment cannot continue to take indefinitely from the natural environment beyond the assimilative capacity of the natural environment to regenerate itself. Man must seek to attain a balance with the environment so as to optimize both the quality of his life and the quality of the environment.

A Plan For Hawaii's Environment



## II. PLANNING AND THE QUALITY OF LIFE.



**Need for Planning.**—According to the *American College Dictionary*: “Plan refers to any method of thinking out acts and purposes beforehand...” The key word in this definition is “beforehand”—before options are foreclosed, before mistakes are made, before the damage is done.

In the context of land use and development, enlightened planning can facilitate the identification of a community’s problems, needs and desires, and help to insure that growth occurring within the community is in residents’ best interests.

**Quality of Life.**—To a great extent, the quality of life in any given area corresponds to the material standard of living enjoyed by its inhabitants.

However, while immediate economic concerns remain paramount, there is a growing awareness that the long-term health and well-being of citizens in industrialized societies is also dependent on such factors as a quiet, unpolluted environment, conservation of natural resources, varied recreational opportunities, and preservation of historic sites, open spaces and scenic beauty.

At times, attainment of non-economic objectives contributing to the welfare of a community as a whole conflict with, and must be balanced against, individual pursuit of personal gain and gratification.

**Cornerstone of Sound Planning.**—Simple common-sense identifies the cornerstone of sound land use planning as the thorough study of other communities’ experiences relative to growth and development, in order that successful planning efforts can be emulated and the misfortunes of others’ avoided. While the future is uncertain and the present in flux,

the lessons of the past remain constant.

Adolph Hitler's disastrous 1942 invasion of Russia, which closely paralleled the misadventures there of Napoleon Bonaparte 129 years earlier, testifies to the validity of the proverb, "He who does not learn from the mistakes of the past is doomed to repeat them."

**Basis of Statewide Planning.**—Planning on a statewide level revolves around legislation entitled the Hawaii State Plan, which consists of a series of broad themes, goals, objectives and policies intended to serve collectively as a comprehensive guide for the long-range development of the major islands. The first State Plan appeared in 1961, and it has been updated and revised on various occasions since, most recently in 1986.

The three overriding goals set forth in the Hawaii State Plan are:

- 1) A strong, viable economy, characterized by stability, diversity, and growth, that enables the fulfillment of the needs and expectations of Hawaii's present and future generations.
- 2) A desired physical environment characterized by beauty, cleanliness, quiet, stable natural systems, and uniqueness, that enhances the mental and physical well-being of the people.
- 3) Physical, social and economic well-being for individuals and families in Hawaii that nourishes a sense of community responsibility, of caring and of participation in community life.

Also in 1961, the Hawaii Legislature enacted the Land Use Law, which created a state Land Use Commission to classify all land in the islands and regulate its useage. As a result of this law the entire state was subsequently divided into agricultural, conservation, rural and urban districts.

Heightened public concern over ecological issues led to the enactment in 1975 of the Hawaii Environmental Policy Act, which established the state Office of Environmental Quality Control and mandated the preparation of Environmental Impact Statements for all public and private development projects expected to have significant effects

on their surroundings.

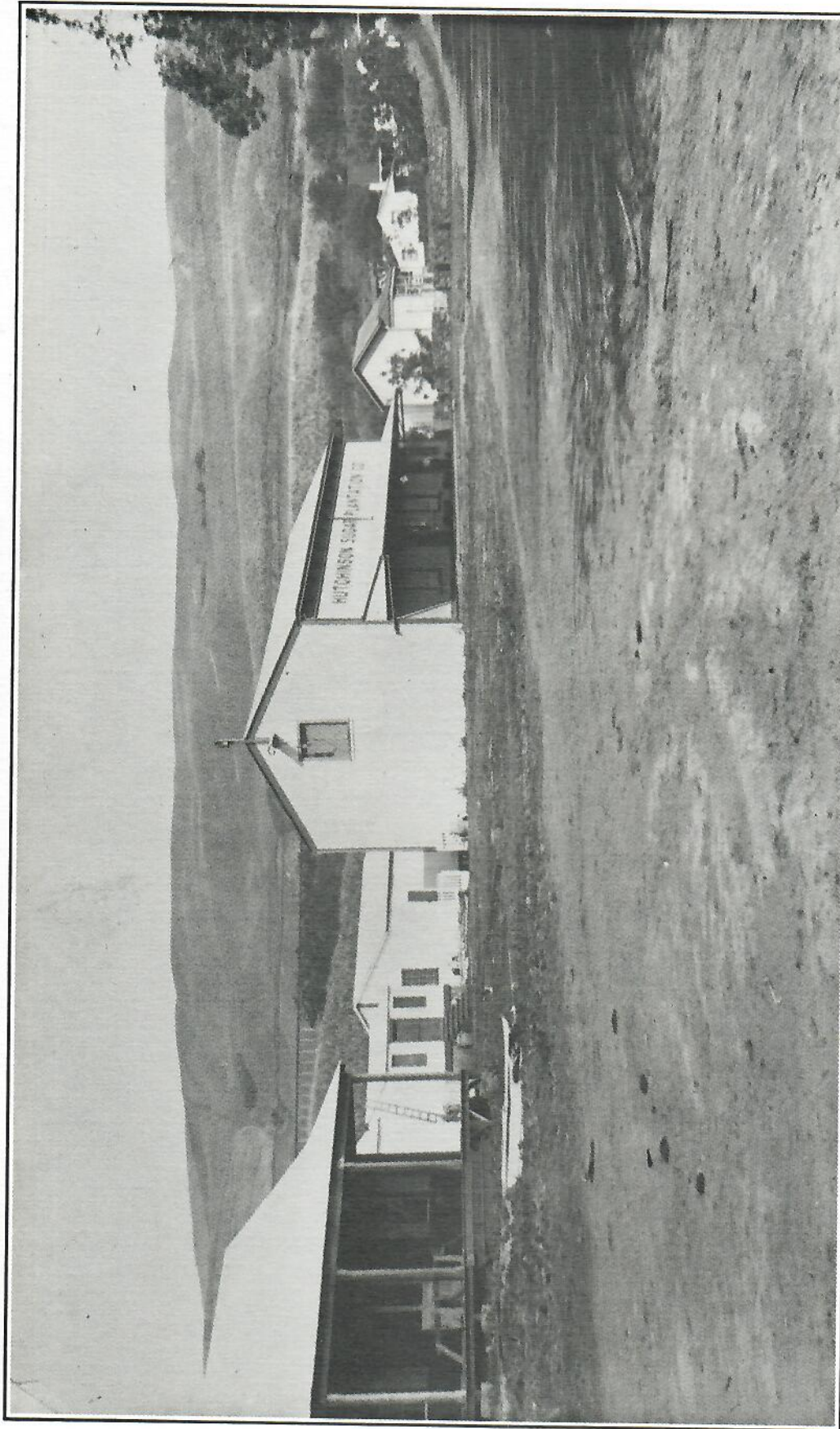
To supplement the State Plan, individual Functional Plans were prepared during the early 1980's covering twelve specific areas of concern—Agriculture, Conservation Lands, Education, Higher Education, Energy, Health, Historic Preservation, Housing, Recreation, Tourism, Transportation and Water Resources Development.

**Basis of Hawaii County Planning.**—General plan studies in the County of Hawaii were initiated in the late 1950's. The first of these studies, A Plan For Kona, was completed in 1960. Plans for all districts except Ka'u were in existence by 1963.

These regional plans were adopted by ordinance in July 1965 as the General Plan for Hawaii County. The then-static district of Ka'u was not covered in this document since it was felt that private development plans for the principal plantation towns of Naalehu and Pahala provided adequate guidance.

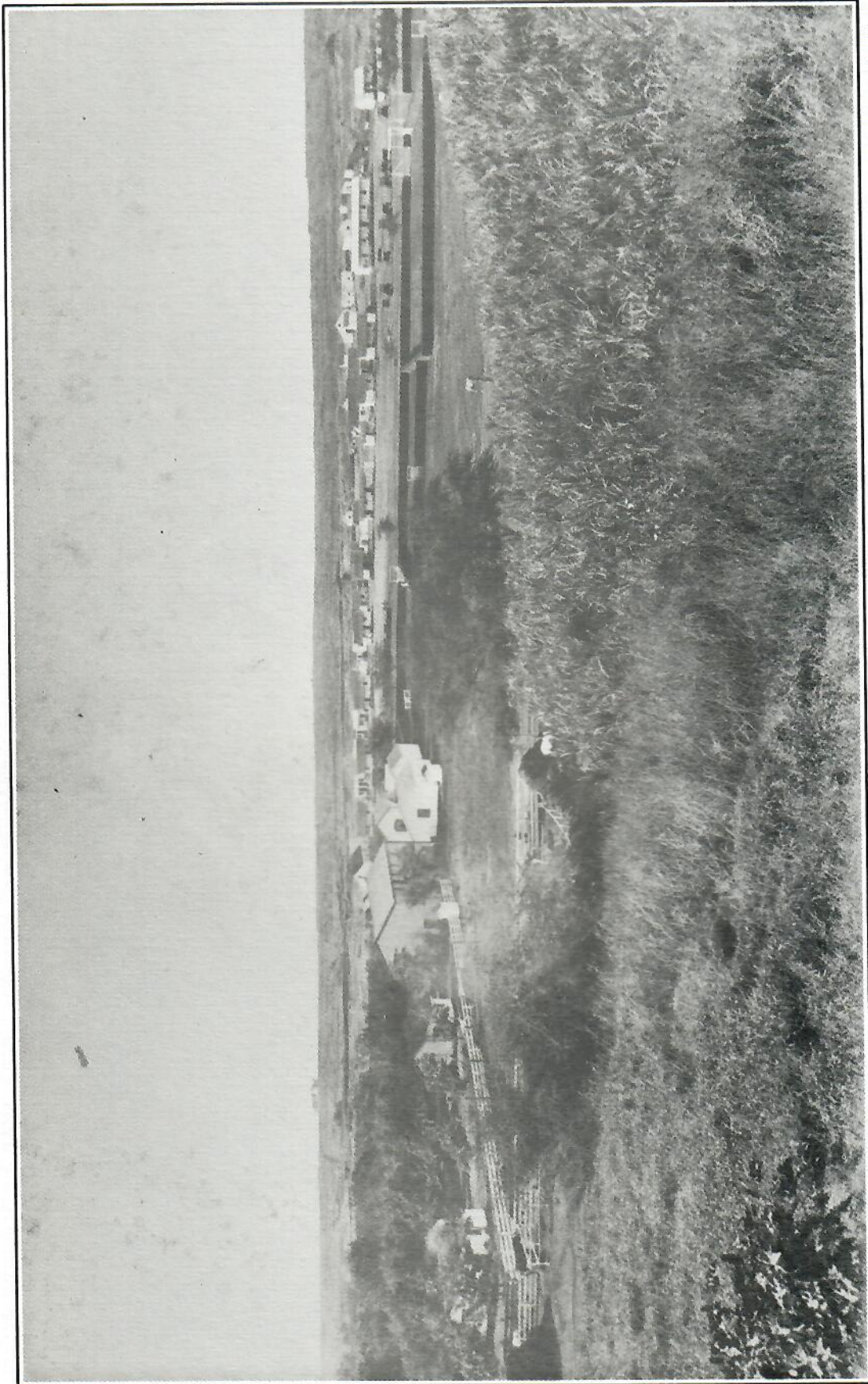
With the adoption and ratification of the County Charter in 1968, the General Plan emerged as a major policy document. The first new plan to be completed after charter ratification was approved by the County Council on December 15, 1971, and included a Land Use Pattern Allocation Guide (LUPAG) Map illustrating specific land uses permitted within the broad state-designated divisions. As a policy statement, the General Plan provides the legal basis for all subdivision, zoning and related ordinances, and for the initiation and authorization of all county projects.

The Hawaii County General Plan is composed of thirteen elements entitled Economic, Energy, Environmental Quality, Flood Control And Drainage, Historic Sites, Natural Beauty, Natural Resources And Shoreline, Housing, Public Facilities, Public Utilities, Recreation, Transportation, and Land Use. While the plan does not specify any overall



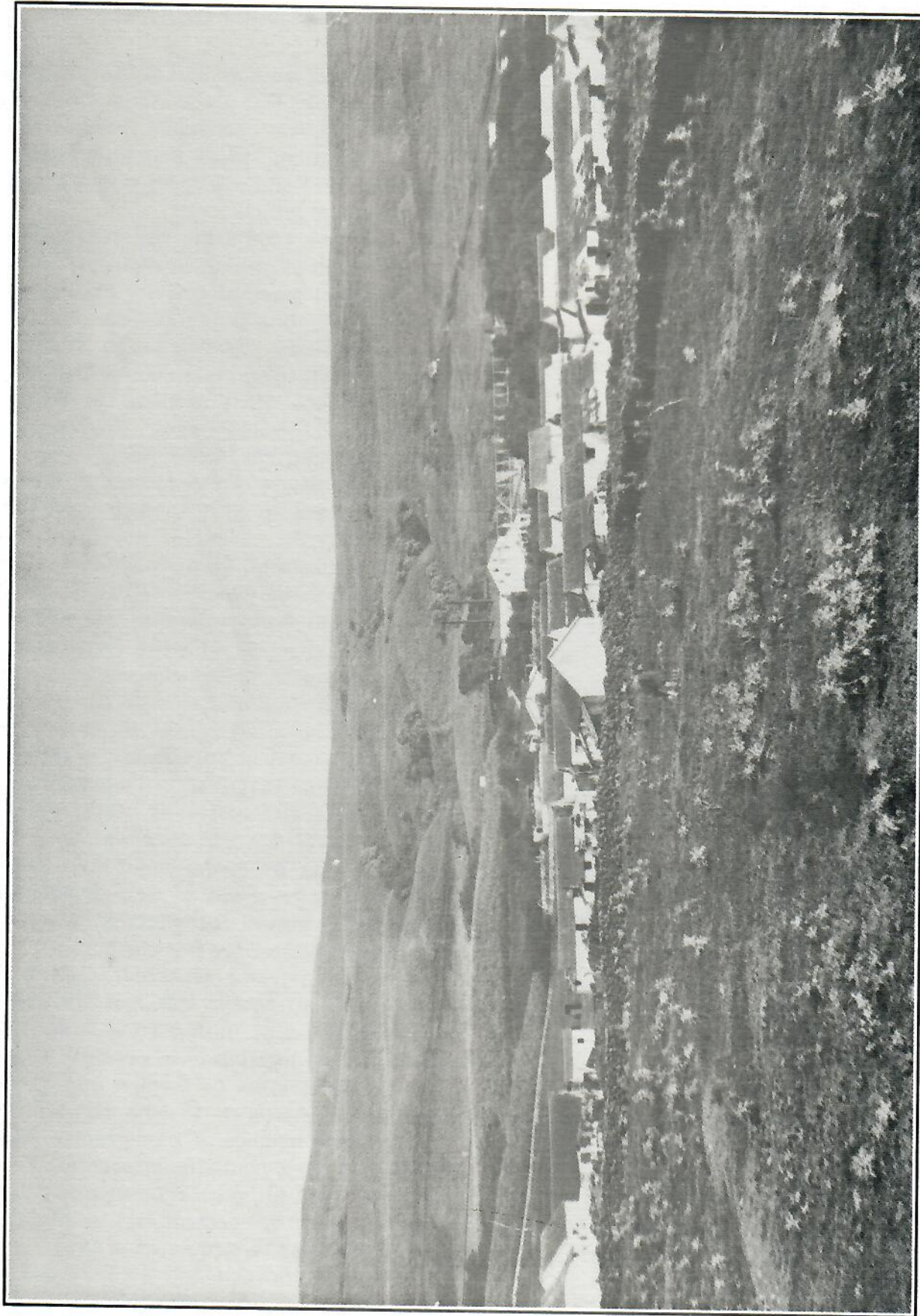
Hawaii State Archives

PLANTATION STORE AND MAIN STREET OF NAALEHU, CIRCA 1900.



Hawaii State Archives

VIEW OF NAALEHU TOWN FROM ABOVE.



VIEW OF NAALEHU TOWN AND MILL FROM BELOW.



themes or goals, the following standard for development sets the tone for the entire document:

The island of Hawaii should be developed into a unique scientific and cultural model. The island should become a model of living where economic gains are in balance with social and physical amenities. Development should be reviewed on the basis of total impact on the residents of the County, not only in terms of immediate short run economic benefits.

The 1971 General Plan required five and ten-year comprehensive reviews and updates. Although the county Planning Department initiated a review of the LUPAG Map in 1978, it was not until April 1987 that the draft of a revised General Plan was issued. The draft plan, presently being considered by the County Council, closely follows the format of the original document and contains no major policy changes.

In late 1975, state legislation known alternately as the Shoreline Protection Act or Interim Coastal Zone Management Act came into effect and gave the four counties broad powers to regulate all coastal development through the designation of Special Management Areas (SMA's) extending inland a minimum of 300 feet from the shoreline. In the County of Hawaii, an appointed nine-member Planning Commission has the sole responsibility of issuing SMA Use Permits in accordance with state Coastal Zone Management Regulations and its own guidelines.

This commission also serves as an advisory body to the Hawaii County Council, consisting of nine elected members, which must approve all planning initiatives other than SMA Use Permits.

### **State Population Growth.**

Following rediscovery and the introduction of exotic diseases in 1778, the population of the Hawaiian Islands declined steadily until 1876, when only 54,000 inhabitants remained. Due mainly to organized immigration, the islands' population then entered a 70-year growth phase culminating in the massive in-

flux of defense workers and military personnel during World War Two. After a difficult period of postwar economic readjustment and out-migration, steady population growth resumed in 1955 and was spurred on by statehood four years later.

By the late 1960's the negative aspects of unprecedented growth in resident population and developmental activity had become apparent, prompting the formation of a Temporary Commission on Population Stabilization, as authorized by state Senate Resolution No. 355 of the 1970 session. In 1972, a public-interest group called Citizens For Hawaii published *The Maximillion Report* by Earl R. Babbie, which proposed stabilizing the state's population at a maximum of one million residents. (Senate Resolution No. 355 and summaries of the recommendations of the state commission and Earl R. Babbie are reproduced in this volume's Appendix.)

Official concern about overpopulation reached its zenith during the administration of three-term Governor George R. Ariyoshi. A residency law, later declared unconstitutional, was passed in 1976 requiring a year's habitation in the islands before a person could receive welfare benefits or state employment. In 1977, the governor declared: "If we have no say over who comes here and in what number, we might as well abandon any thoughts of a Hawaiian tomorrow. Too many people spell disaster for this state."

Governor Ariyoshi repeatedly called for an ammendment to the U.S. Constitution to allow regulation of in-migration from other states, federal legislation to promote a more balanced distribution of foreign immigrants, and federal assistance to help Hawaii cope with its large number of immigrants. These proposals were eventually incorporated into the State Plan, although reference to "legislative" means of controlling in-migration from the mainland was deleted in 1986.

Sometime between July 1, 1982 and the same date a year later, the State of Hawaii's

population passed the million-person milestone. As of July 1, 1986, the state had a population of 1,062,300 individuals. Unfortunately, as the Temporary Commission on Population Stabilization recognized over sixteen years ago:

The longer we put it off deciding on a course of action, the more costly and difficult become the solutions to the problems associated with rapid population increases, and the more drastic and painful become the steps necessary to slow population growth.

**Breakdown of Planning.**—In spite of the idealism so often discernible in legislation and policy documents intended to manage growth within the State of Hawaii, there is persuasive evidence pointing to a continuing decline in the overall quality of life here. As is made clear in following sections, many parts of the state have long since exceeded their optimum carrying capacities.

The causes of this breakdown in planning are legion, interrelated, and difficult to isolate and quantify, ranging all the way from public apathy to official conflict of interest, if not outright corruption. However, it is probably safe to say that political expedience on the part of county and state legislators and administrators has played a major role in bringing about the present state of affairs. As defined by author Robert J. Ringer:

Political expediency means not only that the decisions of politicians must be based on immediate results for the greatest number of people, but that these results must be easily identifiable. Long-term consequences are of little concern to the politician since they are almost always too difficult for the average voter to identify.

The predilection of planners and policy makers to view the State of Hawaii and individual counties as worlds unto themselves—to the extent of ignoring positive and deleterious trends in other countries, states and even on other islands—also deserves mention as an important contributor to unsuccessful growth management.

Another obvious cause of difficulty is the vagueness inherent in most municipal planning guidelines. According to author and pro-

fessor Bryan H. Farrell, "A vague and flexible plan can as easily reinforce the machinations of the corrupt, as it can support the thoughtful and responsible."

### **Oahu, the Gathering Place.**

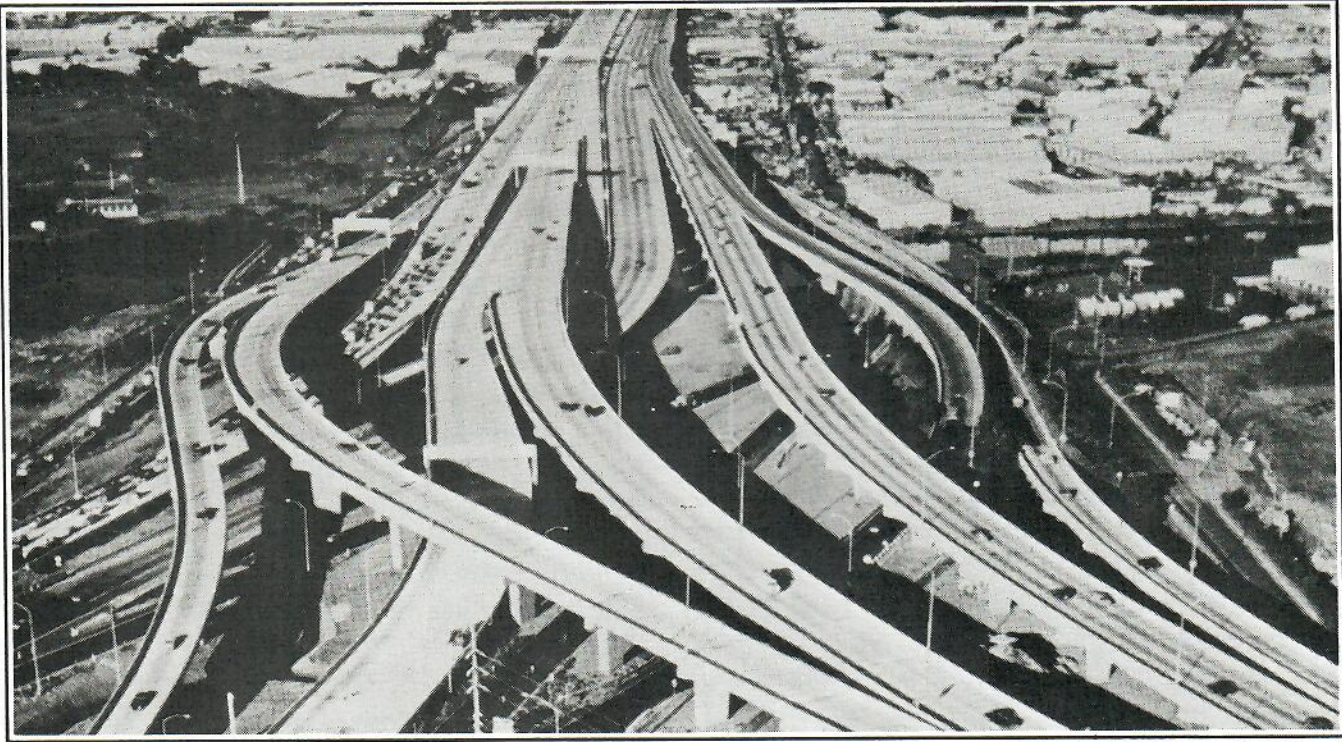
With a current resident population of some 816,700 persons, Oahu is by far the most densely inhabited island in the Hawaiian chain. The City and County of Honolulu, which incorporates the entire island, has over 1,470 residents per square mile, compared to about 103 inhabitants per square mile on Maui, 98 on Kauai and 30 on Hawaii.

City Council Chair Arnold Morgado, Jr., quoted in the Summer 1987 issue of *Amper-sand* magazine, described the present situation on Oahu in the following terms: "There is a white area, comfortable, accepted. Then there is a red danger zone. The City and County of Honolulu is moving steadily toward the red zone."

Less charitable persons might say that the danger zone was reached years ago. Oahu's transportation system is continually overburdened and new highways are often obsolete before completion. In a September 1987 article on the high cost of housing there, *Hawaii Business* magazine reported that, "By 1980, the average monthly mortgage payment had jumped to \$1,242 and, as a result, the



TRAFFIC "GRIDLOCK" ON OAHU.

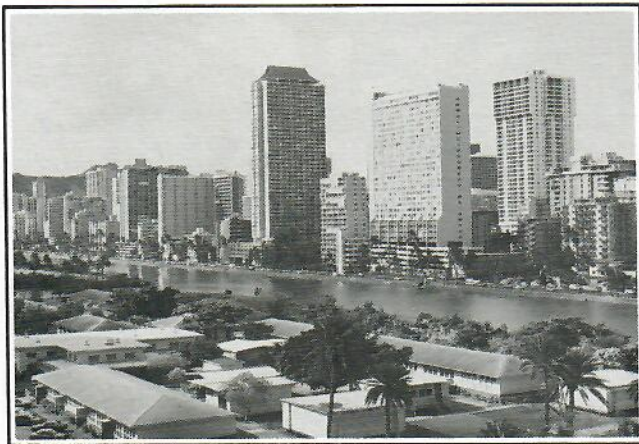


Consulting Engineers Council of Hawaii

KEEHI INTERCHANGE OF OAHU'S H-1 FREEWAY.

qualifying monthly income had risen to almost \$4,500—\$2,500 above the average monthly household income.” In addition, Oahu’s recreational resources are overcrowded, its sewer systems inadequate, crime is rampant, and the island’s natural beauty has been decimated.

In all probability the quality of life there



VIEW OF WAIKIKI ON OAHU.

will continue to deteriorate as the population expands exponentially and interminable urban sprawl takes its toll of remaining open space. In a desperate attempt to mitigate the county’s housing crisis, plans have been laid for the construction of an entirely new “satellite city” and resort complex to the west of Honolulu proper. If present trends remain constant, major water shortages could occur on Oahu before the turn of the century, according to State Plan Policy Council findings.

**Maui No Ka Oi?**—Although far less densely populated than the island of Oahu, heavily developed Maui has more than its fair share of similar problems, including the highest per capita rate of property crimes in the state. In an editorial comment on October 5, 1987, the conservative *Maui News* declared:

What we can’t accept is the amazement that the state

fellows express when they "discover" that we are running out of airport, running out of highways, running out of ocean and running out of schools.

Hey boys, the newspapers were full of it, the magazines were full of it, we even made the national weeklies and *The New York Times*. The message was that Maui is bursting at the seams.

An August 1987 article entitled "Reality and the Maui Mystique," which appeared in *Honolulu* magazine, featured another recitation of Maui's woes:

"No ka oi" [the best] say the longtime residents, but in the next breath they tell you about unsafe water, inadequate roads, the degradation of Lahaina, the stream of early morning traffic on Haleakala Highway, the traffic between Lahaina and Kaanapali where it can sometimes take you 45 minutes to drive the 3 miles.

Signaling an important shift in attitudes, Maui County Council Planning Committee Chairperson Velma Santos, formerly known for her strong pro-growth views, recommended in January 1987 that a three-year development moratorium be imposed in booming West Maui and Kihei. And commenting on the revision of Maui's General Plan due for 1990, county Planning Director Chris Hart was quoted in the May 1987 issue of *Hawaii Business* as saying: "We will have to address the issue of growth management. We may have to look at limiting the expansion of our visitor industry, since its the hottest part of our development."

**The Tragedy of Kona.**—Figures in the Hawaii County General Plan tell much of the story: between 1970 and 1980, the resident population of North Kona almost tripled from 4,832 to 13,898 persons, as the result of a regional boom in resort development. Kailua was still a small village with 365 inhabitants in 1970; ten years later its population had surged to 4,763 persons, a 1204.9 percent increase.

A May 24, 1987 article in the *Hawaii Tribune-Herald* newspaper discussed some of the changes wrought by rapid growth in West Hawaii:

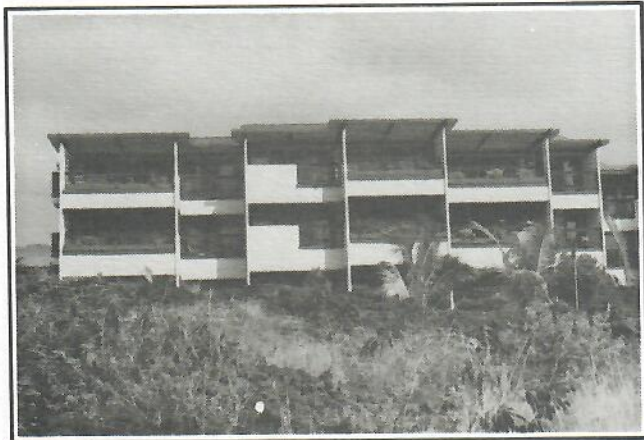
Small condominium apartments are renting for several hundred dollars a month more than a few years ago. New



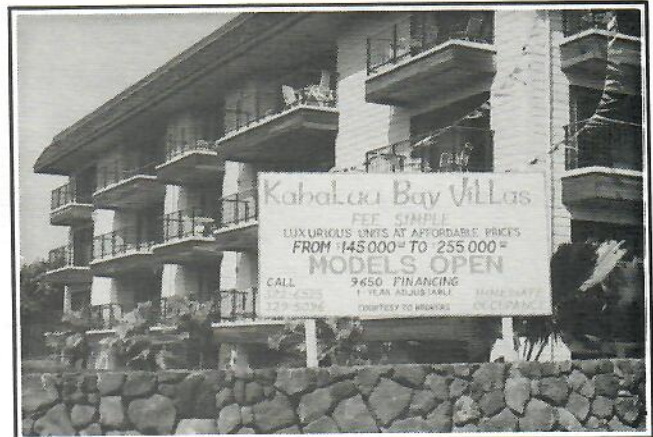
SIGN OF THE TIMES IN KAILUA-KONA.



TRINKETS AND TOURISTS IN KAILUA-KONA.



BOXLIKE CONDOMINIUMS IN KAILUA-KONA.



"AFFORDABLE" HOUSING IN KAILUA-KONA.

homes average in the \$150,000 range.

And concerns about the quality of life only begin with finding a place to live that does not wipe out most of a family's disposable income.

"It goes beyond just housing to schools, traffic (congestion), that all-encompassing word 'infrastructure' ... I think a lot of people have been optimistic for years about a resort boom coming and providing an economic boost. Now the optimism is giving way to the reality. People are saying, 'My God, there are going to be a lot (of new residents) coming here,'" says one Kona businessman active in politics and community groups.

County housing officials forecast the overall population of West Hawaii will soar from 34,000 to 120,000 in the next 20 years, with a corresponding need for some 30,000 new housing units.

Kailua itself, surely once one of the most beautiful places on the face of the earth, has long since degenerated into an unsightly

hodgepodge of hotels, condominiums, shopping malls and warehouses. The ocean is often obscured from view along Alii Drive, Kailua's main shoreline arterial, by solid rows of bizarre "architect-designed" beachfront homes which mutely testify that wealth and good taste do not necessarily go hand in hand.

*Tribune-Herald* Kona columnist Buzz Newman lamented in his October 30, 1987 column:

One sad part of all the enlargement and "improvement" in the village is that it is not as green as it used to be. Last weekend a huge old tree at Waiaka Lodge, which once shaded the entrance to the Spindrift, was destroyed. And so it is throughout the village. Trees are being removed to make way for development.

Adapted from *The American Constitution*



DON'T DIM THAT LIGHT!

PROSPERITY  
THROUGH  
PRESERVATION

*My nostalgia is personal, but I think it reflects a yearning embedded in even the most confirmed city dweller: a desire to return to a simpler, less hectic time, which for better or worse is most likely to be found in our small towns and countryside. In part, of course, it is a rejection of what urbanization has wrought. Despite our technology, our gadgets, our comfortable offices and all the conveniences of city living, we are dissatisfied. We long for more basic pleasures: pure air to breathe, a night sky full of stars, the satisfaction of work done with our own hands—perhaps in the rich earth itself—a sense of place, and passers-by on the street who smile and ask, "How you doin' today?"*

Bill Peterson; *Rural America*

*Is Hawaii suffering from wasted history?*

*All accross the nation, communities are finding that history properly organized, brought to life and related to the present and future can be a tremendous asset.*

*This is true in a variety of ways from education of children to attraction of visitors to development of citizen feeling for their culture.*

*Honolulu Advertiser, July 10, 1966*

*On all islands, one direction leads to overcrowding, cultural smothering, condominium lotteries, confrontations, and a lack of local integrity. Another way leads to respect for people and the land, to a pride in culture and surroundings, and to overall quality. Tourism plays an essential part in both. In one it can be destructive, in the other a proud partner.*

*Bryan H. Farrell; Hawaii, the Legend that Sells*

*The grandeur of yesterday can still be found today; but, like so much that is beautiful, it exists in a world apart. Sequestered in scenic areas of the United States, there stand, still proud and majestic, the last of the Grand Hotels. For many vacationers, a taste of the luxury of a bygone era is a pleasure today, perhaps as remembrance of a better time or perhaps because the Grand Hotels really are grand and remain the best and most splendid of retreats. In stately public rooms, amidst opulent accomodations and lushly landscaped grounds, we are more apt to forget the concrete and confusion of the city.*

*J. J. Kramer; The Last of the Grand Hotels*



### III.

## PROSPERITY THROUGH PRESERVATION.



### A RARE OPPORTUNITY.

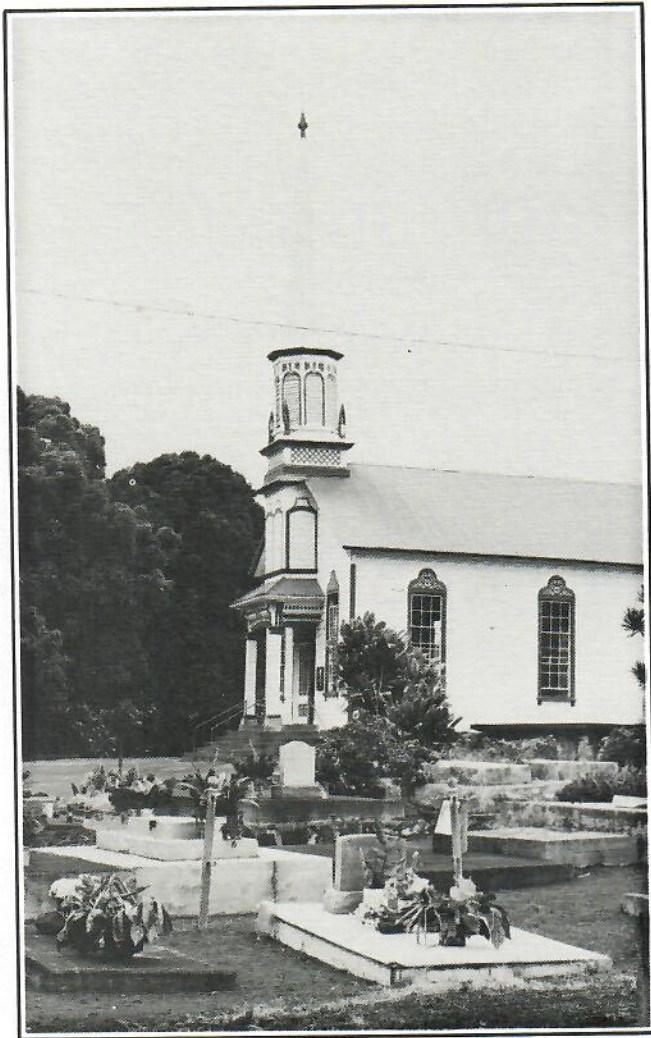
**District Time Forgot.**—Long protected from the ravages of change by its remoteness and preoccupation with agriculture, the district of Ka'u remains a remarkable holdout against the creeping transformation into "Anyplace, U.S.A." of what famous author Mark Twain once described as, "The loveliest fleet of islands that lies anchored in any ocean." To experience Ka'u, where population density is the lowest in the state, where almost no coastal development has occurred, and where the nearest traffic light is a minimum of twenty miles away, is to discover the same incredible beauty, serenity and dignity that Mark Twain personally encountered there over a hundred years ago.

Main thoroughfares through the region's three eastern population centers are often shaded by stately monkeypod trees and lined with stone walls and houses built during the glory years of the sugar industry. Prehistoric and historic remains from well over a millennium of Hawaiian habitation are prevalent from one end of Ka'u district through the other, and most survive in surroundings little changed from the time of native abandonment.

**Unusual Ownership and Settlement.**—Land ownership and settlement patterns in the district of Ka'u are unusual in several respects. All but a tiny percentage of land is held in immense agriculture or conservation-designated parcels by a handful of landowners, principally C. Brewer and Company, the Bernice P. Bishop Estate, the State of Hawaii, and the federal government at Hawaii Volcanoes National Park.

In contrast to widely scattered settlement common elsewhere, approximately three-quarters of Ka'u's small population is clustered in the plantation communities of Pahala and

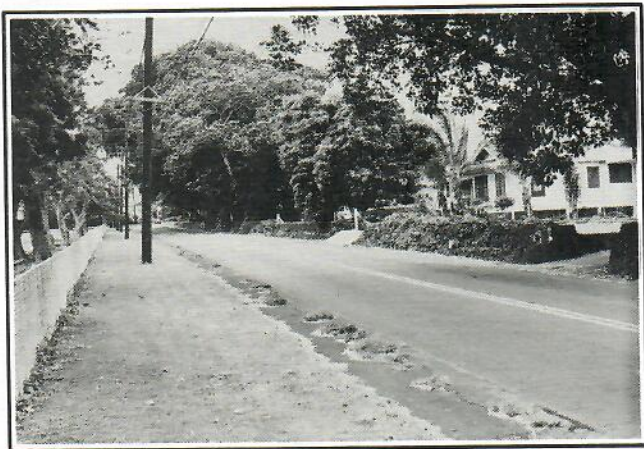




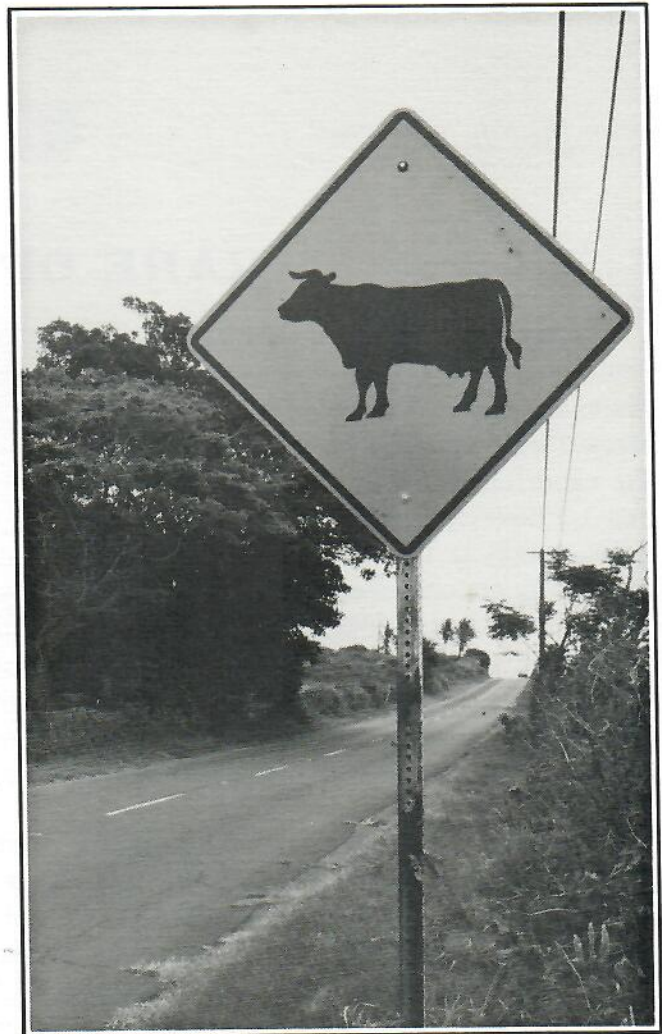
HISTORIC KAUAHA AO CHURCH IN WAIOHINU.



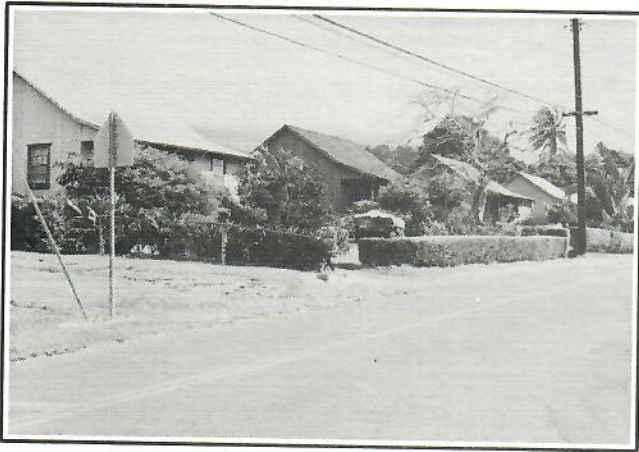
THE TOWN OF PAHALA TODAY.



THE TOWN OF NAALEHU TODAY.



DAIRY CROSSING IN NAALEHU.



OLD PLANTATION HOUSES IN PAHALA.

Naalehu, and the village of Waiohinu. Although there are several sprawling, substandard subdivisions in the western end of the district, they are separated from the traditional communities in the east by thousands of acres of undeveloped lava and ranch land.

Finally, with the exception of a small number of persons residing in condominiums at Punaluu Resort and on a few homesteads near Honuapo bay, there is no permanent human habitation within a coastal zone extending the length of Ka'u district and at least two miles inland.

**Unique Scientific Model.**—In combination with rich natural, historic, scenic and recreational resources, the district of Ka'u's small, clustered population and relative lack of urbanization present an exceptional opportunity to create, in the words of the county General Plan, "a unique scientific and cultural model" and "a model of living where economic gains are in balance with social and physical amenities." By applying the sometimes harsh lessons learned from almost thirty years of rapid growth and development in the islands since statehood, it should be possible to shield Ka'u from the seemingly insoluble problems that have become rooted in other communities.

Moreover, the predominance outside population centers of a few large landowners

raises the distinct possibility of maintaining a region-wide development theme or themes compatible with, and complementary to, Ka'u district's unique history, culture and rural way of life.



## COASTAL AND SCENIC PRESERVATION.

**Fundamental Precept.**—No program to enhance the overall quality of life in this district can be considered a success if it permits the degradation or exploitation of Ka'u's fragile coastal resources and magnificent scenic vistas. As is recognized in the draft Hawaii County General Plan:

If mismanaged or used without care, natural resources are for the most part irreplaceable. Increasing population and urbanization places a greater demand on our limited resource base. Thus, the utilization and protection of these are of vital concern to the people of the County of Hawaii.

The plan also notes that, "Of special concern are natural amenities significant to the overall well-being of the State and Nation and which attract hundreds of thousands of visitors to Hawaii each year."

**Value of Coastal Zone.**—Since time immemorial, ocean-related subsistence



VIEW OF PUU ENUHE FROM HIGHWAY 11.

and recreational activities—shoreline and boat fishing, shellfish, crustacean and seaweed gathering, swimming, diving, etc.—have been vital components in the day-to-day fabric of life in the district of Ka'u.

In its present unspoiled natural state, Ka'u's coastal region comprises a rare and invaluable asset for residents of this area and beyond. As population pressures throughout the State of Hawaii continue to grow inexorably, being able to traverse Ka'u district's entire coastline by both land and sea without encountering major intrusions of the modern world (except at Punaluu, regrettably) will take on ever-increasing significance.

The nearly pristine coastal zone also shelters most of this district's surviving archeological sites. Again, as resort development and urban sprawl take their toll statewide, these relatively uncompromised remnants of Polynesian colonization will become more and more valuable, both from a study standpoint and also as a cultural underpinning for a modern island society at times unsure of its identity.

**William Ellis Trail.**—In 1974, a non-profit community organization proposed that the ancient 300-mile-long trail around the Big Island followed by missionary William Ellis and his party in 1823 "be named a historic site and be opened as a public hiking trail in order to take advantage of its potential for recreation and the opportunities it presents to enjoy Hawaii's cultural-natural history."

The Friends of the William Ellis Trail stated in their proposal:

There are few opportunities today to relive a historic experience, to get inside the physical feeling and psychological attitudes of another time. Hawaiian trails, and this trail especially, offer such an opportunity. To walk on the William Ellis Trail is to walk in the footsteps of a human being 500 years ago, to see the landscape from his exact perspective, to use the same muscles he used, to stumble over the same bumps in the trail, to move in his time scale, and to arrive at the same destinations. The opportunities for reliving historic experiences on the William Ellis Trail

are especially rewarding because the sites along the way are so varied, so important and so numerous.

Formal recognition and protection of the Ellis trail would be particularly appropriate in Ka'u district, where coastal portions of the pathway, still paved with waterworn steppingstones, pass through a landscape that has hardly changed since the missionaries made their journey over a century and a half ago.

**Coastal Zone Protection.**—Innovative management policies will be required if the current integrity of Ka'u's coastal region is to be maintained for present and future generations. An absolute district-wide ban on residential and resort development within at least one mile of the shoreline is a must. This coastal zone should be officially reserved for agricultural, aquaculture, recreational, educational and scientific activities.

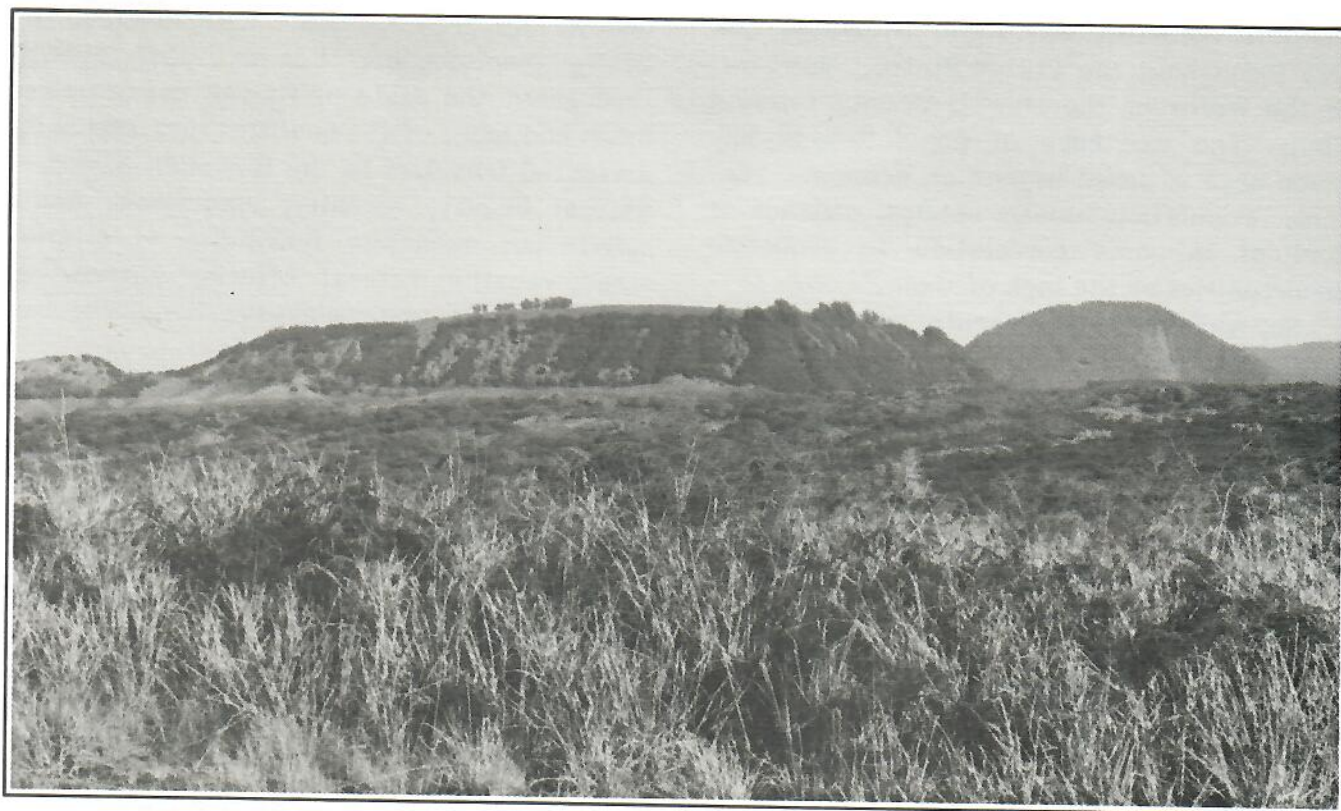
As a further safeguard, it would be wise to follow the example set by New York State, which added a provision to its constitution mandating that portions of the Adirondack Forest Preserve be kept "forever wild."

In terms of farsighted planning, preservation of Ka'u district's nationally significant coastal zone could easily rank with creation of the Hawaii Volcanoes National Park or the 2,000-mile-long Appalachian Trail on the U.S. mainland.

**Scenic Preservation.**—At my request, the draft Hawaii County General Plan was revised by the Planning Department to include the following Economic course of action for the district of Ka'u:

The natural beauty of the area should be recognized as a major economic and social asset. This resource should be protected through appropriate review processes when development is proposed.

The draft plan acknowledges that, "The cost of restoring or regaining natural beauty is greater than the cost of protecting it," and addresses the critical need for citizen involvement:



MAGNIFICENT VIEW OF NA PUU MAKANAU AND KAIHOLENA FROM HIGHWAY 11.

The importance of natural and scenic beauty and its true evaluation as an asset of public trust to be protected for future generations remain with the people of this island. While public planning and regulation are instrumental in achieving the goals set forth for this element, it is public awareness and interest which will maintain the natural beauty of the Island of Hawaii.



## GROWTH MANAGEMENT.

**Present Growth Rate.**—According to the 1987 edition (the latest available) of the *State of Hawaii Data Book*, the district of Ka'u's resident population as of April 1, 1980 was 3,699 persons, representing a modest 8.9 percent increase over that of a decade before. However, during the following six years the population grew a substantial 24.7

percent to 4,600 inhabitants, and the number of district residents is currently estimated to be close to 5,000.

**Need for Management.**—Based on the well-documented experiences of other communities in this state, as discussed in the previous chapter, it is readily apparent that rapid population growth would in time prove disastrous to Ka'u district's overall quality of life. Therefore, prudence and foresight suggest that county and state authorities use all available regulatory mechanisms to promote a policy of slow, rational population growth here.

**Means of Management.**—The ability of local governments to say who may or may not live within their jurisdictions is severely constrained by consistent court rulings holding that American citizens have an

implicit constitutional right to travel and live throughout the United States. However, in the words of the Hawaii County General Plan: "The existence of population in any given area is based in part on economic reasons. Population usually settles, expands or declines in some correlation to economic opportunities or the lack of them."

So, while there is presently no appropriate means by which county or state officials could actually regulate movement into this district, they do have the ability to moderate population growth somewhat by disapproving development projects in Ka'u which, because of their size or nature, would encourage extensive in-migration.



## UPLAND RESORT DEVELOPMENT.

**Past is the Future.**—There is a general concensus among residents that economic opportunities in the district of Ka'u for young people and adults are inadequate at best. The uncertain future of the sugar industry, which employs some 500 persons here and is almost totally dependent on federal largess for survival, adds impetus to economic diversification.

So where does this leave public policy makers and Ka'u residents? Is there no middle ground between massive mainland-style development, with its potential to severely degrade this district's livability and fragile resource base, and economic stagnation?

Not necessarily. There is one variant of the visitor industry that would be entirely appropriate for the nationally significant and as-yet unspoiled district of Ka'u, and which if properly developed could provide current

and former area residents with diverse, uplifting employment. For as urban growth throughout the State of Hawaii compromises more and more of the qualities that originally attracted travelers to the Hawaiian Islands—natural beauty, serenity, uniqueness, aloha spirit—the economic feasibility of a mid-sized vacation retreat offering patrons an authentic and comprehensive historical experience increases accordingly.

Although a majority of today's tourists seem to prefer the pseudo-Hawaiian atmosphere and frenetic activities of Waikiki and similar resort destinations statewide, it is undeniable that a growing minority are becoming disillusioned by the steady incorporation of *Hawaii Nei* into the "all-connecting Shopping Mall of America."

Picture then, an entire district where time has, to a certain extent, stood still. Where there is no traffic, no urban blight and no environmental degradation. Where innumerable prehistoric and historic sites remain virtually unchanged and thousands of acres of undeveloped land invite a wide array of outdoor activities. Surely, few regions are better situated than Ka'u to permit visitors (and state residents, as well) to shed the cares of an increasingly complicated world and step back for a time into Old Hawaii.

**Example of Williamsburg, Va.**—Williamsburg, capitol of Virginia from 1699 to 1780 and one of the United States' most distinguished historical restorations, has been described by writer Cabell Phillips as "a community in which time stood still—and then started backwards."

The seed that would eventually bloom into Colonial Williamsburg, Inc. was planted in 1902, when a young minister named William Goodwin set out to restore the economically depressed town's Bruton Parish Church to which he had been assigned. Goodwin left his post six years later, but returned to Williamsburg in 1923 to become an official

of William and Mary College there. Commenting on the deterioration that had occurred during his long absence from the city, Dr. Goodwin later wrote: "It was evident that unless something was done there would soon be left in Williamsburg nothing but memories of what was no longer there, and regret for the loss of the tokens and symbols of a glorious past."

In 1924, he first broached his dream of restoring the former colonial capitol to industrialist and philanthropist John D. Rockefeller, Jr. Dr. Goodwin's fervid lobbying finally bore fruit in late 1926, when he was authorized to purchase a historic house that had come on the market. In this manner, says Cabell Phillips, "Mr. Rockefeller, still in a state of comparative innocence, was hooked as the backer of one of the greatest historical projects of the age."

After purchasing 37 choice properties in his own name, Dr. Goodwin called a mass meeting on June 12, 1928 and spelled out for residents his remarkable plans for the comprehensive restoration of pre-revolutionary Williamsburg. The resurrected city was officially opened to the public in October of 1934, with the painstakingly reconstructed Capitol Building and Royal Governor's Palace as main attractions. President Franklin D. Roosevelt was among the dignitaries who attended the opening ceremonies.

Colonial Williamsburg, Inc. today owns 130 acres of land along the mile-long axis of Duke of Gloucester Street—anchored by 294-year-old William and Mary College on one end and the Capitol Building on the other—and a protective cordon of nearly 3,000 acres surrounding the main historical area. To date, the institution has restored 83 eighteenth-century buildings and faithfully reconstructed 430 others, most on their original foundations. In addition, 83 acres of gardens and greens have been recreated.

Although primarily oriented towards education and research, Colonial Williamsburg

is nonetheless an extremely popular visitor attraction with annual attendance exceeding one and one-half million persons. The restoration's economic impact on the once-impooverished city of Williamsburg has been tremendous; gross yearly tourism revenues were estimated at 45 million dollars in 1974, and the town had at that time more than 2,500 guest rooms, 40 restaurants and 37 gas stations.

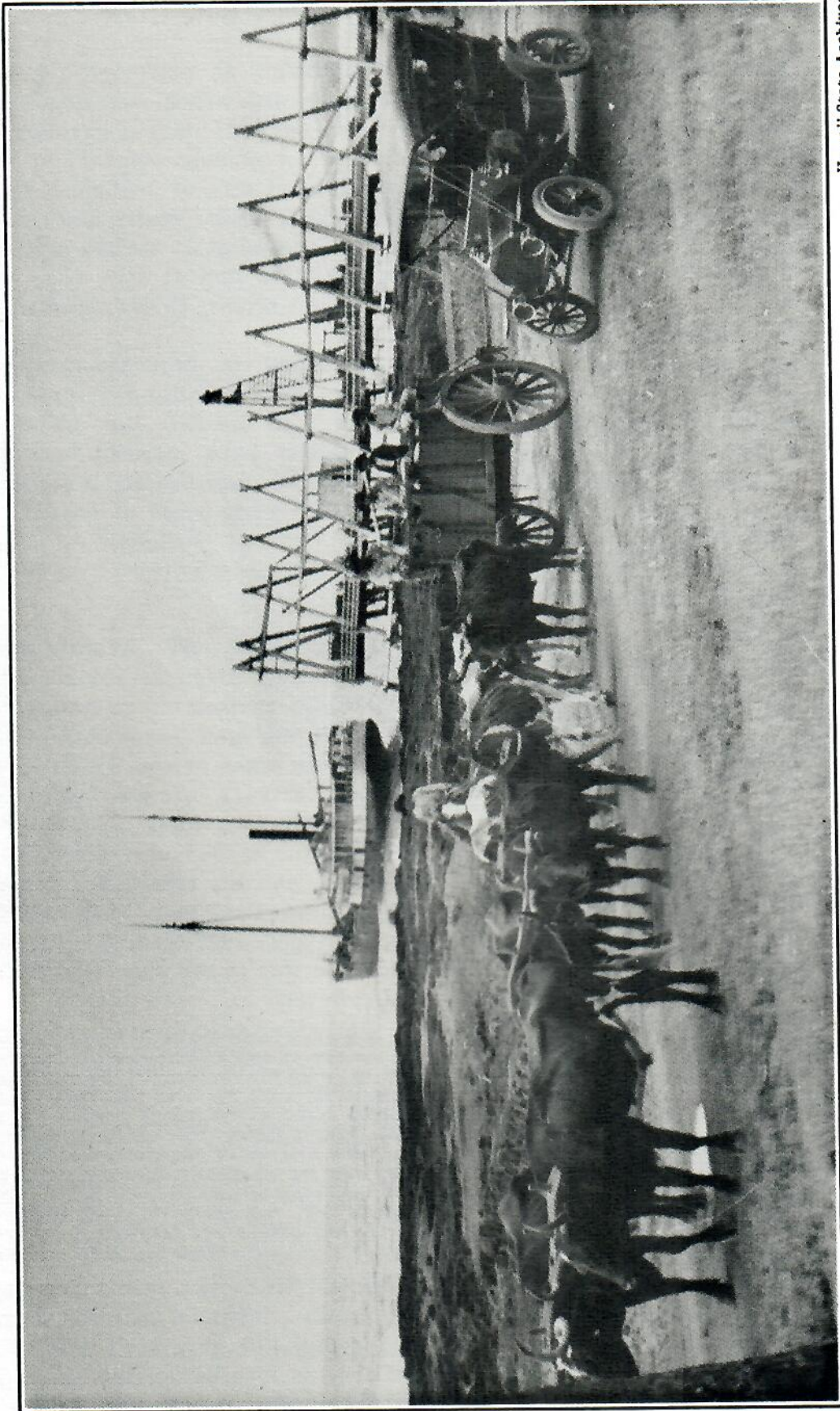
According to previous resident Cabell Phillips: "[M]ost Williamsburgers today are content with the fate that history and the Rockefellers have lavished upon them. It gives them a good life and a stable future—and a still-heady sense of identity with the past." Colonial Williamsburg's motto is, "That the future may learn from the past."

**Example of Mackinac Island.**—Tiny Mackinac Island, situated in Lake Huron between the upper and lower peninsulas of Michigan, has been a popular summer retreat since before the Civil War. The opening in 1877 of the luxurious Grand Hotel—built high atop a bluff overlooking the Straights of Mackinac—received national attention, and the resort still reigns as one of the Midwest's premier visitor attractions.

The August 1987 issue of *Americana* magazine had this to say about the distinguished Grand Hotel:

Today, as it celebrates its centennial in July, it is a rare survivor, one of only a few turn-of-the-century establishments to escape fire and financial ruin and continue operating solely as a summer hotel. Its six-hundred-sixty-foot verandah (billed as the longest porch in the world) still invites folks in formal attire out for an evening stroll; its woodframe structure of Michigan white pine still glistens in the sun; and horse-drawn carriages still deliver guests to its front stoop because cars were banned from Mackinac Island in 1901. And despite the hotel's freshly revitalized interiors and colorful new landscaping, its air of bygone elegance is what draws guests back again and again.

Special festivities held to commemorate the hotel's centennial included a gala Governor's Ball (the governor's official summer residence is located nearby) and a 100-mile antique bicycle race around the island.



HONUPO LANDING WITH STEAMSHIP AND BULLOCK CART, 1912.

In addition to its renowned hostelry, Mackinac Island features splendid clusters of privately-owned Victorian "cottages," some containing up to fifteen bedrooms, built by wealthy vacationers in the last decades of the nineteenth century. Fort Mackinac, originally constructed by the British in 1780, was restored in the late 1950's and the entire island has been designated a National Historic Monument.

**Example of Nantucket Island.**—Summer visitors to Nantucket, a fifteen-mile-long island located 30 miles off Cape Cod on Massachusetts's southeastern coast, may also feel they are stepping back into the last century. One man, William Beinecke, spent millions of dollars purchasing real estate on the island, a major whaling port in the 1850's, for the stated purpose of protecting it from the developers who commercialized Cape Cod.

A September 5, 1966 article in the *Honolulu Star-Bulletin* newspaper, entitled "Trip to Nantucket Island is a voyage into the past," described the island's charms:

On every side, everywhere you look, the homes and public buildings, the quiet tree-lined streets, churches, and cobblestoned mews, have been preserved with fidelity and unobtrusive dedication.

The stately homes of the colonial merchants, each crowned by a "widow's walk" where generations of women waited for their men to sail back into their lives, are not merely shells of their former selves.

On the contrary, what distinguishes Nantucket from other historic locales is that every house is still a home, lived in and loved. Each mansion or cottage thrives among modern conveniences with its proud heritage intact. No need to wear hoop skirts or three cornered hats here to relive the life of early New England.

Small wonder that every visitor to the island wants to settle permanently and found his own dynasty. But even though you leave with a heavy heart, you are determined to help in some small way to preserve the traditions, the homes, the tangible evidence of an American way of life that we will never know again.

**Example of Calumet, Mich.** Calumet, in Michigan's upper peninsula, was the site of the first American mining boom in 1845—eventually more than eleven billion pounds of copper was extracted from the

region. However, the last copper mine in Michigan closed in 1968 due to competition from shallow strip mines in the western states, and Calumet became an economically depressed area.

Current plans to revitalize the town were discussed in a newspaper article appearing in the March 27, 1988 edition of *West Hawaii Today*:

An optimistic local slogan says "Calumet's future is in its past," but even federal officials are bullish on plans to create a national historic park in Michigan's "Copper Country."

Enthusiastic boosters envision carefully preserved old homes, mine shafts open to public viewing, and a booming tourist industry catering to visitors curious about the era when copper was king and lights were bright in the Keweenaw Peninsula.

When a visitor drives down the quiet streets of Calumet or past the silent old mine buildings, the odds against turning the relics of boom times into a modern renaissance seem long indeed. But the regional director of the National Park Service believes little Calumet—once home to 10 hotels, eight foreign-language newspapers and about 75 saloons—can be the home of a new national park.

"I hear lots of positives and not very many negatives," said Don Castleberry. "From the Park Service, it's a positive. The area will be determined to be nationally significant. This one appears near the top in the range of possibilities."

"This represents a new genre of national parks," Castleberry said. "This place is unique and it fits into a trend."

According to the article, a similar historic park incorporating the old milltown of Lowell, Massachusetts "was attracting about 800,000 people a year." Even if a park is not developed, the chairman of the Copper County Heritage Council predicted that work to preserve Calumet's history would continue: "There is renewed interest. We wouldn't want any changes that were inappropriate. The Keweenaw Peninsula is unique around the world."

**Example of Nova Scotia.**—The Ministry of Tourism and Culture in Nova Scotia, a maritime province of Canada located northeast of the State of Maine, recently ran a six-page, full-color advertisement in *Americana* magazine entitled "Step into Nova Scotia and step back into time."

According to the announcement:

Under average circumstances, visitors to scenic Nova



Scotia are whisked back a generation or two to a time where folks automatically smile and wave at perfect strangers and still often consider locked doors unnecessary.

But for those with an interest in things historical, a special treat is in store. The good people of Nova Scotia have gone to great pains to preserve and restore important elements of their rich heritage so that it is possible to experience, first hand, a lifestyle dating back two centuries.

The Fortress of Louisburg amid the spectacular mountain scenery of Cape Breton Island, for instance, is Canada's most ambitious restoration project. It took 20 years and \$26 million to reconstruct, from the ground up, much of this 18th-century French colonial fortress town so that it exists today precisely as it did in 1744.

The advertisement emphasized that Nova Scotian heritage is not confined to the experiences of European settlers:

In several locations the handiwork of aboriginal Micmac Indians is on display and for sale—intricate basket work or colorful porcupine quill weaving.

And the story of Nova Scotia's black population, Canada's largest, is a mixture of gruelling hardship and glorious getaways: a story of migrating former slaves, or at least those who made it, told in graphic form in the Black Cultural Centre near the capitol city of Halifax.

Other popular attractions mentioned in the fold-out include the restored museum village of Sherbrooke, the renovated Halifax waterfront and nearby museum ships, the Fisheries Museum of the Atlantic in Lunenburg, the Alexander Graham Bell Museum on Cape Breton Island, restored woolen mills, a grist mill and steam mill, boat-building shops and "all manner of historic homes both grand and humble furnished with more antiques than you dreamed existed."

Under the sub-heading "Join in the celebrations," it was reported:

Nova Scotians, it seems, love a parade. From spring until late fall there is scarcely a weekend when street festivals, music festivals, exhibitions, highland games, and annual celebrations of one form or another are not taking place.

The seaside province's inexorable links with the sea are celebrated as well with local Lobster Suppers, Clam Festivals, Fisheries Exhibitions, Codfish Suppers, Salmon Suppers, Fishfests, Seafests, and so on.

The list just goes on and on...The Bluegrass Music Festival, Old Time Fiddling, a full-blown Scottish Gaelic Mod, the Festival of the Tartans with its massed pipe bands, highland dancing, and sheep dog demonstrations.

The advertisement pointed out: "But even if Nova Scotia is old fashioned and rustic and charmingly slow, the service isn't. A well established tourist industry ensures high quality service and first class amenities." It was

also proudly stated therein that it is Nova Scotia's unique character which has established its "international reputation as a prime tourist destination."

**Luxury Grand Hotel.**—For at least 25 years, the lower slopes of Mauna Loa between Hilea and Naalehu have been recognized as a potential resort site. In 1962, Honolulu consultants Harland Bartholomew and Associates prepared for C. Brewer and Company a report entitled *Plans for the Future...Kau*, wherein the construction of two rustic hotels and 169 "large country estate lots" on extensive corporate holdings in the vicinity of Hilea was proposed.

According to the consultant's report:

Hilea sits at the base of one of the most attractive hill areas in the Island on the slopes of Mauna Loa, and looks down towards Kawaa, Honuapo and Punaluu Bays. Exceptionally well-shaped, mature trees beautifully cover the site, and it is little wonder that Koha-i-Kalani, once the most important chief on the Big Island, reigned in royal state at Hilea.

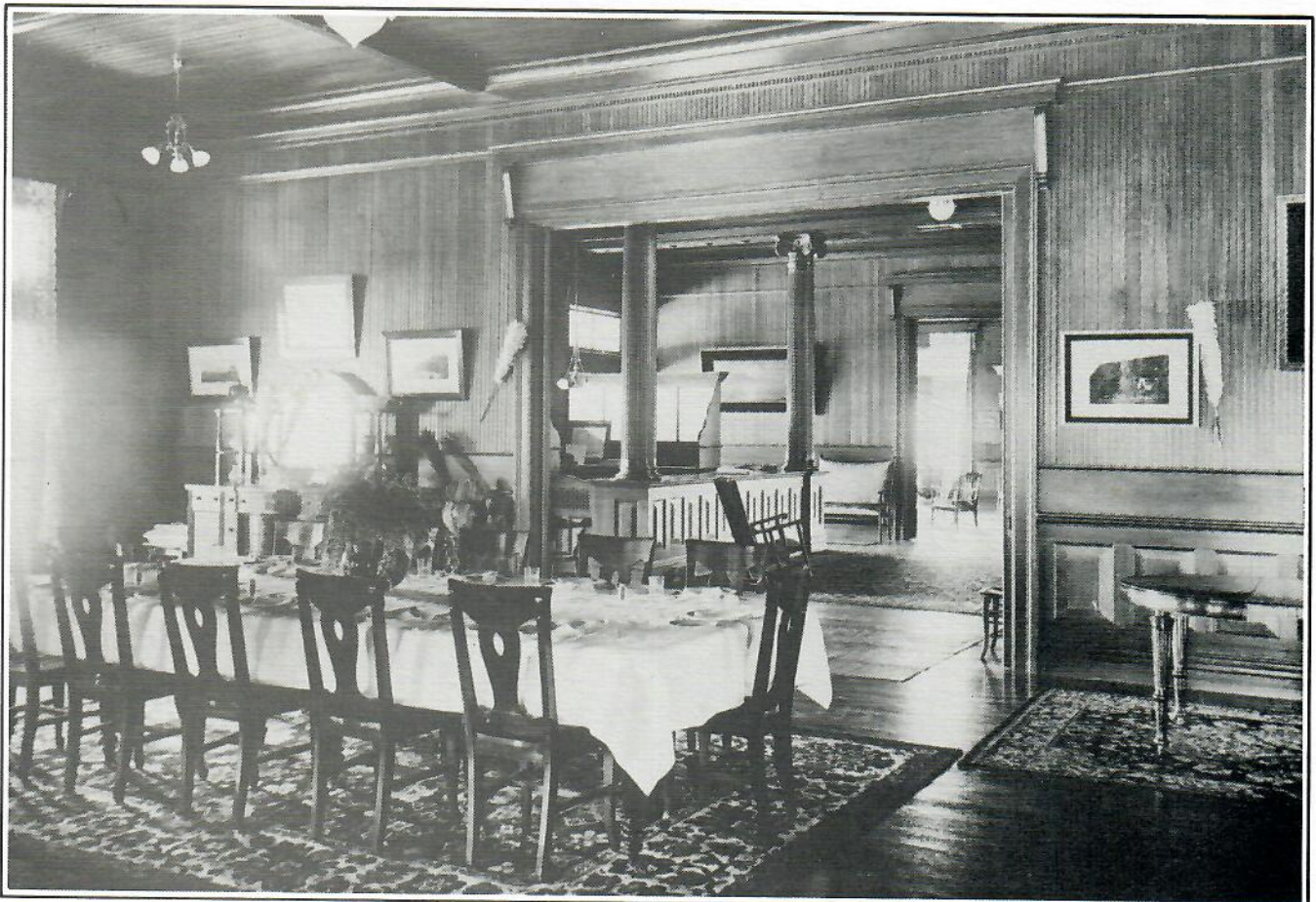
Blessed with natural air conditioning and awe-inspiring 25-mile panoramas of Ka'u's starkly beautiful coastline, the broad Brewer-owned upland plateau running southwest from Hilea to Naalehu offers an extraordinary setting for a luxury vacation retreat. In conjunction with man-made waterways and lushly landscaped grounds, a grand hotel overlooking the pristine seacoast and featuring a Victorian level of elegance would surely be catapulted into the ranks of the world's great resorts.

The accompanying views of the long-gone Haleiwa Hotel, built in 1899 on Oahu, attest to the opulent accommodations proffered by island hostelry at the turn of the century. The complete absence of historic lodgings providing this level of luxury on the Big Island presents C. Brewer and Company with a definite "window of opportunity" in the district of Ka'u.

**Local Market Considerations.**—The existence of a local market



THE MAJESTIC EASTERN KA'U COASTLINE LOOKING NORTH FROM HONUAPPO BAY.



DINING ROOM OF THE HALEIWA HOTEL ON THE ISLAND OF OAHU.

Hawaii State Archives



Hawaii State Archives

EXTERIOR VIEW OF THE HALEIWA HOTEL ON THE ISLAND OF OAHU.



Hawaii State Archives

LOBBY OF THE HALEIWA HOTEL.



PORCH OF THE HALEIWA HOTEL.

Hawaii State Archives



ANOTHER VIEW OF THE LOBBY OF THE HALEIWA HOTEL.

Hawaii State Archives

for historic upscale accommodations is suggested by the ongoing 45 million dollar restoration of the venerable Moana Hotel, which was constructed on Oahu's Waikiki Beach 87 years ago. In marked contrast to the Moana, the atmosphere of a grand hotel built in upland Ka'u would not be compromised by looming highrises, over-commercialization, or the nightly wail of emergency vehicles responding to violence and misfortune.

Current resort development on the tiny "Pineapple Island" of Lanai also points to the economic feasibility of nostalgic luxury lodgings in the State of Hawaii. The project by Castle and Cooke, the state's second-largest corporation, was described in a feature article appearing in the December 1987 issue of *Honolulu* magazine:

Two smallish hotels are being designed for an upscale visitor market. It is hard to imagine that the [upland] Lodge at Koele and the Manele Bay Hotel will be anything but very classy. Both hotels, in keeping with the scale of existing buildings, will be no higher than two stories. The Norfolk pine trees, planted decades ago by James Dole, will continue to tower over the built environment.

The 102-room Lodge at Koele, which is scheduled to open in October of 1988, will resemble an old *kamaaina* country estate.... The Manele Bay Hotel, which will contain 248 rooms, will resemble an elaborate *kamaaina* beach estate.

The perceived disadvantages of locating visitor accommodations in Hawaii away from the ocean would likely be offset to a considerable degree in eastern Ka'u by the sweeping coastal vistas available only at higher inland elevations. Given the region's paucity of sandy beaches and relatively inhospitable seas, land-based water features to provide safe swimming would probably be required irregardless of where a resort is located. Moreover, the two to three miles between an upland hostelry and the seacoast could be turned into a distinct advantage if yesteryear's modes of transportation—horsedrawn vehicles and tramways—were used to convey guests to and from the shore.

It should be noted that hotels in San Francisco, California are located several miles away from Fishermen's Wharf, the city's pop-



Hawaii State Archives

HORSEDRAWN TRAMWAY ON THE ISLAND OF OAHU.