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COMPLIMENTARY NO. 58

Coffee Times

The Alternative Guide to the Big Island of Hawaii



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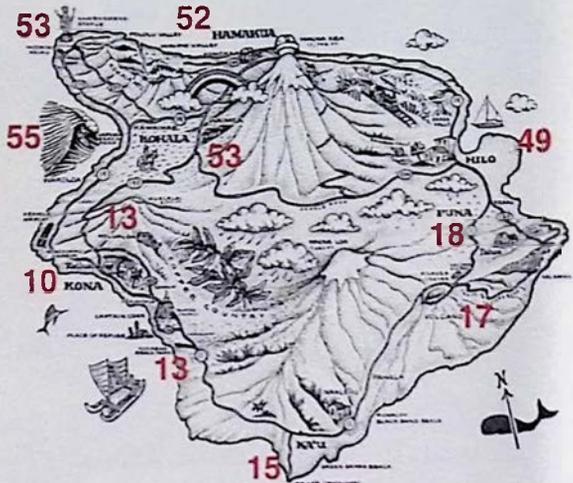
Aloha and Welcome to The Big Island

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Box 1092, Captain Cook, HI 96704

EMAIL: coftimes@gte.net

Ph/Fax: 1-800-750-KONA (5662)

Publisher and Founder

Les Drent

Contributors

- Photography: **Kirk Aeder**
- Stories: **Betty Fullard-Leo**
Lance Tominaga
- Internet: **Andrew Nisbet**

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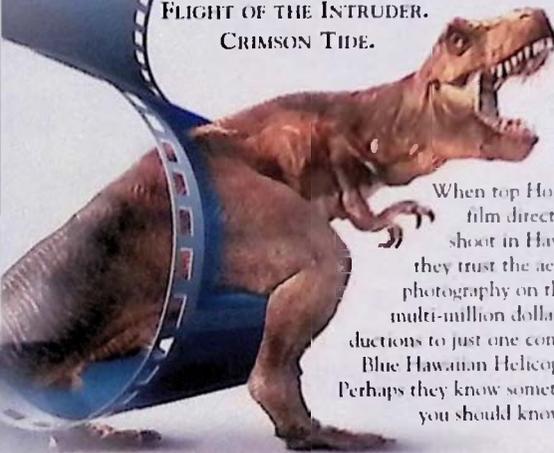
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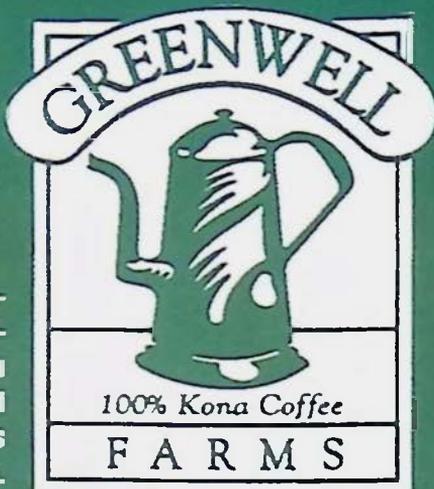
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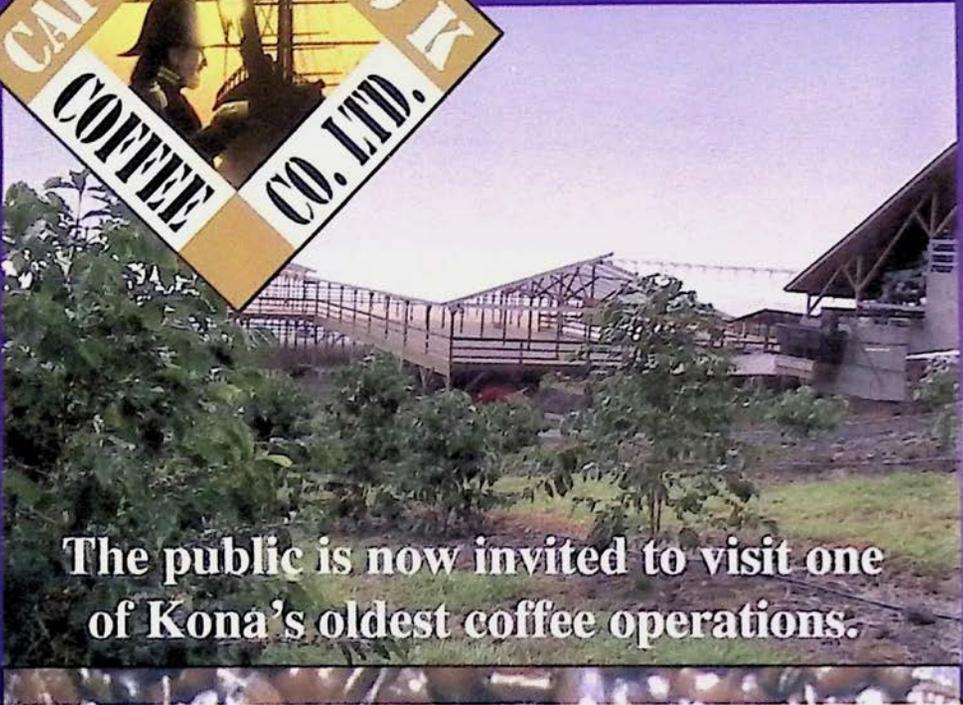
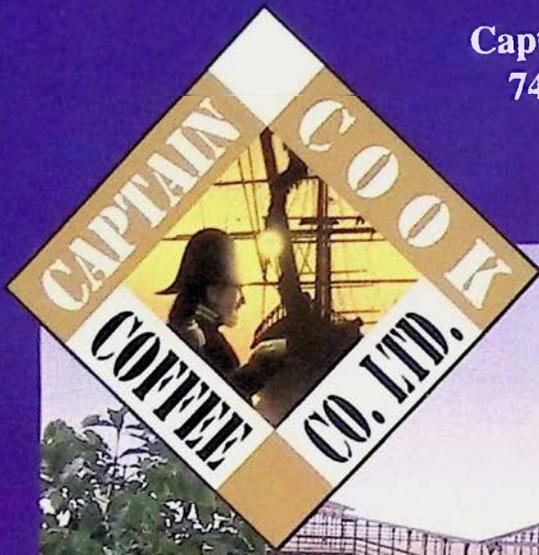
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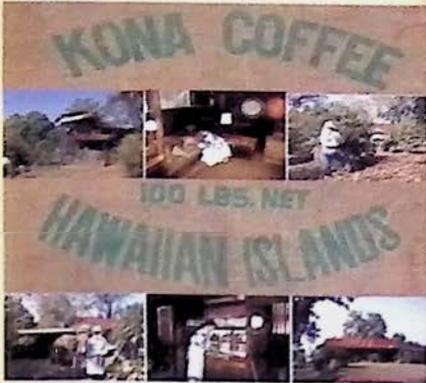
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Aloha and Welcome to the Big Island!

by Les Drent



Sunsets along the Kona coast are an amazing sight.

Well... you made it. Now don't you feel good? If you are looking for a little direction follow me and I'll guide you around our island paradise.

You most likely landed in either Hilo or Kona which host the two primary airports on the Island. Since we can't begin our tour of our Island at both places at the same time we'll start this guide in Kona. For you folks in Hilo... too bad you're out of luck. Just kidding. No worries really... just flip ahead in our magazine and start the guide from the Hilo region. Like all things Hawaiian it's really quite easy. And that's probably why you chose to visit us on your vacation, not to mention our weather, people, interesting culture and warm aloha spirit. Our magazine's coverage of these cultural and historical topics is what separates us from the rest of the advertorial and discount magazines out there so we're glad you found us and we're ready to introduce you to the real Hawaii.

Before we begin the tour let's all remember the phrase, "when in Rome do as the Romans do." In Hawaii this means driving slow, yielding for everyone, and showing aloha to everyone you meet.

Three other items that your past fellow visitors have informed me to remind you of are remembering to take off your rings (newlyweds) and any loose jewelry before going into the water; locking your cars even though 99.999 percent of the people in Hawaii aren't thieves; and the importance of using sun block even if you insist on not needing it. My own haole (white person) motto for sun block is, "you'll burn with it, you'll burn worse without it!" With all that out of the way it's now time to have some fun so hang loose... you're in Hawai'i Nei now!

NORTH KONA

Located in the busiest and most widely known part of the Big Island is the district of North Kona and the seaside village of Kailua. Nestled in this busyness are a few significant historical and cultural landmarks. Beside the Kailua pier is **'Ahu'ena Heiau** built in 1817. This ancient temple which was built on a rock platform was dedicated to patron spirits of learning, the arts, and healing. **King Kamehameha** also made his home here in a thatched hut where he could maintain control over boats entering and leaving the bay. Kamehameha also monitored the farming pursuits of his village from **'Ahu'ena**. Also on Alii Drive is



Magic Sands Beach is a favorite body surfing spot on Alii Drive in Kona.

Places of Interest

The best way to view the village of Kailua and the splendor of Kona's majestic underwater world is to take a cruise aboard



Kona's premier glassbottom boat operated by the **Kailua Bay Charter Company**. This safe eco-friendly trip aboard Marian, a vessel reminiscent of an old admiral's barge, explores Hawaii's beauty, above and below the sea. Enjoy the comforts of easy boarding for all ages, shaded cushioned seating, open air breezes, soft music, and narration by our friendly crew. Available for special functions upon request. This affordable mini-cruise departs hourly from Kailua Pier. It is a unique personal tour. While touring the historic sights of Kailua village visit **Mana Beads and Jewelry** where you will find an extensive and unique collection of beads, jewelry, artwork and gifts. Choose from hundreds of beads and jewelry components that will inspire you to create a work of art for yourself or a loved one. The experienced staff can also offer expert consultation or handcraft your design for you. With over 50 local artists represented, showing their jewelry, artwork, photography, carvings and more, you're sure to find a special piece that will always remind you of your trip to the Big Island.

KEEP KONA COUNTRY!

Mokuaikaua Church. Built in the 1820's Mokuaikaua was the first Christian church to be built by western missionaries. Across the street is **Hulihee Palace**, a nineteenth century vacation home to some of Hawaii's monarchy. Hulihee was built in 1838 and today serves as a museum open daily to the public. Occasionally, throughout the week, some of Hawaii's youngsters can be seen in the courtyard under the shade of giant banyan trees practicing hula under the direction of a



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"We landed at Kailua (pronounced Ki-loo-ah), a little collection of native grass houses reposing under tall coconut trees, the sleepest, quietest, Sundayest looking place you can imagine. Ye weary ones that are sick of the labor and care, and the bewildering turmoil of the great world, and sigh for a land where ye may fold your tired hands and slumber your lives peacefully away, pack up your carpetsacks and go to Kailua! A week there ought to cure the saddest of you all."

Mark Twain, 1866

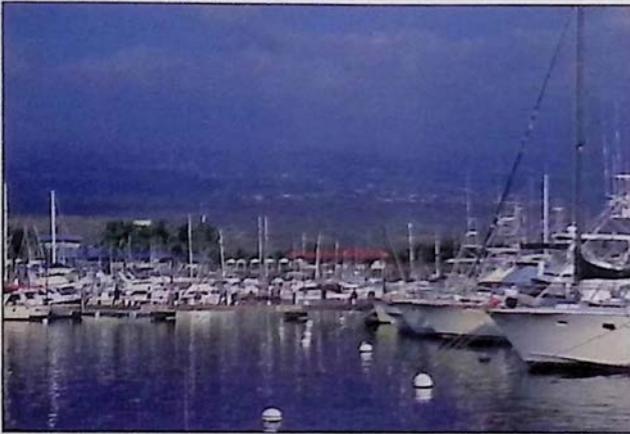
kumu hula (teacher of hula). Later in the nineteenth century Kailua was a village that was used primarily as a sea

port for shipping cattle, coffee and sugar off island. Most of the population in Kona lived in the mountainside towns between Honaunau and Holualoa along a stretch of road still called Mamalahoa Highway. The town of Kailua, for the most part, was always a sleepy kind of village. Up until the early 1970's the population was no more than 700 people, today the population of Kailua is around 35,000 and growing rapidly. Directly contributing to this outbreak of growth is the recent influx of timeshare developers, and ealtors that make their business only in land speculation. Unfortunately these folks pay little or no attention to the sanity of the place so if

you want to do us locals a favor, ignore them. Looking beyond the traffic and bustle of Kailua their are many wonderful opportunities for personal dining, shopping and tour experiences around the town. This district of North Kona also hosts some of the Big Islands most beautiful white sand beaches. A short drive north of Honokohau Harbor on Queen Ka'ahumanu Highway are the beaches of **Makalawena**, and **Mahai'ula**. These beaches require a short hike to access them. Easier to reach and

located on Alii Drive to the south are **Kahalu'u Beach Park** and **Magic Sand's**. Both these popular beaches provide ample parking and do not require a hike.

Around these historical sights are a whole host of restaurants and shopping opportunities and hundreds of visitor and local businesses keep the streets and sidewalks around Kailua busy with activity throughout the year. Cruise ships lay at anchor off the shores of Kailua-Bay and many tour and activity companies provide visitors with ample opportunity for hiking, sailing cruises, snorkeling and scuba adventures.



Morning at Honokohau Harbor, a popular hub for fishing, sailing and dive charters.

KIRK AEDER

HOLUALOA

Days pass slowly in the artist's retreat town of Holualoa, almost like the gentle mountain breezes which weave their way through the groves of coffee trees lining the slopes of **Mt. Hualalai**. Steeped in natural beauty and tradition, this little mountainside coffee town blends a touch of today's art with a passion for the simpler life of the past.

Start your visit at the local coffee shop, Holuakoa Cafe, the "Cheers" of Holualoa. If you are lucky enough to make the visit you will understand why visitors return year after year to enjoy the warm aloha that has been created in this beautiful garden cafe, nestled among quaint shops and coffee trees on the side of Hualalai mountain.

The local kamaaina flavor combined with the international flair of visitors which are attracted by the many European languages often spoken here, creates an unforgettable friendly atmosphere where many visitors spend idle hours enjoying the best espresso and other drinks, pastries and pies on the island. Don't miss Holuakoa Cafe open from 6:30am to 3pm every day, except Sunday.

The village's many private galleries showcase the works of many



LES ORFÈRE

Among the many quaint buildings that line historic Mamalahoa Hwy. in Holualoa is the dressmaker's shop. Almost all have Kona coffee trees growing along side.

local artists in a wide array of mediums.

Make it a point to wander up for a visit to Holualoa, its only a fifteen minute drive up the mountain. You'll love this little country town, it's everything Hawaii is all about.

SOUTH KONA

There is, perhaps, no other region on the Big Island shrouded in more history than the district of South Kona. Whether it be the origins of **Kona coffee**, the ancient Hawaiian village setting of Pu'uhonua O Honaunau (Place of Refuge) National Park, or the Painted Church nestled along the hillside overlooking Kealakekua Bay, the spot where the famous English explorer Captain Cook met his fate in 1779, South Kona will

Holuakoa Cafe

Enjoy a wide selection of coffee drinks while you converse with friendly locals and island travelers. Or, simply relax in the cafe's tropical garden.

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Places of Interest

When traveling through South Kona you definitely do not want to miss the opportunity to visit



one of the region's working Kona coffee farms. On Painted Church Rd, you will pass **Bay View Farm and Mill**, family owned and operated by New Hampshire native Andy Roy and his wife Rosalyn. Over the distant hum of pulping and grading machines the sweet and damp smell of freshly milled coffee cherry fills the air during the fall and winter coffee season. Bay View has a coffee sampling room and gift shop along with their milling operation and guests have the opportunity here to 'cup up' some 100% pure Kona coffee. In Kealahou, **Greenwell Farms** also offers visitors a personal guided tour of their farm and mill. The Greenwell family has been involved with the Kona coffee industry for over a hundred years and descendants to the founder, Henry Nicholas Greenwell, still work the farm. The tour of the farm concludes with a cupping of the farm's Estate Kona coffee and the opportunity to purchase some of this legendary family coffee. Also located in this region of South Kona is the **Captain Cook Coffee Company** dating back to 1898. The mill is currently owned by Mark Mountanos and Steve McLaughlin of San Francisco. Mark is the fourth generation of his family to operate the company. Captain Cook is primarily a processor, miller and exporter of Kona coffee but has also expanded its business into retail and offers mail order buyers an 800# to call for roasted coffee.

keep the historically minded visitor busy weaving their way through its network of mountain roads.

Coffee first came to Kona in 1828 when the Reverend Samuel Ruggles brought plant cuttings to Kealahou. The early Japanese farmers cultivated many of Kona's first farms and engineered the system of milling and processing this prized coffee.

On highway 160 amidst coffee farms and high on the slopes of Kealahou Bay is **The Painted Church**, where sometime between 1899 and 1904, Father John Velge, a Catholic missionary from Belgium painted images on the interior walls of the church depicting the biblical scenes of heaven and hell.

At the bottom of Napoopoo Road is **Hikiou Heiau** at Kealahou

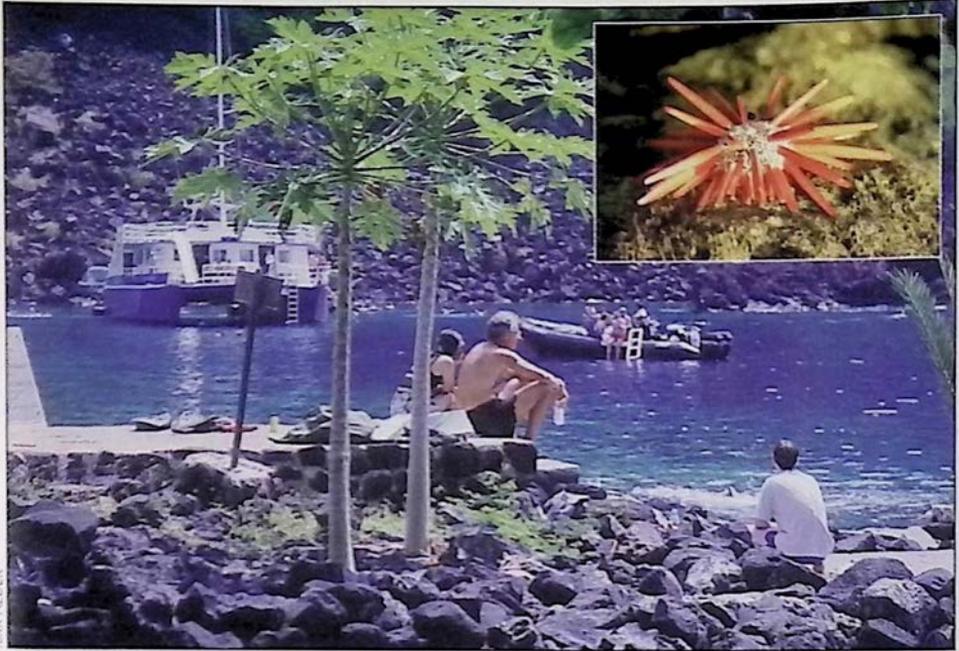
Bay, and a white stone monument across the bay that marks the spot where Captain Cook was killed in 1779. The story behind Cook's death was that it was the result of a failed attempt by Cook and his soldiers to exchange the high chief Kalaniopuu hostage in return for a cutter that was stolen the night before. Cook, who had come south to the Hawaiian Islands seeking shelter for the winter months, was in



Women sorting macadamia nuts in Kealahou.

search of a northwest passage to England.

A lower coastal road connects Kealahou Bay to **Pu'uhoua O Honaunau** (Place of Refuge) National



Afternoons in pristine Kealahou Bay are what dreams are made of. Inset: An abundance of sea life can be found in the bay including colorful urchins.

Park. In the early years of Hawaiian civilization it was to the Place of Refuge that people who broke kapu (sacred laws) would attempt to flee. If the kapu breaker could reach this sanctuary his life would be spared. Some of these kapu that governed the common people included not being allowed to walk in the footsteps of the chiefs or to touch their possessions. Other rules forbade commoners from eating foods reserved for offering to the gods, and women were not allowed to eat with the men. The gathering of wood, seasons for fishing and the taking of animals as well as the hula were also controlled under the kapu system. Other features at the park are lokos (ancient fish ponds), haies (thatched roof structures that served as homes), heiaus and ancient rock walls. Visitors are usually provided with live demonstrations of ancient Hawaiian crafts such as the building of canoes and tikis at the park. Check at the Park's visitor center to find out about any special programs that may

be happening at the park during your stay.

KA'U REGION

South Point, U.S.A.

If you are actually travelling in the direction this guide has led you then you should be heading south towards the Ka'u region. If not than you obviously chose a different direction



Punaluu Beach is a rare black sand beach located along the southern shore of the Big Island.

Places of Interest

While in the Ka'u region you find yourself wanting to learn more about the opportunity of purchas-



ing real estate on the Big Island there is only one place to go. **South Point Properties**, the southern most real estate office in the USA, offers free maps to travelers and advice on buying real estate in Hawaii. Stop in and say hello and get some free advice while you're at it.

which is fine because there are not too many wrong turns in paradise unless it's late and you're hours from your hotel, with no radio stations coming in and you're about to be cut off by a river of molten lava. Don't laugh, it happened, those footprints in the lava rock didn't get placed there by someone on their way to the beach. Wherever you are on the Big Island right now that's fine you've probably learned to improvise in the use of this guide. Congratulations your brain is still functioning even though you're on vacation in Hawaii.

The actual place where Polynesians first stepped foot in Hawaii will always remain a mystery, but it was probably somewhere near the southern tip of the Big Island. This area seems like a probable place because their approach would have been from the south, where all of Polynesia lay. When sailing north, the Big Island would be the first island they would have seen, and South Point would have been the nearest landfall. Aside from the logic of such a choice, there is archaeological evidence supporting the supposition of a landing near **Ka Lae**, as the Hawaiians call the most southern tip of the island of Hawaii. Excavation of lava tubes, that were used as shelters, near Kailikii and Waiahukuni, villages four miles northwest of the Ka Lae, indicate people were using them by A.D. 750. There is other evidence that indicates people first were in the area as early as A.D. 200.

The cliff near **South Point Park** is a common mooring place for modern

day fishermen who find these waters a rich resource. From the precipice the drop is about forty feet to the ocean's surface, but the cliff base goes down another thirty feet below the surface of the water. Ladders, hung to make access to the boats easier, swing freely in the air just above the sea. The cliff is deeply undercut. In the heat of the day the water looks inviting. It is so clear the bottom can be seen plainly. For some there might be a temptation to leap into the cool water, and climb back up the ladder. It looks inviting, but don't do it. A swift current runs along the shore. The flow will carry anyone in the water straight out to sea. It is called the Halaea Current, named for a chief who was carried off to his death.

One of South Point's most famous scenic spots is **Mahana Beach**, also called Green Sands Beach because it has a distinctive golden green color. Although none of the fragments in the sand are large enough for jewelry purposes, the beach is composed chiefly of peridot, a semiprecious gemstone. These tiny green gems are a silicate, one of the many families of quartz, which cook out of the basaltic magma over time. (They are apparent as green flecks in the raw lava stones used to build the columns and walls of the Jagger Museum at

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Kilauea's Volcano National Park.) As lava reached the coast, erosional forces, and the specific gravity of the stones, perhaps are responsible for the accumulation of such a large quantity of the granules that produced the green sand beach.

Up the coast from South Point's main hub of activity, Naalehu town, and heading towards Volcanoes National Park you will pass by **Punalu'u** black sand beach and later a sign marking a road to Pahala. The short drive to Pahala is worth the excursion. In it are an actively working sugar mill and the not so active remains of the old **Pahala Theater**. **Pahala** is a great place to gain perspective into what life was like on a sugar plantation a hundred years ago. Take time to also drive into the lush tropical **Wood Valley** and past a **Buddhist temple** also located near Pahala. Ask for specific directions to those sights at the local general supermarket, there is only one.

VOLCANO HAWAII

Welcome to Madame Pele's dwelling. She is goddess of the volcano. **Volcanoes National Park** has one entrance, off Route 11, 30 miles south from Hilo or 95 miles east from Kona. The park is open 24 hours a day all year round and requires a \$10.00 entrance fee per

vehicle which is valid for 7 consecutive days. The hiker/bicyclist/bus passenger fee for people over 16 and under 62 is \$5.00. When you enter the park during daytime hours you will receive a park brochure at the entrance station. If you enter the park after hours you may pick up the brochure at the **Kilauea Visitor Center** which is located a quarter mile from the entrance on **Crater Rim Drive**. The visitor center is open from 7:45 a.m. to 5:00 p.m. daily. Visitors are encouraged to take the time to carefully read the park regulations and guidelines. The volcano fumes that exist in the park may create a health hazard for pregnant women, infants and people with heart or respiratory problems. People at risk should avoid stopping at the **Sulphur Banks, Halema'uma'u Crater** and other areas where volcanic fumes are present.

Overnight trips in the park require a backcountry permit that can be obtained at no charge at the Kilauea



The nene (Hawaiian goose) is a popular habitant at Volcanoes National Park.

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Places of Interest

Lodging, gas, camping supplies and dining all can be found in Volcano Village just a short drive from the park. While in Volcano don't miss visiting the world's most unique winery. No one else makes tropical fruit blends or 100% honey (no grapes) wines. The **Volcano Winery** also makes three excellent Symphony grape wines and their new tasting room offers free tasting and elegant gift items. Perhaps one of the most memorable dining experiences on the Big Island can be found at **Kilauea Lodge**, which features continental cuisine beside the historic Fireplace of Friendship. The mountain lodge also hosts thirteen romantic rooms for overnight visitors.



Visitor Center. Once inside the park enjoy the 25-minute movie on eruptions shown hourly at the visitor's center. Other attractions are the **Thomas A. Jaggar Museum** three miles inside the park along Crater Rim Drive, **The Volcano House**, **Thurston Lava Tube** and scenic vistas. Depending on the timing of your visit you might have a chance to see the volcano erupting. A 45 minute drive to the end of Chain of Craters Road and a short hike will get you to the most recent **lava flow** area. The new coastline is unstable and can collapse into the sea at anytime without warning. Obey all park signs. Do not enter any closed areas! The park also offers many other hiking opportunities which are mapped out in the park brochure.

A reminder to drive slowly and

FOR SPECIFIC PARK INFORMATION

Call Volcanoes National Park at
(808) 985-6000



From left to right: Brooks, Laura, Alisa, and Doc McKinney of Volcano Winery.

carefully while touring the park as it will help to protect Hawaii's endangered state bird, the **nene**.

PUNA and PAHOA

For visitors who want to experience the true feeling of old Hawaii, Pahoia village holds the key to this untouched past. First a rugged sawmill town then a sugar town and also a crossroad on the old railroad, **Main Street Pahoia** has maintained its western style storefronts and wood boardwalks in a charming turn of the century Victorian style.

Quaint shops from surf, to curio and restaurants that span the flavors of the globe from Thailand, to Mexico, and Italy, make Pahoia Village one of the most pleasurable shopping and dining stops on the Big Island. Every restaurant in Pahoia is owner



The active and flowing Pu'u vent in Volcanoes National Park.

Places of Interest

One of the nicest things about dining out in Pahoia is that you are guaranteed to get an authentic plate of food at most of its restaurants. **Luquin's Mexican Restaurant** is the busiest dining spot in Pahoia. A full bar, fast service, and a lively atmosphere are all guaranteed by Salvador Luquin, owner, chef and former Mexico native. The great food at Luquin's is also very reasonably priced. Whatever your taste for food is Pahoia village is a great place to wander through during your trip through the Puna district.



operated, guaranteeing diners a personable meal. Lodging in Pahoia is alternative as well. The historic **Village Inn**, built in 1910, housed some of Puna's earliest travellers and still operates today. The rooms are clean and spacious with vintage Victorian decor. Call ahead to any of the friendly shops to learn of any special events scheduled during your visit. Pahoia has the reputation of holding some lively and entertaining performances both on its Main Street and at the **Akebono Theater**, Hawaii's oldest theater.

The countryside surrounding Pahoia is filled with natural wonders like the **Lava Tree State Park**, steam vents, groves of papaya trees and black sand beaches along the rugged Puna coast. From the bays at **Isaac Hale Beach**



Left to right: Luquin's Mexican Restaurant, Village Inn and The Akebono theater are all popular spots in historic Pahoia village.

Park to the area of Puna once known as **Kalapana** the coastal road, Route 137, winds through untouched pine forests, open pastures and dense tropical foliage. While traveling on 137 you will also pass seaside pools and quiet fishing spots perfect for picnicking or a relaxing snooze. It's no wonder that many tour guides around the Big Island tout Puna as the most scenic and rural area of the Big Island. Visitors are warned however that a prolonged stay in this Aloha time capsule may make leaving a very difficult task.

HILO & EAST HAWAII

When you talk about the old Hawaii, at least the one that hasn't been touched as much today by the long arms of commercial-

cont. on page 49

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BEFORE THE GLORY

Gearing up for the Merrie Monarch Festival

By Lance Tominaga

For most of us, the annual Merrie Monarch Festival in Hilo is a fantastic celebration of the Hawaiian culture, overflowing with pageantry and color, and spotlighting perhaps the most beautiful and personal form of Hawaiian expression, the hula. Whether we're one of the fortunate few who get to attend the event in person, or are among the thousands of viewers watching the festival on television, what we see—the intricate motions, the vibrant costumes, the radiant smiles—is what we remember.

Unfortunately, most of us never see the hundreds of hours of work that goes into putting the festival together. We can never fully appreciate the planning and preparation that occurs to make the festival one of the most prestigious events—the “Super Bowl of hula,” as some call it—in all of Hawai'i.

That is, until now. Here's a behind-the-scenes look at the preparation behind the Merrie Monarch Festival, from the perspectives of both participants and organizers.

At Halau Na Mamo O Pu'uanahulu's halau/studio in Honolulu, a simple sign is taped along one wall. It reads “Makaukau 'Oe? Are You Ready?” Three words are written just below the question: Physically. Mentally. Spiritually.

It is the first Thursday in January, two days before Halau Na Mamo O Pu'uanahulu will hold its first practice for this year's Merrie Monarch Festival, and kumu hula William Kahakuleihua “Sonny” Ching has already dodged some friendly fire.

“Auntie Dottie called me

yesterday and asked me if I was ready,” he says, speaking of Dottie Thompson, the event's chairperson. “I was late in selecting the songs we'll use in this year's competition. But it's all in now!”

Ching smiles. It's all starting again, he knows. The weekly 90-minute practices will soon enough occur twice a week then three times a week before turning into marathon daily practices. “It's kind of difficult,” he admits, “because we have to go to work or go to school or have family to tend to. That's one of the requirements for my Merrie Monarch dancers: they need to be able to handle all of this! They need to focus their energies, organize themselves and their time so that they can keep up with their work, school and families as well as participate in all the Merrie Monarch activities.” In addition to the Merrie Monarch rehearsals, Ching requires his dancers to attend their regular weekly class.

These are the sacrifices champions must make. Last year, Halau Na Mamo O Pu'uanahulu scored a rare achievement in Merrie Monarch lore, winning both the women's and men's overall competitions. It was only the second such occurrence in the event's history.

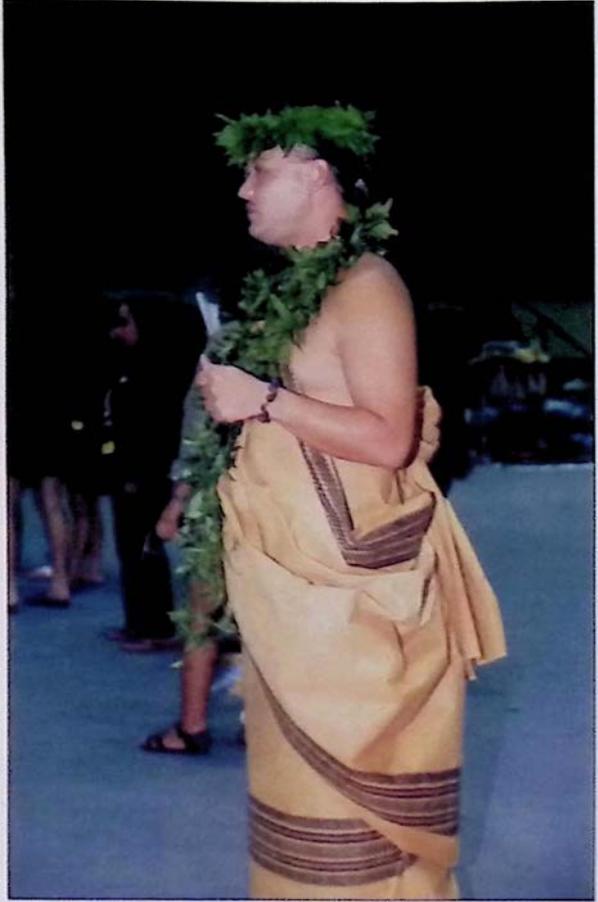
“I was very happy,” Ching recalls, “but I was more happy for my students than myself. I don't think of it as being ‘I won Merrie Monarch.’ My students won it. It was really icing on the cake, because they already felt good about their performance. We didn't need to win. And I think that because our quest never lies in winning, it made it kind of sweeter.”

Ask the veteran kumu hula—

Photo: kumu hula William Kahakuleilehua "Sonny" Ching

he started his halau in 1986—about the importance of winning hula competitions, and he'll shake his head. "We enjoy going to competitions because it helps to maintain the level of excellence that I want," he explains. "And it gives us a short-term goal; it's always nice to feel good about what we've accomplished. But all of those things are just extras. The whole purpose of hula is to bring dignity to the Hawaiian culture. My dancers need to dance for the right reasons: to bring dignity to the culture, to the people, to themselves and to Halau Na Mamo O Pu'uana'hulu.

"Winning will happen if it happens."
Selecting the



"I don't choose the best dancers," he says. "Of course, you need to have some kind of technical ability to go, but I choose the dancer that has the right attitude, the desire—the dancer that has the ability to feel what it is he or she is dancing."

-kumu hula William Kahakuleilehua "Sonny" Ching

dancers to participate in the festival, for Ching, is almost a year-long process. Of the nearly 400 students in Halau Na Mamo O Pu'uana'hulu, 34 women and 16 men will take the stage at this year's competition. "I don't choose the best dancers," he says. "Of course, you need to have some kind of technical ability to go, but I choose the dancer that has the right attitude, the desire—the dancer that has the ability to feel

what it is he or she is dancing."

In order to help his dancers "feel" the dance, Ching will take his group to the location the mele or chant speaks about. Last year, for example, he took his group to Kaho'olawe, a moving pilgrimage that helped his Merrie Monarch dancers grasp the meaning of Ching's mele, which was inspired by a previous Kaho'olawe sojourn he took the

previous year. "I want them to capture the spirit or the essence of the place," he says. "This helps them to gain a mastery over the dance, which helps them to gain mastery over the subject. It increases their mana, their personal power."

"I firmly believe that a dancer needs to understand all aspects of the dance. Otherwise, the dance doesn't live. It becomes robotic. All they'd be doing is motions, and anyone can do that. Our halau tries to capture the life and essence of each dance we do. So when we dance, we dance with spirit!"

Ching's Merrie Monarch dancers make

one final sacrifice during the final two weeks before the event. They abstain from alcohol, certain types of seafood, raw sugar and even sex. These kapu were practiced by Hawaiians in ancient times, says Ching, and therefore it is a tradition he asks of his group.

"Kukulukumuhana," he says. "The pulling of strengths and energies together to achieve a goal. This allows us to strengthen ourselves, to purify ourselves, so that we'll be ready when we take the stage."

Relatively speaking, the halau has it easy. "Originally, those kapu were imposed on anyone learning hula for the entire time that they trained," explains Ching. "But that is something that is too difficult to ask of someone today, I guess! So we've

adapted it to practice it on a much smaller and easier scale. The difficulty of each kapu varies from student to student. Obviously, someone who likes to go out on weekends and drink will have a hard time with that kapu. And for some people who are married, well,

sometimes it's hard for the spouse to understand!"

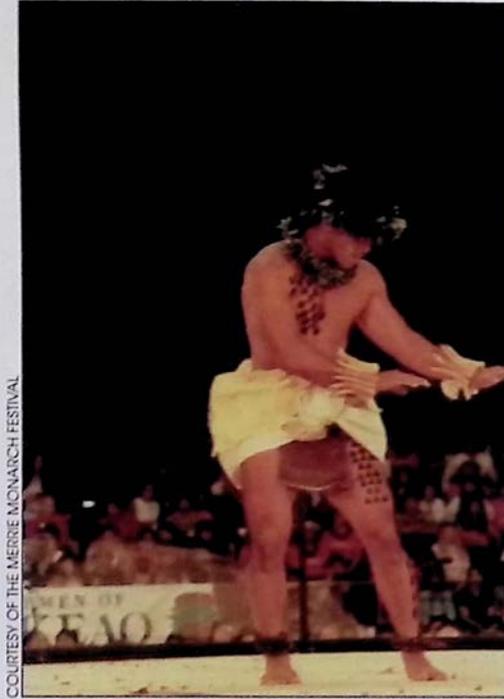
Does Ching get stressed during the preparation for the festival? "For me, any competition or performance is very stressful," he admits. "And that's because I set a high standard. And I don't do it for myself. I do it for my culture, because my culture deserves a high standard.

I never feel like we're good enough. I never feel like we're ready. Never."

That means, in all likelihood, that the Merrie Monarch dancers of Halau Na Mamo O Pu'uana'hulu are very ready, indeed.

"That's a great idea! I think the public would love to know these things!" That was the response from Dottie Thompson, the longtime chairperson of the Merrie Monarch Festival, after being approached for this article.

"Auntie Dottie," as everyone calls her, can never chat for very long, though. She is, appropriately enough, swamped with festival-related duties. "Oh, yes," she says. "For instance, right now we have requests for tickets coming out of our ears! We're hoping



COURTESY OF THE MERRIE MONARCH FESTIVAL

and praying that we're going to be able to accommodate quite a few, but we know it'll be impossible to accommodate everybody!"

Thompson, 78, is a popular lady these days, and it's not just because she's the person with the festival tickets. "She is the glue that

Distributing the festival tickets is just one facet of Thompson's day-to-day work. There are also a wide variety of festival events to schedule, including a ho'olaule'a, parade, arts and crafts shows, and a full slate of entertainment. She also deals with media from around the world, and works with the participat-

COURTESY OF THE MERRIE MONARCH FESTIVAL



The annual Merrie Monarch Festival awards both individual men and women dancers as well as entire halaus for exceptional performances. Chants, mele and costumes are all part of the judging criteria in this competition.

holds everything together," says Ching appreciatively. She is truly pa'ahana. Industrious. She works so hard, and she does it with style, grace and always with a smile. She has the ability to be firm yet fair. She has such a gentle spirit. And I think that's why she's so well loved by everyone."

On this overcast January day, however, Thompson finds herself deluged with ticket requests. "We have limited seating," she bemoans. "There are only 5,040 (tickets), and the halau take half. People come from Germany, Italy and from other parts of the world. I mean, if Japan could buy all the tickets, they would!"

ing halaus to schedule practices and ensures they meet the judges' criteria in terms of chants, mele and costumes.

"This is a cultural event," says Thompson, "and each halau has to do a lot of research. They have to submit to us a fact sheet which states why they're using certain kinds of clothes or leis in regards to the chant or mele that they're doing. It's not just picking a song and entering."

Thompson has presided over the festival since late 1968, when the then-six-year-old event was in danger of being discontinued by the Hawai'i Chamber of Commerce. In those early years, the festival included musical

The renaissance of the Hawaiian culture, no doubt, can partly be attributed to the Merrie Monarch Festival. "I could see the potential in the Hawaiians being self-sufficient in their arts and crafts," Thompson says. "I think that's been proven. And I think the festival played a big part in it."

concerts, Hawaiian games and even a mustache-sideburns contest (a la King David Kalakaua). Thompson, who was then an employee for Hawai'i County, took on the task of keeping the event alive. "I didn't volunteer to be the chairman, but nobody else would handle it," she recalls. "I didn't want to see another Hawaiian festival die." This year marks her thirtieth event at the Merrie Monarch helm. With that much experience gained, has organizing the event gotten any easier? Thompson pauses for a moment, her eyes widening. "Heck, NO!" she says, laughing. "It's still just as much work today to get everybody to turn things in on time!"

Although the festival lasts only a week, it requires year-round attention from Thompson, who, like everyone else involved in putting the festival together, receives no salary for her labor. Just a week or so after the event is over, she says, she writes to each participating halau and inquires whether they intend to return the next year.

"We drop the bottom three halau (the ones with the lowest overall scores)," Thompson explains, "so we can give some new ones the opportunity to come in. And the ones we drop go on our waiting list." This year's festival will have 29 total competing groups, 16 wahine, 11 kane and 2 combined.

Besides the competitions, hula exhibitions are featured throughout the week at the Hawai'i Naniloa Hotel and the Hilo Hawaiian Hotel. These performances spotlight some of the best and most spirited halau from around the

world. Last year's festival, for example, included hula presentations from halau representing Guam and Japan. "Mexico wants to come, so they're coming in 2000. And the Maoris are returning in 2000 as well," Thompson says. "We have so many (halau) that call and say they want to come and perform, but once I make the schedule of events, I can't change it!"

The renaissance of the Hawaiian culture, no doubt, can partly be attributed to the Merrie Monarch Festival. "I could see the potential in the Hawaiians being self-sufficient in their arts and crafts," Thompson says. "I think that's been proven. And I think the festival played a big part in it."

After all these years of organizing the most prestigious hula event in the world, Thompson shows no signs of burnout, even during the week of the festival when she might work around the clock. "I don't even think that," she insists. "If you start thinking like that, I think you do get tired! It does become stressful at times, but I go to church, pray and come back refreshed!"

Any other secrets to success? Thompson laughs and reveals her simple rule: "When we get tired, we go home!"

The 37th annual Merrie Monarch Festival will be held April 23-29, 2000 in downtown Hilo on the island of Hawai'i. Highlights of the festival will be televised on KITV-4. For more information and a complete schedule of events, call 935-9168.



WEAPONS OF WAR

By Betty Fullard-Leo

By the time King Kamehameha the Great waged war to unite the Hawaiian Islands under his rule, Europeans had introduced guns and cannons to a population which previously had fought with handmade clubs and spears. Kamehameha was clever enough to enlist the use of these new mechanical devices. When he invaded O'ahu from the Big Island in 1795, his army marched up Nu'uauu

Valley in pursuit of the O'ahu Chief Kalanikapule's army. On rough wheeled carts, Kamehameha's men trundled cannons that he had acquired from his European military advisors up the muddy Pali trails. As the opposing O'ahu army made a stand at the cliff edge armed mostly with hand-held native weapons, volleys of rifle fire and cannon balls rained down.

Kamehameha halted the firing while the two armies engaged in hand-to-hand combat at the precipice. Demoralized O'ahu warriors went tumbling off the cliff and the bloody, mismatched battle came to an abrupt end.

Even prior to the arrival of Westerners such as Cook, Vancouver, whalers and other adventurers, Hawaiians were not a peace loving people. It is thought that the earliest Polynesian settlers were relatively peaceful, agricultural tribes, but a second wave of immigration a few hundred years later brought the more warlike Tahitians and Micronesians. In time, high chiefs of any large island district maintained well trained armies and often practiced sham battles using blunted spears. Occasionally, when sharpened weapons were used in mock battles called *kaua pahukala*, warriors and even chiefs might be killed.

In 1780, a Captain Portlock recorded in his journal an account of a one-eyed warrior named Namaateerae, who boarded the European's ship to give a demonstration of his skill at handling the spear. Another chief stood 10 yards from Namaateerae and hurled five spears at him. Namaateerae caught the first spear by its shaft as it passed his body, then parried the other four spears. In a repeat demonstration,



Some elliptical clubs were set with sharks' teeth, usually with from five to 30 teeth attached with lashings, wooden wedges, or pegged along the sides.

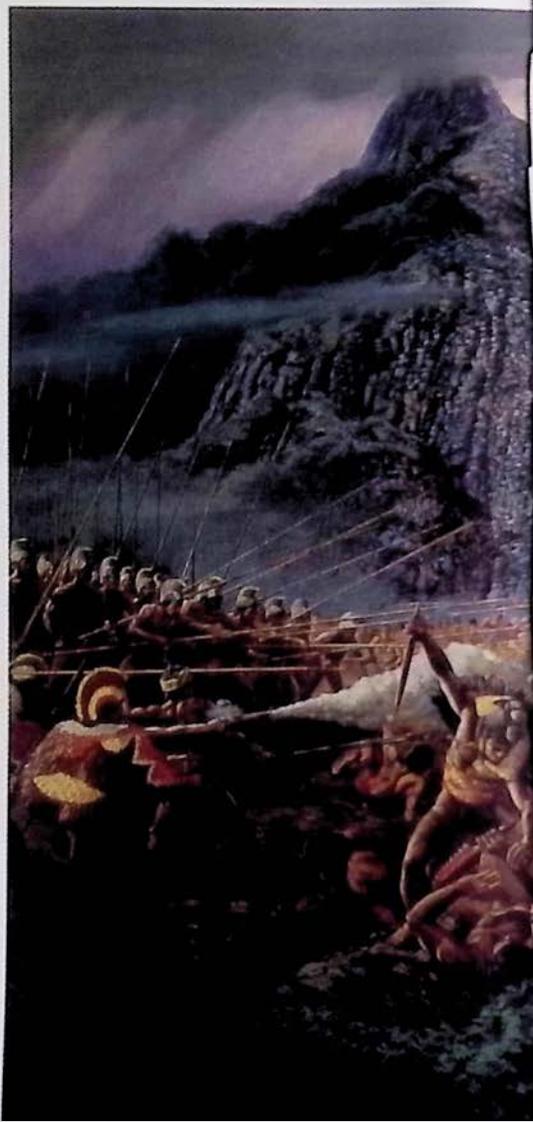
Namaateerae successfully parried the spears with a much shorter dagger.

Western sailors had often seen spears, clubs and slings throughout the South Seas, but daggers were previously unknown among other Pacific Islanders. In Hawai'i spears appeared to be the weapon most widely used, while in other areas of Polynesia and Micronesia, clubs were more prevalent. Captain Cook's first mate, Lieutenant James King, described spears he observed, explaining that there were two types in Hawai'i, either six to eight feet in length or 12 to 15 feet long, though both types were made of a single piece of hard, dark wood, usually kauila, which looks like mahogany when polished. Long spears, pololu, were thickened at the butt end, while shorter spears were not.

Cook himself penned a description of the Hawaiian dagger: "They have a sort of weapon which we had never seen before, and not mentioned by any navigator, as used by the natives of the South Sea. It was somewhat like a dagger; in general, about a foot and a half long, sharpened at one or both ends, and secured to the hand by a string. Its use is to stab in close fight; and it seems well adapted to the purpose. Some of these may be called double daggers, having a handle in the middle with which they are better enabled to strike both ways."

At least five types of daggers were documented by Westerners shortly after their arrival. A heavy truncheon dagger was fashioned with a hole in the handle so a loop made of olona fiber could be attached. Others were bludgeon daggers, long-bladed daggers, shark-tooth daggers, and curved-bladed daggers.

In addition, several examples of clubs have been preserved at Bishop Museum on O'ahu. The nineteenth-century Hawaiian historian David Malo describes clubs (la'au palau) as from three to six feet, though shorter clubs are also displayed at the museum. Clubs were smooth headed, rough headed and stone headed. Rough-headed clubs were made of a natural root or limb enlargement that formed

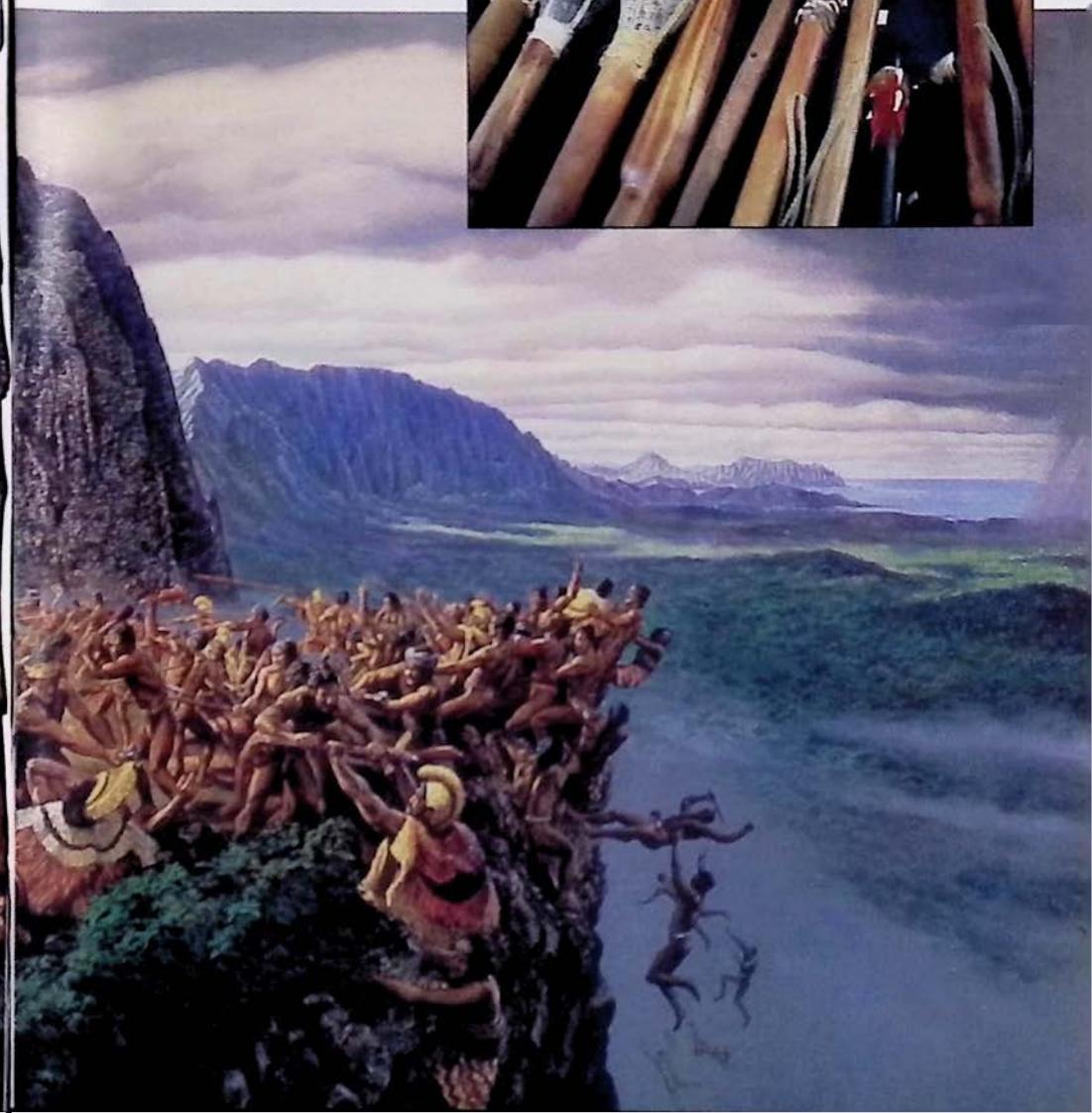


the head. Some elliptical clubs were set with sharks' teeth, usually with from five to 30 teeth attached with lashings, wooden wedges, or pegged along the sides.

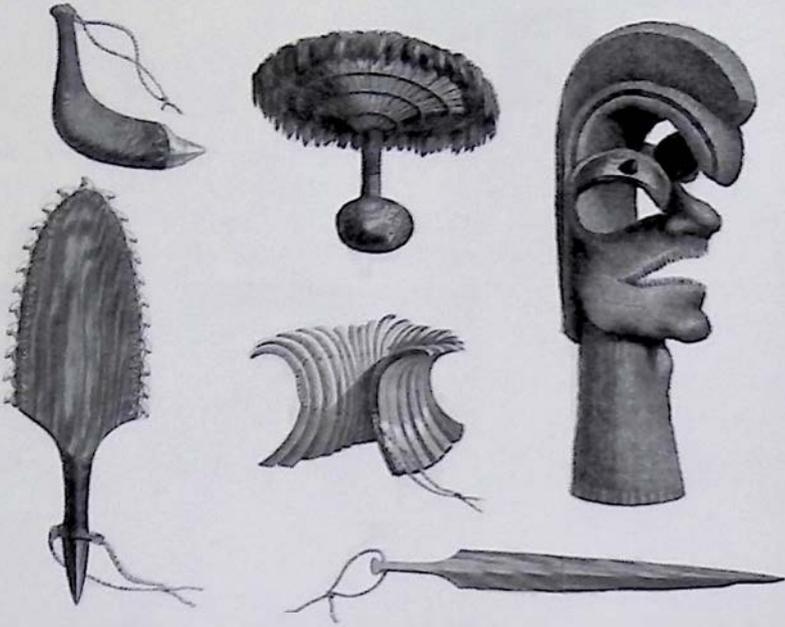
Other common weapons included wooden tripping devices called pikoi, which had long cords attached to variously shaped club-like heads with or without handles. The weighted part of the rope was thrown at an opponent's legs to trip him, and then another weapon, perhaps a stone hand club shaped like today's hand-held weights with bulbous ends and a

slimmer connecting section to grasp, would be used to finish off the tripped enemy. This hand club was unique to Hawai'i, but slings were found throughout the Pacific, according to King. A pouch woven of strips of hau situated in

Below: *The Battle at Nu'uanu Pali* by Herb Kawainui Kane. Inset: *A display of weapons once used in ancient Hawaiian battles.* Photo by Betty Fullard-Leo



Weapons of War engraving by Bernard printed in 1785 in the French edition of *Cook's Voyages*.



the center of longer plaited ropes formed a sling that was used to fling spindle-shaped stones at an enemy.

Another weapon generally made of woven olona fiber was used as a strangling cord. Bishop Museum displays several of these cords with ivory or wooden handles attached. Unlike the rest of Polynesia, Hawai'i had a designated public executioner, who meted out punishment to those who broke the kapu (established taboos, or laws). The executioner, called "mu," prepared victims for sacrifice and used the strangling cord to dispense of them.

Today some of these weapons are being duplicated by practitioners of lua, the ancient method of self defense. A group on O'ahu, Na Haumauna O Pa Ku'i-a-lua meets regularly to keep the old ways alive and sometimes displays their crafts at cultural fairs and celebrations. Rodney Kahakauila Toledo is skilled in crafting the clubs rimmed with sharks' teeth or topped with a smooth stone lashed to the head. Toledo

explains, "They've been described as clubs, but in reality they were used for slashing."

He continues, "We make the weapons from a practitioners view point rather than as pieces of art. We make them to fit our own hands and strong enough to be used in lua. Lua is an ancient art like tae kwando or karate, but it went underground when the missionaries came. With the renaissance of Hawaiian culture it's being revived. We gain not only pride in our heritage, but it teaches us discipline and balance in life. I've taught others to make the implements with the goal of perpetuating the art." Like their ancestors, members of this Hawaiian club strive to live as historian David Malo described ideal warriors of old: "Men should be constantly practiced in the arts of war; with the short spear, ihe; the long spear, pololu; the club, la'au palau; the kuia, in the use of the sling (ka-ala); with boxing; and with the practice of temperance."



Remembering One of Hawaii's Extinct Birds

The KONA GROSBEAK



Already rare when Wilson visited Hawaii, the Kona grosbeak was found at elevations of about 5,000 feet in the Kona district amid the koa forest. In 1887 Wilson was one of the last to observe the bird in life, for it was last reliably sighted in 1894. He saw only three specimens in a four-week stay, and so rare was the bird that it apparently had no name in the Hawaiian language.

The bulk of Wilson's report on the Kona grosbeak (also known as the Kona finch or grosbeak finch) is an excerpt from Robert Perkin's rather disapproving notes, published in *The Ibis* in 1893:

The *Chloridops kona* (Kona grosbeak), though an interesting bird on account of its peculiar structure, is a singularly uninteresting one in its habits. It is a dull, sluggish, solitary bird and very silent—its whole existence may be summed up in the words "to eat." Its food consists of the seeds of the fruit of the

aaka (bastard sandal-tree, and probably in other seasons of those of the sandalwood tree), and as these are very minute, its whole time seems to be taken up in cracking the extremely hard shells of this fruit, for which its extraordinarily powerful beak and heavy head have been developed. I think there must have been hundreds of the small white kernels in those that I examined. The incessant cracking of the fruits when one of these birds is feeding, the noise of which can be heard for a considerable distance, renders the bird much easier to see than it otherwise would be. It is mostly found on the roughest lava, but also wanders into the open spaces in the forest. I never heard it sing (once mistook the young *Rhodocanthis*'-greater koa finch song for that of *Chloridops*), but my boy informed me that he had heard it once, and its song was not like that of *Rhodocanthis*. Only once did I see it display any real activity, when a male and female were in active pursuit of one another amongst the sandal-trees. Its beak is nearly always very dirty, with a brown substance adherent to it, which must be derived from the sandal-tree.

The bastard sandal-tree referred to here is more commonly known today as the naio tree (*Myoporum sandwicense*), which grows primarily on medium-aged lava flows.

In his illustration Frohawk has accurately depicted the Kona grosbeak sitting on a branch of the naio tree; the small fruit is also shown. The nondescript olive-green colors are well rendered, as is the heavy beak; the gender is unspecified. Somehow this bird appears disgruntled, as if it knows that extinction lies ahead for its species.



Make room for nature... KEEP KONA COUNTRY!

SACRED GROUNDS

Preserving the Historic Keakealaniwahine Complex in Kona

By Lance Tominaga

Fifteen years ago, in 1985, Kona resident and Hawaiian history lover Joseph Castelli traveled to Honolulu for a leisurely research session at the Bishop Museum. Although he didn't know it at the time,

1650 by Chiefess Keakealaniwahine, the great-great-grandmother of Kamehameha I and the highest ranking ali'i of her time. She and her mother, Keakamahana, are thought to be the only two women to rule the Big Island.

The Keakealaniwahine Complex... was built in 1650 by Chiefess Keakealaniwahine, the great-great-grandmother of Kamehameha I and the highest ranking ali'i of her time.

that visit led him to one of the greatest challenges—and victories—of his life.

"I was doing research on the Lonoikamakahiki residence (a private home on the Big Island)," recalls

Castelli, 73. "Then I found a detailed map by Henry Kekahuna of the Keakealaniwahine Complex. That's how it all started. I just happened to come across the map, and I said, 'Wow, where is this?'"

The Keakealaniwahine Complex, a 16.4-acre parcel located about 2.75 miles south of Kailua-Kona on the Big Island, is considered one of Hawai'i's most significant ancient sites. It was built in

Roughly the size of a football field, the complex contains a series of heiau, stone walls, platforms and archaeological deposits. Included is a walled enclosure which is believed to

have been the residence of Keakealaniwahine.

The fight to save the Keakealaniwahine Complex began in earnest in 1994, when Castelli discovered that the route for Hawai'i County's proposed Ali'i Highway would run straight through the parcel. "It was nobody's fault, because (the route) was the shortest distance between two points," he says. "But it would be our fault if we allowed that to happen."

Castelli, a



Left to right: Judy Grayham, Nancy Pisticchio and Joe Castelli stand on the platform of the Queen's hale aina (eating house) of Keakealaniwahine complex

Boston native whose first exposure to the Islands came during World War II as a 17-year-old sailor, became a fixture in West Hawai'i Today's "Letters to the Editor" section, pleading for the preservation of the complex and arguing for a re-routing of the highway. He visited the complex, noted its features ("They were all exactly as shown on the map," he marvels) and took more than a hundred photos of them. Through Pulama Ia Kona, an organization dedicated to the preservation of archaeological and historic sites in Kona, Castelli led a series of slide show presentations in the community, and urged residents to take up the cause and write to their representatives.

Castelli's efforts paid off handsomely last year. In May, First Hawaiian Creditcorp, which had acquired the land parcel containing the complex through foreclosure in late 1997, donated the land to the state of Hawai'i. Then, in the summer, the county of Hawai'i announced a new routing plan for the Ali'i Highway, moving the route 500 feet eastward, completely circumventing the Keakealaniwahine Complex.

Corbett Kalama, Senior Vice President of First Hawaiian Bank (and manager of the bank's Branch Banking, O'ahu Region), is a direct descendant of Keakealaniwahine. "I think First Hawaiian has always been committed to supporting the Hawaiian culture," he says, "and this was an excellent opportunity for us to do what was right with respect to the land and the significance it has to the Hawaiian community. It was simply the right thing to do.

"And personally, I'm glad to see that recognition has been given to our predecessors. There is a lot of significance with respect to that area."

At present, the state's Department of Land and Natural Resources is hoping to develop the site and the adjacent Keolohahihi State Historical Park into a larger cultural center. Castelli

himself envisions a restored complex with restabilized heiau, hale, pu'uhonua, drum houses, guard houses and eating houses. A medical school that the complex once contained, he says, can come alive once again with "a medical doctor, dressed in the ancient way, describing to visitors the Hawaiian trees and plants and how they were used." (The school was used to train kumu la'au lapa'au, priests who cured medical problems through the use of trees and herbs.)

Adds Castelli, "This place would be of tremendous interest for both residents and visitors. It will enhance our knowledge of and respect for the ancient Hawaiian people and the Hawaiian culture."

Before that can happen, however, the complex needs a thorough clean-up. "The first step is to have people go in there to clear the underbrush and overgrowth while being sensitive enough to ensure that they preserve the historic sites," says Kalama. "There are various stages that will have to take place, and it will involve not only the state but other parts of the community, with the Hawaiian community probably at the forefront and some private entities providing some assistance as well."

Kalama credits Castelli for all his efforts. "The community really appreciates what Mr. Castelli has done," he says. "He's put in a lot of time, energy and effort. We need to see more of that from all members of the community."

Castelli, no doubt, appreciates such kudos, but his greatest satisfaction comes from a mission accomplished. "We may never see it as a functional historic park in our lifetime," he concedes, "but the complex is now preserved in its entirety for future generations."



Aloha!

Welcome to The Big Island of Hawaii



Biking the Kohala Mountains



Kohala Coast Surf



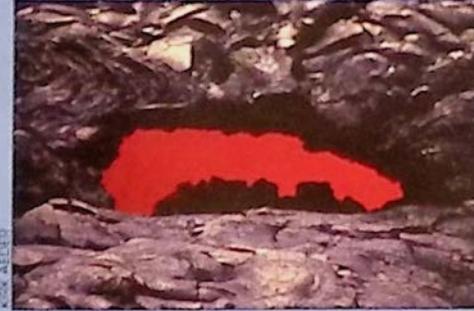
Place of Refuge in Honaunau



Hulihee Palace in Kailua-Kona



Hilo's Lyman Museum



Lava vent at Volcano



Orchids of the Big Island

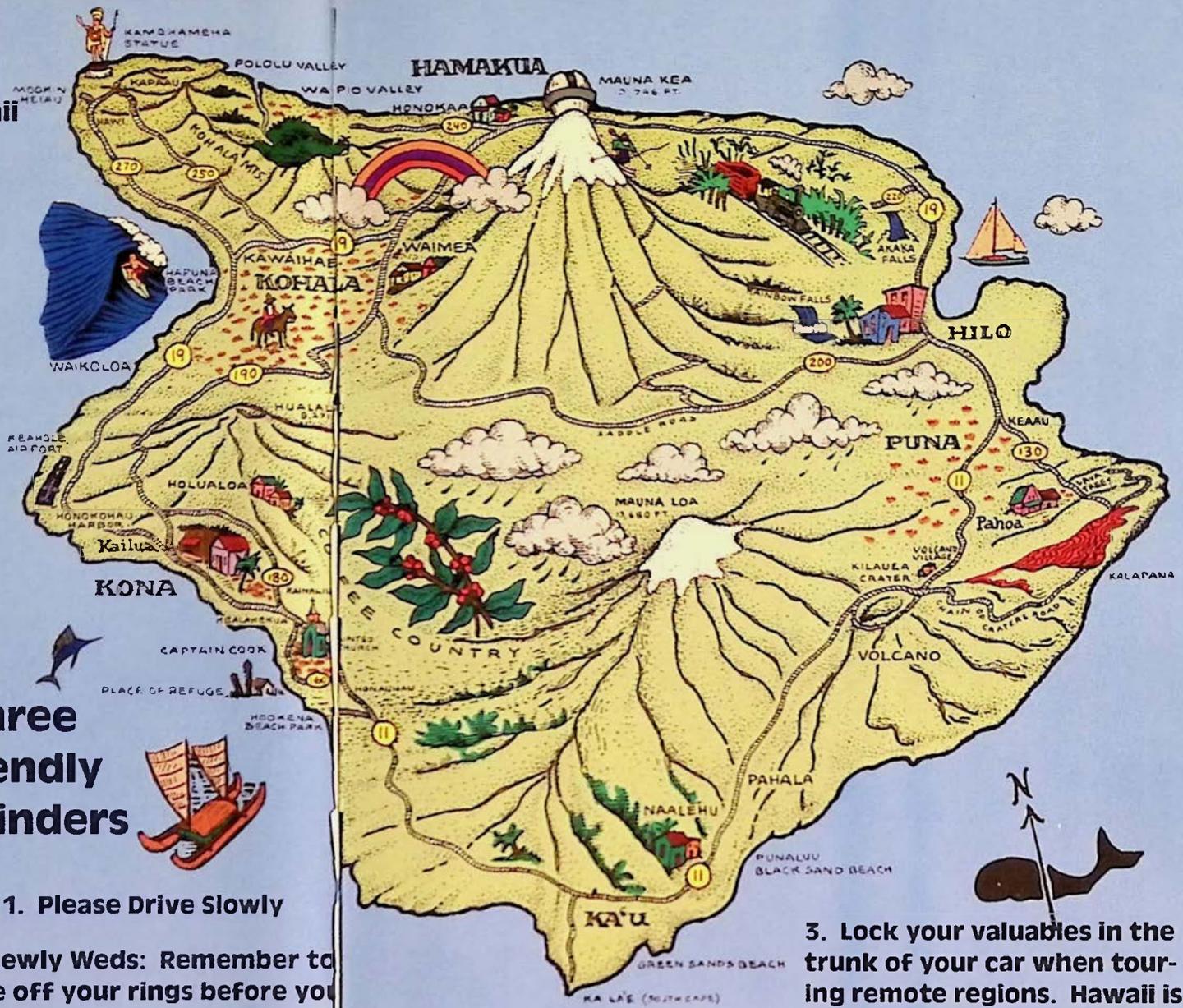
Three Friendly Reminders



1. Please Drive Slowly

2. Newly Weds: Remember to take off your rings before you go frolicking in the ocean

3. Lock your valuables in the trunk of your car when touring remote regions. Hawaii is not immune to crime.



Big Island Calendar

April 6-9

Mokuiaikaua Church 180th Anniversary Music and drama concerts, a re-enactment of the missionaries arrival at Kamakahonu Beach in Kailua-Kona, a parade and a special Sunday Service. (808) 325-7047.

April 7-8

Trya Papaya Festival

Set for the Civic Auditorium in Hilo. (808) 969-1160 for information.

April 15

Moikeha Hawaiian Sailing Canoe Race

Kohala Coast. Race starts in Kawaihae (808) 885-7420.

April 23-29

Merrie Monarch Festival

Hawai'i's most prestigious hula festival, held in the town of Hilo. (808) 935-9168.

April 29

Merrie Monarch Parade

This colorful parade is held in conjunction with the Merrie Monarch Hula Festival in Hilo.

May 24-28

Ka Ulu Lauhala O Kona Festival

Workshops conducted by master Hawaiian weavers will be held in Keauhou. (808) 325-5592

June 10

King Kamehameha Day Parade

Kailua-Kona with culminating ceremonies at Ahuena Heiau.

June 12

King Kamehameha Day Celebration

Moku Ola (Coconut Island) on Hilo Bay is the site for this event. (808) 935-9338.

June 17-18

Waikī i Music Festival

Hawaiian entertainment and activities at the Waikī i Polo Field off Saddle Road on the slopes of Mauna Kea.

June 25 - July 2

Pu'uhonua O Honaunau

Cultural Festival Held at historic Honaunau within the Pu'uhonua o Honaunau National Historic Site, this weeklong event is filled with arts and crafts demonstrations and workshops, and includes a hukilau (community net

fishing). (808) 328-2326.

June 29-July 2

Dolphin Days

Hilton Waikoloa Village (808) 886-1234

July

Kilauea Cultural Festival

Arts, crafts, hula, live entertainment, food and demonstrations. (808) 967-8222.

July 3

Kihoaalu Slack Key Guitar Festival

(808) 239-4336.

July 4

Old Hawai'i on Horseback Pageant

A look at Hawai'i's history with a paniolo twist. Costumed, historic figures parade on horseback.

July 4

Parker Ranch 4th of July Rodeo

Annual rodeo put on by the cowboys of Parker Ranch.

July 4

11th annual Turtle Independence Day Celebration at Mauna Lani Resort (808) 885-6622.

July 16

11th Annual Slack Key Festival

Hilo town, noon to 6 p.m. (808) 961-5711.

July 22

International Barefoot Hula

This is an International Festival of the Pacific event, held in Hilo town. (808) 961-8706.

July 22-23

Mango Festival

Come and experience mango madness in Ka'u (808) 928-8270.

Aug. 12-13

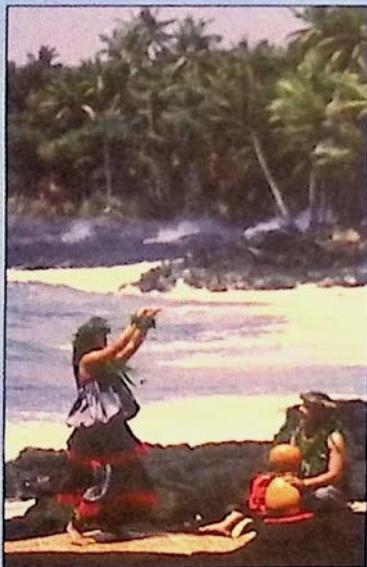
Pu'ukohola Heiau National Historic Site Hawaiian Cultural Festival

Two-day cultural festival (808) 882-7218.

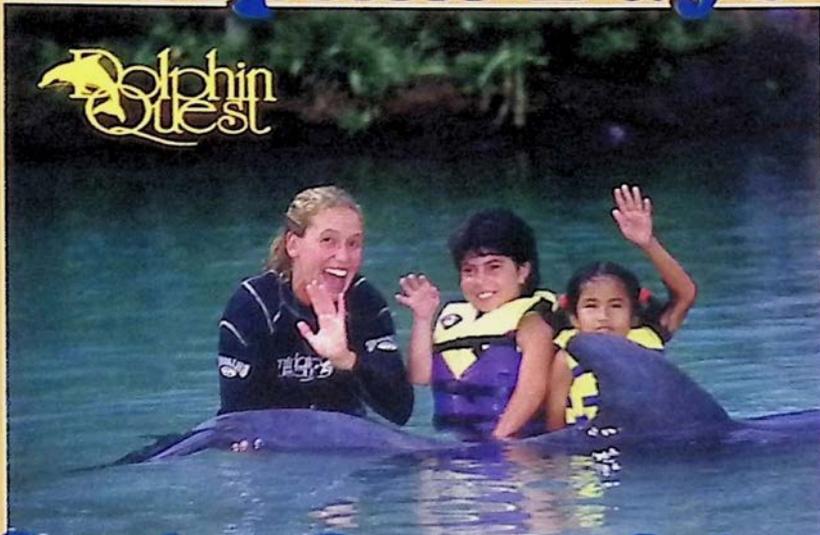
Aug. 26

Aloha Festivals 2000 Investiture Ceremony

The official kick off the the Island of Hawai'i's Aloha Festivals in the investiture ceremony for the Aloha Festivals Royal Court. Held at the edge of Halema'uma'u Crater in the Hawai'i Volcanoes National Park. Information, (808) 885-8086.



6th Annual Dolphin Days



Coming June 29-July 2

Events Include: The Great Waikoloa Food, Wine & Music Festival, Celebrity Golf Tournament, Dolphin Program, Tropical Heat Wave Party at the Kona Pool, Vintner's Dinner at Kamuela Provision Company, and Mahalo Party at Waters Edge Ballroom.

The Hilton Waikoloa Village Dolphin Days star studded benefit weekend acknowledges the profound efforts undertaken by *Hawaii Shriners Hospital for Children* and *Waikoloa Marine Life Fund*. These two charities help us to realize the importance of celebrating life. They bring to the forefront the significance of making miracles happen for critically ill children who otherwise would have little hope in living an abundant and fulfilling life and the gravity of conserving our natural resources of which Hawaii is so dependent upon. Please join us for Dolphin Days as we celebrate this special event.



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FOR CHILDREN



**For more information call
(808) 886-2883 or visit www.dolphindays.com**

KONA COFFEE SOARS TO NEW HEIGHTS

Can the Industry Sustain Itself?

By Les Drent

The new numbers now surrounding the Kona coffee industry are staggering. It was only 10 years ago that Kona coffee acreage dropped to a mere 1,200 acres as the name "Kona Coffee" was becoming more of

continue growing as the reputation of 100% Kona coffee and its appeal spreads.

Within the next two years coffee production in Kona will likely reach 18 million pounds of raw coffee

Coffee acreage in Kona is now estimated at nearly 3,000 acres and is expected to continue growing as the reputation of 100% Kona coffee and its appeal spreads.

an icon throughout the coffee crazed world than the actual prized coffee bean from Kona.

While the last decade of the twentieth century for Kona coffee was marred by counterfeiting, scandals, federal indictments, and million dollar class action law suits, it is becoming more and more evident that this age old industry is turning over a new leaf and propelling itself to new heights. Coffee acreage in Kona is now estimated at nearly 3,000 acres and is expected to

cherry placing a 13.5 million dollar price tag on the annual Kona coffee crop if current cherry prices can maintain

themselves. When milled and graded an estimated 26 million dollars will circulate throughout the green coffee industry and an estimated 60 million dollars will be spent by customers buying roasted Kona coffee.

While numbers like these pale in the face of serious coffee producing countries like Brazil and Colombia, their meaning is much greater when consider-



LES DRENT

"Papa" (left) and Luis Cisneros (right) mill coffee at Bay View Farm in Honaunau.

ing the small farmer in Kona and the huge effect this is having on the small 20 mile stretch of land on the Big Island known as the Kona Coffee Belt.

If anything has been learned by history these numbers should really surprise no one. At the turn of the twentieth century Kona coffee boomed to only see itself collapse before soaring again to 6,000 planted acres

Kona coffee recent quality assurance programs have helped to eliminate those who are not playing by the rules. It's still best for customers to know personally who they are buying 100% Kona coffee from. A personal relationship and running dialogue with your source is worth its weight in gold.

Realizing that the amount of money being controlled at the roasted

Farmers planting new coffee should be aware of the volatile and diverse market surrounding Kona coffee and realize that their success should not rely solely on selling their coffee cherry to the processors.

during the 1950's.

These busts and booms throughout Kona's long coffee history have many old time farmers holding fast to their belief that little future security can be found in growing Kona coffee. The big question still remains. Can a sustainable future finally be found in the midst of this new boom?

Many in Kona believe that it can but it will take much more than just growing great coffee. The road to sustaining the coffee economy relies heavily on the marketing of 100% Kona coffee.

Today farmers and millers have an advantage that their counterparts didn't have in the past. Technology and enhanced communication systems have linked many customers to the direct source of their coffee and eliminated the need for the middle man. In the past this middle man or coffee broker served to only muddy the waters between customer and supplier and all too often jeopardized the purity of Kona coffee being delivered to the public. Ultimately it was the reputation of Kona coffee that was bastardized and the customer who was cheated out of the pure thing. While there are many reputable coffee brokers who deal in

and green end of Kona coffee is greatly disproportionate to the amount being generated at the raw coffee cherry end it is imperative that the growth of Kona coffee production is paralleled by the direct sale of roasted coffee. More dollars coming directly to Kona will enhance the economic and social welfare in the region and also allow farmers and millers to make decisions about where and how this coffee is sold. For most these are very important factors in upholding the gourmet reputation and purity of Kona coffee. And believe it or not they are also issues widely discussed among industry leaders.

Farmers planting new coffee should be aware of the volatile and diverse market surrounding Kona coffee and realize that their success should not rely solely on selling their coffee cherry to the processors. While coffee cherry prices rose to one dollar and seventy five cents per pound in 1998, this past season the price dropped to seventy five cents per pound. That should be evidence enough to understand that the cherry market is subject to huge sways. The price escalation of 1998 was the result of processor competition not mother nature or the



LES DRENT

world coffee market.

Despite the erratic ups and downs of the cherry market it is the opinion of many in Kona that acreage should continue to be expanded but only at the rate of reasonable demand for roasted coffee not cherry. Similar to investment planning it is wise to keep diverse when investing your money. Such is the case with Kona coffee and a sustainable future in farming. Achiev-

At a cost of thirty five cents per pound to have coffee picked and an average of ten cents per pound for orchard maintenance that includes pricey fertilizers there is only a current margin of thirty cents per pound to capitalize on before taxes. All the more reason growers must find a way to capitalize on green and roasted sales where profits can soar to as much as three hundred percent. Capturing that roasted market and keeping more dollars in Kona will be the key to success for this industry. Then and only then will a sustainable and more secure future be in hand for those growing Kona coffee.

In the spirit of growing Kona coffee *Coffee Times* is lucky to have as a new advertiser *Tiare Lani Coffee*, owned and operated by George and Linda Yasuda of Holualoa. Outside of raising world class Kona coffee

their services include expert consultation on growing Kona coffee.

This is the first article relating to growing Kona coffee that we have published in *Coffee Times* and I'm hoping we can get George to contribute more articles relating to the subject in future issues. I'm sure both locals and visitors alike will enjoy reading and learning about what goes into growing Kona coffee.

George Yasuda's Focus Is on the Nourished Coffee Tree

ing a customer base on the mainland for green and roasted coffee and not relying solely on what the mills are offering for raw coffee cherry will only help to protect the farmer in the event of a local market collapse in cherry prices.

The undernourished Kona Coffee tree has no place in George Yasuda's orchard.

Often, this tree, famous for its gourmet bean, looks a little scrawny with branches bearing widely spaced

Yasuda estimates that healthy mature Kona Coffee trees should bear anywhere from 12,500 pounds per acre to 14,500 pounds per acre, depending on elevation and weather.

cherry clusters.

It's mostly painted or photographed that way, too.

Yasuda, agricultural consultant for Tiare Lani Coffee and coffee researcher, believes the Kona Coffee tree has yet to be fully recognized in its truest, healthiest state.

The tree giants at Yasuda's new orchard in Kainaliu stood as much as 14-feet tall after 2 1/2 years of growth. Today, their thick trunks send out strong branches with dark-green leaves and closely clustered cherries. The result - higher yields, quality and bigger beans.

It's this kind of coffee tree that Yasuda, 43, of Holualoa, strives to see growing everywhere in Kona. "It's just a matter of understanding plants and their

needs,"

Yasuda said in an interview.

"With proper care, anyone can have trees living up to their full potential."

The Kona native has put his theories and education to work in coffee orchards throughout Kona. Yasuda has consulted with upwards of 120 farmers in the past twenty-one years, helping

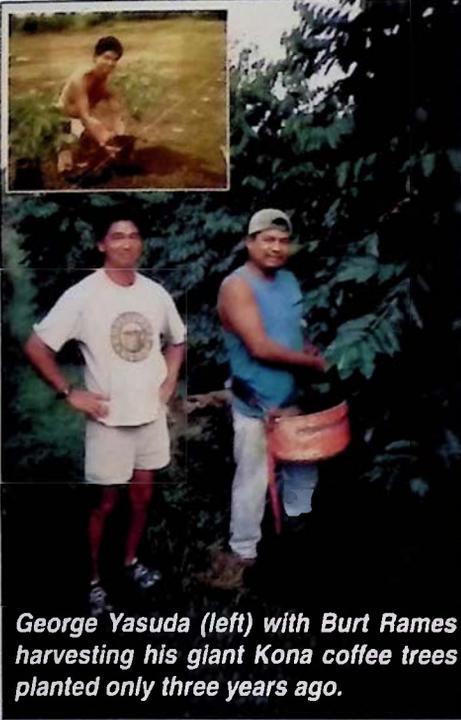
Photos clockwise from top left: Cornell Shimamoto picking coffee at D. Uchida Farm, ripe Kona coffee cherries and flowers at Tiare Lani coffee farm, and the old style coffee mill at D. Uchida Farm.



GEORGE YASUDA

LES CAFFINI





George Yasuda (left) with Burt Rames harvesting his giant Kona coffee trees planted only three years ago.

them start as many as 1,500 new acres of coffee and several nurseries producing thousands of trees.

Yasuda said his orchards are producing well above the industry average of 6,000 pounds of cherry per acre, a figure from a Hawaii Department of Agriculture publication.

This current harvest season, Yasuda said his mature orchard in Holualoa, which is planted "old-style," or not in rows, will bear 13,000 pounds per acre.

His new orchard in Kainaliu bore 9,000 pounds per acre in 1998-99, when the trees were 2 years and three months old. The same trees a year later will bear approximately 11,000 pounds per acre, he said.

Yasuda estimates that healthy mature Kona Coffee trees should bear anywhere from 12,500 pounds per acre to 14,500 pounds per acre, depending on elevation and weather.

Nurseries Vs. "Pulla Pulla"

Yasuda encourages new

Yasuda's consulting has helped many farmers, including Jim and Vicky Wickersham of VikiWiki Coffee Co. in Kainaliu. They said George recommended they buy their farm when no one else would.

farmers to grow coffee from seed in nurseries, versus the old-style, "pulla-pulla" method, in which young coffee plants, sprouting where they fall, are pulled out of the ground and replanted.

"When you start your trees in the nursery, you have more control over the quality of the trees that will become your orchard for the next 100 years plus," Yasuda said. "From the nursery stage, trees do better overall. "Pulla-pulla" tends to produce after 3 or 4 years, and not very consistently."

Using the horticultural techniques he's perfected since working in his family's coffee land as a young boy and later as an agricultural college student and researcher at the University of Hawaii's experiment station, Yasuda's orchard surpassed his own expectations.

"We had to replace maybe 2% of the trees in the first year," he said. "That's pretty low compared to other farming styles."

Yasuda's consulting has helped many farmers, including Jim and Vicky Wickersham of VikiWiki Coffee Co. in Kainaliu. They said George recommended they buy their farm when no one else would.

"This 9-acre farm was pretty far gone at the time - even with its existing coffee trees," said Vicki. "They told us to forget it."

"George took one look and told us it was an excellent opportunity," added Jim. "We've followed his advice, and only his advice, ever since. Next

year, we will double our cherry production in weight."

Joe Santimer, owner of Hookena Nursery, which sells more than 40,000 coffee trees a year, said it was Yasuda's consulting advice that helped his nursery become one of Kona's biggest and better coffee tree nurseries.

"He knows the answers," Santimer said in a recent interview. "Without George we would not be where we are today. If I ask him a question, he doesn't have to go look it up. It's right there on the tip of his tongue."

Following are brief explanations of Yasuda's techniques which include: proper land preparation, spacing of trees, stock selection, fertilization, pruning and a theory that could decrease widespread concern about nematodes, the wormlike insect known to nibble at the coffee tree's roots and, eventually, kill it.

Land Preparation

Yasuda said a critical first step in planting a new coffee orchard is land preparation. Choosing a reputable large equipment operator with experience in agriculture is important, he said.

"If you cut corners at this juncture, you could end up running in circles later on," Yasuda said. "A good bulldozer operator knows that you can't mix topsoil with subsoil, and in Kona, especially, you have to rip the rock so the root systems have room to grow."

Yasuda always encourages developers to bulldoze around native Hawaiian trees. The 'ohi'a trees in Yasuda's orchard continue to support native Hawaiian birds and act as a beautiful shade canopy for the coffee trees.

Spacing

Yasuda recommends spacing new orchards in the following way - gener-

Kona Coffee Reference Guide

Bay View Farm

Processor, roaster, retailer, wholesaler of green and roasted 100% Kona coffee. Free farm tours.

Honaunau (808) 328-9658

Captain Cook Coffee Co.

Grower, processor, roaster, retailer, wholesaler of green and roasted 100% Kona coffee.

Honaunau (808) 322-3501

Coffee Times

Mail order and roaster of 100% Kona coffee. Publishing and Information.

Captain Cook (800) 750-5662

D. Uchida Farm

*The Kona Historical Society
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Captain Cook (808) 323-2005

Greenwell Farm

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Kealahou (808) 323-2862

Tiare Lani Coffee

Consulting, processor, roaster, retailer, wholesaler of green and roasted 100% Kona coffee.

Holualoa (808) 324-1495



COURTESY OF THE KONA HISTORICAL SOCIETY

ally, depending on elevation, he said it is best to put 6 feet between the trees and 12 feet between the rows, all planted north to south. He said this step nearly always assures a farmer he will get trees with closely clustered cherries.

"This spacing brings optimum yields and quality coffee," Yasuda said. "Putting coffee trees closer together makes them lanky and vegetative. Plus, it's more expensive to take care of with no increase in yields in the long run."

Stock Selection

While most Kona Coffee trees are of the Guatemalan variety, Yasuda said it is important to choose seed stock

carefully. He said one must either get seed stock from proven tree parents or from nurseries using quality stock.

"You wouldn't grow an orange tree from an orange that didn't taste good," Yasuda said. "Knowing what strain the coffee comes from will make all the difference in the taste."

Fertilization

Bottom line — fertilizing is an extra cost, but Yasuda said the benefits far outweigh the added expense. Yasuda's optimum fertilization program costs approximately \$800 per acre, per year. However, he said he would recommend less if a farmer couldn't handle the cost. He said even \$400 per acre, per year is helpful to an orchard.

"Industry-wide, farmers are getting about an average 60 bags of cherry per acre," Yasuda said. "If you can get 110 to 140 bags, the coffee will easily pay for the materials."

"Your fixed costs will always be there - land taxes, herbiciding, mowing, etc. - but if you can

increase the yield, your net profit will be higher."

Pruning

One self-taught technique that Yasuda uses with great results is the pruning of coffee trees in their 1st and 2nd years. After about a year of growth, when most consider the trees young and in need of their branches, Yasuda prunes heavily.

"By the second

COURTESY OF BISHOP MUSEUM, I.J. BAKER COLLECTION



year, the trees have as many as 5 verticals," Yasuda said, referring to the shoots that grow straight up and become the major coffee-bearing branches. "Obviously, a tree with 3 to 5 verticals will produce more coffee than a tree with one."

Nematodes

Yasuda has planted new orchards in locations known to have nematodes, although many advised him not to do it. Yet, the trees have flourished and show no sign of nematode destruction. Based on what he's experienced, Yasuda believes a healthy coffee tree will successfully battle nematodes.

"It's just like the human body and a virus," Yasuda said. "When the body is weak, the virus attacks, and the body is nearly defenseless. My experience is that healthy coffee trees continue to grow, repair the damage, and the tree life expectancy is normal. *(How to battle nematodes successfully is an ongoing campaign and the theories surrounding the subject are not proven practices as of yet.)*

Photos: *Top left a picker uses a ladder to harvest an old style Kona coffee tree. Trees in Kona were often grown to heights of twenty feet in the 1930's. Below are men hauling coffee to the mill, circa 1915.*





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George Yasuda

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A KING'S STATUE MULTIPLIES

By Betty Fullard-Leo

Four massive bronze statues honor the great warrior King Kamehameha—the original at Kapa'au on the Big island, a replica at Ali'iolani Hale (the judiciary building) in Honolulu, another in the Capitol Building in Washington D.C. and the most recent, erected in 1997 in Hilo, on the Big Island.

Curiously, the first statue of the king was conceived to mark the centennial of the "discovery" of Hawai'i by Captain James Cook. In 1878 when Walter Murray Gibson, a legislator for Lahaina, Maui, proposed construction of the statue as a monument, his rationalization was that Kamehameha was at Kealakekua Bay to greet Captain Cook, and that "this Hawaiian chief's great mind, though (he was) a mere youth then, well appreciated the mighty changes that must follow after the arrival of the white strangers." In reality, it was Chief Kalaniopu'u who was in command at Kealakekua, while Kamehameha is thought to have been about 20 years old at the time.

Gibson and four other community leaders were allotted \$10,000 to have the monument completed, but

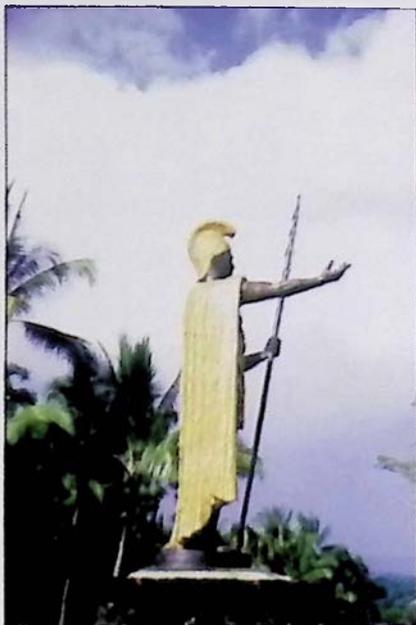
Gibson quickly assumed responsibility for the task, sailing to the Mainland where he met with Boston sculptor Thomas R. Gould. From September 30, 1878 to January 24, 1880 when the

statue was shipped from Florence, Italy, Gould kept Gibson informed of his progress through regular correspondence. Photographs of the work were exchanged and suggestions offered for changes.

On December 4, 1878 Gould wrote to Gibson: "In modeling the statue it will be very easy for me to lengthen the feather cape as you suggest, and to extend the waist cloth so as to cover the privates not as a clout but as a falling drapery." In another

instance, Gould requested that the face be altered to conform to an engraved portrait of the early king. Shortly after that, a contract was confirmed with the other members of the committee and with the cabinet council of the current King Kalakaua, detailing that Gould would complete a bronze statue of "heroic size," about eight-and-a-half feet tall, in twelve to fifteen months.

Gould rendered the statue in plaster in Boston and shipped it to Europe to be cast in bronze. More



Hilo's new King Kamehameha I statue erected in Wailua Park.

questions were sent from Florence, Italy, regarding the length and shape of the spear. Gibson returned a sketch by King Kalakaua illustrating needed changes in the point of the spear and other adjustments.

Payments in \$2,500 amounts were slow in coming, and several times Gould mentioned the problem in his letters, but finally he sent photographs of the completed statue, which were framed and released to the newspapers. Reporters from the Pacific Commercial Advertiser were quick to complain about the statue's footwear, which they said resembled Grecian sandals, more than Hawaiian.

An additional \$2,000 was allotted for construction of a base for

the Big Island) for him, as this is his birthplace...I therefore subscribe towards a monument in Kohala \$100."

None-the-less, a replica was ordered for Honolulu using \$7,000 of the \$12,000 insurance payment, and for an additional \$4,500 Gould also was contracted to design four bronze plaques to cover the base of the pedestal, which would show legendary incidents in the life of King Kamehameha—the king greeting Captain Cook, reviewing a fleet of war canoes, warding off five spears at one time, and with a family in a peaceful scene representing his "Law of the Splintered Paddle." When Gould died unexpectedly before completing the tablets, his son Marshall assumed the

...because Kaua'i was the one island Kamehameha the great had never conquered. Princeville attempted to give the statue to the county, but the proud Islanders did not want it in front of their county buildings either.

the statue, and Robert Lishman, a Honolulu architect, hurried to complete the job in time for the statue to be erected near the Judicial Building in Honolulu in December, 1880.

The statue was shipped from Bremen on August 21, 1880 on the G.F. Handel, but by December no statue had arrived. Finally, the third week in February, word came that the Handel and all its cargo had sunk off the Falkland Islands. King Kalakaua, touring his kingdom at the time, told Big Island residents in Kohala the disappointing news. The Pacific Commercial Advertiser reported that at least one Hawaiian didn't seem to mind. D.S. Ho'okano was quoted, "We receive your words with joy... May it please your Majesty...Let us remember the Conqueror, Kamehameha I...It is good that we should here raise a monument (on

task.

Then, in March 1882, Gibson heard a rumor that the Kamehameha statue was aboard a British ship, Earl of Dalhousie, in Honolulu Harbor. He hurried aboard and discovered the original statue, minus the right hand, with the spear broken and a hole in the feather cape, in the possession of the ship's Captain Jervis. It seems Jervis had stopped in the Falklands with a boat full of Portuguese immigrants en route to Hawai'i, where he saw the statue in front of a store. The story was that it had been recovered by fishermen and taken to Port Stanley. In Honolulu, Gibson paid \$875 to Captain Jervis for the damaged statue and ordered the necessary repair work.

At last, in January 1883, the British ship Aberaman delivered the replacement statue and the bronze

plates, but it was now four years after the centennial celebration of Cook's discovery of Hawai'i. Gibson had been appointed King Kalakaua's prime minister. It seemed a good idea to unveil the replica at Ali'iolani Hale in honor of the belated coronation of King Kalakaua. On February 14, 1883, the king pulled a wire to lift the Royal Standard and a Hawaiian flag from the impressive statue, while the Royal Hawaiian Band played Hawai'i Pono.

In May, 1883 the now repaired original statue was shipped to Mahukona, accompanied by an honor guard of 118 men on the Likelike. Workmen poured the cement base for the new statue on a rise called Ainakea in the Kohala District, but the cement hadn't hardened enough by the time King Kalakaua arrived for the unveiling, so the statue was suspended over the pedestal from a sling under its arms attached to a crane. The band played, Reverend E. Bond said a prayer, and at the king's request Princess Kekaulike pulled the cord to unveil this second statue on the afternoon of May 8.

The third Kamehameha I statue was commissioned after statehood in 1959, when the new state was entitled to install two statues in the U.S. Statuary Hall in Washington DC. Senator Daniel K. Inouye, then a representative, proposed a likeness of the warrior king, and 1965 a Hawai'i Legislative committee approved the choice of it and a statue of Father Damien. The King Kamehameha statue, reproduced by Ortho R. Fairbanks and Clarence P. Curtis, became the first statue of a king, as well as the largest statue to be displayed at the capitol. The unveiling on April 15, 1969, was accompanied by the blowing of a conch shell, a chanter, kahili bearers and the presentation of leis.

Most recently, a fourth Kamehameha I statue, which has a few

odd quirks in its own history, was erected at Wailoa State Park in June 1997. The Mamalahoe chapter of the Kamehameha Alumni Association in Hilo had learned years earlier that Princeville Corporation had an impressive statue in storage on Kaua'i since 1963 that had never been displayed. It seems the corporation had planned to erect the statue, sculpted by R. Sandrin at the Fracaro Foundry in Vicenza, Italy, at the entry to the resort where all the streets are named after ali'i, Hawaiian royalty. When the people of Kaua'i learned of the plans, however, they protested because Kaua'i was the one island Kamehameha the great had never conquered. Princeville attempted to give the statue to the county, but the proud Islanders did not want it in front of their county buildings either.

The Kamehameha Alumni Association of Hilo had no such prejudices. A spokesperson for the group, Jacquelyn (Skylark) Rosetti, pointed out that Hilo's history is closely intertwined with Kamehameha I. Hilo was the great king's first seat of government, 800 of his war canoes were built in Hilo Bay, and the legendary Naha stone, which he hefted as a teenager to fulfill the prophecy that he would become king, is displayed in Hilo. The community contributed \$106,000 to crate the king to Hilo, prepare the site and set up the statue. Perhaps most impressive of all Kamehameha's likenesses, this statue is 14 feet tall (18 feet if you count the spear), weighs nearly five tons and is cast in red bronze with a gold leaf cloak. The sandals were changed to look more Hawaiian, and somewhere in the casting, the great king's nose became a bit more Roman in shape. In any case, it seems only fitting that the Big Island is home to both the original King Kamehameha statue and the grandest of all his statues.



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Innkeepers: Anita & Oliver Suds, P.O. Box 277, Paauilo, HI 96776 Ph/Fax: 808-776-1611, 1-800-735-3262 e-mail: aphesis@interpac.net

Situated on our Macadamia Nut farm on the slopes of Mauna Kea at 1800' elevation, your choice of the privacy of our cozy rustic cottage w/complete kitchen and accommodations in our main house, each unit with color TV, microwave, coffee pots and one is wheelchair accessible. A continental breakfast provided for you to enjoy at your leisure. 5 miles to Honokaa, 15 to Golf, 30 to Hawaii's best beaches, 40 miles to Hilo, 60 to Kona. \$65 dbl.

Hilo Region

Hale Kai Bed & Breakfast

Innkeepers: Evonne & Paul Bjornen, 111 Honolii Pali, Hilo, HI 96720 Ph: (808) 935-6330 Fax: (808) 935-8439

This AAA approved 4 star B&B overlooks beautiful Honolii surfing beach and Hilo Bay. All private baths, cable TV,



ocean front views, pool & hot tub, full breakfast-quiet area. Guests treated as family. 100% Kona coffee served. Chosen among top 100 B&B's in USA and Canada. Rates: \$90 and up dbl. occupancy. 2 miles from Hilo. Also available is an ocean front 2 bedroom 2 1/2 bath deluxe penthouse. \$2,000/month.

Kona Region

Kailua Plantation House

Innkeepers: John Stroch and Donna Stonerock, 75-5948 Alii Drive, Kailua-Kona, HI 96740. Ph: (808) 329-3727



Enjoy luxurious accommodations with the coziness of an ocean front B&B. This elegant mansion is located just outside of the heart of Kailua. Each individually decorated suite boasts a private bath, cable TV, telephone, refrigerator, private lanai and access to oceanfront dipping pool and spa. Each day begins with Kona coffee and a full gourmet breakfast. Rates: \$145-\$235.

Volcano Region

Kilauea Lodge

Innkeepers: Lorna & Albert Jeyte, P.O. Box 116, Volcano, HI 96785. Ph: (808) 967-7366 Fax: (808) 967-7367 email: stay@kilauea-lodge.com Historic mountain lodge with popular restaurant rated TOP TABLES HAWAII. Romantic rooms and cottages. Fire-



places, colorful comforters, original local art. Common Room with VCR, games, library, fireplaces. Onia forest with native birds. Full breakfast included. Rates \$100-145.

Volcano Inn

Innkeepers: Eric Lighter and Joan Prescott-Lighter, P.O. Box 490, Volcano, HI 96785. Ph: (808) 967-7293, 1-800-997-2292 Fax: (808) 985-7349 www.volcanoinn.com

Most unique accommodations next to the volcano! Spa-



acious Inn and fully equipped cedar cottages offering true "Aloha" hospitality. All the amenities expected in a luxurious lodging-fireplaces, daily maid service, gourmet breakfast, afternoon tea, in-room refrigerators and coffee service, tours and much more-all at a fraction of the cost! AAA Rated \$45-\$195

continued from page 19

ization and development, you cannot help but mention the East Coast on the Big Island. At the center of all this is old town Hilo. Hawaii's second largest city is seeing a revitalization of spirit thanks to the effort of the Downtown Hilo Organization who is busy restoring and preserving the storefronts of this yesterday town. Aiding this effort are the wealth of new businesses occupying Hilo's old buildings.

Adding to this old Hawaii feeling is the daily **Suisan Fish Market Auction** and the **Hilo Farmer's Market** which is held every Wednesday and Saturday in Downtown Hilo. It's fun while walking

around to think about what the city was actually like around the early 1900's.

An easy to find waterfall is **Rainbow Falls** which is located inland along the **Wailuku River** at the north end of town. Follow the road running alongside the river to the Park where you won't have to walk far to see one of the area's most frequented sights. If you're lucky you will catch sight of a rainbow at the falls.

After leaving Hilo you don't want to miss the drive north to Waipio Valley which takes you over scenic gorges that were once crossed by cane hauling trains in the heyday of sugar cane production. The plummet-



KIRK AEDER

Anthurium growing is a very popular business in the Hilo District.

Enjoy...

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DOWNTOWN HILO, ON THE BAY
Historic S. Hata Bldg
969-6640

Places of Interest

While you are visiting the sights in and around Hilo, you must stop and see the folks at **Kope Kope**, a locally owned and operated espresso bar serving island products. Conveniently located in the Prince Kuhio Plaza, Kope Kope will surprise you with its wide range of European-style beverages, refreshing smoothies, scrumptious baked goods and a variety of gift items that include 100% Kona Fancy coffee. As you indulge in one of their specialty coffee drinks (boasting their 'Good 'Til The Bottom Of The Cup' Froth), compliment your selection with fresh baked cookies and pastries from the best local bakeries. The old S. Hata building which has been fully restored is now the home to one of the Big Island's favorite eateries. **Cafe Pesto** offers diners a Pacific-Rim Italian cuisine and uses fresh island ingredients in many of its selections. The owner/chef, David Palmer, constantly strives for perfection keeping his menu and nightly specials both contemporary and innovative. The restaurant also features a wood oven for firing the best pizza around. When you are done sight seeing the best lodging around Hilo can be found at the magnificent and luxurious **Hale Kai Bed and Breakfast**, located on the bluff above the ocean overlooking Hilo's premier surf spot, Honoli'i. Expect nothing less than gourmet island breakfasts and plenty of privacy. Hale Kai also has available a private cottage facing a pool and ocean. The owners, Evonne and Paul Bjornen are knowledgeable hosts and are always willing to lend a personal travel tip to their guests.



KIRK AEDER

Mighty and magnificent Akaka Falls

ing waterfalls and river mouths under the extensive bridge systems leading north up the Hilo Coast are definitely an

awesome sight. On this drive north is Onomea Bay located along a 4 mile

Kope Kope

8am-9pm		8am-6pm
Mon-Fri		Sat-Sun

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 Prince Kuhio Plaza (808) 935-KOPE
 Hilo's Newest Espresso Bar
 Serving Espresso Drinks
 Smoothies • Flavored Drinks • Local Baked Goods

IN HILO

2 BD 2 1/2 Bath Condo also available	<h2 style="margin: 0;">Hale Kai</h2> <h3 style="margin: 0;">Bed & Breakfast</h3> <h3 style="margin: 0;">Bjornen</h3> <p style="margin: 0;">★★★★ AAA approved</p>	Double occupancy is \$90 and up
--	--	--

A 4 Star Bed & Breakfast on the bluff facing the ocean and overlooking Hilo Bay and Honoli'i surfing beach
VERY PRIVATE, POOL, HOT TUB, BREAKFAST,
 Kona Coffee, Private Baths, Well Decorated Rooms
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KIRK AEDER

Surfing in Waipio Valley is an age old tradition that continues today with modern day waveriders. It was here that King Kamehameha I learned the art of surfing.

coastal scenic route. The lush ravines and botanical gardens are brilliantly picturesque along this coastal road and are well worth the detour.

Akaka Falls State Park and the village of **Honoumu** can be reached by taking Hwy. 220 off of the main route, Hwy. 19 north. Once you reach the Park a short paved hike will take you past a network of smaller waterfalls and colorful tropical foliage to the plummeting Akaka Falls. Its accessibility and grand size make Akaka Falls a popular stop along this eastern coast. The historic town of Honoumu boasts many old storefronts from the days when sugar was king. The drive and hike to Akaka Falls will only take you out of the way for an hour but you might just find yourself passing more time over an ice cream and a pleasant cool breeze in the quiet town of Honoumu.

In the old days, during the earlier part of the twentieth century, it was quite a trip to cross the deep coastal ravines before reaching the town of Honokaa, which was the third largest city in the territory of Hawaii. From Hilo, vacationers and soldiers on leave from Uncle Sam's army would travel up the Hamakua and Hilo coast to Honokaa where night life was king. A dance hall was even built above the Botelho building, the first car dealership in the town. That building now hosts a curio and antique shop but one can easily

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ISLAND'S
BEST
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VERY
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Open Daily from 5:30am - 8:30pm
THE PLACE TO STOP
between Waimea & Hilo on Hwy. 19 in Honokaa

Places of Interest

Outside of Honokaa town on Highway 19 is one of the Big Island's busiest local dining spots. **Tex**



Drive In. This local diner is a popular place to stop for locals and visitors alike as it features both Hawaiian and American cuisine. The menu includes everything from hamburgers to malasadas, including fresh fish plates and rice. Service is quick and the atmosphere bustles making Tex a fun and tasteful stop for lunch. Stop in and feel the pace of "local" Hawaii before heading on to Waipio Valley to the north or Hilo to the south



KIRK AETDER

Taro growing is still practiced by Hawaiians living in Waipio Valley.

imagine what an average Friday night looked like at the Bohelho in the 1940's.

As Hawaii's old theaters are once again becoming popular, the citizens of Honokaa enjoy their own historic **People's Theater**. The doors of the theater are opened for feature films every Friday, Saturday and

Sunday evening. If you decide going to a movie is not what you wanted to do on your Hawaiian vacation go for the feeling of nostalgia which is definitely present once you've found your seat inside the huge old movie hall.

Outside of Honokaa town heading north to Waipio Valley the landscape changes dramatically. A series of deeply cut valleys edge the coastline all the way to Pololu Valley, the tip of the North Kohala region. No roads exist here only rough trails leading up and down the valley rifts which should not be traveled by inexperienced hikers. The hike to Pololu Valley from Waipio takes even the most experienced hiker several days to complete.

Legend has it that it was in **Waipio Valley**, "the land of the falling water", that the great King Kamehameha, as a young boy, received his leadership training and first

learned to surf. Today, family ohanas, "houses", still dot the landscape which is separated by a river that leads into the open sea. Local farmers and their families continue to make their way of life from farming taro and fishing off the sandy shores of this peaceful and remote valley floor.

Outside of Waipio Valley and Honokaa town are other early and small settlements of the Hamakua region such as Paauilo, Kukuihaele and Laupahoehoe. These towns are all filled with a rich and local culture that happily survives in this region of the Big Island.

WAIMEA

Between snow capped Mauna Kea and the Kohala mountains the green hillsides of North Kohala roll along under wispy white clouds, and afternoon rainbows that frequently stream their way from the skies above Waimea. Inside this landscape herds of grazing cattle can be seen meandering their way through sloping pastures filled with cactus and dry underbrush as Hawaiian cowboys called paniolos still ride horseback and work the ranges.

Ranching began in this region of the Big Island after King Kamehameha appointed, in 1815, a young seaman named **John Parker** to hunt and shoot the herds of wild cattle whose population had grown uncontrollably since their introduction to Hawaii in 1793. Parker, who accomplished his mission, managed to domesticate a herd of his own before marrying a Hawaiian chiefess. The marriage helped Parker to acquire the land that would later be used to found his 250,000 acre ranch in 1847. Today's existence of Parker Ranch as one of the largest ranches in the United States gives the outsider an idea of the magnitude of its size.

Today, the town of **Kamuela**, more often referred to after its district name Waimea, is a town that still surrounds itself with a ranching lifestyle. The brightly colored Victorian houses and shops, tidy yards filled with flowers and skeleton remains of



Parker Ranch rodeos are very popular in the ranching town of Waimea.

wagons and wheels gives visitors the opportunity to see yet another sphere of the diversity of cultures that exist in Hawaii.

NORTH KOHALA

Following highway 270 north visitors will encounter a landscape filled with historical landmarks that include the original **King**



The main attraction in North Kohala... The King Kamehameha 1 statue in Kapaau.

Kamehameha statue, Kalahikiola Church, and Mo'okini Heiau which is

regarded as the oldest pre-Western contact temple of worship. In the year 1758 King Kamehameha

was believed to have been born at Mo'okini. Also to be found in the North Kohala region are the remnants of a once thriving sugar industry of the 1880's which is still visible in the many old storefronts of Hawi & Kapaau towns.

When you're done visiting the towns of Hawi and Kapa'au, Highway 270 will lead you through North Kohala's fertile pasture lands, dense forests, and ultimately to **Pololu Valley**, which offers one of the best scenic view lookouts on the island. If the road were to continue on past Pololu Valley you would eventually end up at Waipio Valley at the northern end of the Hamakua coast. Separating these two valleys are several other magnificent valleys accessible only by foot or horse. If you plan to hike beyond Pololu be prepared for a long trek and bring plenty of water and supplies. The trails



Looking south to Waipio Valley from Pololu Valley lookout.

are narrow steep and slippery and should not be hiked by amateur trailmen. While driving along the coastline of North Kohala remember that if the skies are clear you may

be able to catch a view of the island of **Maui** looming on the other side of the Alenuihaha channel, which separates Maui from the Big Island. Between the months of December and April visitors are almost guaranteed a **humpback whale** sighting off the coast of North Kohala. This region of the Big Island is a particularly favorite spot for our migrating friends from the north.

Come and enjoy this peaceful region of Hawaii. You will be amazed at the ancient and modern wonders it has in store for you.

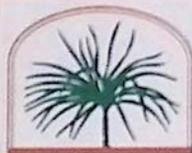
KOHALA COAST

Almost always under bright sunny skies the Golden Kohala Coast of the Big Island of Hawaii has for years been the tropical playground of not only ancient Hawaiian



Open Daily
10am-6pm
Across from
King Kamehameha
Statue,
Kapaau Town

Fresh Daily Soups and Salads
Gourmet Deli Sandwiches
Wraps, Ice Cream/Smoothies
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Located in the restored
Toyama Building
Downtown Hawi

P.O. Box 307 Kapaau, Hawaii 96755

Places of Interest

The towns of Hawi and Kapaau are now preserved by a new generation of Hawaii businesses which have their own distinct local offerings. In Hawi is **Kohala Pacific Realty**, where visitors are welcome to stop in for free maps of the North Kohala region. Owner Jon Adams and his daughter Joni are taking a different approach to real estate sales. Down the road a piece and heading towards Pololu Valley you will find **Jen's Kohala Cafe**, the newest addition to the North Kohala Coast. Jen's Cafe is a quaint little eatery located in beautiful downtown Kapaau, directly across from the statue of King Kamehameha. Jenifer and Chad Davis, the proprietors, have called Kapaau their home for many years, and are pleased to offer both residents and visitors alike a new place to eat that utilizes local farmers for the freshest organic produces. The menu includes fresh soups daily, as well as salads, gourmet deli sandwiches, and the instant hit, the Kohala wrap-n-rolls. They also offer Kona-made premium Great Pacific Ice Cream, if you are just looking for a quick treat. It is well worth the drive to visit this most northern tip of the Big Island... so be sure to plan Jen's Kohala Cafe as your lunch stop. Open 7 days from 10am to 6pm.



royalty but contemporary vacationers from around the world. The Kohala coast which hosts many important historical sights is also home to one of America's most highly rated public beaches, **Hapuna Beach State Recreation Area**. Hapuna's long white sand beach, rolling surf, clear skies, and accessibility make it a popular destination for many island guests. Among the ebony lava fields that comprise the Kohala Coast landscape are several world renown championship golf courses. From the air or from a distance the green fairways that blanket this rugged terrain soften its landscape. And, because of the Kohala coast's perfect sunny weather the courses are rarely closed... maybe once every five years. Wild goat, donkeys and other four legged creatures roam the land freely and occasionally the Hawaiian short eared owl, the **pueo**, can be seen in flight.

Connecting this forty or so mile coastline is the ancient **King's Trail** which was travelled by the ruling ali'i as well as malo-clad runners who were responsible for transporting pond raised

fish wrapped in ti leaves to the tables of Hawaiian royalty living down the coast in Kailua-Kona. The King's trail passes



The Hilton Waikoloa Village plays host to one of the finest golf settings along the majestic Kohala Coast.

Places of Interest

One particular place to enjoy is the **Hilton Waikoloa Village** set amidst lush tropical gardens and tranquil lagoons on 62-acres. The hotel offers 1,241 rooms, three swimming pools, exotic wildlife, Dolphin Quest, children's program, restaurants, shops, two championship golf courses, tennis, Kohala Spa and a museum walkway - it's more Hawaii than you can imagine! Located in the Kawaihae Shopping Center is one of the most popular restaurants on the Big Island, **Cafe Pesto**. The Pacific-Rim Italian cuisine at Cafe Pesto is the epitome of island fresh cuisine as owner/chef David Palmer constantly strives for perfection with his innovative style. From calzones to pizza and mouth watering pastas the ingredients are island fresh. Prices are reasonable too so you have no excuse to miss the Cafe Pesto experience.



through not only the several resort properties but Pu'ukohola Heiau and scores of petroglyph fields.

Pu'ukohola was the last

Hawaiian temple built during King Kamehameha's reign of power. It was said that if Pu'ukohola was built to honor the war god Kuka'ilimoku, Kamehameha would be granted the power to conquer and unite the islands of Hawaii under one kingdom. After the temple's completion, Kamehameha did go on to unite the islands of Hawaii, but only after several bloody battles had been waged on outer islands.

Today, the heiau which was the last human sacrificial site in Hawaii is preserved by the National Park service and is open daily to the public.

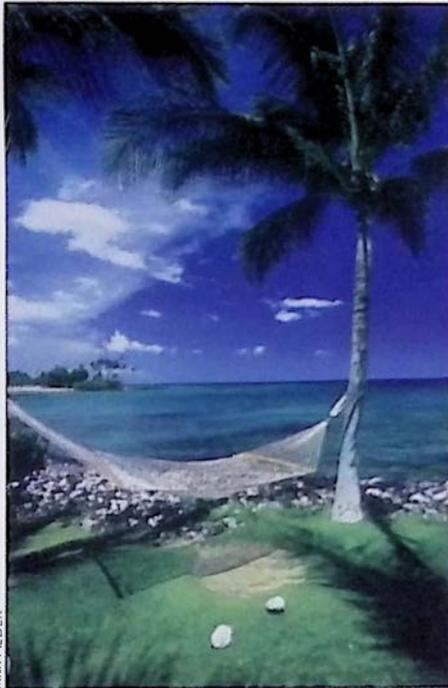
The extensive **petroglyph**

fields that are found all along the King's trail hosts its most popular spot near the King's Shops on Waikoloa Beach drive.

Follow the signs along a short trail that

direct you to the petroglyphs. Keep in mind that the preservation of these field depends on people staying on the trail while viewing these ancient rock carvings. And it should be added that this petroglyph field runs along side the golf course so keeping a third eye out for flying golf balls would not hurt.

Besides all the cultural sights and plush resorts many popular island events also take place along



KIRK AEDER

If your decision is to not tour the island than we suggest finding a hammock and enjoy doing nothing at all...

this Gold Coast of Hawaii and the calendar page in the magazine will advise you of them. Enjoy it all while you wine, dine, and are treated like royalty on the Kohala coast.

Coffee Times

100% PURE KONA COFFEE

The Finest Coffee in the World!



Grown since 1828 Kona Coffee is widely acclaimed as the world's finest. Along with a perfect growing environment the entire Kona coffee crop is still hand picked and sun dried. This extremely labor intensive process by independent farming families has greatly contributed to the gourmet reputation of Kona coffee. In 1866 Mark Twain stated, in his "Letters From Hawaii", "Kona coffee has a richer flavor than any other, be it grown where it may and call it by what name you please." What sets *Coffee Times* Kona coffee apart is that we personally roast and ship your coffee to order only. And we have found that this personal service makes all the difference in the world. We invite you to give us a try and become a member of our coffee loving family of customers.

Today, coffee pickers from Mexico help local farmers to hand pick the ever increasing Kona coffee crop. Miguel A. Meza Mozqueda is pictured here.

ALL COFFEE IS FRESH ROASTED TO ORDER ONLY.

(please specify medium, or dark roast with each coffee ordered)

100% KONA PEABERRY

Peaberry Kona coffee offers connoisseurs one of the finest and perhaps rarest coffee beans in the world. Only an estimated 4 percent of the annual Kona coffee harvest yields a Peaberry grade of coffee. Peaberry occurs when a coffee tree is stressed in its growing environment, resulting in an individual coffee cherry producing only one round and very dense bean rather than the usual two beans. The taste of Peaberry in the cup is simply exquisite.

\$26.00 lb. \$125.00 5 lbs. \$240.00 10 lbs.

100% KONA FANCY

After many years of roasting, sampling and selling many different grades of 100% Pure Kona coffee the Fancy grade of Kona has proven itself time and time again to yield the finest and most consistent cup of coffee. Its clean grade, density, size, and aroma have set it apart from other Kona grades. Considered by many to be the best whole bean coffee available in Kona.

\$25.00 lb. \$120.00 5 lbs. \$230.00 10 lbs.

100% KONA PRIME SPECIAL

Like all of our coffees the affordable Kona Prime selection is a State of Hawaii Certified grade. The beans are a bit smaller in size but they still measure up to be one of the finest coffees in the world.

\$20.00 lb.

CALL 1-800-750-5662

Coffee Times

100% PURE "ESTATE RESERVE" KAUAI COFFEE

(Decaffeinated Available)

The warm Pacific sun, rich volcanic earth and abundant mountain water of Kauai combine to create perfect conditions for growing great coffee. The consistency of this high quality coffee is the result of a carefully selected arabica bean with a mild, well balanced taste and enticing aroma. This coffee is the "best of the best" of what's grown on Kauai!

\$15.00 lb. \$70.00 5 lbs. \$130.00 10 lbs.

100% PURE "KAANAPALI ESTATE" MAUI COFFEE

Like fine winemakers who search for the perfect match between grape and growing conditions, turning an ordinary wine into one of the finest vintages in the world, so is the quest to produce a bountiful range of unique, distinctive, high quality coffee from the KaaNapali Estate in Maui. Their pioneering varietal research began with an expert team of growers, researchers, and cuppers who analyzed 12 test plot locations throughout the Hawaiian Islands; each planted with 18 different varieties of *Coffea arabica*. The result... the best growing conditions of the West Maui Mountains and some of the finest *Coffea arabica* varietals including: Moka, Red Catuai, Yellow Caturra and Typica. (These are not flavored coffees)

100% Maui Moka

A very lively cup with wild, slightly exotic chocolaty aroma and subtle winy flavors.

\$15.00 lb. \$70.00 5 lbs. \$130.00 10 lbs.

100% Maui Red Catuai

This "Cabernet" of coffees imparts rich, nutty and buttery characteristics. A full bodied coffee with a silky smooth finish.

\$15.00 lb. \$70.00 5 lbs. \$130.00 10 lbs.

100% Maui Yellow Caturra

A vibrant, clean, and crisp cup of coffee.

Producing beautiful spicy, tangy and elegant flavor characteristics.

\$15.00 lb. \$70.00 5 lbs. \$130.00 10 lbs.

100% Maui Typica

A traditional Hawaiian favorite. These beans produce gentle floral aromas and a smooth seductive finish.

\$15.00 lb. \$70.00 5 lbs. \$130.00 10 lbs.



Coffee Times

100% PURE "MALULANI ESTATE" MOLOKAI COFFEE

The name "Malulani" the Hawaiian word for "heavenly aroma," refers to the unique aromatic characteristics of Molokai coffee. Washed and completely sun dried this Extra Fancy (highest) grade of coffee has a mild acidity, rich body, and deep tasting finish.

EXTRA FANCY GRADE

\$15.00 lb. \$70.00 5 lbs. \$130.00 10 lbs.

100% PURE "WAIALUA ESTATE" OAHU COFFEE

Growing at an average elevation of 600 feet on Oahu's North Shore coffee trees are flourishing to produce Hawaii's second hand picked coffee crop. A perfect soil that is composed of disintegrated volcanic rock, leaf mold and other organic matter combined with an ideal mixture of sun, rain and clouds is producing another outstanding mild Hawaiian coffee.

\$25.00 lb. \$120.00 5 lbs. \$230.00 10 lbs.



1-800-750-5662

ZERO SHELF LIFE

POLICY:

*All Coffee is Guaranteed
Fresh Roasted & Shipped to
Order Only!*

Much of the coffee in Hawaii with the exception of Kona and Oahu is machine harvested and mechanically milled greatly contributing to the affordable production of these Hawaiian coffees. Pictured on the left is a harvester gathering the beans on the island of Kauai.

Coffee Times

HAWAIIAN TROPICALS

Our Flowers are Cut Fresh and Shipped the Same Day!
Also included are tea leaf greens plus full arranging and care instructions

ANTHURIUMS

Known world-wide as Hawaii's Love Flower the anthurium symbolizes love, luck and friendship.

\$33.00 (6) \$50.00 (12) \$87.00 (24)

DENDROBIUM ORCHIDS

One of the most popular orchids here in Hawaii, the dendrobium comes in rich pinks, deep purples and sparkling whites.

\$33.00 (6) \$50.00 (12) \$87.00 (24)

PROTEA

These true exotics with their soft fur-like petals have the look of feathers, the softness of a velvet sea anemone and the excitement of a burst of fireworks. Proteas can also be dried and made into lasting floral arrangements.

\$52.00 (8 assorted) \$88.00 (16 assorted)

ROYAL SELECTIONS

Anthurium, Ginger, Bird of Paradise, Heliconia, Protea and Orchids combine to make these mixes extraordinary. Selections will vary depending on the season, which may be the reason they are so popular.

Princess Ka`iulani

\$49.00 (10-12 stems)

Queen Lili`uokalani

\$65.00 (15-17 stems)

The Makahiki Selection

\$90.00 (26-28 stems)



Queen Lili`uokalani Mix



*Red Kozo Hara
Anthuriums*



*Lavender Supreme
Dendrobium Orchids*



*Ivory Mink, Pink Mink,
and White Owl Protea*

LEIS

Plumeria Leis

Full of fragrance these flowers embody the tropical smell of our Hawaiian Islands.

\$47.00 (1 double or 2 single leis)

Orchid Leis

A Hawaiian tradition the orchid lei is a wonderful gift of aloha for all occasions.

\$49.00 (1 double or 2 single leis)

FRUIT

Pineapple

6 Pack Pineapple (Shipped 1/2 ripe)

\$65.00

Papaya

7-9 Papaya

(10 pounds shipped 1/4 ripe)

\$55.00

*If cared for properly these flowers should last four weeks.
We refund or reship for FREE if you are not satisfied.*

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Cards

VIDEO

"Hawaii's Exotic Flowers" Video

An informative video that tours flower farms on the Big Island. Also includes tips on arranging and caring for cut flowers. A film by *Coffee Times* flower specialist Lisa Week.

\$20.00



CALL 1-800-750-5662



*Assorted Orthotricha
Heliconia*



Pink and Red Ginger



Bird of Paradise

Coffee Times

100% HAWAIIAN FOODS & GIFTS

100% Kona Macadamia Nuts

Coffee Times 100% Kona Whole Grade Macadamia nuts are grown exclusively by independent farmers in the Districts of North & South Kona. They are the finest nuts in the world.

\$13.00 lb. \$60.00 5 lbs. \$110.00 10 lbs.

Washed 100% Hawaiian Cane Sugar

Our sugar is 100% pure Hawaiian and will compliment your coffee or baked goods like no other. It is the best and most natural sweetener in the world.

\$3.00 lb. \$12.00 5 lbs. \$20.00 10 lbs.

100% Organic Hawaiian Honey

**3 Types: Volcano Lehua, South Point Christmas Berry,
or Hilo Macadamia Nut**

Our 100% Hawaiian honey is raw and unprocessed and some of the cleanest on earth and is collected from 3 different hive locations on the Big Island.

\$6.00 lb. \$16.00 3 lbs. \$28.00 6 lbs.

Organic Spirulina Pacifica Tablets

Grown in Kona, Spirulina Pacifica is the world's one and only certified organically grown and processed algae. This dried water vegetable provides a remarkable combination of beta carotene, chlorophyll, B-vitamins, complete protein, GLA, and a host of enzymes and minerals.

Spirulina is remarkable in that it provides more concentrated nutrition than any other whole food.

\$27.00 (400 tabs./ 1 bottle) \$125.00 (5 bottles) \$230.00 (10 bottles)

Shipping weight is 1 pound per bottle

Chocolate Covered 100% Kona Macadamia Nuts

100% Kona Macadamia Nuts draped in rich gourmet dark chocolate.

\$9.00 8 oz. \$17.00 1 lb. \$80.00 5 lbs.

Chocolate Covered 100% Kona Peaberry Coffee Beans

Medium roasted 100% Kona Peaberry coffee beans draped in rich gourmet dark chocolate.

\$9.00 8 oz. \$17.00 1 lb. \$80.00 5 lbs.

Official Coffee Times T-Shirts

Custom printed in our signature coffee brown color choose between the funny anti-Kona coffee counterfeiting cartoon or coffee label design shirts.

\$15.00 each

Official Coffee Times 10 oz Logo Mugs

\$10.00 each

Shipping weight is 1 pound per mug or shirt and be sure to select large or extra large on shirt orders.



Coffee Times

**SATISFACTION
GUARANTEED**



ORDER BY MAIL

Product	Style or Roast	Lbs.	Price
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
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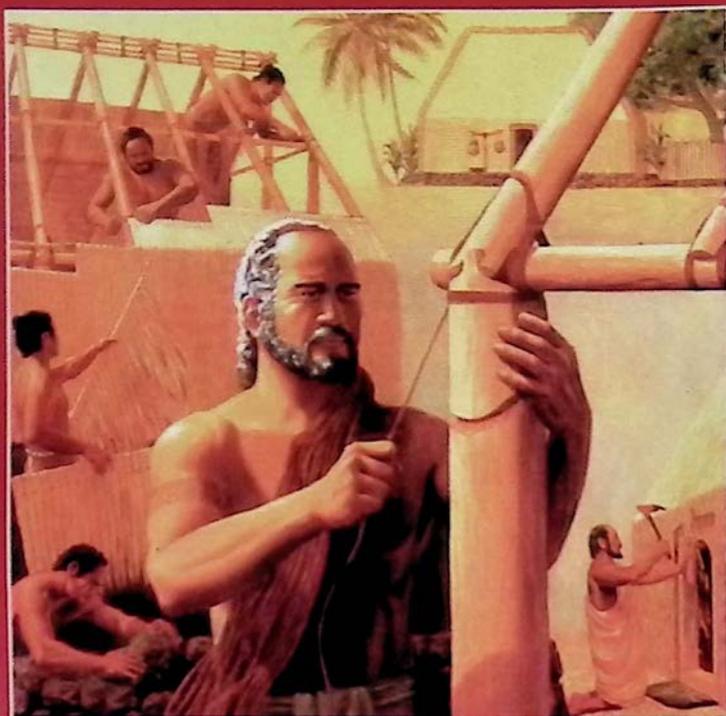
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