



## **HAWAIIAN OCEAN VIEW ESTATES**

SUITE 700 PORTOFINO BUILDING • 5400 THE TOLEDO • LONG BEACH, CALIFORNIA 90803  
TELEPHONE 433-7484 AREA CODE 213

January 5, 1966

(Kristyn Lillie-Haina Grandparents)

Mr. & Mrs. Henry La Boda  
3552 Constellation  
Lompoc, California

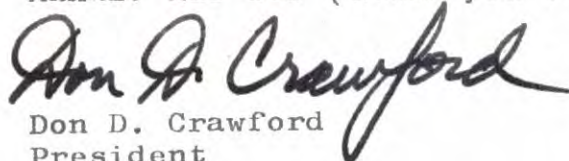
ALOHA!

We are happy to welcome you to Hawaiian Ocean View Estates.

We feel certain your investment will prove both pleasurable and profitable for you. In the short time that the Estates have been offered to the public, the interest and acceptance have been overwhelming. Perhaps you have friends who would appreciate knowing of this opportunity and whom you would enjoy having as neighbors.

It is a pleasure to enclose your fully executed Land Purchase Contract.

Mahalo nui loa (thank you very much),

  
Don D. Crawford  
President

DDC:jg  
Encls.



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### PROGRESS REPORT NUMBER NINE

Year of 1966

In its Annual Economic Report, the Bank of Hawaii says that by any measure that might be used (cultural, political, educational or economic), Hawaii has completed by far the greatest decade in its history. The Bank states further that few areas in the world have achieved so pronounced a growth in so short a period and there is every indication that future advances in Hawaii will continue to be equally pronounced. The First National Bank of Hawaii published U.S. Department of Commerce statistics showing that personal income of individuals in Hawaii has grown significantly faster than the average of all of the States for the period 1948-1965, with outstanding increases since 1958 (see enclosed excerpts).

Tourists continue to come to the Island of Hawaii in record numbers. According to a report by the County Department of Economic Development, 368,000 visitors are expected to visit the Big Island per year by 1970 and they will spend \$51.5 million annually. The First National Bank of Hawaii reports that the repeat visitor to the State usually wishes to spend more time on the Neighbor Islands rather than Honolulu. Attesting to the popularity of the Island of Hawaii, the number of repeat visitors to the State that visited the Big Island last year increased a substantial 67.4% over the previous year (excerpts enclosed).

In August, the Department of Economic Development released statistics indicating that building construction activity on the Big Island continued at record levels in spite of the general tight money situation throughout the U.S. For the January through July months of 1966, building permits totaled \$11.6 million, 57.5% ahead of the corresponding months of last year (reprint enclosed).

Mauna Kea has been selected by the National Aeronautics and Space Administration as the site for one of the world's largest astronomic telescopes. The Observatory Director predicts this as a base for a pure science industry, whose operation can contribute greatly to the economic and cultural well-being of the Big Island by attracting outstanding men of science.

The Big Island is becoming increasingly popular as a site for major resort developments. The *Honolulu Advertiser* published the enclosed architect's drawing of the proposed luxurious 250-room hotel, Laguna-Kai, to be located three miles from Rockefeller's \$15 million Mauna Kea resort hotel and golf course. A \$25 to \$30 million development is expected to get underway soon on 37 acres near the Kona Airport and is to include three hotels and a boat marina. Great news is that the eagerly awaited \$4 million Kona Hilton is now under construction. Note the enclosed article on this unique and exotic architecture featured in the *Los Angeles Times*. You golf enthusiasts will be happy to know actual work has started on the \$2 million championship course at

(over)



Keauhou, south of Kailua-Kona, part of the \$95 million development planned on Bishop Estate land. It is expected to be ready to play in about a year (see enclosed articles).

*Western Real Estate News & Investor*, in an article about the flourishing Hawaii real estate market, predicts the next 10 years will be boom years. It states that land on all the Islands is at a premium, the most imaginative areas of the State yet to be developed being the Neighbor Islands, and that particularly the Islands of Hawaii and Maui should show phenomenal growth in the next 10 years. Land in the vicinity of your subdivision seems to be coming more popular with motion picture stars for investment. Do you remember when James Stewart bought 1,500 acres only a few miles from Hawaiian Ocean View Estates? Now the Academy Award winning actress Julie Andrews is investing \$46,000.00 in the same area (seen enclosed excerpts).

The noted motion picture and television actor Richard Boone has disclosed plans for a \$250,000.00 Kona Theater, and one of our representatives, Ed Bossing, was elected president of the Kona Coast players (Kona Community Theater). Ed has moved his office from the Kona Inn across the street to the new Marlin Plaza, a \$487,000.00 office and shopping center complex. Be sure and drop by to say hello when you are in Kona. To visit Hawaiian Ocean View Estates however, call our representative Karl Embrey. His telephone number in Kona is 237-233, or if no answer, 258-161. Plan to fly from Honolulu to the Kona Airport rather than to Hilo. The best procedure, upon arrival in Honolulu, is to phone Karl and he will arrange a time to meet you in Kailua-Kona and drive you through the subdivision, giving you a tour of the Kona Coast along the way. There are now so many Estate owners visiting the subdivision that we have added another representative, Les Wunsch, to assist Karl. They also have their office in the Marlin Plaza.

An ever increasing number of homes are being built by your fellow Estate owners and their families on Hawaiian Ocean View Estates. You will probably be interested to read the enclosed article about two of the newer residents, Mr. and Mrs. Yoes, which appeared in one of the Hawaii Island publications.

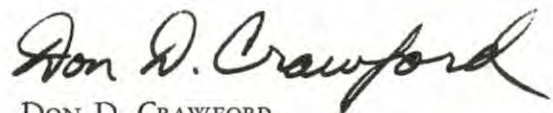
Good news for those of you who are planning to build — there is now a builder with an office and model home on the subdivision. Estate owners Mr. and Mrs. Fred Woolf moved to Hawaiian Ocean View Estates from California and are the exclusive distributors of Lindal Homes for the Island of Hawaii. These attractive pre-cut solid cedar homes are available in 58 different models. Mr. Woolf informed us these may be purchased in any one of three stages of construction:

- 1) The pre-cut materials as a package delivered to your Estate and you arrange for the construction or build it yourself.
- 2) The house erected, ready for wiring, plumbing, etc.
- 3) A completed home, ready to move in.

For further information, write directly to Fred Woolf, Hawaiian Cedar Homes, Post Office Box 173, Naalehu, Hawaii.

For your interest, on the following pages are pictures of some of the new homes on your subdivision. All are Lindal homes with the exception of the Yoes' home.

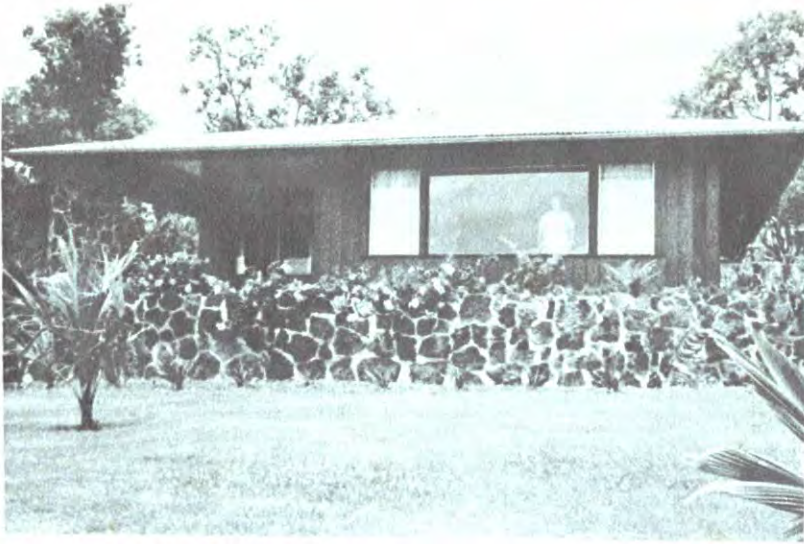
*Aloha,*



DON D. CRAWFORD  
*President*



DEVELOPMENT ON HAWAIIAN OCEAN VIEW ESTATES



Mrs. Elden Roth enjoying the beautiful ocean view from the living room of their home. Note their fine lawn.



Do you remember the picture of the 5 pound sweet potatoes Elden Roth grew in his backyard garden? He has now topped this and is shown beside his home holding a 9 pounder!



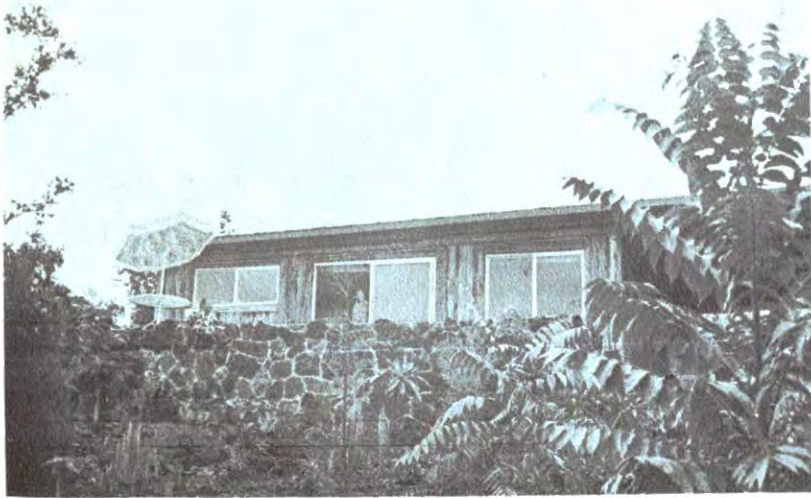
Phil Parish holding his daughter, Melanie, and one of the delicious pineapples he grows in his home garden.



Home of Mr. and Mrs. Lawrence Pa carport.



DEVELOPMENT ON HAWAIIAN OCEAN VIEW ESTATES



Visiting the Parishes and enjoying the magnificent ocean view from their new sundeck, which is framed in native stone.



Freda McGhee shown holding beans growing on the 9 foot bean stalks in their garden. She and her husband, John, moved to Hawaiian Ocean View Estates from Portland, Oregon.



Home of Mr. and Mrs. Joe Fergerstrom after they completed planting their lawn and landscaping. Their attractive home is constructed of materials found on the subdivision, Ohia wood and native stone.



One of the 120 miles of excellent streets completed within the subdivision.

(over)



NEW HOMES OF HAWAIIAN OCEAN VIEW ESTATES



The beautiful home of Mr. and Mrs. Guthrie from California. Note the large floor to ceiling view windows of their living room.



Bedroom of the Guthries' home.



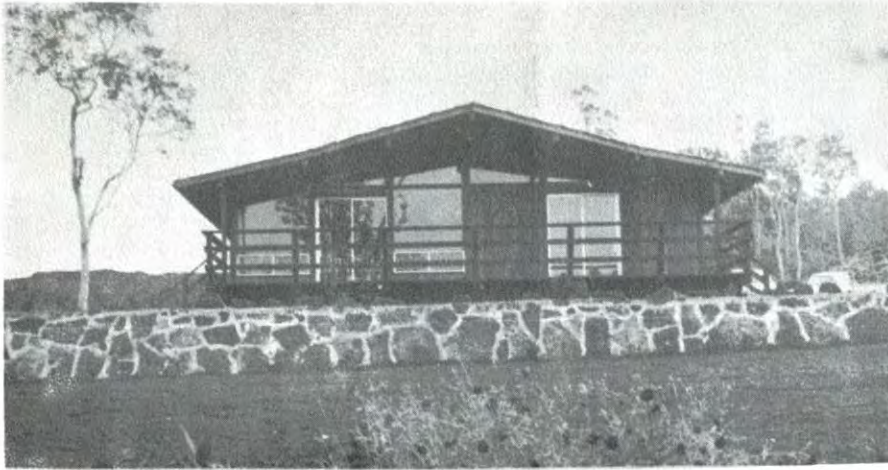
Mr. and Mrs. Guthrie enjoying a cup of Kona coffee in their spacious kitchen.



Home of Mr. and Mrs. Morey from Minnesota, showing their circular driveway and landscaping under way



NEW HOMES OF HAWAIIAN OCEAN VIEW ESTATES



The Moreys' home showing the attractive native stone wall in front.



Under construction is the home of Mr. and Mrs. Ballard from Virginia.



Mr. and Mrs. Morey "taking it easy" in the living room of their new Hawaiian home.



Gil Yoes enjoying the Hawaiian sunshine on the front porch of his home.



NEW HOMES OF HAWAIIAN OCEAN VIEW ESTATES



Cheerful view from the kitchen of the Woolfs' home.



Living room of the Woolfs' home showing the cedar paneling.



Nearing completion is the home of Mr. and Mrs. Piercy of Kailua-Kona.



The home of Mr. and Mrs. Woolf showing their interesting landscaping using native rock.



# BANK OF HAWAII

## *New Developments Create New Potentials in Hawaii*

By any measure that might be used (cultural, political, educational, or economic), as of January 1, 1966, Hawaii completed by far the greatest decade in the history of the Islands.

Statehood was achieved in 1959, accompanied by a marked advance in political strength and maturity (the outward expression of which is the current construction of a new and uniquely Hawaiian Capitol building).

The University of Hawaii has grown at an unprecedented rate in facilities, in student body and in faculty. The percentage of high school students going on for training beyond the high school rose so rapidly during the past ten years that Hawaii today stands at the forefront among the states in this respect. These developments have been augmented by the creation of the East-West Center on the University campus (in October 1960), where students and scholars from countries bordering the Pacific study and work together toward common goals.

Museums and libraries also have recorded a pronounced advance—as have organizations for promoting art, music, and the drama. New buildings for housing these activities (such as the Honolulu International Center, the John F. Kennedy Experimental Theatre on the University campus, and Pauahi Hall of the Bishop Museum) now provide far more adequate facilities than were available in 1955.

While none of these are business activities, they represent a multi-million-dollar growth in employment and income. Of far greater importance, however, is the fact that they provide the means for a broad, continuing improvement in the quality of life throughout the Islands and for increased intellectual and technical capacity. They thus also greatly enhance Hawaii's potentials for future economic growth.

The record of business development is outstanding. During 1955-65, personal income in Hawaii rose from \$972 million to \$2.02 billion, retail sales from \$637 million to \$1.2 billion, bank deposits from \$395 million to \$1,005 million, the annual dollar volume of construction from \$97 million to \$343 million, manufacturing from \$103 million to \$281 million, the annual value of sugar from \$146 million to \$176 million, and tourist trade from \$55 million to \$265 million.

Few areas in the world have achieved so pronounced a growth in so short a period. There is every indication that future advances in Hawaii will continue to be equally pronounced (1) because the already well established activities which contributed to growth during 1955-65 are themselves growing in strength, and (2) because new growth factors are in the making.

# FIRST NATIONAL BANK OF HAWAII

## DEPARTMENT OF ECONOMIC RESEARCH

The tremendous increase in the number of visitors to Hawaii who have already been here at least once before (about 30 per cent of destination Hawaii visitors and nearly 50 per cent of all stopover visitors destined beyond) has made it possible for more and more visitors to think seriously about spending most of their time on one or more of the Neighbor Islands, rather than in Waikiki. The typical first-time visitor, while knowing of the Neighbor Islands, primarily associates Hawaii with Waikiki

and Diamond Head—probably one of the most famous resort landmarks in the world. Hence, the first-time visitor still is strongly inclined to be home-based in Waikiki when in Hawaii. But for the repeat visitor, the situation is entirely different. He not only knows Waikiki, but he has probably had a brief glimpse of the charm of the Neighbor Islands and wants to spend more time there. He is, in short, in the market for a Neighbor Island vacation as he wasn't on his first trip.



# Hawaii TRIBUNE-HERALD

June 25, 1966

## 368,000 Visitors Seen By 1970

A total of 368,000 visitors are expected to spend \$51.5 million annually on the Big Island by 1970, according to a recently released statistical report prepared by the County Department of Economic Development.

The report summarizes Hawaii County visitor characteristics for the years 1964 and 1965. The basic data used in the report was specially tabulated for the Department of Economic Development by the Research Department of the Hawaii Visitors Bureau.

Copies of the report can be obtained by calling the Department of Economic Development.

According to the report:

Visitors (westbound and eastbound) to Hawaii County totaled 162,000 during 1965, representing a substantial 27.9 per cent increase over 1964. Visitor expenditures for 1965 totaled \$17.5 million, a 28.9 per cent increase over 1964.

★ ★ ★

The Hawaii Visitors Bureau data projects a total of 268,000 visitors to the Big Island during 1970 spending \$28.9 million.

Separate projections prepared

by the County Department of Economic Development indicate that by 1970 a high of 368,000 visitors spending \$51.5 million can be expected.

During 1962-1965 the number of Big Island hotel rooms increased 67.1 per cent, while the number of visitors more than doubled. Hotel room occupancy rates increased by 5.7 per cent during this same period.

Tourist arrival peaked in July (19,605) 1965. In 1964, August (14,345) was the peak tourist month. Significantly the 1965 summer season (June, July, August) increased a substantial 33.5 per cent over the 1964 season.

During 1965 monthly visitor arrivals increased substantially over comparable 1964 months up to August. From September through the end of the year arrivals increased only moderately over 1964. October of 1965 actually recorded a loss over October of 1964—a first monthly loss in two years.

California residents continue to be the largest visitor group to the Big Island.

Visitors staying in the State

between 7 and 18 days continue to be prime Big Island visitors.

Visitors intending to stay in hotels are those most apt to visit the Big Island.

While those visitors arriving in the State on an individually arranged basis continue to be the largest number of Big Island visitors, organized tour groups are playing an increasing role in providing the Big Island with visitors.

The number of repeat visitors to the State that visit the Big Island during 1965 increased a substantial 67.4 per cent over 1964.

There were no marked differences in the occupations of Big Island visitors between 1965 and 1964.

Females are still the predominant visitor group to the Big Island. However, during 1965 male visitors increased at a faster rate than the females.

Not only are more males visiting the Big Island, but more of the younger tourists are doing so also. Hence, the median age of Big Island visitors declined from 50.4 years in 1964 to 49.7 years in 1965.



# Kona Weekly TRIBUNE-HERALD

June 22, 1966

## Work Begins On 18-Hole Golf Course

### \$2 Million Championship Links In Kona

Groundbreaking ceremonies were held Sunday and actual work started Monday on an 18-hole championship golf course, the forerunner of a planned multi-million dollar development of Bishop Estate lands at Keauhou.

The golf course, designed by Billy Bell, golf course architect,

is expected to cost about \$2 million to develop. It is expected to be ready for play in 18 months.

★ ★ ★

The Rev. Norman Alter of Kona gave the blessings in the ceremonies at the site where experimental plantings of turf grass and ornamental trees were started several years ago near Keauhou.

Supervisors William Thompson and Sherwood Greenwell of Kona represented the County at the ceremonies.

State Sen. William H. Hill also spoke briefly.

Master of ceremonies was Richard Lyman, Bishop Estate trustee.

Among officials present from Kamehameha Development Corp., a subsidiary of the estate and developers of the multi-million project, were Herbert Jackson, general manager, and James Evans, Hawaii Island director.

At the conclusion of the ceremonies, Don Yamada of Yamada and Sons, started the engine and the tractor dug into the ground.

The Yamada firm has the contract for ground clearing, filling and planting.

#### WESTERN REAL ESTATE NEWS & INVESTOR

Largest Western Independent for the Realtor,  
Homebuilder, Developer, Investor, Property Manager

MARCH, 1966

## Strong Hawaii Economy Signals Flourishing Real Estate Market

— HONOLULU —

While the grass always looks greener in somebody else's back yard, it seems apparent that the present real estate market in Hawaii is considerably healthy, and that the next ten years will be "boom" years. If you have a hankering to invest in either a grandiose development, or wish merely to own a small chunk of paradise via the condominium approach, you will find opportunity galore.

Honolulu, of course, is highly developed and still tightly controlled by the large pioneer estates.

The most imaginative areas of the state yet to be developed, are the Neighbor or Outer Islands of Kauai, Maui and Hawaii. Development of the outer islands is proceeding at a fast clip, and this month when Hawaiian Airlines introduces jet service

between the Islands, to replace the reliable but ricky-tick two engine props they now shuffle around; tourism to these islands should reach unbelievable figures.

Some of the most notable of the newer hotel developments are of course, the Rockefeller complex on the Big Island, the American Factors development on the Kaa-napali side of Maui where Sheraton is a veteran of three years, and Hilton is now building; and Inter-Islands Resorts, owners of the Kauai Surf Hotel on Kauai. The pattern of course is the same on all the islands. The unlimited money interests pioneer the area; thus opening it up for smaller investors a few years later. . . .

Land on all the Islands is naturally at a premium, and prices are jumping constantly. . . .

The Outer Islands will show good growth, within the next 10 years. Many of the people who have been here before, particularly the carriage trade, are now going to the outer islands to escape the hub bub and hustle and bustle of Waikiki. . . .

One of the most spectacular developments, of course, has been Laurence Rockefeller's Development at the Mauna Kea, a Beach Hotel on the Island of Hawaii. Although it's a very, very expensive development, it's been well received. He's done a marvelous job over there. His hotel rooms have exceeded the normal costs by many thousands of dollars, but in spite of the tremendous outlay, he will still do all right in the long pull. He's called a lot of attention to the Island of Hawaii. So, I think particularly the Island of Hawaii and Maui will show phenomenal growth in the next ten years. . . .



# *Kona Weekly* **TRIBUNE-HERALD**

May 4, 1966

## **Hotel Development Planned Near Airport**

### **Project Slated On 37 Acres Of Thurston Land**

The development of some 37 acres belonging to Kona Properties Inc. of Kailua and located in the vicinity of Kona Airport

is expected to get under way soon.

The land is owned by Mr. and Mrs. Lorrin Thurston.

It is expected that when the whole development, including three 200-room hotels is completed, it will cost about \$25 to \$30 million, said Pat Patterson of Kailua, who has been appointed the developer for the 37 acres by the Kona Properties Inc.

Besides the three hotels, the development will include boat

marina and 100 homes, condominium type, Patterson said.

The marina and one hotel is expected to get under way in the near future. This part of the development will take place on five acres of land adjacent to the Hotel King Kamehameha and seven acres on the Kaula side of the lighthouse. The remaining 25 acres will be developed upon relocation of the airport.

February 23, 1966

## **Boone Plans \$250,000 Kona Theater**

### **Site In Kailua Area**

### **Picked For New Building**

Actor Richard Boone has disclosed plans for a \$250,000 theater in the Kailua area.

Boone said the proposed theater, which would be used for motion pictures, stage presentations and conventions, should be completed by the summer of 1967.

He said plans are to build the structure about three-fourths of a mile mauka of the center of Kailua Town on land owned by the Liliuokalani Trust.

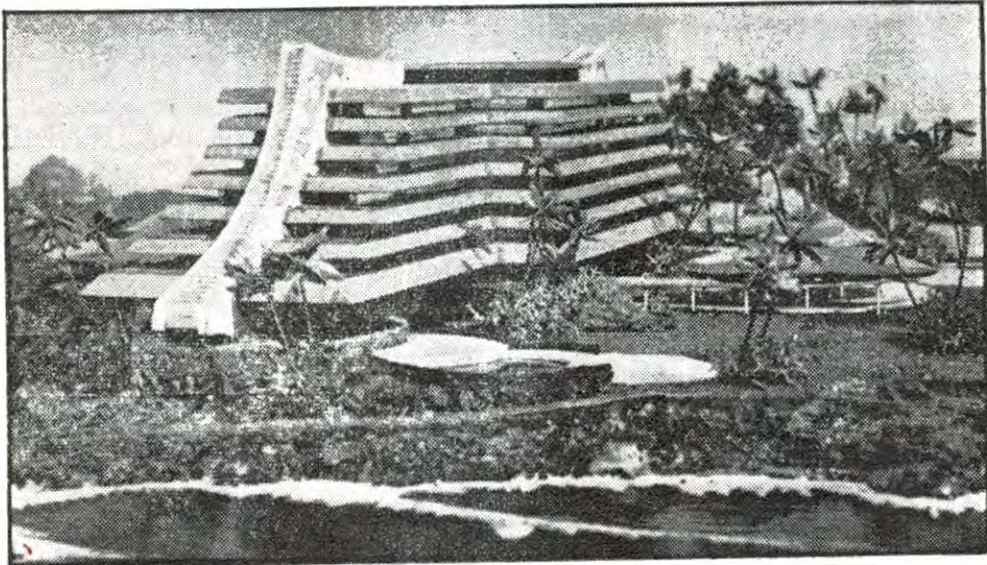
Boone is working closely with the Kona Community Theatre on plans for the project. He said the name of the theatre has not been selected but noted that they already have drawings of the proposed structure.

He said plans calls for a six-week summer stock stage presentation and four other state productions during the year with each one lasting a week. Motion pictures would be shown the rest of the time.



# Los Angeles Times

SUNDAY, OCTOBER 2, 1966



**EXOTIC** — Kona Hilton on big island of Hawaii is designed for its setting. Started last month, \$4 million hotel is expected to be ready December, 1967.

## HILTON HOTEL SET FOR BIG ISLAND

Construction has begun on a unique addition to the Hawaiian scene, the \$4 million Kona Hilton, on the big island of Hawaii.

It was launched last month by Fritz Burns, vice chairman of the board of directors of Hilton Hotels Corp. and president of Hilton-Burns Hotel Co., which will own and manage the new Kona as well as the Hawaiian Village in Waikiki on Oahu.

Burns turned the earth with a silver spade at the eight-acre hotel site on Paakai, a small peninsula less than one mile from Kailua Village. The site provides views of the coast from all 190 rooms of the hotel.

Designed by Honolulu architects Wimberly, Whisenand, Allison and Tang, the hotel features a silhouette inspired by the mountains which rise behind it on the Kona Coast.

Each level of the reinforced concrete hotel is set back above the level below, creating a sloping contour. Sweeping stair towers at each end add to the effect of an island mountain.

Giving the Kona Hilton even closer ties to its environment, each level features planter boxes of lush greenery and the concrete itself will be in earth tones.



October 19, 1966

## Julie Andrews Becomes Big Isle Investor

HONOLULU —(P)— Actress Julie Andrews is going to invest \$46,000 in the Big Island Macadamia nut industry.

The investment was revealed when a limited partnership, consisting of Miss Andrews and Macadamia Nuts of Hawaii was registered with the state department of regulatory

agencies.

Macadamia Nuts Hawaii, owned by Theo Davies and Company and Honomalino Agricultural Company, will put \$66,000 into the venture to develop a 500-acre macadamia orchard in South Kona.

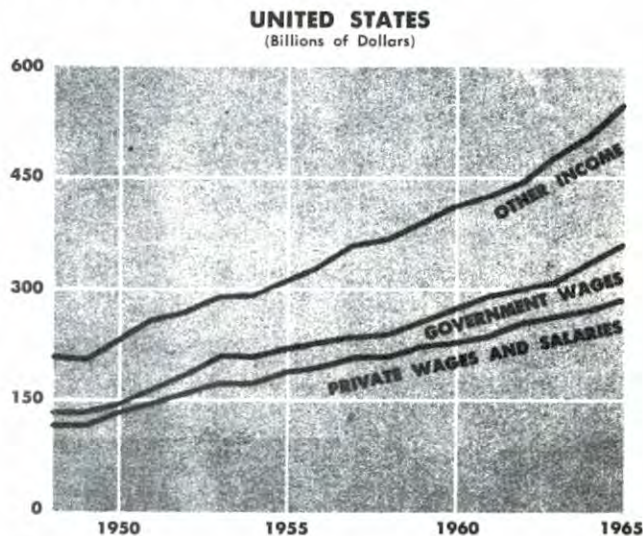
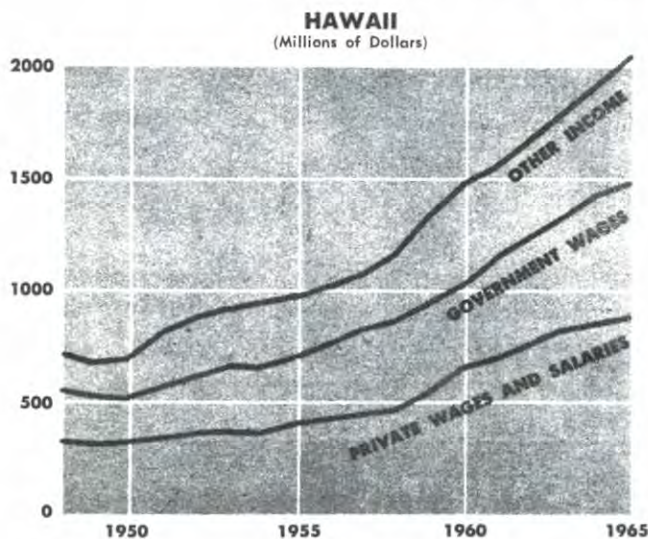
Miss Andrews is the star of the movie "Hawaii."

# FIRST NATIONAL BANK OF HAWAII

A Monthly Report

October, 1966

## Growth Patterns In Personal Income



Source: Unpublished Tables—U.S. Personal Income by Major Source, 1948-1965, U.S. Dept. of Commerce

According to the statisticians in the Department of Commerce, Hawaii's economy has grown significantly faster than the average for all the states in the 17 year period from 1948 to 1965. Personal Income, that is, income received by individuals from all sources, is the one comprehensive measure of economic growth among the states. For Hawaii, the recently revised series on personal income indicates an average growth of 6¼ percent per year from 1948 to 1965 compared to an annual rate of 5.6 percent for U.S. as a whole.

As the charts indicate, between 1948 and 1954, personal income was increasing more slowly in Ha-

waii than in U.S. Since then, however, personal income has increased more rapidly in Hawaii for 8 of the 11 years. In fact, from 1958 to 1961, the annual percentage increase in Hawaii was more than double that of United States.

The past seventeen years have also shown massive changes in the private industrial structure of the Hawaiian economy. Total farm wages have remained constant; wages in manufacturing have doubled; wages in public utilities and in trade have nearly trebled; and wages in the service industries and in construction were more than four times as much in 1965 as in 1948.



May 8, 1966

# Big Isle Science Potential Stretches To Horizon

The pure science industry appears to be on the threshold of joining sugar, tourism, diversified agriculture and diversified manufacturing as the major Big Island industries which bring outside money into the island economy.

Mauna Kea has been selected by the National Aeronautics and Space Administration as the site for one of the world's largest astronomical telescopes and plans are already being prepared for construction of roads and other support facilities.

\* \* \*

There also are exciting possibilities that Mauna Kea may be developed into a complete scientific complex of perhaps six or more major telescopic installations.

The initial project for the 84-inch telescope will cost an estimated \$3 million.

Additional developments are as yet not firm enough to draw cost estimates but undoubtedly figures will be several times the initial investment.

Mauna Loa Observatory Director Lothar H. Ruhnke also thinks his mountain has a bright future as a base for a pure science industry.

\* \* \*

Its operation can contribute greatly to the economic and cultural well-being of the Big Island, Ruhnke believes, by attracting outstanding men in the atmospheric sciences, who will in turn attract research grants from both private industry and government.

The Mauna Kea facilities, the Mauna Loa set-up and the University of Hawaii Hilo Campus Cloud Physics Laboratory all would enhance each other as a base for the science industry.

State Rep. Toshio Serizawa, chairman of the House Committee on Economic Development, shares Ruhnke's enthusiasm for scientific development.

But because of his interest in the economic picture, Serizawa also envisions the possibility that development of the science facilities would enhance the tourist industry as well.

He points out that visitors flock to the Mt. Palomar Observatory in California and the Mauna Kea observatory, once established, would attract thousands of visitors from within the State alone, since it would be the only such facility in Hawaii.

\* \* \*

Construction of an all-weather road to the facility site would also increase Mauna Kea's value as the only area in the State where people can "frolic in the snow, ski or at least ride sleds," Serizawa claims.

He agrees with Wilbur W. Hurt, research and development coordinator for the State Economic Planning and Development Department, that a cog railway system to reach the mountain top should be studied.

But unlike Hurt, who suggests that the railroad be an

alternate to paving 16 miles of road from Halepohaku to the top of Mauna Kea, Serizawa believes the road should be constructed in any event and the cog railway, tramway, cable car or ski-lift systems be studied as additional means of reaching the mountain top.

\* \* \*

Charles Schuster, Big Island chief for the State Division of Highways, agrees with Serizawa that a road should be constructed.

While Hurt believes that a railroad would be much easier and cheaper to maintain than a road for autos and trucks, Schuster contends that there are off-setting factors such as the limitation of loads that a railcar could carry as compared to a truck-trailer.

Besides, a railroad also requires a stable bed which must be maintained constantly, possibly more so than a road, Schuster points out.

\* \* \*

But Schuster is quick to admit that he is no expert on railroads or the other possible systems such as the cable car or aerial tramway and agrees that a study would be wise.

County Chairman Shunichi Kimura also hopes that the idea of the cog railroad will be further explored.

He said he talked to Hurt Friday and learned that the State official rode cog trains in Europe "going up grades steeper than those of Mauna Kea."

"According to Hurt, cog railroads have three tracks with the center track having cogs on which the cars rely for traction," Kimura said.

\* \* \*

Regardless of whether anything becomes of a cog railroad or something similar, the road to the top is only a matter of time.

And getting back to the contention that a pure science industry will be established on the Big Island, the February issue of Fortune magazine points out that "in science, brains go where brains are."

The author of the magazine story, Dr. Ralph Lapp, noted nuclear physicist and adviser to the U. S. Department of Defense, says "The states that are already richest in scientists, such as California and New York, have been experiencing a marked 'brain gain.'"

He also says new statistics show that "each scientist is worth at least \$50,000 a year to his community."

\* \* \*

According to the Fortune story, there are 276 top level research and development scientists on Hawaii today, compared to the top states, California, with 13,688 and New York, with 11,095.

Perhaps another survey several years from now will show a tremendous increase in Hawaii—with the largest concentration of scientists being on the Big Island.



August 9, 1966

## Building Construction Activity Continues At Record Levels

Building construction activity on the Big Island continues at record levels, Robert A. Souza, Director, Department of Economic Development, announced.

"According to recently released statistics by the County Building Department, building permits let during July of this year totaled \$1.5 million, a substantial 74.5 per cent ahead of July of last year," Souza said.

"For the January through July months of 1966, building permits totaled \$11.6 million, a substantial 57.5 per cent ahead of the corresponding months of last year and larger than the \$11.6 million in permits let for the entire year of 1963," Souza added.

"In spite of the increasing shortage of mortgage money, construction of single family units is still maintaining a record pace," he added. "So far this year, permits for 272 single-family units were authorized, representing a 21.4 per cent increase over the same seven-month period of 1965," Souza said. "At this rate," Souza added, "we can expect an all-time record of over 500 new single-family units being built on the Big Island this year."

"Alterations and repairs to houses, apartments, and other buildings the also well ahead of last year," Souza said. "For the first seven months of this year, alterations and repairs totaled \$1.6 million, and a substantial 33.2 per cent over the same period of last year," he added.

## VOLCANO ISLE GUIDE

Island of  
Hawaii

March 1966



### MEET A MALAHINI (Newcomer)

"I'm not missing that snow and cold weather," said Gill Yoes. He and his wife, Frances, were busily engaged in building and moving into their new home when I arrived. Even though it was a Sunday, they had the help of a local, licensed plumber who in typical Hawaiian neighborly style was concerned that they would not have trouble later on with incorrectly installed fixtures.

Hailing from Portland, Oregon where he was a stationary engineer for Providence Hospital and she a demonstrator for Pepsi-Cola, they had no regrets on leaving the mainland, even though they were leaving their two sons and 7 grandchildren. How could anyone be unhappy when they were going to be living in Paradise?

Like many other people they had bought a lot in Hawaiian Ocean View Estates upon the recommendation of their friends, sight unseen. Before they made the big decision to move, however, Frances made a trip to Hawaii. She came over last August and spent several days exploring the area. "I sat on a rock and meditated. Did I want to spend the rest of my life here. The sun, the blue of the ocean and the serenity of the place convinced me, and illogically I thought how wonderful it was that there were no snakes in Hawaii." When she went home she immediately started packing for their move to Hawaii.

Even though their house is not completed, and their belongings are still unpacked, their contentment is contagious. "We're happy. There are no pressures. Back on the mainland we watched television every night. We hardly talked to each other. We have gotten to know each other again. We have even entertained our new friends for dinner in all this confusion."

"Everyone has been so good to us, we love the people here. On Christmas we went to a Hawaiian luau, and on New Year's Day we were invited to a Japanese party." It was easy to see why such friendly people were so well accepted.

In a corner of their living room is an electric organ and still packed away were their many books, which they are looking forward to reading. It was obvious that Gill and Frances Yoes would have no trouble adjusting to life in Hawaiian Ocean View Estates. Their example should be an inspiration to others.



# The Honolulu Advertiser

Feb. 15, 1966



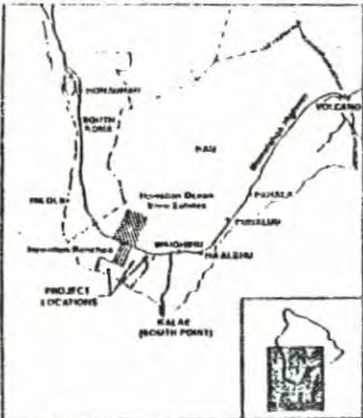
This is a sketch of a proposed 250-room resort hotel, Laguna-Kai, which will strengthen the Big Island's build-up of its leeward side as a resort area. Laguna-Kai will be built on Puako Point, three miles from the existing Mauna Kea Beach Hotel and within view of the port town of Kawaihae. The new luxury complex will occupy an 11-acre site and will include a large natural lagoon.



# HAWAIIAN RIVIERA RESORT

## DISTANCES FROM IMPORTANT ACTIVITY CENTERS

	Miles
Hawaiian Ranchos (entry to subdivision)	2.3
Waiohinu	10
Ha'alehu	12
Ka Lee (South Point)	5.5
Miloli'i	15
Pahala	17
Volcano	44
Hilo	77
Kailua-Kona	40
Keshole Airport	47



HAWAIIAN PALACE RESORT

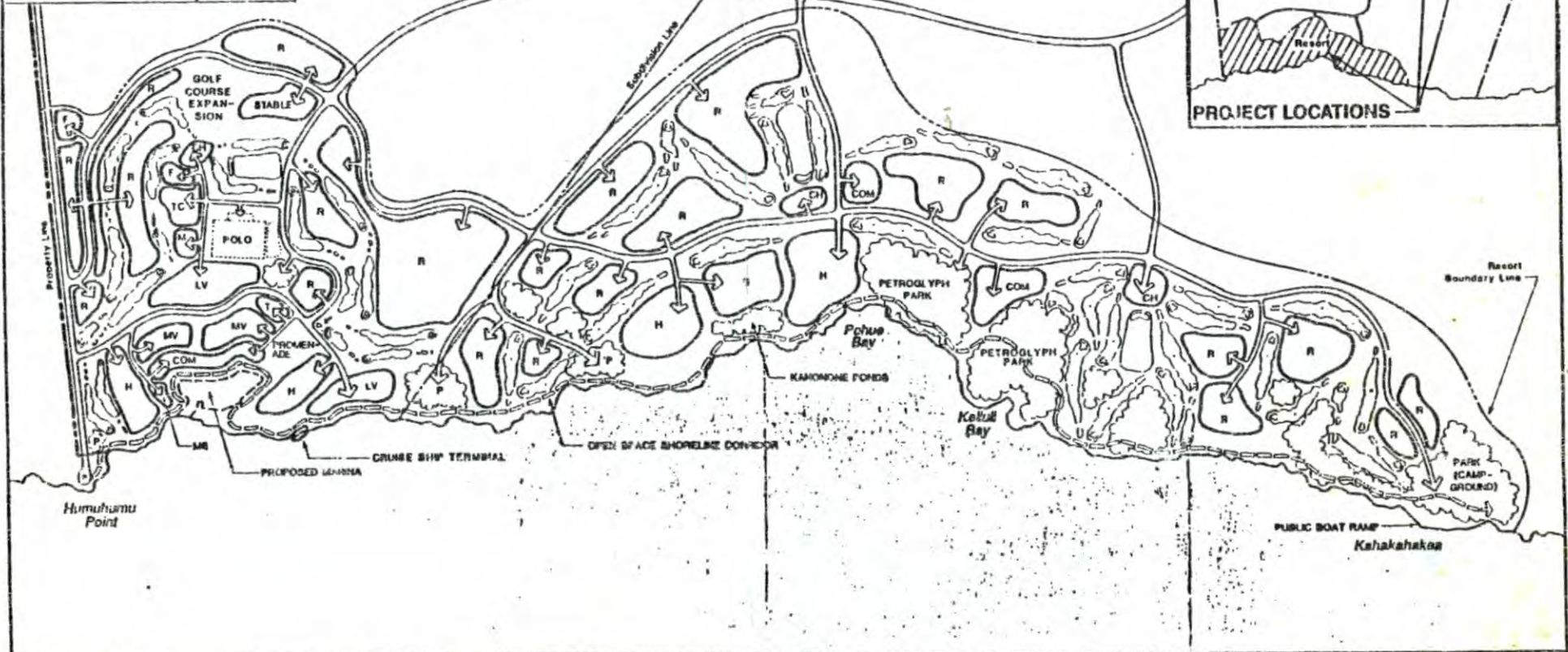
HAWAII KA'U AINA RESORT

### HAWAIIAN OCEAN VIEW ESTATES

MAMALAOHA HWY

HAWAIIAN RANCHOS

PROJECT LOCATIONS



1000 500 0 1000 2000 3000

SCALE IN FEET



Prepared By BELT COLLINS & ASSOCIATES

NORTH

Honolulu, Hawaii

August 1987

### LEGEND:

H Hotel	CH Golf Club House	MS Marina Services
LV Luxury Villas	TC Tennis Center	Open Space
MV Marina Village	M Medical Facility	P Park
R Residential	T Transportation/Parking	
COM Commercial	F Maintenance Facilities	

Figure 2.3

DEVELOPMENT CONCEPT PLAN

HAWAIIAN RIVIERA





Hawaiian Riviera Resort  
Kahuku, Ka'u, Hawaii

## INFORMATION

### PROJECT DESCRIPTION:

Hawaiian Riviera Resort is a proposed 3,244 acre self-contained luxury destination in an undeveloped area of the Big Island's Ka'u District.

Hawaiian Riviera Resort envisions two distinct experiences -- one capturing the architecture of the Hawaiian monarchy period, the other, a more native Hawaiian-Polynesian flavor. The project would include hotels and residences, some of them for retirees.

More than half of the resort area will be used for recreation and open space, including an Openspace Shoreline Corridor that assures public access and joins together picnic areas, a public boat launching ramp, anchialine ponds, archaeological sites, a cultural center and an extensive petroglyph park.

### COMMUNITY INVOLVEMENT:

An integral part of Hawaiian Riviera Resort is a commitment by the developers to work with the existing communities of Ka'u and South Kona to achieve an economically viable project that respects, enhances and protects area residents' expressed needs and unique lifestyle.

**CONCEPT:** Hawaiian Riviera Resort envisions three separate yet integrated development sites located on the southwestern slope of Mauna Loa between Mamalahoa Highway and the ocean (a distance of five miles):

1) **A SUPPORT COMMUNITY:** Plans envision a support community on 800 acres bordering Mamalahoa Highway. This new community would include up to 800 residences, some of them available for fee ownership and some as rentals. All would include complete infrastructure (water, sewers, electricity, phones), and some would be subsidized by the developers.

This Support Community would provide "on-site" employee housing, minimize the impact on the housing supply within neighboring communities, and reduce vehicular traffic in the area. This new community would eventually include such public facilities as a fire/police station, a community center, a school and appropriate commercial services.

(more)



2) **A SMALL REGIONAL AIRPORT:** An airport would be built about two miles makai of Mamalahoa Highway and three miles mauka of the shoreline area on approximately 100 acres.

The airport would improve Hawaiian Riviera Resort's accessibility to visitors, reduce regional vehicular traffic and facilitate medical evacuations and other transportation needs for both area residents and visitors.

3) **A RESORT AREA:** Hawaiian Riviera Resort, a 2,344-acre visitor destination area (similar in size and density to the overall master plan for Mauna Lani Resort) would feature two distinctive components:

\* **Hawaiian Palace Resort:** A village of classic European riviera character nestled around a 400-slip marina would create an activity center and set the tone for a 784-acre resort that includes two ultra-luxury hotels, garden apartments and commercial areas, all in the architectural style of the Hawaiian monarchy period.

The marina would become the only sheltered mooring between Hilo and Honokahau. This resort area would also provide offshore docking facilities for luxury cruise ships.

\* **Ka'u Aina Resort:** This more traditional Polynesian-styled 1,560-acre low density area would include three hotels and a scattering of small residential and commercial areas bordered by parks, open space lava fields and golf course fairways.

**HISTORIC SITES PRESERVATION & MANAGEMENT:**

A thorough survey has documented the area's significant historical sites, petroglyph field and anchialine ponds. Specific management plans and interpretive programs will be developed for these sites.

**ENVIRONMENTAL PRECAUTIONS:**

Construction activities will be closely monitored to minimize impact on nearshore water quality and any endangered marine animals within the area during construction of the marina.

(more)



**PROJECT SUMMARY:**

When completed (about 2010-2020), Hawaiian Riviera Resort would include:

- \* Up to 3,000 hotel rooms;
- \* Up to 930 resort residential accommodations;
- \* Up to 800 Support Community homes;
- \* Related commercial space for restaurants, shops, golf, tennis, polo and other equestrian pursuits would also be included.

**EMPLOYMENT, JOB TRAINING AND RECRUITMENT:**

Hawaiian Riviera Resort's developers would like to develop a job training program to recruit and employ Ka'u residents and former Ka'u residents.

**CONSTRUCTION (PEAK YEARS: 1990-1992)**

- \* 1,000-1,300 workers on-site daily
- \* 1,000-1,100 jobs created/supported islandwide Operations (By 1992)
- \* 2,300 Direct Full Time Equivalent (FTE) Jobs
- \* 1,100 Indirect (280 in Ka'u alone)
- Operations (at Build-out: 2010-2020)
- \* 4,600 Direct FTE jobs
- \* 1,600 Indirect jobs, some islandwide

**HAWAIIAN RIVIERA RESORT DEVELOPERS:**

- \* Thomas Bodden, Hawaii Ka'u Aina Partnership Manager
- \* Charles C. Chidiac, Palace Development Corporation

These gentlemen and their companies have owned the project sites and the surrounding 17,000 acres for nearly a decade. They initiated a unique joint effort to master plan and develop a cohesive, fully integrated plan that better serves the community's interests and needs.

**Community Representatives:**

Herb Lee Jr.  
Paul Shinkawa

**Hawaii Island Planning Team:**

Sidney Fuke  
Ben Tsukazaki  
Vern Yamanaka

FOR ADDITIONAL INFORMATION, copies of the project's ENVIRONMENTAL IMPACT STATEMENT are available at:

- \* Na'alehu Community School Library
- \* Pahala Community School Library
- \* Kealahou Community Library
- \* The Hawaiian Civic Club of Ka'u
- \* The Ka'u Historical Society

OR CONTACT: Herb Lee or Paul Shinkawa

Telephone: 935-9766 - Hilo/533-0033 - Honolulu



Compliments of

KONA

Chamber of Commerce

P.O. Box 635

Kailua-Kona, Hawaii



TO KAMUELA & HILO



KONA NIGHTINGALE



PIPI



PANILOLO

TO KONA AIRPORT

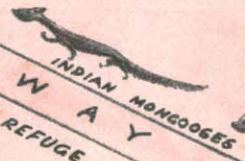
KONA TRADEWINDS HOTEL

MINIATURE GOLF COURSE

MOKUAIKAU CHURCH

MORMAN CHURCH MARKET

TO HOLUALOA



INDIAN MONGOOSES

KONA PLANTATION COTTAGE HOTEL

UNION CITY OF REFUGE VOLCANO, 9 MILES TO ALOHA THEATER & BOWLING ALLEY

PACIFIC EMPRESS HOTEL & GOLF COURSE 1/4 MI.

STARBOARD OIL STATION

WEST HAWAII REALTY CO. POST OFFICE BANK

LIEALONA HOTEL KONA HUKILAU HOTEL

KONA PALMS HOTEL

MAUNA LOA WING

SCHOOL

ST. MICHAEL'S CHURCH

TO WHITE SANDS & KAHALUU PARK

SUPER MARKET

HULIHEE PALACE

KONA INN HOTEL

ALU KAI WING

WAIKA WING

KONA SUNSET HOTEL

TO PROPOSED WILTON HOTEL

KAILUA BAY

HALE HALAWAI



PIER TO CAPTAIN COOK MONUMENT

KING KAMEHAMEHA HOTEL



TED-BEE