

1912-1977

The Outdoor Circle

65 Years of Service to Hawaii

PAST PRESIDENTS—1912-1976

1912-1917
Cherille L. Lowrey (Mrs. F. J.)

1917
Mrs. L. A. Thurston

1918
Mrs. A. A. Young

1919-1921
Mrs. A. G. M. Robertson

1921-1923
Mrs. F. R. Day

1923-1926
Miss Beatrice Castle

1926
Mrs. C. B. Cooper

1927
Miss Beatrice Castle

1928
Mrs. B. E. Newcomb

1929-1933
Mrs. Walter F. Dillingham

1933
Mrs. Theo. A. Cooke

1934-1936
Mrs. Charles Chillingworth

1936-1938
Mrs. Frederick D. Lowrey

1938
Mrs. Robert E. White

1939-1941
Mrs. Wayne Pfeuffer

1941-1946
Mrs. E. E. Black
1946-1948
Mrs. A. G. M. Robertson
1948
Mrs. E. E. Black
1949
Mrs. Peter K. McLean
1950-1952
Alice Spalding Bowen

1953-1954
Mrs. Florence Broadbent
1954-1956
Mrs. Bartley Harloe
1956-1958
Mrs. Harlan F. Bonner
1958
Mrs. Fred Wolfe
1959
Mrs. Frank Broadbent

1960
Mrs. Janet Wimberly
1961
Mrs. Alan S. Davis
1962
Mrs. Charles H. Davis
1963
Mrs. Jack Marnie
1964
Mrs. William Blackfield
1965
Mrs. Richard H. Rice
1966
Mrs. Harold R. Erdman
1967
Mrs. Robert T. Sesaki
1968
Mrs. John G. Simpson
1969-1970
Mrs. Bob Hargreaves
1971
Mrs. Harold Eichelberger
1972
Mrs. Robert Creps
1973
Mrs. Ashby J. Fristoe
1974
Mrs. Alan S. Davis
1975-1976
Mrs. John T. Humme



"Although changes are inevitable . . . progress
and beauty can go hand in hand."

PHOTOGRAPHS

The Star-Bulletin - Advertiser

Dorothy and Bob Hargreaves

Myron Blackman

Judith Kirkpatrick

Jaci Keeler

L. E. Edgeworth, Bishop Museum

Mrs. Jack Marnie

Private sources

THE OUTDOOR CIRCLE

200 NORTH VINEYARD

HONOLULU, HAWAII 96817

PHONE 521-3074

Illustrations and Design . . . Vera Forbes

Logo Designed By Leonie Cushnie 1962

1912-1977

The Outdoor Circle

65 Years of Service to Hawaii



The Outdoor Circle

Keep Hawaii Clean

The Outdoor Circle

Keep Hawaii Green

HIBISCUS

The Outdoor Circle

KUKUI TREE

The Outdoor Circle

TABLOID STAFF

Chairman Mrs. Janet Wimberly

PRODUCTION

Mrs. Vera Forbes

Mrs. Judith Kirkpatrick

Mrs. William Keeler

SALES

Mrs. William Blackfield

Mrs. R. Charles Bocken

Mrs. James Bushong

Mrs. Fred W. Carter III

Mrs. Alan S. Davis

Mrs. Dennis Di Santo

Mrs. Edward Doly

Mrs. Harold Eichelberger

Mrs. Harold Erdman

Mrs. Ashby Fristoe

Mrs. James Landrum Jr.

Mrs. B. K. Malmbeck

Mrs. Fearon D. Moore

Mrs. Max Pillard

Mrs. Charles Podorean

Mrs. R. W. Rynd

Mrs. Harold Sherrard

Mrs. John G. Simpson

Mrs. Jerome Tucker

EDITORS

Mrs. Elfin Burkland

Mrs. Dorothy Hargreaves

Mrs. Cynthia Marnie

Cover design taken from Outdoor Circle folder



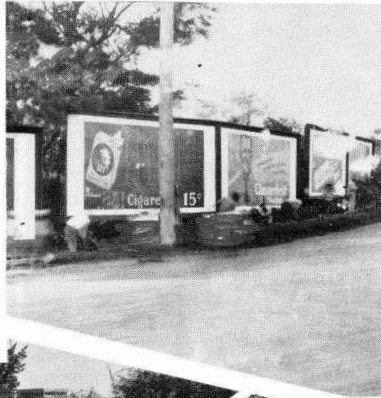
We're the Little Old Ladies in Tennis Shoes Who for the Last Sixty-five Years Have Been Changing

THIS . . .



The Outdoor Circle is a non-profit, non-partisan organization promoting civic improvement. It received its Charter of Incorporation in 1948. Membership is open to all those women who wish to belong and share the aims and objectives of the Circle—to work for a more beautiful Hawaii. Interest is the only requirement needed to join!

Kane Kokua, founded in 1950 is a classification for men and is open to any who wish to support the work of the Circle.



"The story of the Outdoor Circle is a moving drama which combines imaginative dreams of a 'city beautiful' with a dauntless will to battle for its protection."

Alice Spalding Bowen

"The strong trade wind always blowing sweeps through, tossing up the mats which are spread upon the bare earth and raising a disagreeable cloud of dust."

taken from the diary of Mrs. Judd, 1828



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Bank of Hawaii understands.



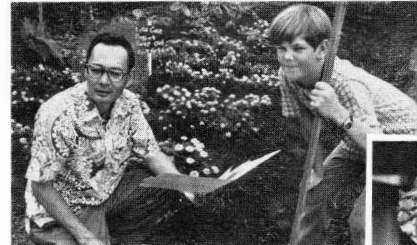
The Outdoor Circle Taps Youthful Resources

"Children are affected by their surroundings. It shows in their reaction to life, happiness and their well-being," said Mrs. E.E. Black, President of The Outdoor Circle in 1948. These words reflect the spirit behind the ethic of youth education in outdoor beautification established by The Outdoor Circle. Besides Ala Park, the city's first playground, the Circle did the landscape and planting of Kalihi-Waena School.

By 1923 The Outdoor Circle's program of providing landscaping plans for schools and talking to school children about plants was such a success that the Department of Public Instruction asked them to provide a program of planting for all schools of Honolulu. There was a children's auxiliary formed in 1915, and by the early 1940's it boasted of over 16,000 members.



Waiahole School beautification program.



Project coordinator Tsuha and student map one of their projects.

Today, the Youth Education Committee of The Outdoor Circle is still teaching young people the process of beautifying Hawaii and showing them the damage caused by littering. For the last ten years The Circle has made available to all schools a variety of programs dealing with outdoor education. Schools may obtain films, posters, pamphlets and guest speakers by calling The Outdoor Circle office, 521-0074, or by contacting Mrs. Susan Spangler, Youth Education Chairman, through the Circle office. Assemblies can be presented in conjunction with Clean Hawaii, a business-sponsored anti-litter organization.

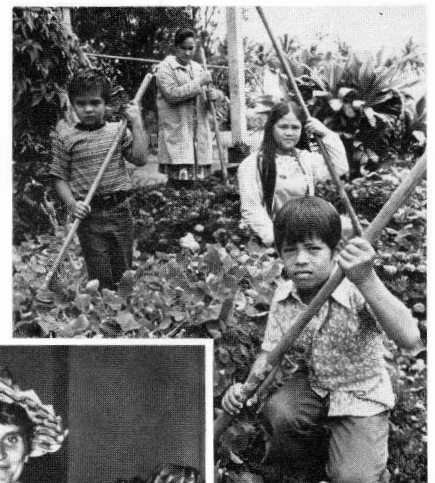
The Outdoor Circle has a film library available for use by teachers and youth groups. Most of these films deal with cleaning up the environment. The films and presentations, available to outer island schools as well as those on Oahu, are sanctioned by the Department of Education.

The Circle presently supports a group of students at Kaimuki Intermediate School who have planted an 80 foot long planter box beside one of their classrooms. The Outdoor Circle provides such groups with funds for the planting, books, stickers, buttons and litter bags.

The Youth Education Committee needs new members to help with the challenge it has set for itself. The committee wants to develop an awareness among the youth of Hawaii of what can be done individually for outdoor beautification.

After World War II there was much need for the rehabilitation of school grounds; however, there was no money available from the government for this task. The Outdoor Circle assisted most of the 80 public schools on Oahu with complete landscape plans if none existed, with recommendations for completion of already existing plans while also supplying the planting material. Leilehua High School received plans from a landscape architect hired by The Outdoor Circle in 1950 for its entire 31 acre campus! The plan was then put into effect by students and their parents.

The Circle continued its work with school landscaping until the job became too large. They then urged the Department of Education to hire its own landscape architect.



The Lions Club, The Advertiser and The Outdoor Circle sponsored a "Kids Care" project at Waiahole School.



Mrs. Susan Spangler in Auntie-Litter costume presents a program to elementary students.

Films available to Hawaii's schools.

Miscology
Only One
Pitch in
The Litterbug
The Litter Monster
Cloud Over the Coral Reef
Heritage of Splendor
Nation of Spoilers
Cycles



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PEPSI-COLA/SEVEN-UP BOTTLING COMPANY OF HONOLULU





Litter is No Mynah Mattah

The Outdoor Circle supports resource recovery through recycling. Recycling saves energy and is a desirable alternative to littering. It's time that everyone thinks in terms of recycling instead of discarding.

The Sand Island Recycling Center has six pick-up points on Oahu and branches on Kauai and Maui. The outer island plants have been started by Outdoor Circle Branches and are managed by their members.



Mr. Mynah-Bird, The Outdoor Circle's litter prevention symbol, was designed by Harry Lyons in October 1968.

The Outdoor Circle sponsored an anti-litter poster contest for Intermediate and High School students in Hawaii early this year. Savings bonds were awarded the top six entries while another thirty-eight students received Honorable Mention or Awards of Merit. The Reynolds Aluminum Company held an award luncheon for all the winners at Liberty House. The posters have been displayed throughout the State over the past several months.

The State Department of Education, impressed with the quality of the posters and the enthusiasm displayed, has asked the Circle to co-sponsor an annual contest, thus insuring the contest's future.



Mr. John Scott, Publisher of the Star-Bulletin, congratulates winners from left: Mary Alice Whitecliff (grades 4-6), Susan Rauch (grades 7-9) and Janell Loo (grades 10-12). Each was awarded a Sears bicycle.



The Outdoor Circle Anti-Litter Poster Contest Grand Prize Winner, third from left, Keith Ishikawa, Roosevelt High School, shown with winning poster and from left: Mr. Ishikawa, Art Instructor, Roosevelt High School, Mrs. Edward Doty, Anti-Litter Chairman of The Outdoor Circle and Mrs. Theodore Crocker, President of The Outdoor Circle.



Cash For Trash Is The Program at Sand Island Recycling Plant

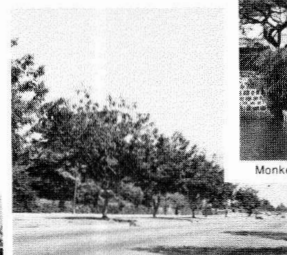


Governor George Ariyoshi signs "Hawaii Litter Control Bill," June 1977, shown with Mrs. Ashby Frisoe, First Vice President, and Mrs. Theodore Crocker, President of The Outdoor Circle.

a kick-off to the City-County Clean-Up Campaign in June 1975. Over 1,300 essays from Hawaii's school children were read and judged.

"Why Hawaii Isn't Big Enough for Litter" was the theme of an essay contest The Outdoor Circle sponsored jointly with Sears Roebuck & Co. and the Honolulu Star-Bulletin as

TO THIS . . .



Monkeypod trees along Nuuanu Stream, Aala Park, Honolulu.



Shower trees (Cassia) along Vineyard Boulevard, Honolulu.



Coconut trees at Kuhio Beach, Waikiki.



Norfolk Island Pines at Schofield Barracks, Wahiawa.

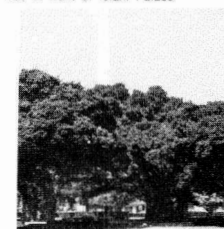


Banyan trees along the Ala Wai Canal, Waikiki.



The Kamehameha V-Post Office-Alan Sanford Davis Park, Bethel and Merchant Streets, Honolulu.

Christmas Tree in front of Iolani Palace



Banyan trees in Thomas Square, Honolulu.



Mahogany trees along Kalakaua Avenue.



Royal Palm Circle at Fort Shafter, Honolulu.

Hawaiian Shaving Company



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Sears-Hawaii



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LIMITED

Deep Roots Make the Outdoor Circle Strong Today



Mrs. Cherilla L. Lowrey
First President of The Outdoor Circle

The Outdoor Circle grew from six women to five hundred under Mrs. Lowrey's leadership. These women were responsible for planting mahogany and coconut trees and oleander on Kalakaua Avenue, shower trees on Pensacola Avenue, a Japanese garden on Nuuanu Stream, and numerous other plantings at such places as Ala Park and the Alapai Plaza. Mrs. Lowrey also began the active campaign against billboards which required constant vigilance then as it does today.



Miss Elnora Sturgeon
(Mrs. Clarence H. Cooke)
as she appears today

Under Mrs. Lowrey's Leadership, The Outdoor Circle Resolved . . .

- to clear away front-yard empty cans and other rubbish;
- to make a flower bloom where a broken saucpan held sway;
- to border thoroughfares with flowering trees;
- to discourage unsightly structures;
- to covert careless householders to beautifiers;
- to snip governmental red tape in the cause of beautification;
- to fight against ugly billboards.

All this meant strenuous labor.

And it still does today!

Near a fountain in the gardens of Versailles, a chance meeting of three Honolulu women, Mrs. Henry Waterhouse, her daughter Elnora Sturgeon, and Mrs. Frederick J. Lowrey became the impetus for the formation of a city beautification group that has come to be known as The Outdoor Circle. The women visiting Paris in 1911 felt "Honolulu needs something like these gardens and fountains" and they vowed to do something about it.

Upon returning to Honolulu, Mrs. Lowrey and Mrs. Waterhouse, as members of the Kilohana Art League, formed a sub-organization in 1912 called "The Outdoor Circle" with five of their friends: Mrs. Charles M. Cooke, Mrs. George Sherman, Mrs. Isaac Cox, Miss Kulanani Ward, and Miss Frances Lawrence, President of the Kilohana Art League.

The Outdoor Circle's original members were greatly inspired by City Planner Charles Mulford Robinson. His ideas helped to put in perspective The Outdoor Circle's purpose and future direction at the time of its founding.

In a plan developed for Hawaii Improvement in 1906, Mr. Robinson said, "Do not dream of what other cities have done; but, far isolated from them, develop your own individuality. Be Hawaiian. Be a more beautiful Honolulu."

From the first official meeting in January 1912 until her death in 1918, Cherilla L. Lowrey, the first President of The Outdoor Circle fostered enthusiasm in hundreds of Honolulu's women to take an active part in city beautification. She led many groups towards social betterment, including in her activities a seat on the first City Planning Commission in 1915 along with another of the original seven members of The Outdoor Circle.

One of Mrs. Lowrey's first aims for the Outdoor Circle was "to enlist the aid of property owners in the elimination of fences and the planting of hibiscus to make a flowering hedge."



Mrs. Waterhouse
and daughter
Elnora Sturgeon

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Ala Moana Park

In 1925, Governor Charles McCarthy discussed with The Outdoor Circle plans for developing a park along Ala Moana which for years had been used as a dumping ground by the City.

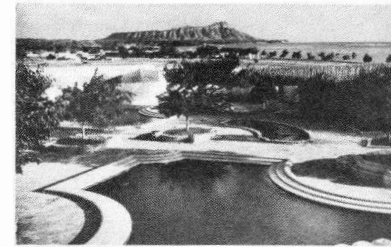
When asked to cooperate with the planning, President Mrs. Walter F. Dillingham agreed, stating that "the development and beautification of Ala Moana has been the dream of The Outdoor Circle since the days of its first President. The dredging of Kewalo Basin, reclaiming the land for bathing, boating, and establishing a system of parks and playgrounds

Over the last fifteen years The Outdoor Circle has fought a series of battles to protect Ala Moana Park from encroachment . . . In 1963, the Circle vigorously opposed the proposed elevated freeway along the City's waterfront, particularly because of its impact on the park.

In 1965, the Circle opposed the development of Magic Island for high-rise hotel development and asked that the area be developed as a park addition to Ala Moana Park.

In 1970, Mr. Hal Hostetler, the Advertiser's environmental writer said "the most dramatic public hearing he had ever attended was the proposal before the Honolulu City Council for high-rise apartment hotels opposite Ala Moana Park. The Major argument was: Should Ala Moana be a park for us or for tourists? I think it was the first time the people of Oahu stood up and said that there are some things you can't give up for tourists."

In 1971, the Circle opposed the City's plan to widen one of the park drainage canals that would have destroyed many historic and rare trees. Today the plans call for the canal to be covered, increasing the park area!



the existing structure and restoration of the Banyan Courtyard pools. Added facilities were an auditorium and garden lanai for light refreshments.

This mini-park, with its enclosed garden court of shade and greenery, was the dream of a frail woman. She desired to honor her husband Lester McCoy, at one time Chairman of the Parks Board, who for many years gave his talent and time without compensation to the beautification of Honolulu.

McCoy Pavilion

In January 1974, groundbreaking ceremonies for the restoration of McCoy Pavilion in Ala Moana Park were held culminating more than five years of work by The Outdoor Circle in reviewing plans for its development.

Money for the project was bequeathed to the City by a longtime Circle member, Mrs. Hazel McCoy, whose will stipulated that The Outdoor Circle was to participate in reviewing the plans for the complex.

The project included renovation of



BEFORE

An Oasis of Green

The development of a mini-park on the site of the parking lot of the old Kamehameha V Post Office was a beautification project co-sponsored by The Outdoor Circle and The Garden Club of Honolulu. Celia Podorean was chairman of the project for The Outdoor Circle. Funds for the projects were received from Circle members, business firms, Foundations, The Hawaii Bicentennial Commission and a most generous anonymous donor.

The dedication ceremony was held on November 22, 1976 in memory of Alan Sanford Davis.



AFTER

Kuhio Beach

Mr. George S. Walters, Landscape Architect, was a true friend of The Outdoor Circle. Although a busy man, he was never too busy to assist the Circle by lending his professional advice.

His work at Kuhio Beach Promenade will live on for everyone to enjoy. In 1975, when the need arose for additional planting in this area, Mr. Walters contributed the plan, and The Outdoor Circle donated close to \$10,000 to the City to complete the planting of numerous shade trees and Coconut Palms along this popular public beach.

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THE ALOHA ARBORIST
ASSN.

A "Gentleman's Agreement" Becomes the Law

For years, the Circle worked with merchants on a voluntary basis to keep the streets of Honolulu from being overwhelmed by garish, unsightly signs. After World War II, large signs almost as disfiguring as billboards began to appear along with strange things like whirling windmills, gigantic milk bottles and wiggling hula dancers. The Outdoor Circle recognized that legislation would be necessary to accomplish what so far had been done through cooperation.

The first sign control ordinance, submitted to the City by the Honolulu Chamber of Commerce, The Outdoor Circle, the Hawaii Chapter of

The American Institute of Architects and sign manufacturers, was passed by the City Council in 1957.

By 1961 it was evident that Hawaii's laws and ordinances governing signs and billboards needed updating, for two newcomers to the Islands had received a license to sell advertising space on outdoor billboards.

In 1962, aerial advertising occurred and the Circle campaigned against it. In 1963, the newly elected Governor John A. Burns supported the Circle's work with the State Planning Coordinator, Mr. Alfred Preis, on a statewide billboard bill.



In 1964, with an increasing number of overlarge illuminated signs appearing, particularly on tall buildings, The Outdoor Circle petitioned the City Council to safeguard Honolulu's skyline, reduce the size of wall signs, and have the City Planning Department take initiative in the area of sign control.

The local sign manufacturers opposed this petition and filed a suit in the Circuit Court seeking to end the Circle's influence over signs and billboards. An article in the October 17, 1964 *Honolulu Advertiser* stated

that "New members of the beautification groups are faced with their toughest challenge—a coming court battle against strong, organized, well-financed opposition." In part, the suit charged the Circle with conspiracy, stating that "The Outdoor Circle is a group of women organized and actively engaged in an unlawful and unprivileged conspiracy to restrain, prohibit and abolish all outdoor advertising which does not meet with their aesthetic approval." The statute of limitations ran out and the suit was put to rest.



In 1965, The Honolulu City Council reduced the size of wall signs and requested the Planning Department to study the existing sign regulations with the feasibility of including sign regulations with the proposed Comprehensive Zoning Ordinance. This was accomplished in 1968.

Act 233, signed by Governor John A. Burns, was drafted by Outdoor Circle attorneys, Mr. J. Garner Anthony and Mr. John H.R. Pews. It covers all outdoor advertising devices and establishes the principle that the advertising of any activity is permitted only on the premises where that activity is carried on.

In 1966-67, the Honolulu Sign Ordinance was being challenged in the courts. . . State of Hawaii vs. Diamond Motors, Inc. and Neon Hawaii. The opinion, in favor of the State, was, "We accept beauty as a proper community objective attainable through the use of the police power."

Dr. Fujio Matsuda, President of the University of Hawaii, called The Outdoor Circle "The esthetic conscience of the State."

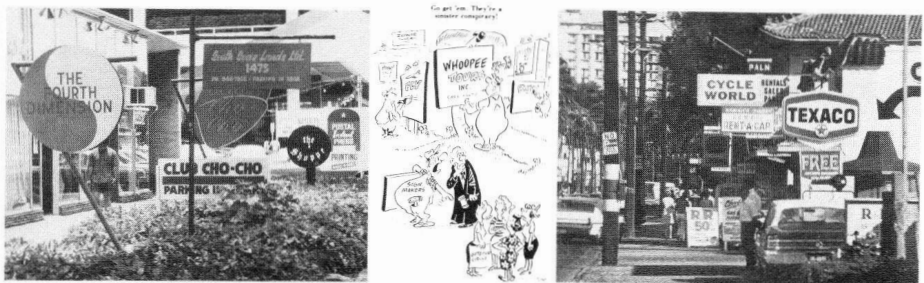
In 1971 The Outdoor Circle opposed advertising on the outside of the

newly acquired City buses, for there is no difference between a stationary billboard along a highway or one in the sky, on a bus, or on any moving vehicle including cars and taxis.

In May of 1975 The Outdoor Circle protested to the City Council the use of Volkswagen Bugs that advertised businesses. The Circle urged the City Council to act to discourage this loophole in our ordinances. Recently there has been a great proliferation of signs advertising cigarettes and suntan lotion on taxis and pedicabs, bringing a number of telephone calls of objection to the Circle office. A mainland advertising company is actively promoting these billboards here, today.

Legislation to prohibit any advertising signs or devices on vehicles in circumvention of laws prohibiting billboards is presently in the Finance Committee of the Honolulu City Council.

Public opinion got rid of billboards years ago! Today, the Circle again appeals to the community. Voice your opinion through words and action and keep Hawaii free from billboards!!



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Early Projects Require Commitment

The Outdoor Circle felt that community involvement and legislation for outdoor beautification, although a new concept in 1912, had to take place if they were to achieve their goals. Consequently they sponsored a city ordinance against cruelty to trees; they created the Shade Tree Commission

with The Outdoor Circle's president as the first chairman; they effected the passage of a resolution adopting the Hibiscus as the territorial flower, and two of the seven founders had seats on the first City Planning Commission.

In the early years of The Outdoor Circle, numerous plantings recognized today for their magnificence were sponsored by The Outdoor Circle. Some anecdotes out of the early records of these plantings show what difficulties had to be overcome.

In 1912 when the Circle was planting the Kalakaua Avenue medial strip with Mahogany trees, Mrs. George Sherman, one of the seven founders, went down each morning with a crew of gardeners and personally supervised the digging and planting of each tree.

In 1913, the Royal Poinciana trees of Wilder Avenue were replanted three times by The Outdoor Circle because of vandals! They were originally planted by Mr. Gerrit Wilder.

In 1914, a tree trimmer was hired by The Outdoor Circle for the city. The Circle even provided the saw! The man became so expert that by 1916 the Electric and Telephone Companies shared his services.

In 1917, tree seedlings planted by the Circle the full length of Lusitana Street were eaten by chickens and had to be replaced!

Also in 1917, a great deal of planting on Round Top and Tantalus was done. The women scattered Kukui nuts from horseback in hopes that they would "spill down our mountain valleys." The Round Top plantings of Night-blooming Cereus, Wiliwili trees and Bougainvillea were originally watered by the Circle women carrying water barrels up the mountain by horse and buggy.

In 1918 the Circle wanted leaves removed from under Coconut Palm trees they had planted. A man from the Harbor Commission, armed with a gun, rudely refused their request!

Also in 1918, a nursery was started by The Outdoor Circle on Kalakaua Avenue. The city's dredging of duck ponds in the area forced it to be moved to Kapiolani Park where it then became part of the City and County nursery.



The Outdoor Circle's first planting was in Aala Park, Honolulu's first playground, where 28 Monkeypod trees were planted.

The Christmas Tree at Iolani Palace was an early Circle planting. At left of tree, Mrs. A.A. Young, President in 1918, at right of tree, Mrs. A.G.M. Robertson, President, 1919-20.

In 1912 The Outdoor Circle planted hundreds of Coconut Palm trees on Kalakaua Avenue.



In 1913 The Outdoor Circle joined efforts with the Daughters of Hawaii to preserve the Queen Emma Summer Palace in Nuuane as a museum and park. An upholstered rocking chair, still part of the home, was donated by Mrs. Clarence Cooke, an early member of The Outdoor Circle.

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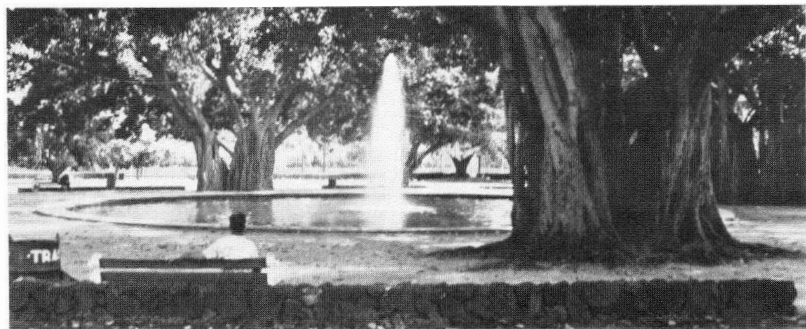
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Thomas Square, the oldest dedicated open space in Honolulu, has received The Outdoor Circle's attention from the first plantings of flowering trees in 1912. They also provided a Mock Orange hedge of over 1000 plants enclosing the square. In 1932 the fountain was given as a gift to the City by The Outdoor Circle and friends of Beatrice Castle.

The White Hibiscus, choice of Mrs. Cherilla Lowrey, first President of The Outdoor Circle, was adopted as the Circle's official flower in tribute to her great leadership.

Mrs. E.E. Black, President 1941-45



The Royal Palms Circle of Fort Shafter was planted by The Outdoor Circle in the 1920's.



The Mahogany trees of Kalakaua Avenue, planted in 1912, are still under the watchful eye of The Circle. On July 20, 1977, they sponsored the replanting of a section of medial strip that had been removed to the Circle's dismay. It has now been replaced and the Circle paid for the six young Mahogany trees that have been planted.

During the war years, The Outdoor Circle continued its nursery and gave thousands of plants and trees to Army posts. In the words of Mrs. E.E. Black, President, 1941-45, "When the need for camouflage arose in many areas, the calls for material became overwhelming. We were so swamped with pleas from the Army for assistance that we speeded



Newcomb, president of the Circle from 1922 to 1929, in her memory. By 1970 the fountain was in great need of repair. The Circle was instrumental in having the needed work done through the generosity of the Mary Castle Trust which donated \$6000 to the project.



Banyan trees along the Ala Wai Canal were planted by (left to right) Mrs. Theo Cooke, Mrs. Cyril Damon and Mrs. Grace Wilder, 1937.

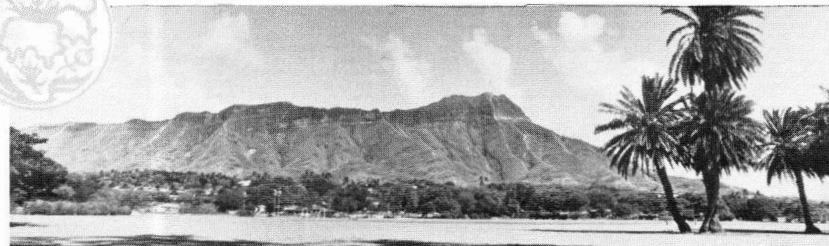
up our planting and filled all requests. We contributed also to Army Hospitals and shipped large plants to forward areas for camouflage and shade. All with no cost to the Army." Schofield, Fort Kamehameha, Ruger, DeRussy, Shafter and Malakapa were all supplied with thousands of plants.



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JCPenney



In All the World There Is But One Diamond Head



"The beauty of our land is a natural resource. Its preservation is linked to the inner prosperity of the human spirit."

President Lyndon B. Johnson, February 8, 1965

Diamond Head has always been a symbol of Hawaii, of our land, our people, our way of life. In 1961, Mr. Leighton Loui, City Planning Director, put forth a challenge to The Outdoor Circle Board of

Directors when he asked "What are you doing to preserve Diamond Head?" In answer to his question The Outdoor Circle began a long and continuing struggle to protect this historical landmark from highrise development.

- 1961 An Outdoor Circle-sponsored petition of 12,717 names, including many of the City's leaders, opposed any rezoning to permit highrise structures at the base of Diamond Head.
- 1965 The Outdoor Circle was instrumental in having Diamond Head declared Hawaii's first State Monument.
- 1967 The Outdoor Circle actively solicited testimony that spoke against any further highrise zoning at the base of Diamond Head for a Honolulu City Council public hearing.
- 1970 The Outdoor Circle was instrumental in the adoption by the State Legislature of two resolutions relative to the

preservation of Diamond Head:

1. That the State Parks Division develop preservation criteria and control concepts for the Crater and Diamond Head State Monument.
 2. That the City and County of Honolulu create an Historic, Cultural and Scenic District for the urban environs surrounding the monument.
- 1975 The Outdoor Circle continued to press for a preservation oriented Master Plan for the State-owned lands at Diamond Head.

In 1964, Secretary of the Interior, Stewart L. Udall, speaking to Outdoor Circle members stated that "Hawaii is far ahead of the rest of the country in preserving great landmarks and historical sites while fighting billboards and litter. The question which faces you here in Hawaii is not whether you



Mrs. William Blackfield, Secretary Udall and Mrs. Jack Marrie

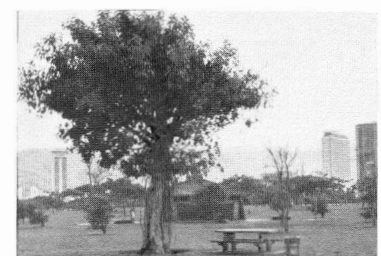
are going to grow, because you are growing and you will flourish, but the real question is will you grow right? Will you grow right in terms of balance and order and beauty? Will you grow right in terms of a conservation ideal?" He urged the Circle to be more militant and vigilant and was a great inspiration to all who heard him.



In October, 1966, at the request of Mrs. John Burns, wife of the Governor, The Outdoor Circle was chosen to represent all of Hawaii at a tree planting ceremony honoring Mrs. Lyndon B. Johnson. Mrs. Harold R. Erdman, President of The Circle, assisted the First Lady in planting eleven Singapore Plumeria trees, donated by the Circle, on the grounds of the East-West Center at the University of Hawaii. President Lyndon B. Johnson was also present.

"Through the centuries, women have been the prodgers. Good works go forward in proportion to the number of vital and creative and determined women supporting them."

Mrs. Lyndon B. Johnson



One of the best remembered Circle tree saving efforts was the battle to save the century old Banyan at the corner of King and Keeaumoku Streets, lost to a street widening project in 1967.

One cutting from this famous tree was planted and tenderly nurtured by the students of the Honolulu Community College. In 1974, an expanded campus building program decreed the same fate for this only survivor of the Keeaumoku Street tree. Needed was a new home, and The Outdoor Circle provided the means to move the tree to Magic Island where shade is badly needed; and hopefully, the Banyan can now spread its limbs for another hundred years.



Hawaii's Third Largest Bank

Central Pacific Bank

HAWAII MEMBER FDIC
"THE RIGHT ONE"

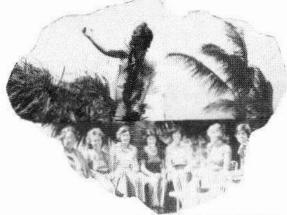
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UNITED AIRLINES

hopaco

Boise Cascade
Office Products Division



The Outdoor Circle Branches Out

Kauai Planning Committee for Annual Spring Festival pictured from left: Maile Williams, Nicki Medeiros, Helen Rask, Kathy German, Cynthia Grant, Barbara Johnson, Judy Sheldon.

Kauai

The Kauai Outdoor Circle was formed in Lihue, Kauai on October 22, 1975.

The Branch was awarded a five hundred dollar grant by the Hawaii Bicentennial Commission for a Satellite Recycling Center which opened for business on May 7, 1976 at Nawiliwili. The Center has shipped over 641,393 pounds to date, paying the people of Kauai over \$25,000.

The group has also produced a booklet, entitled *Ornamental Trees for the Garden Island*.

Under a county endorsed Street Tree Planting Program, extensive plantings began early this year. There are plantings at Lihue Airport, Lihue By-Pass Road, Department of Health grounds, Kapaa Town, Spouting Horn Park, Lihue Town Estates, Koloa School and Wilcox School.

"Wai Momi"

The Aiea Halaawa Outdoor Circle was formed in 1953. A concern for the future growth of the area was fostered among its members through monthly educational forums. By 1964, the branch area grew to include Foster Village, Pearl City, Waipahu and Ewa and the name was changed to Wai Momi.

The Wai Momi Outdoor Circle has co-operated with the Hawaiian Civic Group to plant and label ancient Hawaiian herbs at the Keaia Heiau and willingly sponsor the planting of trees where needed.

Maui

The Maui Outdoor Circle's parent organization was the Maui Women's Club, founded in 1919 by Mrs. Sarah Watkins. In 1920, led by Mrs. F.F. Baldwin, their civic improvement committee began a project called "Beautiful Wailuku". Today, the Maui Circle can point with pride to many deeds done for Maui. . . . Kaahumanu Avenue's planting and sprinkling system and landscaping of Hale Makua, the Wailuku Health Building and the J. Walter Cameron Center.

In 1964, the Lahaina Outdoor Circle was formed. They assisted with the landscaping of historic Baldwin House and concern themselves with needed beautification of the Lahaina area.

In May 1977, the Maui branch was prime mover in the new Maui recycling operation. Mrs. Pat Weeks, President, and Mrs. Cynthia Quisenberry, Vice-President, will oversee the satellite, and Susanne K. Brown, Chairman of the project will manage the Center.

Kona

The Kona Outdoor Circle received its charter in 1949. In 1962, using \$4,000 allocated to it by Hawaii County, the Circle landscaped the new Kona Cultural Center, Hale Halaawai. In 1963, additional South African Bougainvillea were planted along the old Airport Road.

Beautification continues to be the primary activity of the group. Projects include work on the wall at Palani Park, plantings at the Painted Church, Ka Nani O Kona, and lower Honokaa Junction and the donating of shrubs to screen Keauhou dump.

Relandscaping of Palani Road, a planting originated by the Circle's first President, Mrs. Sadie Seymour, was continued as a Bicentennial project through 1974-75.

Garden Circles

The Outdoor Circle sponsors six neighborhood groups in Foster Village, Hawaii Kai, Lanikai, Kailua, Kaneohe and Waihee-Kahala that are known as Garden Circles. Any Outdoor Circle member is eligible to join.

The emphasis at Circle meetings is on field trips, guest speakers and demonstrations on topics such as pottery making, landscaping, growing vegetables, preventing diseases of plants, and potting orchids. The Garden Circles also provide hostesses for house tours.

The Kaneohe Garden Circle provides flower arrangements for their local library while the Hawaii Kai group planted bougainvillea at Moanalua Beach Park. The Foster Village women are in the process of planting their community recreation park.

Kaneohe

The Kaneohe Outdoor Circle was formed in 1948. Its first President was Mrs. Wentworth Mist. Over the years thousands of trees and shrubs have been planted or given to subdividers, residents and organizations seeking help from the branch.

To raise funds for this work the group staged a series of pageants which were famous for their beauty and historical interest. "Hoolaula" at Haiku Gardens in 1962 was the greatest effort, attracting some 4,000 visitors.

To encourage beautification, the Kaneohe Circle holds flower shows and classes.

In 1952 they instigated a drive to rid the area of the African Snail pest. Fourteen thousand snails were caught in one six hour drive by the Boy Scouts!

The branch resolved to restore the quality of Kaneohe Bay when in 1969 they took stock of its deterioration which had resulted from siltation and the dumping of raw sewage.

In 1973, thanks to the efforts of the Kaneohe Outdoor Circle, Heeia Fishpond was made a State and National Historic Site as part of an ongoing effort to keep it free from private development. In 1974, the group formulated a plan to make the Kaneohe Bay area, including Kealahi Point, Heeia Fishpond and Heeia Marshland a Bicentennial Commemorative Park. In 1976 the Legislature supported this concept, and in April 1977 Kealahi Point became a State park!

Lanikai-Kailua

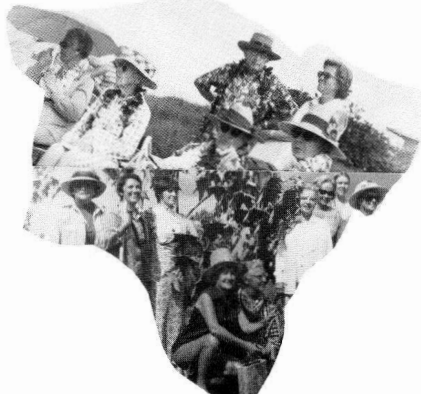
The Lanikai-Kailua branch formed in 1948, began its existence with a "Clean-up Your Own Yard First" campaign, raising \$3,000 for a sidewalk in downtown Kailua, planting street trees in Coconut Grove and Kailua Tract and organizing the restoration of Ulu Po Heiau. This last was the beginning of a 28 year effort by the Circle to preserve Kawainui Marsh as a valuable open space.

The Kailua entrance median and downtown area have received repeated plantings over the years, and members provided maintenance in the early days. Kalaniana'ole Highway and Kailua Road were planted with Hibiscus and Kailua Square was planted and is maintained by the Circle which also decorates the Square at Christmas and the Fourth of July.

Four schools in Kailua were landscaped under the direction of the Circle. This effort is valued at \$20,000! Also Kalapawai Triangle was enhanced by the Circle's plants, benches, trash containers and weeding efforts.

People may call the Lanikai-Kailua branch "plant pool" which helps locate needed plants and cuttings in an exchange program. Also, the Ho'oulu booklet, written by Laura N. Dowsett, provides Windward residents with information on plants for their area.

The Circle's most popular fundraiser is the annual Spring Fashion Show luncheon.



Kona Bicentennial Project workers, pictured from left: Dee Shaner, Juan L'Orange, Vicky Hassdorf, Dori Bura, Gwen Williams, Mrs. Balanger, Steve Wilcox, Leslie Tyler, Marie Ann Hunt.



The Outdoor Circle has from its earliest days produced festivals and fetes for a dual purpose: to raise the level of awareness and involvement of the public in outdoor beautification and to raise money. Here is a peek into the nostalgic times of The Chrysanthemum Festival, the Children's fete, titled "Birds, Beasts and Blossoms," The Festival of Old Hawaii and The Festival of the Harvest Moon.

Just before World War II The Outdoor Circle produced, with the help of Don Blanding, Poet Laureate of Hawaii, a

show entitled "A Night To Remember." R. Alexander Anderson wrote "Lovely Hula Hands," "White Ginger Blossoms" and "Say It With A Flower Lei" for the show. Juliette May Fraser, renowned artist, painted some of the sets. The show netted \$7,000.

The traditional "Festival of Old Hawaii," held at the Ewa Estate of Mrs. Kamokila Campbell in 1964, created one of the greatest traffic jams on Oahu. The Circle will never forget it! Nevertheless, they made over \$7,000!

FETES AND FESTIVALS



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KEMOO
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KANEOHE BAY MERCHANTS ASSOCIATION

BLACKFIELD
HAWAII
CORPORATION

State Savings

Fourteen Years of Determined



Ridding the Islands of billboards was the most outstanding achievement of The Outdoor Circle. Had it done nothing else, that alone would have justified its existence. Early in 1912 when the women of The Outdoor Circle formulated its aims, they had the foresight to realize that billboards were rapidly increasing and more than anything else, detracted from Hawaii's natural beauty.

It is difficult to visualize that the highways of Honolulu were formerly disfigured by huge signs; that billboards on Diamond Head urged you to smoke Bull Durham or buy certain brands of whiskey; that Punchbowl Crater was desecrated by a soap advertisement in white letters ten feet high!

The long and consistent warfare against billboards in Honolulu raged for fourteen years. In 1927 The Outdoor Circle paid \$4000, to Mr. Charles R. Frazier for the purchase of Honolulu Poster Service, the last billboard company in Hawaii. The company was immediately scrapped.

Today, Hawaii is reaping the benefits of this early work of The Outdoor Circle women. Visitors to Hawaii are always impressed with the absence of billboards and residents returning from their mainland travels are thankful that Hawaii's streets and open spaces are not marred with this offensive type of outdoor advertising.

Thurston's Advertiser Helped Launch Campaign

A fascinating historical document, which helped launch The Outdoor Circle's campaign against billboards, is the anti-billboard edition published by the Pacific Commercial Advertiser in 1913. Mr. Lorrin A. Thurston, the owner-publisher and friend of the Circle, placed his entire newspaper at the Circle's disposal in expectation that copies of the paper would serve as a means of informing the public of the billboard subject.

The stand of the Outdoor Circle, along with its objectives, accomplishments, and names of its members, were clearly featured in this special edition. Essays by school children were featured under headlines 'School Children Roast Billboards' and pictures of the most disfiguring billboards were published. A list of merchants and companies who had refused to renew billboard advertising, was run in bold type beside those who continued to advertise on the boards. Merchants were asked on which list they preferred to appear.

Advertisers Number Reduced as Fight Goes On

With the campaign well underway in the consciousness of the community, a regular bombardment of anti-billboard propaganda was set into operation. Personal calls were made, letters of disapproval were sent, and members used ANTI-BILLBOARD stamps with red ink on checks, bills, and letterheads and envelopes. One of the earliest companies to come "off the boards" was the Goodrich Tire Company with the statement, that "because Goodrich advertising, like Goodrich tires, must be above reproach, it was discontinuing its use of billboards."



Green Hawaii is the Theme of the Fifties

The Foster Gardens information desk has been staffed by volunteers organized by The Outdoor Circle since May, 1955. The Circle also initiated a guide service providing informative tours through the gardens.

In 1961, The Outdoor Circle was awarded a national honor by the National Recreational Association for its service to Foster Garden since 1955.

In 1962 and 1963, The Circle participated actively in expanding Foster Garden by having the City acquire an additional two acres at the corner of the Pali Highway and Vineyard Boulevard.



Mrs. William McEwen, a Foster Gardens volunteer, welcomes tourists to the Gardens.

In the early 1960's The Outdoor Circle recognized the importance of planning to ensure the preservation of our Island's beauty. They sponsored public meetings on various problems and their position on issues was well-known to City officials.

The Outdoor Circle Campaigned For or Played a Large Role In:
Declaring Diamond Head a State Monument
Strengthening Hawaii's laws governing billboards
Creating Kawaiauli Park
Extending Foster Gardens
Preserving Waimea Bay Ridge
Beautifying service stations and supermarket parking lots.



Mr. and Mrs. Frank S.K. Lee, volunteers at Foster Gardens for the last twenty-five years, were honored by The Outdoor Circle President, Mrs. Theodore Crocker, at a general membership meeting in February, 1977.

The Outdoor Circle Campaigned Against:

Elevated freeways, especially along Honolulu's waterfront
Highrise buildings on the slope of Diamond Head
A tourist building and restaurant at the Pali

Aerial advertising and a proliferation of political signs.

By 1965 representatives of the Circle served on many governmental advisory committees, helping to make citizen participation a moving force toward community welfare. This concept became well-accepted a few years later.



Mrs. Alice Spaulding Bowen supervised the sidewalk widening at Washington Palace in January, 1969.

Representatives of The Outdoor Circle joined Mrs. John A. Burns' "Garden Group" in 1963 to assist in the beautification and renovation of Washington Place grounds, the Governor's mansion. Members of the Circle continue to serve in an advisory capacity to Mrs. George R. Ariyoshi, and to serve as guides for scheduled tours of the garden.

In 1957 The Outdoor Circle reactivated its earlier vision to beautify the Islands with colorful shade trees and shrubs. After World War II the City grew so rapidly, the planting of trees fell behind.

In 1959 The Outdoor Circle initiated the Shade Tree Council and in co-operation with the Council had the Street Tree Provision incorporated in the City Charter. By 1965, the Street Tree Section became a part of the Department of Parks and Recreation, well-equipped to carry out a street tree program.

From 1957-1965, a significant amount of tree plantings were promoted by The Outdoor Circle as a joint venture between government, business, developers, organizations and individuals. Most islanders would recognize some today:

Luwal Street . . . Koa trees
Makiki Street at Nehoa Avenue . . . Rainbow Shower trees
Vineyard Boulevard . . . Rainbow Shower trees
Kaimuki municipal parking lots . . . shade trees
Piikoi Street . . . 24 Rainbow Shower trees
Manoa Valley Park . . . 350 trees
Aina Koa Avenue . . . 70 Pink Tecoma trees
Ala Moana Shopping Center . . . 34 Monkeypod trees
. . . 15 Coconut Palm trees
and thousands more all over the Islands.

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Matson

MEADOW GOLD DAIRIES - HAWAII



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"For Every Tree There Seems To Be A Man With an Ax Who Wants to Cut It Down"



"If we do not live in beauty, surrounded by beauty, we shall lose the idea of beauty and with it the idea of goodness." Frank Lloyd Wright



The Plumeria, before 1947, was primarily used as a graveyard flower; however, The Outdoor Circle wanted to promote an interest in this exotic tree so that it would be planted all over the islands. Thus the Circle held a lavish festival called Ulu Mela ("To grow plumeria"), in June, 1947 at the McCoy Pavilion in Ala Moana Park.

Thousands of cuttings were given away in order to blanket the hills of Honolulu with Plumeria rather than the unattractive Haole Koa trees. Four hundred cuttings alone were given to Mr. Wilbert Choi of Makiki Nursery for planting in Makiki Valley.

Rare cuttings from the Robinson's on Kauai were sold for \$10 apiece. This rare tree, a diploid, was later planted by The Outdoor Circle in the Plumeria garden at Washington Place.

A letter to the Editor, Sept. 5, 1964, Frank F. Fasi
"There are some people who believe that The Outdoor Circle is made up of a bunch of nosy and noisy ladies, who have nothing to do but run around town demanding that signs be torn down or reduced in size, trees left uncut, and natural landmarks not be despoiled by high rise buildings. Frankly, I used to feel the same way about them. But time and the realization that beauty (difficult to create and easy to destroy) is precious and should be preserved at all costs have won me over to them."

The ladies have kept Hawaii's natural beauties free from billboards. They strive to keep our city green and our skyline majestic and pleasing to the eye. I guess they feel as I do, that the natural and incomparable beauties of our foliage, mountains and skies are a heritage. All of us should strive to bequeath this heritage as we received it, to the many generations yet to come. I for one wish The Outdoor Circle ladies well in their efforts to preserve this heritage."



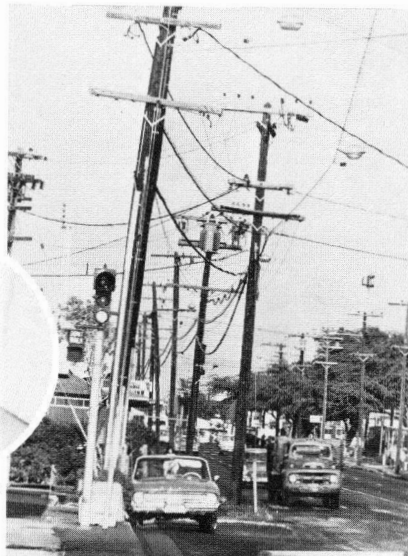
Mayor Frank F. Fasi, when he was a Councilman in 1964

The Circle's most significant tree saving battle was the fight to save the Ironwood trees of Kalaheua Avenue in Kapiolani Park. One mile of the Ironwood trees, planted in 1890 by Princess Kaiulani's father, Mr. A.S. Cleghorn, was threatened when it was decided that the road had to be widened by six feet. The Circle's Mrs. A.G.M. Robertson stated that a mere detail of widening a road six feet proposed by the Planning Commission should not rob Honolulu of its cathedral of Ironwood trees. Instead of widening the road as planned, a second road parallel to the first was opened, a solution that pleased The Outdoor Circle.

In 1967 the question of the Ironwood removal arose again when the Parks Department wrote to various community organizations asking for comments on a long-term proposition to phase out the Ironwoods and replace them with Shower trees. The Outdoor Circle replied that they were unalterably opposed to the idea; however, young Shower trees were set out in the medial mauka of the Ironwoods, resulting in a storm of protest. The first thing Mayor Frank F. Fasi did as the new Mayor was to have these saplings removed and the Ironwoods were saved once more.

This historic avenue meriting received little consideration in a 1976 consultant's plan for Kapiolani Park. One plan did not show the trees at all, the next showed them, however the avenue was deleted as a drive and retained only as a bikeway and service road. Again, vigorous protests were registered with the Mayor's office and the City Council.

These Ironwoods are on the "Exceptional Tree List" and it is the Outdoor Circle's hope that they remain as they are . . . exceptional



Although the Circle has taken the leadership, the drive for underground wiring has been a community responsibility. There were many successes in the mid '50s . . . The Oahu Sugar Company's Alea subdivision; Bishop Estate's Waialea Kahala subdivision and the Kuhio Avenue extension.

Fighting Rids Hawaii of Billboards



The Circle's Campaign Clashes With the Business Community

As may be imagined, there was some bitterness. The Outdoor Circle was accused by an advertising company of boycotting and persecuting the billboard owners. The Outdoor Circle replied that it was a matter of principle; that members were acting as individuals, each acting as she thought best. True, the women refused to buy commodities advertised on the billboards and they urged their friends to follow their policy. The billboard owners said that "their boards were artistic; that they sold goods and got business by advertising on the boards and that they could not afford to give it up." Mrs. G. Fred Bush, the Circle's first Billboards Chairman, replied that "they were entitled to their opinion, it was a free country. But when it comes to the money question, you may be able to make money advertising on billboards, that is your business, but you cannot make it out of us, that is our business."

Offers by the billboard company to compromise became a common occurrence along with efforts by The Outdoor Circle to buy out the business. Editorial comments in the newspapers were unrestrained. Billboards were associated with the lowest form of vice and corruption. To a mainland outdoor advertising man who proclaimed that "Honolulu had one of the prettiest systems of billboards that he had seen anywhere," the editor added, "it flies could talk; we would expect a like interview from them about our manure piles."

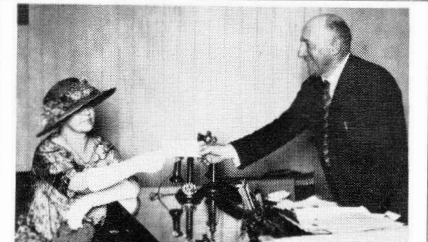
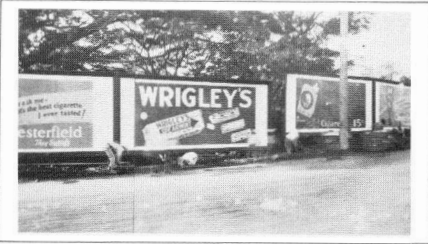
By 1923, the stand of the Circle had been endorsed by the Honolulu Chamber of Commerce, the Hawaii Tourist Bureau and Women's Clubs on all the islands. The Board of Supervisors of Honolulu passed a resolution, presented by Supervisor Lester Petrie, commending The Outdoor Circle on its continuous effort. Supervisor M.C. Pacheco amended it to not only commend The Outdoor Circle, but to condemn the use of billboards. At that time only two local and three mainland firms were continuing the use of billboards.

In August of 1923, Mr. Joel C. Cohen, President of Consolidated Amusement Co., Ltd. notified the Circle that Consolidated's string of theaters were discontinuing the use of billboard advertising. The occasion was memorable for The Outdoor Circle though three mainland companies continued billboard advertising: William Wrigley Co., American Tobacco Co. and Liggett & Myers Co.

The Outdoor Circle 1 . . . Closes and Scraps last Local Billboard Company

By 1926, The Outdoor Circle had \$4,000 pledged by its members to buy the Honolulu Poster Service, the last producer of billboards in Hawaii. Mr. Walter F. Olligott assisted the Circle with the negotiation and purchase, but he was concerned that the Circle not buy the business until they were able to secure legislation to prevent the start of other outdoor advertising companies in Honolulu.

With the able assistance of Governor Frear, legislation was introduced in the 1927 Legislature restricting the area in which billboards could be erected on Oahu. The legislation passed both houses and was signed by the Governor. To ensure that no billboards would ever be erected in the small restricted area in downtown Honolulu, The Outdoor Circle drew up a declaration and circulated it among all the business firms of the City, telling of the purchase and scrapping of the Honolulu Poster Service Co. by the women of the Circle, and asking for the complete elimination of billboard advertising in the future. Every firm approached signed the "Gentlemen's Agreement."



Mrs. A.M. Campbell of The Circle and Joel C. Cohen, head of an amusement company, upon occasion of Mr. Cohen's announcement of his decision to give up billboard method of advertising.

Billboards Banned—Once and For All

Mrs. Grace Wilder, Executive Officer, wrote to Mr. Dillingham who was visiting in San Francisco and asked him to inform the representatives of The Outdoor Advertising Association of America of the situation. Mr. Dillingham wrote in return that "it was with a real sense of humor that these gentlemen saw the point and were definite in stating that the interests they represented, which were very extensive on the Pacific coast, would never endeavor to force billboard advertising upon the Territory." Mr. Dillingham praised the women for their determination to remove the menace which has destroyed the beauty of many otherwise attractive localities in America.



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FRIENDS OF THE OUTDOOR CIRCLE

1. Bob Rynd, Bob Hamilton, Lucy Plitzgraff, Fred Simpson, 2. Mrs. Archie Young, Mrs. Chas. T. Wilder, Unidentified, Mr. Joel C. Cohen, Mrs. Harold Giffard, Mrs. G. Fred Bush, Mrs. C.J. McCarthy, Mrs. A.E. Murphy, Mrs. W.L. Moore, Unidentified, Unidentified, Unidentified, Mrs. A.N. Campbell, 3. Chris Dunn,

Margaret Burgo, Lillian Hualani, Nadine Hottendorf, Lucile Miller, Selma Leopold, 4. L.O.L.I.T.A.S. (Little Old Ladies in Tennis a Shoes) in a typical office crunch, 5. Festival participants, 6. Mrs. Harold Eichelberger, Governor John A. Burns, Mrs. Robert Cress, 7. Mrs. Wayne Plummer, Mrs. Robert Carter, Mrs. Henderson,

Mrs. Thomas Balding, Mrs. James Wilder, Mrs. Harold Erdman, 8. Mrs. Daizo Sumida, Mrs. George Kobayashi, 9. Mrs. D.D. Guslander, Mrs. Paul Anderson, Mrs. Edward Flaron, 10. Chrysanthemum Festival participants, 1949, 11. Mrs. Celia Pottroff, Mrs. Isabel Eichelberger, and representatives of the General

Contractor's Association, 12. Unidentified, Mrs. Janet Wimberly, Mr. Kunemoto, Mrs. Evelyn Chun, Unidentified, 13. More L.O.L.I.T.A.S. 14. Mrs. Theodore Char, 15. Mrs. Earl Thacker, Mrs. Grace Wilder, 16. Mrs. Emory Davis, Mrs. McGuire, Thomas R.L. McGuire, J. Souza, 17. Rosalie von Hamm, Harriet



Moody, Eleanor Worthington, Betty Schenck, Electa Sevier, Chiquita Winn, Bobby Dillingham, Deborah Cooney, Lelani Richards, 18. Past presidents, Mrs. Alice Spalding Bowen, Mrs. Wayne Plummer, Mrs. Frank Broadbent, Mrs. R.E. White, Mrs. Peter McLean, Mrs. Fred Wolfe, 19. Mrs. John Y.T. Wong, 20.

Mrs. Theodore Emanuel, Mrs. Lani Lamson, Mrs. Ruth Pratt, 21. Festival participants, 22. Top row: Vera Forbes, Nancy Nash, Susan Flippin, Conni Foster, Eunice McCain, Jane Moore, Bottom row: Nat Holladay, Unidentified, Jackie Keeler, Joan Fleming, 23. Mrs. Robert Crowe, Mrs. Alice Spalding Bowen, Mrs. Arthur

E. Orvis, 24. Donald W.C. Ching, Richard C. Tongg, Mrs. John Y.T. Wong, Mrs. Hing Blu Luke, Mrs. Frank W. Broadbent, 25. Russell Lee, Farran L. Turner, Charles W.P. Henry, Mrs. Bailey Harloe, Mrs. Eastham Guild, Mrs. Morris Matsumura, Mrs. K.O. Chun, 26. Mr. Herman Lemke, Mrs. Billie Rice, Mr. Neal Blaisdell, 27. Mrs. Kay Landrum, 28. Mrs. Harold Erdman, Mrs. Robert Crowe, Terry Parker, Sam

Kramer, Mrs. Alice Spalding Bowen, 29. Mrs. Orlando Schoening, Unidentified, Mrs. F.S. Twitty, Mrs. William Jewell, Mrs. Daisy McKeague, 30. Kuho Beach planting from Queen's Surf to the surfboard concession, 31. Mrs. Barbara Walker, 32. Mrs. Wayne Plummer, 33. Mr. Douglas Sakamoto, Mrs. June Humme, Reverend Abraham Akaka, Mr. E.E. Elack, Mr. E. Tanaka, Unidentified.