

# Moana—"Broad Expanse of the Ocean"

By Edwin North McClellan

Moana—"Broad Expanse of the Ocean" and "Place of Meeting for Consultation among the Chiefs." Under that name a new beauty of Waikiki and useful servant of Hawaii was created in 1901—the Moana Hotel. That beautiful edifice of wood was erected right next-door to where the Outrigger Canoe Club was to appear about seven years later.

For many years Waikiki had been close to the hearts of *kamaanias*, to royalty and commoners alike—and to visitors and tourists—*malihinis*. The first President of the Provisional Government, Republic and Territory—Sanford Ballard Dole—loved Waikiki and led a movement to keep street-cars off Waikiki Road (Kala-kaua Avenue). Robert Louis Stevenson wrote affectionately of Waikiki while Mark Twain and other countless thousands had been there. A visitor to Waikiki Beach on New Year's Day of 1901 described the "glory of the surfboard—rushing sea-toboggan—on the crest of speedy wave."

By the Early-Nineties, the street-car had replaced the omnibus of Jim Sherwood which had maintained a schedule between Dodd's Saloon (Hotel and Fort Streets) and Sherwood's Long Branch Baths and Pier situated about where the Outrigger Canoe Club now stands.

## EARLY HOTELS

) During this ante-Moana period there were some few places at Waikiki which accommodated locals and visitors to the Islands. Among them were Charles N. Arnold's Park Beach Hotel; Mrs. James T. White's Seaside Resort; the Waikiki Villa with Hamilton J. Johnson as proprietor; W. D. Bartlett's Ilaniwai; "Ann Paris" boarding-house in the S. N. Castle residence; Sans Souci which George Lycurgus conducted until F. M. Hatch, its owner, took back; the Waikiki Inn, managed by W. Beswick; and the Waikiki Seaside Hotel, run as an annex for the Royal Hawaiian Hotel, both under direction of H. Wingate Lake). Its grounds covered an area of about ten acres, bordered by a beautiful white beach. The

Seaside was featured by home-like cottages, a luxurious pavilion, coconut trees, and an old native grass house constructed by King Kamehameha V when he was Prince and which he maintained as his seaside bungalow. However, none of these—and the other facilities—adequately satisfied the necessity—so the Moana-Hotel Idea was born in the Middle-Nineties.

There was a beauty at Waikiki which captured the emotions of visitors. Always part of the beauty was Diamond Head—the great landmark—with its light from where Diamond-Head-Charlie served as the nautical eyes of Honolulu. There were the traditional coconut-groves and mysterious background of the Koolaus and green valleys. Burton-Holmes had been there with his motion-picture camera early in 1898 to make movies of Surfing-at-Waikiki and Princes Kaiulani appeared in one of the scenes. The Spanish-American War had carried Hawaii into the American Union and our soldiers were under canvas at Kapiolani Park in Camps McKinley and Otis.

Waikiki had become well-known to the whole world by the Gay Nineties and, in 1896, a design for a new hotel at Waikiki—the Moana-Idea—appeared in the newspapers. The plan seemed to lag for a while but it was revived in 1899.

## MOANA BUILT

The Moana Hotel Company, Ltd., came into being during the latter part of the Gay Nineties. Its capitalization was \$100,000, later increased to \$150,000. The first Moana thought was to construct a number of airy cottages on the Peacock Premises (where the hotel now is), just Diamond-Head of Long Branch Baths on the stream and lagoon where we enjoy the Outrigger Canoe Club now. Everybody seemed to agree that the Waikiki Surf at that point was better than at any other.

In September of 1899, Lucas Brothers—contractors—started moving the big Peacock House at Waikiki to another portion of the same lot to make room for the new Moana Hotel. Later, the Peacock



**"DAD" CENTER, The Surfrider**



**"DAD" Takes a Bride,  
June 1940**



**EARLY OUTRIGGER DAYS.  
"DAD" CENTER, left.**



**BUSTER CRABBE with "DAD"  
CENTER en route to Japan  
Olympics, 1926**



*Left to right: JACK PICKFORD, DOUGLAS FAIRBANKS, DUKE KAHANAMOKU, "DAD" CENTER, LORRIN THURSTON, SAM KAHANAMOKU, 1929*



**VOLLEYBALL DOUBLES CHAMPIONS,  
1925. SAM FULLER, "DAD" CENTER.**

**"DAD" CENTER. DEEP SEA FISHERMAN**



House was moved to a site across Kalakaua Avenue where it may be seen today.

And so, the Moana Hotel gradually rose on its present site on Waikiki Road as Kalakaua Avenue then was known. The main hotel building was of wood—without its present wings which were not constructed until 1918. It had approximately seventy-five rooms, not including the first floor and the large Peacock Cottage on the grounds. Original plans provided that this Peacock Cottage would be used as a Clubhouse until such time as it might be required for regular hotel purposes. The second level of the Hotel was called the Oak-Floor, the third level the Mahogany-Floor and the fourth, the Maple-Floor. Surmounting the whole was an Observatory or Roof Lanai, which was reached by an electric elevator. There were room telephones, too. And the Moana had its own electric-plant and laundry.

The dancing-floor—the Dining-Room—was an addition extending over the Pacific Ocean and would accommodate three hundred guests. It was “almost over the waters which roll in unceasingly with a boom which is music to the ear of the diners,” explained the *Advertiser*. A long three-hundred-foot Pier—the “good old neckin’ place”—continued in existence until the Early Thirties. Seventy-five bathrooms were constructed under the dance-dining hall. They were directly accessible to the Surf, so that in leaving the water a bather was not obliged to walk along the Beach in the cool air before changing.

#### THE MOANA CHRISTENED

“Amid the sounding swash of the Surf on the Sands of Waikiki, the soft strains of music, and to the clinking of glasses of bubbling wine, the beautiful Moana Hotel at Waikiki was christened last Night,” March 11, 1901, reported the *Advertiser*. “Moana, known far and wide among the Polynesians and to every race in the Pacific Ocean as ‘The Broad Expanse of the Ocean,’ was a fit cognomen for the magnificent hostelry which was dedicated as a resting-place for the tourists of the wide, wide world who visited the Paradise of the Pacific. Illumined by the glow of thousands of electric, parti-

hued globes,” the new hotel and grounds presented a spectacularly-handsome scene—a promise for a grand Waikiki future.

Guests of J. G. Rothwell rode out to the Hotel in an automobile gratuitously supplied by Manager Grant of the Hawaiian Automobile Company. Other guests alighted from cabs under the colonial porte-cochere of the hotel.

Mr. Rothwell was host at the natal dinner of the Hotel on this notable March 11, 1901 in the Banquet Hotel. His guests were J. A. McCandless, Andrew Brown, Theodore Lansing, Commodore George C. Beckley, A. E. Kaeser, Wallace Rider Farrington, F. J. Cross, Robert Catton, John Neill, Lewis Gear, O. G. Traphagen, J. F. Humburg, Frank Hustace, J. Bicknell, L. V. Grant, Edward Dekum, R. O. Yardley, J. D. McInerny, Captain Schaefer, F. E. Richardson, A. V. Gear, C. H. Morton, James Bergstrom, Frank Hoogs, Charles Weight, Bob Scott and Charles Lucas.

The architect of the Moana Hotel was O. G. Traphagen; the contractors were Lucas Brothers; Catton-Neill Company installed the power ice-plant and electric generators; the Oceanic Gas and Electric Company put in the electric connections, room telephones and fixtures. F. M. Smith (formerly of the Occidental Hotel in San Francisco) was Manager of the Moana while Bob Scott was Room-Clerk.

At Waikiki, the new Moana Hotel—a fine and airy building of four stories—cannot fail to prove an added charm to Waikiki attraction for tourist, visiting stranger, or resident, alike, wrote the *Hawaiian Annual*.

From the very beginning the Moana Hotel served a definite mission for Hawaii and Waikiki, by keeping beach-sports—such as surfboarding, outrigger-canoe paddling and sailing, alive—for those are the things that the visitor goes to Waikiki Beach to see and enjoy.

Hardly had the Moana Hotel opened its doors than hundreds of Shriners from California, who had arrived aboard the S.S. *Sierra*, filled it. The general-committee of local Mystics (Aloha Temple) in charge of the visiting Shriners was formed of Dr. C. B. Wood (Chairman), Andrew Brown, J. G. Rothwell, J. B. Pratt, L. T. Grant, F. J. Amweg, B. G. Holt, Vernon

Tenney and William Auld. Exactly one week after the hotel-christening it staged a scene seldom equalled at Waikiki. "For He's a Jolly Good-Fellow, Wela Ka Hao!" sang about three hundred Shriners and their ladies on March 18, 1901, as they sat at six long banquet tables in the Moana Hotel Dining Room. It was a complimentary banquet by Aloha Temple to Imperial Potentate Lou B. Winsor. Music—including *Aloha Oe* and *Hawaii Poi*—floated down to the festive lezzed gentlemen and their *wahines*, from the Orchestra Gallery. Noble Louis T. Grant of Aloha Temple was master-of-ceremonies. After the banquet, hosts and guests retired to the Ladies' Parlor where dancing was enjoyed to sweet Hawaiian music on the canvas-covered floor. *Mala-mi* Shriners and ladies were presented by Aloha Temple with "lezzes made of the native *lauhala* or brown fiber, from which depended a tassel of coconut fiber." On the front of the lez was the word "Aloha," below which was the ever-present scimitar, crescent and star.

#### MOANA THE MECCA

Ladies of this Imperial Pilgrimage of the Shriners gave a reception and dance in the Parlor and Dining-Room of the Moana Hotel on the evening of March 26, 1901. "The punch was good, the dancing better," but the "hospitality" was "best of all," reported the newspapers. Arriving about eight o'clock the guests were received by Mrs. George Sinclair. Noble L. E. Wood led the Grand March. 'n the name of the Shriner ladies of Hawaii, Mrs. Sinclair presented Imperial Potentate Winsor a poi-bowl for Mrs. Winsor who had been unable to come to Hawaii. After a wonderful time, the lezzed gentlemen with their ladies departed from Paradise late in March of 1901.

With that pleasant note we will leave the Moana Hotel, to return some time later when we will tell you more about the Moana Hotel, Waikiki and the Outrigger Canoe Club that opened its eyes on May 1, 1908.

**TRY Sunday Morn  
Breakfast at O.C.C.**

#### VOLLEYBALL NEWS

By E. H. Thomas

The I-man Business Men's Tournament is now THE thing to see at the Club. Held on Tuesday evenings from 7:00 (sharp!!) until about 9:30, when Victors and Vanquished forget their battles over refreshments on the Terrace, about fifty of the club's leading athletes exhibit some of the most expert ball "handling" seen in many a day.

Sarge Kahanamoku, Bob Dolan, Gil Carr, Jack Ackerman, Bill Cook and Hank Auerback are the team captains.

It was necessary to drop the 2-men-over-80 tournament, which was scheduled to be held on Sunday mornings, due to an insullicient number of entries. A little later in the year, when the sun isn't quite so hot, we'll try again.

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