

MAY 2 2 1971

Cliff Melim Dies at 75

Theodore Clifford Melim, 75, sports enthusiast, athlete, and a kamaaina businessman, died last night in



T. Clifford Melim

Maunalani Hospital after a long illness.

Graveside services will be held at Oahu Cemetery at 4 p.m. Monday.

Mr. Melim, who was born in Honolulu, was an outstanding athlete. His Hawaii track records of 5.2 seconds in the 50-yard dash and 6.4 in the 60 withstood challenge for almost 50 years.

He brought the first electric timer and scoreboard to Honolulu Stadium, and arranged an exhibition appearance of Cassius Clay here in 1966.

Melim developed what at the time was the largest chain of service stations in the State. (The Melim Building on Queen Street stands on the site of the original service station.) His company was one of the largest tire distributors and recap-pers in the Islands.

He was a director of Pacific Insurance Co., president of the Honolulu Auto Club, and a member of the Elks, Knights of Pythias, Rotary Club and Outrigger Club.

Surviving is his wife, Elsie C.; a daughter, Mrs. Jean Thornton, a son, Cliff Jr., and four grandchildren.

The family requests donations be made to the Research Center at Straub Clinic or to the Heart Association in lieu of flowers.

Borthwick Mortuary is in charge of arrangements.

MAY 2 3 1971



MR. MELIM

Isle exec T. 'Cliff' Melim dies

Theodore Clifford Melim, long associated with automobile service here and once an outstanding sports figure, died Friday. He was 74.

Funeral services will be held at 4 p.m. tomorrow at Oahu Cemetery.

He is survived by his wife, the former Elsie Carreiro; a son, T. Clifford Jr.; a daughter, Mrs. Robert (Jeanne) Thornton of San Francisco; and four grandchildren.

A graduate of McKinley

High School, class of 1917, Mr. Melim began his automotive training and business career in California. He soon returned to Honolulu to run a small auto repair shop. In 1924, he opened his first service station on the site of the present Melim Building on Queen Street.

FROM THIS base, he is credited with building the largest chain of service stations in Hawaii. He also began the Melim Tire and

Rubber Co., one of the largest tire distributors and recappers in the State. Later, he became an important figure in real estate circles.

Mr. Melim was equally known to the athletic world here. He set the Hawaii record for 50-yard dash at 5.2 seconds in 1920. It still stands here, and at the time it made him the world's fastest man in the event.

All together, he won more than 20 gold medals and trophies as the sprint champion

of the Territory.

A few years ago, he turned to promoting and staged a boxing exhibition here with Cassius Clay. It was not a success and he lost about \$15,000 on the show.

"AND THAT ends my career in fight promoting," he laughed after the loss. "Leave it to the professionals."

Each year at the state Amateur Athletic Union meet there is a Cliff Melim

50-yard special in which athletes attempt to crack his record.

Edward N. Yamasaki, who was in partnership with Mr. Melim for 33 years yesterday recalled, "Cliff and I shared so much in starting and developing Melim Service. I couldn't have had a better business partner. I shall surely miss him."

Ernest H. McCaughan, president of Pacific Insurance Co. said, "He was one of the old timers who con-

tributed a great deal as a member of our board of directors. We always felt Cliff added something to our company that we didn't want to lose."

Mr. Melim also was a member of the Outrigger Canoe Club, the Elks Club, the Rotary Club, the Chamber of Commerce, the Tire Dealers Association, the Knights of Pythias, and the Honolulu Quarterback Club.