

MAR 4 1980

The real McGuire

When conservative taste confronts radical innovation, there's bound to be a revolution. Witness the aristocratic couple who overthrew the proletarian armchair and revolutionized rattan.



The real (John) McGuire sitting in a real McGuire.

John and Elinor McGuire took bamboo off the back porch and put it in the front parlor. The name McGuire has become synonymous with elegance in casual living. It is a household word from the salas of Baguio to the salons of Palm Beach. The royal family of Saudi Arabia just ordered 150 McGuire chairs for the terrace of the beach hideaway on the Red Sea. Givenchy's Paris apartment and Swiss ski lodge are wall-to-wall McGuire.

"And I was pleased to see President Carter, on television the other day, relaxing at Camp David in our M-80 chair, with his feet up on our 75-A coffee table," said John McGuire, comfortably ensconced at the Outrigger Canoe Club in an M-51, one of over 300 McGuire designs.

From this rattan-and-rawhide vantage point, he surveyed the string of hotels that embrace the beach at Waikiki and noted that nearly every one of them has McGuire furniture in the lobby, the rooms, or both. Yet McGuire production is basically designed for private homes.

"When Ellie and I were married, most furniture was machine-made or uninspired reproductions. We felt a craving for a different kind of furniture, crafted entirely by hand of natural materials, contemporary but comfortable. We wanted our home to be a warm, inviting, comforting refuge. Spirit-lifting but livable. And we knew others felt the same way."

A handsome man, of trim middle-age, with bright blue eyes and silver hair, McGuire has concluded that "it's hard to do anything in life unless you define your values, and strive for excellence in the context of your capabilities. I don't mean to sound self-satisfied, but I'm proud of our contribution. Not for profit, but for the interesting life it's given us."

Pressed for details of the latter, John demurred. "There's really nothing exotic about our story. I was a Navy pilot in World War II and Ellie was a WAVE. She studied engineering before she joined the Navy, and is a superb draftsman. After the war, the choice was college on the GI Bill or a job. I got a job while everybody else was going to college."

Standard Oil sent John McGuire to the Philippines, "but every spare moment I spent visiting craftsmen. I've always been fascinated by the way things are put together. In the postwar Philippines, everybody was making something because they had nothing. I used to hang around a little rattan factory that hired two or three workmen. It was owned by Dona Maria de Abotiz, a prominent widow with five children. I soon realized that working for an oil company was like being in the Navy, so I went home and married Ellie in front of an open fireplace in her hometown in Oregon, and we moved to San Francisco."

There the McGuires decided that conventional jobs were too polarized. "That was in 1946 and we're still married, with two grown children. The secret of it all is being engrossed in something other than ourselves, but sharing everything. We decided to import furniture, market it and promote it together."

"I wrote to Dona Maria, telling her if she'd make it, we'd buy it. We traded in our sports coupe for a station wagon, rented space in a potato warehouse. Elinor set up the

books while I uncrated the rattan, assembled it and finished it. We nicknamed the designs 'the Sherman' and 'the Pretzel,' huge, oversized pieces suitable for the spa-

rious salas of the Philippines. It was the sort of stuff that would sell in east Oakland. I had my heart set on Gump's."

"Photos in hand, I called on Eleanor Forbes, Gump's designer for many decades and a woman of great taste and vision. She raved about nouvelle cuisine 30 years ago. On the sixth visit, I told this lovely lady that she was delightful company, but she never bought any of my furniture. 'It's too unwieldy,' she said. I asked her to design a chair. She did, and six of her designs are still among our best."

"My Elinor learned from Gump's Eleanor and was soon turning out beautiful chairs. But we couldn't sell them. Here we were with 'porch furniture' unsuitable for porches. So we really had to get going on putting it into the house. Elizabeth Gordon, editor in chief of House Beautiful, got right smack behind us. Al Cornfield of House & Garden was equally encouraging."

When a Dallas designer ordered 100 McGuire chairs for the Petroleum Club, the club committee vetoed his choice because they felt reed bindings were too flimsy. "Rather than lose the order, we scrambled

for something else. Plastic was unthinkable. Ellie recalled that in her hometown, White Salmon, Ore., pioneer chairs were made of laced rawhide. It's the toughest animal substance, and when pulled wet around a joint dries to form a band that will never loosen.

"We shipped our first chair in 1947. Then we went right down to a patent attorney and had the binding patented in 14 countries."

The rest is design history. The McGuire chair ranks with the Eames, the Mies van der Rohe, the Windsor. Dona Maria's factory in the Philippines employs 450 workers; another 100 skilled craftsmen assemble the rattan, bamboo and willow in the McGuire San Francisco plant, where a choice of 38 finishes is applied. The McGuire's son is in the business; their daughter works with designer Dan Tuttle in Paris, one of a dozen foreign capitals with McGuire showrooms.

"One of our best customers is Rockresorts," said John. "Laura Rockefeller herself became involved in designing the redwood chairs at Jackson Hole and they've become a terrific best seller."

"Of course we're copied like mad," he admitted. "At the last meeting of the Rattan Association in Manila, the president introduced me by saying: 'Many of us here make our living by copying the McGuires.'"

"It used to irritate me. No more. Price becomes the prime factor with originality. You simply can't make the same thing cheaper."

McGuire chairs run as high as \$1,500; the average price is about \$600. "And our sales soar right along with inflation, because people are buying the best."



cobey black

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FEB 26 1980



Show Biz wayne harada

Society notes

MOVEMENTS: By now, it's no secret that Don Gay, the multi-talented instrumentalist and poi ball twirler with the Society of Seven, will be leaving the group — to pursue business interests on the other side of the footlights. The SOS, who return (with Gay still on stage) this Friday night at the Outrigger's Main Showroom, already has conducted auditions in Los Angeles for a replacement, and have made inquiries with local musicians, but as of this writing, no new member has been found. Several options face the group: Find one member and retain the SOS name; find two musicians (well, Gay does play a whole clutch of instruments), and still retain the Seven name, perhaps with one up-front newcomer and one auxiliary member.

The SOS has been breaking in a new show at the Kauai Resort Hotel.

Andy Bumatai hardly's the type to be at a loss for words, but he was so overwhelmed when, last Saturday night, he ripped through the Cinerama Reef Towers Ocean Showroom, and encountered Moroni Medeiros of the Duke Kahanamoku Surfing Champion-

ships. Medeiros presented Bumatai with a Golden Duke, the Oscar of the surfing world — and the comic was so stoked, he simply wasn't the same after clutching the trophy

Newsmakers

TRADE WINDS: Loyal Garner leaves town today for Los Angeles to start recording her first album for Tom Moffatt's Paradise label. She'll be in Smogsville — and pray for no more rain! — through March 5. The joy of joys: she's doing all originals, and five of the 10 titles are arranged by her usual conductor, David Kauahikaua. Everyone's hoping for an April 15 deadline.

Cha Thompson and a "Tihati's South Seas Spectacular" cast is off to Chicago for a mammoth Hyatt Hotels tour that'll take 'em cross-country, with possible visits to the Johnny Carson and Merv Griffin TVers. Hyatt is peddling Hawaii vacations, and the Tihati folks came up with a stellar traveling show, with Cha even dancing in the special

Paradise alley

VISITORS IN PARADISE: Allan Carr, the movie producer ("Grease"), has been

using teaser ads for his forthcoming "Can't Stop the Music" feature with The Village People, Valerie Perrine, and Bruce Jenner, in three markets — Honolulu, Los Angeles, and New York. The film won't be out till summer — Carr's launching his assault early, with yet another series of teaser promos at Eastertime, obviously counting on an aroused audience.



Carr hopes to catch up old New York buddy Bobby Short, who's closing Thursday night at the Ginger Lounge of the Prince Kuhio Hotel

Kimo McVay's brother, one Charles Butler McVay IV, arrived here yesterday to get married to Elaine Cohen tomorrow. They'll tie the knot at the Outrigger Canoe Club, and honeymoon at the Halekulani Hotel. The visiting McVay, from Washington D.C., is affectionally called "Quatro"

Kimo, by the way, subbed for Kimo Kahoano in the Carole Kai celebrity parade of beds Sunday — because the former overslept. They simply crossed out Kahoano's name and subbed it with McVay's — which probably didn't make Kahoano too happy

And that's Show Biz

FEB 20 1980

LYMAN — Carl Brickwood "Manhat"

Lyman, 65, of 5441 Kirkwood Place, died Friday. He was born in Hilo. Services 10:30 a.m. Friday at Outrigger Canoe Club Beach. Ashes to be scattered at sea. Arrangements by Nuuanu Memorial Park Mortuary. Survived by brothers, Walter B. and Raymond B. of Maryland, Harold B., Noel B., Lucas B. and Allen B. of California and Gaylord B.; sisters, Mrs. Dorothy B. Sundquist and Mrs. Raynette B. Jarzyna, both of California; uncles; aunts; nephews; nieces.

MAR 1 1980

SWARTZ — Frederick Swartz, 53, of 3056 Kalakaua Ave., died Jan. 20. He was born in Canada. Services 5 p.m. Monday at the Outrigger Canoe Club. Arrangements by Borthwick Mortuary.

FEB 19 1980

Carl Lyman

Carl B. "Manhat" Lyman, 65, of 5441 Kirkwood Place, died Friday at his home. Funeral services will be held at 10:30 a.m. Friday on the beach next to the Outrigger Canoe Club, of which he was a member. Scattering of the ashes will follow. Mr. Lyman was born in Hilo. Survivors include seven brothers, Walter B. and Raymond B., both of Maryland, Gaylord B. and Harold B., Noel B., Lucas B. and Allen B., all of California; and two sisters, Mrs. Dorothy B. Sundquist and Mrs. Raynette B. Jarzyna, both of California.

MAR 1 1980

Frederick Swartz

Frederick Swartz, 53, of 3056 Kalakaua Ave. died Jan. 20 in Hanover, Germany. Services will be held at the Outrigger Canoe Club at 5 p.m. Monday. Mr. Swartz was born in Toronto, Canada. Names of survivors were not available. Borthwick Mortuary is in charge of arrangements.

FEB 25 1980

SHORELINE MANAGEMENT PERMITS PUBLIC HEARINGS

NOTICE IS HEREBY GIVEN of public hearings to be held by the Department of Land Utilization of the City and County of Honolulu under Ordinance No. 4529, as amended, for the following applications for Shoreline Management Permits at the time specified or soon thereafter:

DATE: March 20, 1980
TIME: 8:30 a.m.
PLACE: Planning Conference Room City Hall Annex

1. APPLICANT: State of Hawaii, Department of Transportation, Harbors Division
LOCATION: Sand Island — Sand Island Access Road — Keeli Small Boat Harbor
TAX MAP KEY: 1-2-25: 24
REQUEST: To widen an existing ramp lane, to construct an additional boat launching lane, and to pave an approach way to the new ramp lane (80/SMA-12)
2. APPLICANT: Hawaiian Electric Company
LOCATION: Sand Island and Sand Island Access Road
TAX MAP KEY: 1-5-41 and 1-2-25
REQUEST: To construct a new electric 46KV and 12KV substation and a new overhead 46KV to 12KV substation, and a new overhead 46KV circuit off Sand Island Access Road (80/SMA-2)

DATE: March 20, 1980
TIME: 9:30 a.m.
PLACE: Kalih-Palama Library Auditorium 1325 Kalih Street

1. APPLICANT: Stan Koki and David Arita
AGENT: Maurice H. Yamasato AIA and Associates
LOCATION: Sand Island — 290 Sand Island Access Road
TAX MAP KEY: 1-2-21: 34
REQUEST: To construct a 3-story warehouse and office building with parking, adjacent to an existing office building which will be remodelled into a restaurant (79/SMA-130)
2. APPLICANT: State of Hawaii, Department of Transportation
AGENT: Kellert Construction, Inc.
LOCATION: Honolulu International Airport — 371 Aokea Place
TAX MAP KEY: 1-1-03: 24 and 25
REQUEST: To construct extensions to the existing administration and cargo buildings (80/SMA-18)

DATE: March 20, 1980
TIME: 1:30 p.m.
PLACE: Aina Haina Library Auditorium 5246 Kalaniana'ole Highway

- APPLICANT: Calvary Lutheran Church
AGENT: Media Five Architects, Ltd.
LOCATION: Waipupe — 3339 Kalaniana'ole Highway
TAX MAP KEY: 3-6-03: 42
REQUEST: To demolish an existing 2-story dwelling and to construct a new single-story sanctuary (80/SMA-27)

DATE: March 20, 1980
TIME: 2:30 p.m.
PLACE: Kaimuki Library Auditorium 104 Koko Head Avenue

- APPLICANT: Outrigger Canoe Club
LANDOWNER: Elks Club, Honolulu Lodge No. 616
AGENT: Ossipoff, Snyder, Rowland, and Goetz
LOCATION: Diamond Head—2909 Kalakaua Avenue
TAX MAP KEY: 3-1-32: 31
REQUEST: To construct additional parking and dining facilities (79/SMA-108)

Maps showing the general locations and boundaries of the areas under consideration are on file in the office of the Department of Land Utilization, Honolulu Municipal Building, 650 South King Street, 7th Floor, and are available to the public for inspection during office hours. For assistance, please call the department's Project Compliance Branch at 523-4077.

The purpose of these hearings is to accept testimony on the applications as they relate to the policies and guidelines found in Sections 3 and 4 of Ordinance No. 4529, as amended. All interested persons are invited to attend. Those desiring to speak may register prior to the public hearing at the public hearing site and are encouraged to submit one copy of their written testimony.

Attendance at the public hearing is not necessary to submit testimony. Written testimony which is mailed directly to the Department of Land Utilization at the above address prior to the public hearing date will be included with the transcripts of the hearing and will be considered in the evaluation of the requests.

TYRONE T. KUSAO
Director of Land Utilization
(Hon. Adv. / Feb. 25, 1980) (A-25783)

FEB 27 1980

Dave Donnelly's Hawaii

YES, that was Muhammad Ali having breakfast yesterday at the Ala Moana Americana Coffee Shop, but no, that was not his wife with him. Having breakfast with the former champ was Sandy Kaiser, a KGMB-TV saleswoman who is a friend of one of Ali's bodyguards, James Anderson. Sandy was also in attendance after the Ali Boxing Club's victory over a Hawaii contingent Monday night when a private



victory celebration featuring Ali and a number of his cronies was held in a Hyatt Regency room, followed by a visit to Valentino's. After an Australian sailor was arrested for stealing a tow truck, a policeman who noted the Aussie was driving in low gear, not knowing how to shift the vehicle, quipped, "He was caught after a low-speed chase." When Art & Dottie Todd visit Del Courtney's "Leap Year Day" dance at the Monarch Room Friday, they'll be joined by Billboard magazine's Mickey Addey. It'll be a reunion too, since Addey was v.p. of Dot Records when both the Todds and Courtney recorded for Dot.

SPEAKING of Friday, that'll be the 24th anniversary of my arrival in Hawaii. Since I arrived on

Feb. 29, I don't get to celebrate that often. . . Those new zip-lock bags First Hawaiian Bank fills with your change for customers in cars are just perfect, it has been observed, for a small stash. The bank that says "Yes." . . . After just a year with Center Art Gallery, Sylvia Scott has a feather to put in one of her numerous hats—she's been named assistant manager of the gallery. . . . When a very large box was wheeled out at the stag birthday party thrown for financier Chinn Ho Monday night at Wo Fat's, almost all his old pals present expected a scantily clad young lady to emerge. So you can imagine their surprise when the box opened and out popped Jay Otani, wearing a blonde wig! Needless to say, that gag went over better than any semi-naked lady would have.



Ho Sharon Bintliff figures she's struck a blow for ERA in Hawaii—she's been elected to the board of directors of the Outrigger Canoe Club, an organization many feel is the last bastion of male chauvinism in the state.

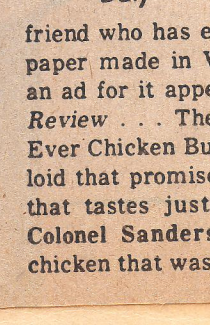
AFTER Freda Reeser paid for her bill in a restaurant with her Mastercharge card, she inadvertently left it there and it wasn't until two days later that she noticed it was missing and reported it. Later she was told she was lucky—only a single \$21 charge was made on it, but it ended up costing her not a

cent. Seems architect Walter Bell was given Reeser's card instead of his own at the same restaurant, and without looking at it he pocketed it. Later, he bought his wife, Norma, some flowers and used the Mastercharge card, thinking it was his own. Despite the fact he signed his own name (and he doesn't look anything like the picture of the true card-holder) the charge went through. When the truth of the situation came out, Norma Bell sent Reeser a check for \$21, grousing only that she had to pay for her own flowers. The irony of the situation is that Reeser and the Bells are old friends.

INSTEAD of the usual retreat items found at flea markets, the Sisterhood of Temple Emanu-El will be featuring some 1,000 brand new garments, donated by a major Isle manufacturer, at their March 4-6 flea market at the Temple. . . . Some 200 State Senate staffers and their bosses gathered the other night for their annual get-together at the Honolulu International Country Club and several senators let their hair down. Sen. Neil Abercrombie, whose hair, incidentally, is normally down around his shoulders, did a rock & roll song dressed in black leather jacket and dark glasses. Sen. Dante Carpenter played the guitar and sang. Sen. Duke Kawasaki and Sen. Joe Kuroda also got up enough courage to take stage and sing a few numbers individually and Sen. Gerald Machida wowed the audience with a jazz piece on the organ. . . . You say you can't tell when the seasons are changing in Hawaii? Take a look at

Aloha Stadium—it's configuration has been shifted to baseball, which means Spring is in the air and the Islanders' season can't be far behind.

SPEAKING of seasons, Auntie Malia Solomon says she can always tell when "winter" weather is here—the Halekulani's hibiscus flowers "bundle up for a good sleep"—closing tightly in mid-afternoon and staying that way until mid-morning. . . . World Airways' inaugural flight guests will need to develop their sea legs as well as their flight wings before departing for the Mainland. On Saturday night shortly before their 12:30 a.m. Sunday departure, World honcho Ed Daly is treating them to a fiesta at sea aboard a twin-bulled war canoe, the Aikane catamaran. . . . Sign of the inflationary times: Two major stores have been advertising toilet paper on special at \$1 for a four-roll pack. . . . And a perfect gift for the pacifist friend who has everything—there's a brand of toilet paper made in Vietnam called "Kiss Me." Honest, an ad for it appeared in the Far Eastern Economic Review. . . . There was the ad for the Wear-Ever Chicken Bucket in the "Festival of Foods" tabloid that promises you can cook a chicken at home that tastes just like the take-out variety! Didn't Colonel Sanders make his fortune talking about chicken that was just like homemade?



Daly