



Commercial



Advertiser.

HAWAII'S NEWSPAPER

SUNDAY | July 2, 2006

SESQUICENTENNIAL EDITION

[HONOLULUADVERTISER.COM]

Posted on: Sunday, July 2, 2006

A reflection of Hawai'i — since 1856 and continuing

For 150 years, The Honolulu Advertiser has been both a part of Hawai'i's community and the first draft of its history.

First as the Pacific Commercial Advertiser and then as The Honolulu Advertiser, it has chronicled the political, economic, social and cultural life of these Islands.

The Advertiser's own story begins on July 2, 1856, when Henry Whitney, born on Kaua'i and the son of missionaries, printed the first edition of what would become the longest continuously published newspaper in the Islands. It was four pages, a weekly, and advertising dominated the front page.

The Advertiser has been a daily paper since 1882 and technology, of course, has revolutionized how we reach our readers, whether with ink and paper or online.

But the one constant through it all has been our essential core function as a local chronicle.

In his prospectus, Whitney wrote that he intended his paper to be "devoted to inter-island commerce, agriculture and the whaling interests in the Pacific, and independent of government control and patronage. "

Today, our mission statement includes a pledge to be a "voice for all the community."

From that very first paper until today, the pages of The Advertiser have told the story of the events and people that have changed and shaped Hawai'i.

In this special section, "150 Years of Hawai'i's History," we look back at some of those events and people.

We do not presume this to be a definitive list but rather snapshots through the years that highlight some of the life and times of the past 150 years of our history.

So take a stroll with us that begins in July 1856, when King Kamehameha IV was on the throne and huge economic, political and cultural changes were not far off.

Some of the people and events in these six sections are familiar, others less so. All in



MONARCHY TO ANNEXATION



THE TERRITORY OF HAWAII



WORLD WAR II AND THE MARCH TO STATEHOOD



THE 50TH STATE



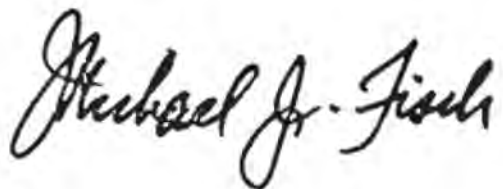
20TH TO 21ST CENTURY



HAWAII'S CULTURE AND SOCIETY

some way put an indelible stamp on this special place.

As Hawai'i's story continues to unfold, the people who make up The Advertiser's family will continue to strive to provide a voice for the community and to write that first draft of history. Our future will build on the traditions of the past as we expand our news and information offerings in print and online. We will continue to tell Hawai'i's story.

A handwritten signature in black ink that reads "Michael J. Fisch". The signature is written in a cursive, flowing style.

Mike Fisch

*President & Publisher
The Honolulu Advertiser*



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Alfred Shaheen

By Mike Gordon
Advertiser Staff Writer

People who knew garment-maker Alfred Shaheen told him he was crazy in 1952 when he took a pile of scrap lumber, bailing wire and junkyard motors and built the equipment needed to print his own tropical designs on the cloth used for his aloha shirts.

But fortune follows the brave, and Shaheen built a Hawai'i-based empire that earned him millions and put his unique aloha shirts on the backs of people all over the world. He brought mass production of textile printing and clothing manufacturing to the Islands and employed hundreds of workers.

By statehood, it was said that Shaheen was "the kingpin of Hawai'i's sprouting garment manufacturing industry." His tropical designs and business decisions were credited with taking an industry with less than \$1 million in sales in 1947 to roughly \$15 million by 1959.

Shaheen initially did not want a career in the garment business, even though his father and grandfather owned fabric mills and a chain of stores on the Mainland.

Shaheen was born in New Jersey in 1922. He was an All-American football player at Whittier College, where he received an engineering degree. During World War II, Shaheen was a fighter pilot who flew 85 missions over Europe.

After the war, he moved to Honolulu, where his family had been since 1938 after opening a custom dress-making business. In 1948, Shaheen decided to open his own aloha shirt manufacturing company — Shaheen's of Honolulu. He had only four sewing machines and four seamstresses, each one taught by his mother.

At the time, Island companies would import textiles, then cut and sew them into their own designs. But the unpredictability of shipping to Hawai'i forced them to keep a five-month inventory of fabric. So Shaheen decided to create his own printing factory in 1952 — Surf'n Sand Hand Prints — in a rented Quonset hut.



Alfred Shaheen, seen here around 1960, turned the aloha shirt industry into a multimillion-dollar enterprise by starting his own textile printing factory in Hawai'i in 1952.

Advertiser library photo



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Shaheen wanted a look that was different, and his designs quickly gained widespread popularity.

All screening was done by hand, and workers were told to force more ink into the shirt fabric to enrich the colors. Shaheen fabric usually had three- to five-color designs, which were part of a library of more than 1,000 dye colors.

His upscale clothing was sold in major Mainland stores and also in London, France, Hong Kong, Tahiti and Cuba, among other places. He would later open a successful chain of seven stores in Hawai'i.



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