

Shops Fronting Outrigger Club Offer New Services

The opening of the new Plaza-style shopping center, Halehawaii, in front of the new Outrigger Canoe Club, represents a \$100,000 building development for Waikiki. With the completion of this building, Waikiki is able to offer a complete and varied selection of merchandise in a convenient shopping center for tourist and kamaaina alike.

Fred. R. Kingman, prominent local businessman, well-known in national sales and advertising circles believes that the Islands hold an interesting future for Mainland buyers. He is emphatic in the belief that the business trend is toward Waikiki. Like other cities, Honolulu has out-grown its downtown shopping district.

H. Drewry Baker, Honolulu architect, designed and planned Kingman's stores and has cooperated with C. W. Dickey, who

designed the new Outrigger Canoe Club building, in keeping a harmonious blend of modern and Hawaiian motif throughout.

All of the shops locating here are well-known established Honolulu firms. Among those taking advantage of this ideal business center are Flanders, the shop for men, formerly located in the Dillingham building in downtown Honolulu; the Jade Pagoda, operated by Mrs. Ho, well-known kamaaina, who has made many buying trips to the Orient; Ethel Campbell, owner of the Ethel Campbell beauty salon, who has the distinction of having opened the first beauty shoppe in Waikiki; Angelo the Fruiterer, specializing in Mainland and tropical fruit, something new for the Honolulu housewife; and Wilkie's flower shop owned and operated by Mrs. J. W. Wilkinson.

Other tenants include the Selec-

tive Service local board number 3 and Management Counselors. Ltd., The Business Engineering Company headed by Mr. Kingman and M. Russell Fozzy, kamaaina accountant.

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