Matson Officials Undecided Whether to Use Name Kaiulani

By ROBERT JOHNSON
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Although the newspapers have taken readily to Princess Kaiulani as the name of the proposed new Matson hotel, Matson officials themselves still haven't firmly decided what to name their latest.

In fact, they appear to be in the same situation as the family of any expectant mother—pulling and hauling this way and that as to whether the baby will be named for its father, its rich uncle or its distinguished great grandfather. Everyone knows it will be a boy.

In the same fashion, the Matson executives know the new hotel will be a success, but they feel it may be even more successful if they can just pick the right name for it.

In addition to Princess Kaiulana, therefore, the name Outrigger Hotel has a considerable following among the Matson family. Diamond Head Hotel even was considered, until it was discovered someone already had that one taken.

PRONUNCIATION DIFFICULT

Princess Kaiulani is conceded to be a pretty name for a Waikiki hotel, but some think Mainlanders would have difficulty pronouncing it. On the other hand Halekulani, Moana and Niumalu are names in the same tradition, and those hotels don't appear to suffer from visitors' not being able to say their names correctly.

Outrigger would follow a pattern represented by the new Surf-Rider and by Roy Kelley's proposed Reef and his present Edgewater, that is, names suggesting the beach and ocean to anyone.

The trouble with Outrigger is that it may be confused with the Outrigger Canoe Club.

"Hundreds of names have been considered," a Matson hotel man says. "We're trying to feel our way along. A good name is important to a hotel and can affect its popularity."

At any rate, until Matson decides on a name, we'll just call it the hotel-Matson-will-build-where-the-M o a n a-Cottages-used-to-b e. Maybe there's a Hawaiian name for that that someone from Theodolite, Colorado, can pronounce as easily as he rips off Suguache.

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WEB EDWARDS SEES BIG TOUR SEASON

Webley Edwards informs the Hawaii Visitors Bureau that his radio show, Hawaii Calls, is receiving ten times as many requests for broadcast seat reservations as have been received in previous years.

He thinks this is a good indication of a booming Fall tourist season in Hawaii.

The H.V.B. notes that last June was the biggest month ever recorded in Island tourist history. That month, 8,244 visitors came to Hawaii.

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STOCKS: H.C. & D. CLIMBS ½ POINT

Honolulu Construction and Draying Company common stock sold on the Honolulu Exchange yesterday at 20½ a share for 185 shares.

Traders see the stock's climb to this level from a year's low of 16½ as a possible indication of an impending increase in the dividend rate, although no confirmation of this is available.

Yesterday's daily stock bulletin also listed another big transaction in Pacific Refiners. This stock sold for $1.60 a share Monday afternoon, 5 cents over the last previous sale. The Monday sale involved 1,600 shares.

Also noted is Capital Investment Company's announcement of a 20 cents a share dividend on its preferred stock, which gives a total of 35 cents a share in preferred stock dividends for the fiscal year ended July 31.

Chinn Ho, president, says net profit for the past year was about $66,000, with $30,000 transferred to surplus, swelling that account to $140,000.