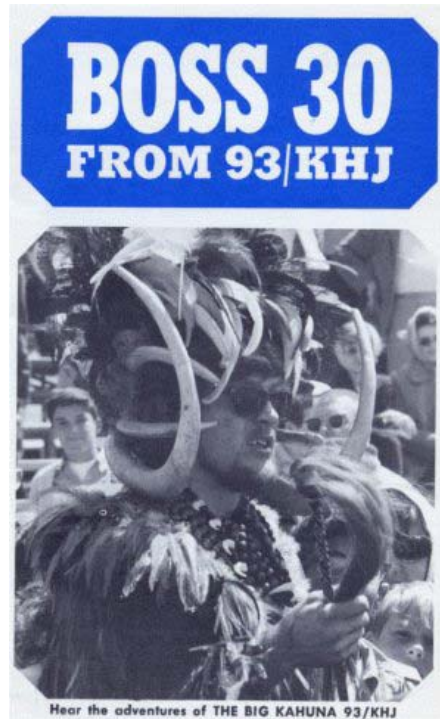


All Hail The Big Kahuna!



This was a promotional stunt by radio station KHJ. They sent this guy dressed up like a Hawaiian Chief to different high schools around Los Angeles to grunt and give other unintelligible answers to questions posed to him by disc jockey "The Real" Don Steele.

For some reason teenagers thought he was really "cool" and he helped boost the radio station's rating to where it finally topped perennial #1 KRLA in 1965, and the rock station never was challenged after that. Reseda's "Big Kahuna" Dance was a complete sellout. Here is the text from a flyer too faded to reproduce. Hope it stirs some memories:

THE BIG KAHUNA DANCE – Last Sports Night

Next Friday Night June 10, 1966 from 7:30 to 11:00

This is not an imitation!! We have been saving for this last sports night and intend to make it the best yet.

The fabulous "Bondsman" will play. They have played at *Hollywood a Go-Go*, *Hullabaloo*, and *It's Boss!*

The dress will be bermudas and mumus. NO BARE FEET! A pair of tickets (to Catalina) will be given to the person wearing the most original Hawaiian lai.

REMEMBER – Only people who attend the Big Kahuna Dance will see him. All students outside of Reseda High School must have a guest pass!