



Pete Rahn... TV-RADIO

Boon for Tourist Trade

Jack Lord's 'Easy' Hawaii

Actor Jack Lord insists that "Hawaii Five-O" is his last television series.

The show has been renewed for a third season come September, but when it finally runs its course Jack claims he and his wife, Marie, will settle permanently in our islands state. "When I go... leave Hawaii... they'll carry me out in a koa wood box."



Jack Lord

An extremely understandable attitude when seen from Jack's current point of view.

His "Hawaii Five-O" cops 'n' robbers show got off to a slow start, but has turned into a ratings powerhouse that Jack figures will last for at least five years, maybe longer. And since he is a part owner of the series, he estimates his take will be at least \$2 million, enough to pay the bills for the easy life.

I INTERVIEWED Jack during a recent working vacation on the island of Oahu, where about 80 per cent of his shows are filmed on outdoor locations.

The Lords live in a posh condominium apartment in Kahala, an exquisite Honolulu suburb about five miles up the beach from bustling, noisy Waikeiki with its swarms of tourists, dozens of high rise buildings and

clutter upon clutter of souvenir shops.

Their apartment is located next door to the luxurious Kahala Hilton Hotel. The beach is superb, the ocean as blue as advertised, the grounds, tropical trees and shrubs magnificently tended.

"This is the first time I ever walked up a beach to do an interview," said Jack, "this island living is wonderful. You know it would be very easy to go to pot. The sun, the pretty girls walking on the beach, the trade winds — out here we call it Polynesian paralysis."

THE READER who has concluded that Lord and the "Hawaii Five-O" series is a boon for the tourist trade is right on target.

Jack's shows have been flayed by some critics who claim the only picture it sends out is one of crime in the islands. Lord shrugs off that sort of criticism.

"It is a crime show, yes, but it has the positive message that crime doesn't pay. And the island location filming gives it a sense of reality and beauty that the audience believes and enjoys.

"The show is doing more for tourism than any other thing over here. Our Chamber of Commerce people claim the series is drawing thousands of tourists from the mainland and even from some foreign countries.

"And it is the top rated show on tv here. We are something of

a phenomenon. The shows get 80 per cent of the Hawaiian audience (virtual saturation) and it has never happened before in the industry."

IN ADDITION to the obvious money take from tourists, "Hawaii Five-O" also contributes to the economy via its payroll. "Our shows cost about \$210,000 per episode and we try to use as much local talent as possible," says Jack.

"What we do is worry a lot. The problem is, there is not a depth of local acting talent and there are some occasions when we have to go as high as 25 takes to get a scene right. So it is easier to import talent from Hollywood for the major guest-starring roles.

"But we do the best we can. And there is a certain gratitude out here that we are training people as technicians (camera-men, stagehands, etc.) as quickly as we can."

IN HIS spare time Lord paints — his art is in about 30 museums and university collections—he is a photography buff, he writes.

"I have a book in the works titled 'A Trip Through the Last Eden,'" he says. "It is a sort of a love letter to the world about Hawaii and it will be out in a couple of months."

His ultimate goal? "I'd like to live to be Winston Churchill's age (90), leave a body of work I can be proud of, then go out kicking like hell."