

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Hōlau Market

Other names/site number: _____

Name of related multiple property listing: _____

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 930 [also listed as 942] Kekaulike Street

City or town: Honolulu State: HI County: Honolulu

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ **national** ___ **statewide** ___ **local**

Applicable National Register Criteria:

___ **A** ___ **B** ___ **C** ___ **D**

<p>_____ Signature of certifying official/Title:</p>	<p>_____ Date</p>
<p>_____ State or Federal agency/bureau or Tribal Government</p>	
<p>In my opinion, the property ___ meets ___ does not meet the National Register criteria.</p>	
<p>_____ Signature of commenting official:</p>	<p>_____ Date</p>
<p>_____ Title :</p>	<p>_____ State or Federal agency/bureau or Tribal Government</p>

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
_____	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
_____	_____	Total

Number of contributing resources previously listed in the National Register 1

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE/specialty store

Current Functions

(Enter categories from instructions.)

VACANT

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT / Art Deco

Materials: (enter categories from instructions.)

Principal exterior materials of the property:

CONCRETE/CMU, STUCCO

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

See Continuation Sheets – Section 7, Page 10.

Narrative Description

See Continuation Sheets – Section 7, Pages 10 – 14.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

COMMERCE
ETHNIC/HERITAGE JAPANESE/JAPANESE AMERICAN/HAWAIIAN/EURO-AMERICAN
ARCHITECTURE

Period of Significance

1936-1971

Significant Dates

1936

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Fuchino, Hego (architect)
Aloha Building Co., Ltd. (contractor)

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

See Continuation Sheets – Section 8, Page 15.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

See Continuation Sheets – Section 8, Pages 15 – 36.

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

See Continuation Sheets – Section 9, Pages 37 – 44.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: Honolulu Authority for Rapid Transportation, Honolulu, HI

Historic Resources Survey Number (if assigned): _____

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10. Geographical Data

Acreeage of Property less than one acre

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|-------------------------|-------------------------|
| 1. Latitude: 21.312658° | Longitude: -157.864564° |
| 2. Latitude: 21.312806° | Longitude: -157.864288° |
| 3. Latitude: 21.312588° | Longitude: -157.864167° |
| 4. Latitude: 21.312434° | Longitude: -157.864424° |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The property includes all of lot 1 (11,393 sf) of MAP 3 LCAPP 1132 as depicted on TMK Parcel No. 170020260000.

Boundary Justification (Explain why the boundaries were selected.)

The boundaries include the parcel of land that was owned by the Lonckes when the building was constructed in 1936.

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11. Form Prepared By

name/title: Stanley Solamillo/Architectural Historian (with contributions by David Moore /
Historian and Emily Payne / Architectural Historian with HHM Inc., Austin, Texas)
organization: Honolulu Authority for Rapid Transportation (HHM & Associates,
subconsultant to Jacobs, prime contractor to HART)
street & number: Ali'i Place, 1099 Alakea Street, 17th Floor
city or town: Honolulu state: HI zip code: 96813
e-mail ssolamillo@honolulu.gov
telephone: 808-768-6187; cell 808-250-3273
date: October 20, 2014 (revised October 31, 2021)

Additional Documentation

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
See Continuation Sheets – Additional Documentation, Pages 48 – 60.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)
See Continuation Sheets – Additional Documentation, Pages 45 – 96.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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Section number 7 Page 10

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N/A

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SECTION 7 – Description

Summary Paragraph

Hōlau Market is a two-story commercial building with a double-height interior space and mezzanine level located at 930 [also listed as 942] Kekaulike Street in the Chinatown Historic District in Honolulu. Completed in 1936, the building is in a dense urban setting that has been a center of commercial and retail activity since the nineteenth century. Hōlau Market exhibits detailing and ornamentation associated with the Art Deco style, an architectural expression that enjoyed a degree of popularity in Honolulu during the Great Depression. The most distinctive physical attributes are on the front façade, which includes a series of transoms above the mostly open ground-level storefront, separate sets of horizontal bands on the outer bays of the three-part stepped parapet, and a decorative grill with half-lunette-like concrete blocks on each side of the parapet. Most of the ground-level interior is open to allow for the installation (since removed) of multiple stalls and counters to serve customers. Because its exterior has changed only minimally since it opened for business in 1936, the building retains much of its historic character and integrity.

Narrative Description

Hōlau Market is on the north ('Ewa) side of the 900 block of Kekaulike Street between North King Street and Nimitz Highway (formerly North Queen Street and the Government Road) as depicted on Maps 1–3. Most of the surrounding properties are one- to three-story commercial buildings that date to the early twentieth century. Because of its proximity to Honolulu Harbor, the edifice is in one of the island's oldest commercial retail nodes; however, little physical evidence from the district's nineteenth century history has survived. Devastating fires in 1886 and 1900 destroyed virtually the entire area (an exception includes the nearby Yim Quon Building at 75 N. King Street). Next to Hōlau Market to the northeast (mountainside, or mauka) sits the historic O'ahu Fish Market, constructed around 1904. A remnant of a building originally constructed at an indeterminate date by City Mill, Ltd. lies to the southwest (towards the ocean, or makai) side of the building.¹ Although it closely abuts the O'ahu Fish Market, Hōlau Market is a free-standing building that does not share any common party walls with nearby O'ahu Fish Market (Map 11). A cleared area that formerly served as a paved parking lot is to the building's rear and a narrow driveway, likewise, cleared of its pavement, is on the northwest ('Ewa) side. The building's footprint has an irregular, pentagonal-like shape that takes up almost the entire parcel on which it was built. Although the street-facing façade has right-angled corners, the building's rear includes an acute (less than 90 degrees) angle at the north (mauka) corner and a clipped corner at the opposite (seaside or makai) side of the rear.

¹ Emily Payne and Kristina Kupferschmid, "Chinatown Historic District (Update)" [Draft], National Register of Historic Places Inventory/Nomination Form, prepared for the Honolulu Authority for Rapid Transit, 2019.

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Erected in 1936, Hōlau Market rises to a full two-story height. The building presents Art Deco stylistic detailing and is the only representative example of that style extant today in Honolulu's Chinatown Historic District (NR Site No. 73-00-0658). The building measures 66 feet, 6 inches wide and 94 feet, 3 inches deep (Photos 1–3). The building is of concrete-frame construction with voids infilled with concrete masonry units (CMU or “concrete block”), veneered with stucco. Its foundation is concrete, and this material also is used for the floor, roof slabs, piers, columns, and beams. The foundation has both five- and six-pile depths since the foundation was raised with fill above the original grade.

Front Facade

The front (southeast) façade is divided into three horizontal zones (Photo 1). The street or pedestrian level is fenestrated by three entry bays that open to provide customers direct interior access during regular operation (Figures 12–14). Metal roll-up grilles enclose the bays when closed. The middle zone is fenestrated with paired, six-over-three-light casement windows. On the interior, this assemblage functions as a clerestory above the retail floor. The upper zone is comprised of a banded parapet that is surmounted by a central, raised pediment with a blank panel for signage.

Vertically, the façade is divided into three bays. The middle bay is 16-feet 11-inches in width, and the wider flanking bays are 10-feet 8-inches in width. The difference in dimension is reflected in the fenestration pattern at the middle zone of the façade – the three windows in the central bay are narrower, with fixed three-light sidelights flanking the six-over-three-light casements; the outer bays have paired, six-over-three-light casements. The middle bay is dominated by a stepped Art Deco-style pediment. The tallest section at the center of the pediment features a central chevron flanked by a pair of zigzags and incised half-cylinders, as well as a flanking pair of zigzag panels and incised and rusticated curvilinear brackets. The stepped-down side sections of the parapet are divided by five horizontal bands and perforated by half-lunette-shaped breeze block openings.

The wall surfaces are smooth and finished with stucco. The concrete piers that frame the entry bays are covered with glazed, fluted, ceramic green tiles that have been covered with off-white paint (a narrow band of the original green tile is visible above the street-level openings following the removal of the original canopy (Figure 12). A molded Art Deco sheet metal canopy historically provided shade for the entry bays, suspended by metal rods with diamond-shaped anchor plates into the façade (Figures 12–13). The canopy was originally painted green to match the ceramic tile of the piers. Both the canopy and the signage band (Figures 1 and 12–14) in the parapet were originally embellished with Art Deco-style metal letters that identified:

- “1936” (the year of construction)
- “HOLAU MARKET” (building name)
- “FISH, FRUITS, VEGETABLES” and “MEAT” (inventory for sale)

Sometime after 1990, the signage on the parapet was removed and replaced with the present-day “CHINATOWN MARKETPLACE” painted in “Pop-Asian”-style lettering. The original canopy

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that once extended across the entire front has been removed and partially replaced with a utilitarian flat canopy of plywood and corrugated metal, suspended with steel chains attached to the original diamond-shaped anchors (Photo 1).

Side Facades

The southwest or makai (towards the ocean) façade is divided into five bays, four of which are of equal depth, while the fifth is a clipped corner (Photo 2). The façade is unarticulated with flush piers, concrete block infill, and stucco veneer. The lack of any ornamentation on first floor of the first bay fronting Kekaulike Street and large surface area has proven to be an ideal place to attach multiple electric meters. Exterior alterations were made in 1986 for a club that included a porte-cochere and entry as well as a Chinese-inspired "Moon Gate" or circle window.² The porte-cochere and window remain intact, next to two separate doorways, the first of which (southeast) provides entry to stairs to the upper floor or mezzanine level, while the second door (northwest) leads to a first-floor prep area, kitchen, toilets, and storage. Metal casements on the mezzanine level in bays one through three (counting front to back) are eight-over-four light sash, installed in multiples of fours, while the fourth bay has only one pair of eight-over-four light sash. Vehicular access for forklifts into the market is through a door with a roll-up grille on the first floor below. The fifth bay (Photos 2 and 3) is a clipped corner whose fenestration appears to have been altered. The first floor features an entry door into the market and is located between a pair of modern louvered windows with security bars. The mezzanine level retains the bottom three lights of an original casement beneath a modern louvered window and is next to a small louvered window. All windows are boarded up from the interior.

Although Hōlau Market is structurally freestanding, the northeast (mauka) side of the building closely abuts the adjacent O'ahu Fish Market (see far right side of Photo 1). The distance between Hōlau Market and the adjacent O'ahu Fish Market is narrower at the building's front façade on Kekaulike Street than at the building's rear façade (Photo 3). The mauka side façade is six bays in depth and appears to be blank, with the exception of the first bay that is adjacent to Kekaulike Street. This bay is fenestrated with four six-light casements that are partially boarded up and/or removed and covered with security bars.

Rear Facade

The rear (northwest) or 'Ewa façade was constructed at an angle and is not parallel to the front (southeast) façade (Photo 3). Consequently, although divided into three bays like those located on the building's street frontage, they are of different widths. At the center of the first floor, the rear entries to the market and a storage area are protected by roll-up metal security grilles. A sheet metal mansard roof provides protection for the two entrances. On the mauka side of the rear entrances, the first floor is fenestrated with four-light casement windows and paired two-light sidelights. The makai side of the rear entrances contains no openings or ornamentation. A row of casement windows marks the second story of the rear façade. The central bay of the

² City and County of Honolulu, Building Permit No. 229631, November 9, 1986.

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second story includes an irregular grouping of six casement windows with sidelights, most of which have been removed and/or boarded up. The makai bay also is fenestrated with a pair of casements, all of which have either been boarded up and/or removed. However, the mauka bay of the second story includes a boarded-up entry door, originally accessed via an exterior stair, which in 2020 has been removed. A single, small window opening, with the window missing, is next to the door opening on the upper mauka bay.

Interior

With its pentagonal footprint, the interior of Hōlau Market retains many of the features that were part of the original floor plan (Figures 15 through 19). These drawings indicate that much of the interior was largely open, which enabled independent merchants to sell their goods from small stalls and counters that occupied much of the floor space. A mezzanine level at the rear of the interior contained offices that overlooked the retail area below. The interior has three free-standing columns on the building's makai side and four columns on the mauka side. This configuration provided the necessary structural support that allowed much of the interior space to remain open and unpartitioned.

Entry into the first-floor retail area from the primary façade is provided through any one of three bays: the southwest or makai bay (Photo 25), center bay (Photo 22), and northeast or mauka bay (Photo 19). Roll-up metal grilles secure each of these openings. Much of the first-floor retail area has a full-height space with free-standing columns (Photos 7 and 11-14). In contrast, much of the makai side of the interior has been partially enclosed at the ground level. This area historically provided space for a now-closed restaurant and bar with a kitchen and additional storage areas. The restaurant, bar, and storage areas are accessed from the southwest (makai) side of the building through welded wire-frame and slab doors. A service corridor at the building's rear extends from the southwest to the northeast sides of the building and is less than one-bay-depth in width. Another service corridor is accessed from a rear entrance located on the northwest (rear) wall. The building's concrete frame, including columns and beams, is exposed. These load-bearing structural components have been painted red or white, while the walls and roof slab have been painted light green or white. The concrete-slab floor is divided into various work areas through the use of low concrete curbs that channel any excessive water to drains placed at strategic locations in the floor.

The second level, or mezzanine, as it is called in the original architectural drawings (Figure 17), extends over a portion of the building's interior. These drawings note that the mezzanine level was limited to the building's rear and extended along the northeast (rear) side. A wood stair led to the mezzanine, which originally contained only two rooms (office and bathroom). The mezzanine also had interior windows that overlooked the ground floor of the market below; however, they are boarded up today (Photos 15 and 16). Most exterior windows along the rear (northwest) wall of the mezzanine level also have been boarded up (Photo 3). At an unknown date, the mezzanine level was enlarged with the enclosure of the area along the building's southwest side wall (Figure 21). This added space is accessed via a separate staircase that opens onto an exterior doorway on the building's makai side. The historic uses

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of these spaces are unknown. From this space, exterior windows look outward toward the harbor (Photo 2). Unlike the original mezzanine space, this addition does not have interior windows that enable occupants to view the ground-floor interior to the northeast. Interior walls employ a white finish, while floors use neutral checkered vinyl tiles. A third and separate mezzanine space was constructed along the northeast interior wall at an unknown date. This space also is accessed via its own separate stair. The historic uses of this space also are unknown. Within this northeastern mezzanine-level space, the exterior windows are boarded, but half-walls and interior windows continue to allow visibility onto the ground floor of the market's retail area.

Integrity

Since its original construction, Hōlau Market has been subject to change and modification, although it still retains its salient features and all of the seven aspects of integrity. The building remains easily recognizable as an Art Deco-style market from the mid-1930s even though it no longer houses an active retail operation. The front façade has most of its original ornamentation and architectural embellishment; however, the removal of signage from the parapet detracts from the building's historic character to a minimal degree. The original canopy across the front has also been removed, but the fenestration at the street level is intact and the overall historic character of the pedestrian level has been maintained. The side and rear façades have been subject to modifications, but they never displayed the kind of noteworthy architectural detailing that was incorporated into the front. Changes include the installation of a small canopy and new doors on the makai side and partial enclosure of some of the windows. Collectively, these alterations are minimal and do not detract from conveying the building's historic character and integrity.

Like the building's exterior, the interior retains most of its salient features, most notably the large, open retail space where local merchants sold their food products from individual stalls. The counters and stalls in the main retail area have been removed in recent years to allow the space to be used for storage. The former lunch counter along the southwest (makai) wall has been replaced with a separate and enclosed restaurant and bar, which also led to the creation of a new exterior doorway on that façade. The enclosure of another area at the rear of the building provides additional storage and office space. The expansion of the mezzanine level on the northeast and southwest sides detracts from the interior's integrity of design and feeling. However, the retail area still retains its character-defining features.

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N/A

Name of multiple listing (if applicable)

SECTION 8 – Statement of Significance

Summary Paragraph

Built in 1936 to house a retail grocery business in Honolulu’s Chinatown, Hōlau Market derives its name from the building’s original co-owner—Mary Ellen Hōlau Loncke—who spearheaded the store’s establishment. Proud of her Native Hawaiian lineage, she and her husband, Captain Frank J. Loncke, envisioned the market to be a retail grocery store replete with modern refrigeration, cold storage facilities, and other innovations that distinguished it from nearby competitors. More importantly, however, she wanted it to offer Hawaiian foods – the only such purveyor in Chinatown at that time. The business reflected a growing self-awareness and pride within the Native Hawaiian community during the early twentieth century. Its opening helped rekindle and maintain a culinary tradition that was threatened with extinction from other non-native peoples living on the island. Hōlau Market also marked an emerging trend among other similar businesses in the area by consolidating multiple and independent food sellers into a single building. As such, it contrasted with many other nearby markets, which sometimes limited their operations to the sale of a selected range of food items. Furthermore, the name of the building and the businesses housed in it reinforced the multi-cultural character of the district, a distinct area in Honolulu that was far more diverse than its name would otherwise suggest. Although the Lonckes’ affiliation was relatively short-lived, successor businesses, which continued to operate under the name of Hōlau Market, are associated with two other grocery store entrepreneurs— M. Ishiki and Tatsuo Goto, who were, respectively, *Issei* (first-generation Japanese immigrant) and *Nisei* (second-generation Japanese immigrant)—that further demonstrate the multi-cultural character of Chinatown. Still another indicator of its association with Chinatown’s eclectic, multi-ethnic character are the people responsible for the building’s design and construction. The Lonckes chose Hego Fuchino—an accomplished engineer who also worked as an architect—to design the building, and they hired Mankichi “M. K.” Goto and the Aloha Building Company as general contractor. Both were successful *Issei* businessmen in O’ahu’s local construction industry. Besides its many noteworthy historical associations, Hōlau Market derives additional significance for its design qualities. The building’s concrete frame construction, smooth stucco finish, and Art Deco styling contrasted with the many utilitarian buildings in the district at that time. The building exemplifies the Art Deco style, an architectural expression that attained popularity during the 1930s. Based on these historical associations, Hōlau Market is eligible for listing in the National Register under Criterion A in the areas of Ethnic Heritage and Commerce at the local level of significance. In addition, the building is eligible for listing under Criterion C in the area of Architecture because of its designer (Hego Fuchino) and for its Art Deco stylistic features, again at the local level. The period of significance extends from 1936, the date of the building’s opening, to 1971, to mark the recommended National Register 50-year age threshold of its continuous operation at that time.

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N/A

Name of multiple listing (if applicable)

1. CRITERION A: ETHNIC HERITAGE

1.1. Hōlau Market and Native Hawaiian Identity: An Indomitable Cultural Memory

Hōlau Market derives significance for its role in maintaining Native Hawaiian culinary traditions at a time when the influx of immigrants and the resulting introduction of new cultures and traditions largely subsumed those of Native Hawaiians. The establishment of Hōlau Market afforded an opportunity for Native Hawaiians to sell and purchase foodstuffs that reflected their own heritage. Furthermore, its operation in Chinatown—a densely populated urban enclave near Honolulu Harbor—added another dimension to the area’s already eclectic character and population. However, Hōlau Market was the only business in Chinatown that catered to Native Hawaiians, a fact that further enhances the property’s historical significance. The building serves as a tangible link to an era when Native Hawaiians were regaining a degree of political power and sense of self identity that had waned with dramatic demographic changes.

1.2. Setting the Stage: The Native Hawaiian Food Supply in the Early Twentieth Century

Long before the founding of Hōlau Market, many Native Hawaiian traditions and practices were being lost, among the most important were those associated with the culinary habits of Native Hawaiians. Traditional fishing rights and protection of fisheries had been rendered null and void by the Organic Act of 1900, although they had already been eroding in favor of commercial interests for some 40 years. By 1910, fleets of Japanese fishing vessels using new technologies plied the near off-shore waters from O’ahu to the Outer Islands. These vessels and new fishing methods that the Japanese introduced, as well as organizations such as the Honolulu Suisan Jisenkai, which was formed in 1911,³ likely provided the means by which the Japanese came to garner 80 percent of the Hawai’i fishing industry within four decades.

Increased demand for fish led to escalated costs beyond the affordability of many Native Hawaiians, which led mayoral candidate and Native Hawaiian Joseph “Joe” Fern (1872–1920)—while speaking to prospective voters in Hawaiian Creole English during the campaign of 1917—to announce: “You go fish market, you buy one aku—60 cents. Before Joseph Fern mayor, you can buy for 10 cents.”⁴

In that year as well, the manufacture of poi—another staple of the Native Hawaiian diet made from taro root—also failed to meet demand, even though 13 poi factories were in operation on O’ahu. The loss of traditional lo’i kalo (taro ponds) to rice cultivation and duck and salt ponds, combined with the depletion of water for sugarcane production and increased urbanization all contributed to a decline in poi manufacturing. Closure of largely Chinese-owned poi factories by government officials for lack of sanitation also caused a decrease in local poi manufacture and

³ Donald Shug, “Hawai’i’s Commercial fishing Industry: 1820-1945,” *Hawaiian Journal of History* Vol. 35 (2001): 22.

⁴ Bob Krauss, *Johnny Wilson: First Hawaiian Democrat* (Honolulu: University of Hawai’i Press, 1994), 153.

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N/A

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availability. By 1919, poi factories on the neighbor islands began production for export in an attempt to satisfy O'ahu's unmet demands for poi. One such operation was initiated by the Wailuku Sugar Company on Maui which produced at its height in 1924 in excess of 89,333 pounds of the product for the O'ahu market.⁵ The poi operation was maintained by the company through 1940. The earlier shortage of poi in 1917, however, caused a spike in the cost of the staple, and many Native Hawaiians were unable to purchase it. Complicating matters further, even when fish and poi, the two items most central to the indigenous diet, could be purchased, the inflated costs often prompted their rationing by consumers, which caused much complaint and indignation.

The declining conditions of Honolulu's Native Hawaiians did not go unnoticed. Fern, who won the race to be Honolulu's mayor in 1917 (a position he had held previously from 1909 to 1915), acted on the sentiments of many of his indigenous constituents when he attempted to negotiate a reduction in the price of fish with Chinese and Japanese merchants in February 1918. He was reported by the English-language press as having stated:

My people have been asleep and it takes some predicament like the present food situation to bring them to a realization of their predicament... We have awakened at last to the fact that we are dependent on Chinese and Japanese organizations for our daily sustenance and this situation has gone to the point of hunger.⁶

The progress of his negotiations were also reported in the Hawaiian language newspaper, *Ka Nupepa Kuokoa*, beneath the headline, "Hooholoia ke Kumukuai o ka i'a ma ka Aelike," or "The Price of Fish to be Determined by an Agreement" and the sub-heading, "Ae ka poe Kuai i'a o ka Makeke e Hoemi Mai i ka i'a ma ka Paona" or "The People Agreed that the Market Should Reduce the Price [of] Fish Per Pound."⁷

Unfortunately, Mayor Fern's progress with members of the two Asian business communities appears to have been unsuccessful, despite the intervention by Federal regulators.⁸ In apparent frustration, even while in the middle of negotiations, he was reported as having concluded that: "It is time we all combined our efforts to the problem of being self-sustaining and I think our efforts in our new organization will accomplish this."⁹ The new organization that the mayor referred to was the Hawaiian Chamber of Commerce. It had been formed in early February of 1918 ostensibly "to provide food to Hawaiians at prices they could afford" but its name had been changed to the United Hawaiian Association (UHA) by mid-month of the same year.¹⁰ In addition to the formation of the UHA, Mayor Fern pushed for a Hawaiian fish market that was owned and operated by Native Hawaiians and wanted a building site.

⁵ *Annual Reports of the Manager and Treasurer of the Wailuku Sugar Company*, 1922: 4; *Ibid.*, 1924: 6.

⁶ "Make Hawaiians Self Sustaining, Mayor Fern's Plan," *Pacific Commercial Advertiser*, February 12, 1918, 2: 7.

⁷ *Ka Nupepa Kuokoa*, February 8, 1918, 2: 4.

⁸ *Ka Nupepa Kuokoa*, March 1, 1918, 3: 1.

⁹ "Make Hawaiians Self Sustaining, Mayor Fern's Plan," 2: 7.

¹⁰ Marylyn M. Vause, "The Hawaiian Homes Commission Act of 1920: An Analysis" MA Thesis, University of Hawai'i, Mānoa, 1962, 5.

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The Hawaiian-language newspaper *Ka Nupepa Kuokoa* reported on February 15, 1918, that:

*No ka hooko ana aku i ka manao i hoalaia
ae e ka Meia Fern, a i kamailio nui ia ae
no hoi i na la aku nei i hala, e loa ana
makeke kuai i'a no ke Aupuni
Kulanakauhale o Honolulu nei, ua haawi
ae ka Hawaiian Fertilizer Company, no
kela hana, i ka aina e waiho wale nei ma
ka kahi o na alanui Moiwahine me
Kekaulike, ma ka aoao ma Ewa makai
aku o ka makeke e ku nei i keia
Manawa.¹¹*

The suggestion of Mayor Fern was fulfilled, with a lot of discussion the past couple of days, to obtain a fish market for the City of Honolulu. Hawaiian Fertilizer Company had given, the land left by them on the corner of Queen Street and Kekaulike, on the 'Ewa makai side of the current market.¹²

Despite the fact that land had been offered as a donation for a new Hawaiian fish market, Mayor Fern preferred to have the market located on Nu'uuanu Stream at A'ala. The article in *Ka Nupepa Kukoa* continued:

*O ka makeke a ka Meia Fern i makemake
ai e kukuluia no ke kulanakauhale ma
luna pono ia o ke kahawai o Nuuanu o ke
kumu o kona makemake ana malaila, i
maalahi ai i na waapa lawaia ka hoopili
ana mai i ka makeke, oiai aia ka makeke
ma luna pono ae o kahi e pili mai ai na
waapa i ka uwapo, aole hoi e like me
keia, he wahi okoa ko na waapa e pili ai,
a ma luna mai o na koa e halihali ai i ka
i'a no ka makeke.¹³*

The market that Mayor Fern wanted to build for the city is at the very top of Nu'uuanu Stream according to his preference, it is easier for fisherman to dock to be close to the market, while the market is at the very top at the place to dock at the wharf, this not as such, it is a different place to dock at the very top to transport the fish to the market.¹⁴

It remains unclear whether Mayor Fern was successful in getting the site of his choice. The UHA went further than fish and is purported to have formed a commercial enterprise specifically to manufacture poi. Unfortunately, the UHA's attempts at starting a Hawaiian poi factory appear to have failed because on October 12, 1918, the organization announced that it was pursuing an alternate plan to open a fish and poi stall at the fish market in Chinatown.¹⁵ Hawaiian patronage was strongly encouraged on the assumption that Hawaiians would benefit from buying from

¹¹ *Ka Nupepa Kuokoa*, February 15, 1918, 2: 1.

¹² Translation, Ikaika Bandolino, 2014.

¹³ *Ka Nupepa Kuokoa*, February 15, 1918, 2: 1.

¹⁴ Translation, Ikaika Bandolino 2014.

¹⁵ "Hawaiian Hui Will Sell Poi and Fish at Fishmarket," *Pacific Commercial Advertiser*, October 12, 1918, 1: 2.

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Hawaiian merchants.¹⁶ Unfortunately, no further mention appeared in the English and Hawaiian language press, causing at least one researcher to later conclude that the venture failed to materialize altogether.¹⁷

1.3. Founders of Hōlau Market: Mary Ellen Hōlau Loncke and Frank J. Loncke

Within this period of increased self-awareness among the Native Hawaiian community and Mayor Fern's efforts to establish a market in Chinatown, Mary Ellen Hōlau (1862–1936) and her husband Frank Julian Loncke (1880–1964) began acquiring land in Chinatown during the second quarter of the twentieth century. By the mid-1930s, they worked to build a new building to house a store that offered Native Hawaiians a place to purchase meat, fish, produce, as well as poi, poke, and other prepared foods that comprised the traditional Native Hawaiian diet.

Mary Ellen Hōlau, who spearheaded the effort to open Hōlau Market, was the eldest of 10 children, born in Kōloa, Kaua'i to German settler Wilhelm Fredenberg (Friedenberg) and Native Hawaiian Ka'aua Keli'iana. Ka'aua, who was the daughter of Uauapahio and Naluhoe.¹⁸ Mary Ellen married her first husband, Frederick Lionel Leslie (1848–1910), in Honolulu in 1878. Leslie was English, born in London, and immigrated to Hawai'i in 1872. He initially secured employment as a stevedore but worked hard to improve himself and his family. Within 28 years, Leslie had advanced his position to what was described in the census of 1900 as a "Capitalist."¹⁹ The Leslies had nine children: Samuel Frederick, John Herbert Keonaona, Franny Francis, Martha Kahalani, Robert Lonookamakahiki, Henry Andrew, Eva Kaiu, Thomas Lincoln, and Alexander Benjamin. Mary Ellen appears to have developed her own business acumen during her marriage with Leslie, purchasing and renting out real property in Chinatown, Waikīkī, and other locations. An example of one such transaction was reported in a February 1906 edition of the *Pacific Commercial Advertiser*, which noted that "Mary E. Leslie and hsb" leased property in Waikīkī to Lung Do Wai Co.²⁰ It is worthy to note the implied importance of Mary Ellen in the transaction by Frederick Leslie being referred to simply as "husband."

Leslie died in 1910, and Mary Ellen remarried a Belgian settler, Frank Julian Loncke (1880–1964), in a civil ceremony in 1914.²¹ Their union was reported, albeit with brevity, in the *Hawaiian Gazette* beneath the title, "Marriage Licenses Issued..." which simply read: "Frank J. Loncke, Honolulu[,] 40 [and] Mary Ellen Leslie, Honolulu[,] 48."²² He was a boat pilot who was

¹⁶ Vause, "The Hawaiian Homes Commission Act of 1920: An Analysis" MA Thesis, 6.

¹⁷ Vause, "The Hawaiian Homes Commission Act of 1920: An Analysis" MA Thesis, 6.

¹⁸ "Mary Ellen Hōlau Fredenberg," "Frederick Lionel Leslie," "Wilhelm Fredenberg," Genealogy.com, accessed July 10, 2014, <https://www.genealogy.com/ftm/f/o/w/E-kamlan-K-Fowler/WEBSITE-0001/UHP-0041.html>.

¹⁹ *Polk-Husted Directory Company's Directory of Honolulu and the Territory of Hawaii* (Honolulu: Polk-Husted Directory Company, 1900), 112.

²⁰ "Realty Transactions," *The Pacific Commercial Advertiser*, February 13, 1906, 6: 4.

²¹ *Index to Marriage Records in the Hawaii State Archives, Island of Oahu, 1911-29*, Vol. 1, A-L (Honolulu: Hawai'i State Archives, 1997), 583; Marriage Book O-97(1): 42, 10-24-1914.

²² "Marriage Licenses Issued by Frank M. Barrere," *Hawaiian Gazette*, October 26, 1914, 3: 3.

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licensed as an operator and engineer to navigate vessels in the District of Honolulu.²³ In a report that the Territorial Governor issued in 1918, Loncke also was identified as a “pilot and engineer,” employed at the Quarantine Station under F. E. Trotter, Surgeon and Chief Quarantine Officer, where he conducted vessel and facility inspections.²⁴ While Frank continued his nautical career and most notably served as a captain with the Inter-Island Steam Navigation Company, Mary Ellen remained involved in real estate transactions, which were reported throughout the remainder of the 1910s and into the 1930s.

Among her many real estate transactions included the site where Hōlau Market was later built. From February 1931 through May 1932, she purchased six lots of land within Block 920 (formerly Block 1A), bound by North King, Kekaulike, North Queen and River Streets (Map 6). Among the landowners who sold property to her included the City Mill Company, a local lumberyard and building supply operation founded in 1899 by Chinese immigrant Chung Kun Ai.²⁵ The City Mill Company’s operations developed in proximity to Honolulu Harbor (see Maps 4–7), but the site offered no financially viable opportunities to expand to meet growing demands. Consequently, the company moved its operations to the nearby Kaka’ako neighborhood and sold its land holdings in Chinatown.

Mary Ellen acquired much of the property on the ‘Ewa side of the block fronting onto Kekaulike Street and soon began formulating plans to convert former City Mill land from light industrial to retail use. Her land acquisitions and consolidations led an unidentified government official to write her name—Mary E Lonke [sic]—over the parcels and improvements she had acquired on the city and county’s copy of the Sanborn Insurance Company map book of Honolulu (see Map 9). The land was located in what had been known in the 1880s as the “Kapuuikolo Block” (see Map 4).

1.4. Early Efforts to Redevelop the Loncke Property and the Construction of Hōlau Market

In July 1935, Frank Loncke formally re-platted the properties that his wife Mary Ellen had acquired as lots 1–6 in Block 920 and filed an application (No. 1132) along with a survey map and legal description in land court (Map 5). The document was approved on July 1 and registered on September 11 of that year as Decree of Registration No. 1206 along with the issuance of an Owner’s Certificate of Title (No. 15622). The former City Mill Company’s buildings on Kekaulike Street appear to have remained on the site, but cadastral research indicates that the Lonckes wanted them replaced as early as June 1931, when they inserted the

²³ Territory of Hawai‘i, License No. 42146, January 19, 1914; License No. 5073, May 28, 1914; U.S. Department of Commerce, Steamboat Inspection Service, *List of Officers of Merchant, Steam, Motor, and Sail Vessels Licensed During the Year Ended June 30, 1914, for a Period of Five Years*, (Washington, D.C.: Government Printing Office, 1914), 18.

²⁴ “Report of the Governor of Hawaii,” *Reports of the U.S. Department of the Interior*, Vol. II (Washington, D.C.: U.S. Department of the Interior, 1918), 5B93.

²⁵ “Our History,” Citymill.com, accessed February 10, 2020, <https://www.citymill.com/our-history>.

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following paragraph in a lease they signed with Lee Hai Sin, wife of Suck Chan Yee, a Chinatown merchant:

That she [Lee Hai Sin] will, at her own expense, within five (5) years from the first day of June, 1931, erect and complete on the land hereby demised a brick, stone, or concrete building of the Class of A as defined by the City and County Ordinance No. 490, Section 3200, now in force or of a higher class, if any, and shall be suitable for stores, and shall cost not less than Ten Thousand Dollars (\$10,000.00) and which said building shall be according to plans and specifications drawn and prepared by a reputable architect who is a member of the American Institute of Architects, in good standing and pursuant to the standards established by the American Institute of Architects, for buildings of like kind, type and construction, and that she will in the erection and completion of the said building, observe and perform all the rules, regulations and requirements of the Territory of Hawaii and of the City and County of Honolulu, and of all departments of the said City and County of Honolulu interested in or concerned with the erection and equipment of buildings where the land demised is situated.²⁶

The lease, written in English, was signed by Lee Hai Sin with a Romanized signature and by her husband in Chinese on June 4, 1931, but they were unable to satisfy the terms of the lease. Following their failure to produce a new edifice, Frank Loncke, empowered by a Deed of Trust that was executed by Mary Ellen on February 12, 1935, and under a lease dated March 15, 1934, with Mrs. Sam Wong, wife of another Chinese merchant, re-negotiated a "Partial Surrender of [the] Lease" on January 12, 1936.²⁷ In the new agreement, Loncke indicated that he was "desirous of constructing certain modern improvements upon said adjacent lands," and that the Wongs received a reduction in their rent in return.²⁸

Despite the desired outcome, the Wongs also failed to develop the property, and the Lonckes subsequently decided to pursue the project themselves. On March 1, 1936, a local newspaper reported that Frank Loncke obtained a permit to build a market at Queen and Kekaulike Streets for \$20,000 with "H[ego]. Fuchino" as architect.²⁹ Prior to taking on the Hōlau Market project, Fuchino had been a prolific designer of residential, commercial, and institutional buildings in Honolulu. (For more information on Fuchino, see "Criterion C" heading below.) Architectural drawings for the building that are available at the University of Hawai'i at Mānoa's Fuchino Collection note that the plans were prepared for "Mr. and Mrs. Loncke."³⁰ The Lonckes chose the Aloha Building Company to construct their new market.³¹ The Aloha Building Company was

²⁶ State of Hawai'i, Bureau of Conveyances, Liber 1118: 417-424; Moana Rowland, "Kapuukolo and Hōlau Market," Unpublished manuscript to Honolulu Authority for Rapid Transportation, 2014.

²⁷ State of Hawai'i, Bureau of Conveyances, Liber 1269: 89; Liber 1234: 7; Liber 1309: 255; Rowland, "Kapuukolo and Hōlau Market."

²⁸ State of Hawai'i, Bureau of Conveyances, Liber 1309: 255; Rowland, "Kapuukolo and Hōlau Market."

²⁹ "February Permits Reach High Mark," *The Honolulu Advertiser*, March 1, 1936, 18: 1.

³⁰ The HART architectural historian discovered the drawings of Hōlau Market while going through the index of Fuchino drawings in 2019. Prior to that discovery, the identity of the designer of the building remained unknown.

³¹ "Owner's Notice of Completion of Contract," *The Honolulu Advertiser*, August 5, 1936, 12.

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a successful construction firm owned and operated by Mankichi “M. K.” Goto (for more information, see Criterion C discussion).

While construction of Hōlau Market was underway, the Lonckes published advertisements in the classified section of local newspapers hoping to attract vendors to rent “spaces for Bakery—Pastry Shop—Fruits—Vegetables—Groceries—Delicatessen—Fish[.] Also [a] 14 Chair Lunch Counter, and Soda Fountain.” Among the first tenants was the Aloha Meat Company, a partnership that included L. Po Hoon, Fong Chew, L. D. Lum, and Pang Wai Tong, who filed partnership papers and listed their place of business as “Stall 2, Holau Market.”³² The grand opening on July 30, 1936, received considerable media attention that included photographs, articles, and paid advertisements by the Lonckes and many of the contractors involved in its construction (Figures 2–5). Significantly, within the context of the building’s ethnic heritage associations, the celebration also included “special entertainment” that featured local singer Lena Machado who composed and performed the *mele* (song), “Hōlau,” for the opening day festivities at Hōlau Market on July 30, 1936.

The song’s lyrics are:

Ha’aeo Hōlau

“Uluwehiwehi ‘oe
Mākeke lino hau
A ka lehulehu
He nani he pani’o
He u’i mai ho’i kau
Nani ‘oi kela kēlā paia
E hulali nei
He nani i ka maka
Ke ‘ike aku
I ka hana lima no’eau
A ke akamai
E hōlau mai ana
I ka nui lehulehu
Aia i laila ka mea ‘ai
‘Ono a ka pu’u”

Proud Hōlau

“How festive you are
A marketplace decked out
For the multitude
So beautiful and sleek of design
So very fresh and appealing
Unsurpassed is the beauty of that enclosure
Sparkling brightly
So splendid to the eyes
When looked upon
Because of the skillful hands
Of experts
It will attract
Throngs of people
For there is food here
That the palate craves”

The popularity of “Hōlau” endured beyond the grand opening celebration, which led Machado to copyright the song on November 3, 1941.³³ After eight decades, it remains a local favorite and is a standard performance item by such Hawaiian recording artists as Raiatea Helm and Henry Ka’aleka’ahi.

³² “Legal Notice,” *Honolulu Star-Bulletin*, July 20, 1936, 15: 5.

³³ Library of Congress, Catalogue of Copyright Entries: *Musical Compositions*, Part 3, Vol. 36, No. 5, 1941: 1694.

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Lena Kaulumau Wai'ale'ale Machado (1903–1974), who composed the song was an outspoken woman in her own right, like the market's namesake, Mary Ellen Hōlau Loncke. Lena was the youngest of five siblings and was placed for adoption as a child. Her adoptive mother was Mary Davis Loo Pan, who resided near Hōlau Market on School Street and had associations with lei sellers who worked in Chinatown and at the harbor. Lena is purported to have worked among them as a child and acquired the reputation of being the youngest lei seller in the city, well known for her habit of selling lei to tourists on streetcars. Her knowledge of 'ōlelo (Hawaiian language) and mele is attributed to her childhood years spent working with Honolulu lei sellers.³⁴ Lena demonstrated an interest in music from an early age, and her adoptive parents initially attempted to dissuade her from pursuing it as a career. However, she persisted, honed her skills, and later was discovered by a KGU Radio scout at the Young Women's Christian Association (YWCA) at 1040 Richards Street.³⁵ The scout invited her for a recording session that launched her career. She later married a Honolulu Police Department detective and musician named Luciano K. Machado, and together they formed a popular band that toured major cities on the US mainland. She was the first woman in Hawai'i to record for a major record label. Known later in life as "Aunty Lena," she also hosted her own radio show for US troops during World War II.³⁶

Just like the song, "Hōlau," which was composed and performed for the opening of Hōlau Market, the store itself became a subject of interest among Native Hawaiians and their cultural identity that has been maintained largely through oral tradition and mele. Culturally, Native Hawaiians relay information from generation to generation by oral tradition, which by definition (being unwritten information and knowledge that is held in common by a group of people over several generations), may preclude immediate substantiation through published sources such as city directories and newspaper advertisements. Although many recalled that Hōlau Market was a place where Native Hawaiian vendors sold Hawaiian food for generations, and that they were there through at least the 1970s, substantive proof of this history remained obscured until recently.

This cultural legacy of Hōlau Market comes from a hui, or group of Native Hawaiians, composed mostly of women, who have passed along an oral tradition about activities that took place at Hōlau Market. These women were the grown daughters of the lei sellers from School Street, Honolulu Harbor, Chinatown, and Papakōlea, who were members of a lei sellers' association headed by Margaret Makaiwi.³⁷ Some of them had operated a Hawaiian market on the north ('Ewa) side of Nu'uuanu Stream at A'ala, but after shuttering it sometime in the early 1930s, decided to reopen it in the Lonckes' new building on Kekaulike Street. Pi'olani Motta, the hanai

³⁴ Pi'olani Motta and Kihei de Silva, *Lena Machado: Songbird of Hawai'i* (Honolulu: Kamehameha Schools, 2006), 43.

³⁵ For more information, go to the following url: <https://historichawaii.org/2014/02/19/richards-street-ywca-building/#>.

³⁶ Rowland, "Kapuukolo and Hōlau Market;" Machado, Lena (Kaulumau Wai'ale'ale), *Oxford Music Online*, accessed July 24, 2020, <https://www.oxfordmusiconline.com/grovemusic/view/10.1093/gmo/9781561592630.001.0001/omo-9781561592630-e-1002289006>.

³⁷ Motta and de Silva, *Lena Machado*, 43

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daughter of Lena Machado, recalled in 2006 how Hōlau Market also met demand for traditional Native Hawaiian foods:

Hōlau Market sold poi, laulau, limu (seaweed) of all kinds, and fish of every species—both raw and dried, including he'e (octopus). It wasn't set up like the poke section of a modern supermarket. The fish wasn't already cut into chunks and put into plastic wrapped trays for you to take home. Instead, you chose the whole fresh fish and the workers would prepare it for you the way you wanted. And all of this was done by loving hands. On special occasions, they even made palu—fish innards mixed in a kukui condiment whose recipe was a family secret. Only Hawaiians who truly love their Hawaiian foods can appreciate what I'm talking about. So 'ono!³⁸

Motta explained later in 2014 that Hōlau Market featured (and is remembered for) Native Hawaiian vendors who sold Hawaiian food and goods. She related further that the Hawaiian vendors were also members of a hui of Native Hawaiians and part-Hawaiians who operated various stalls, selling their items alongside “traditional” grocery items such as “meat, potatoes, lemons, and canned goods.” Motta was unsure how long Hawaiian food items were sold at the market, but believed vendors continued selling them for many years.³⁹

2. CRITERION A: COMMERCE

2.1. Hōlau Market: A New Type of Grocery Store in Chinatown (1936)

The opening and early operation of Hōlau Market not only fulfilled an important need within the Native Hawaiian population, the market also proved to be an innovator in Honolulu's retail grocery trade by providing new amenities, conveniences, and greater choices for its patrons. The Lonckes' intent and business became apparent at the very outset as evidenced by the newspaper advertisements they ran in the days leading up to and including its opening (Figures 2 and 3). In concept, the store could be described as something of a bridge between old and new practices in retail grocery operations on the island. Although it functioned in many ways like a traditional market with stalls operated by small and independent merchants selling their goods, Hōlau Market also offered a much wider range of groceries and food goods typically found in a traditional market. The approach that the Lonckes adopted signaled a departure from the kinds of markets where most residents purchased their food. A noteworthy example was the adjoining O'ahu Market, which only sold fresh fish. Thus, Hōlau Market was part of an innovative and increasingly popular trend on O'ahu that offered customers the convenience of purchasing a variety of food-related items at a single location. The store also provided refrigeration and other modern amenities similar to what major retailers like Memphis, Tennessee-based Piggly Wiggly had introduced to Hawai'i during the late 1920s and 1930s.⁴⁰

³⁸ Motta and de Silva, *Lena Machado*, 44.

³⁹ Rhiannon Chandler-Īao, Interview with Pi'olani Motta, September 30, 2014.

⁴⁰ Piggly Wiggly opened its first store in Hawai'i at 1409 Beretania Street on February 3, 1928, according to the *Honolulu Star-Bulletin*.

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Unfortunately, the Lonckes soon experienced some of the pitfalls that often befall entrepreneurs who work with multiple tenants and independent merchants. Mary E. Loncke, who spearheaded the establishment of the market as a place to support Native Hawaiian food vendors and clearly possessed a much stronger and able set of business skills than her husband, died on September 30, 1936 after a long illness.⁴¹ Just a few months later in early January 1937, Frank Loncke signed a lease with John K. Jones to run the lunch counter in the store. Shortly thereafter, Jones and Loncke apparently had a falling out as Jones claimed that he was “forcibly excluded” from the building when he attempted to open his business. On January 15, 1937, Jones sued Loncke in circuit court for \$10,000 seeking damages.⁴² After a trial, a local judge ruled on Jones’s behalf but ordered Loncke to pay only \$8.50.⁴³ Although the amount in the judge’s ruling represented a fraction of the sum Jones sought, the suit and trial may have factored in Loncke’s decision to give up managing the property by the spring of 1937. Without the help, guidance, and assistance of his wife and struggling with the difficulties of running the business, Loncke signed a 15-year lease with Masaji Ichiki on March 1, 1937, giving Ichiki the right to operate Hōlau Market.⁴⁴ Loncke, however, retained title to the land.

2.2. Hōlau Market Continues within the M. Ichiki Group (1937–1952)

As head of the M. Ichiki Group, Masaji Ichiki was in charge of a rapidly expanding commercial retail business. By the time he signed the lease with Loncke in 1937, the M. Ichiki group owned and operated 10 stores throughout the Hawaiian Islands. All of these other establishments operated under the banner of “M. Ichiki Store;” however, after acquiring the lease for Hōlau Market, Ichiki and his partners retained the original name of “Hōlau Market” as required by their lease agreement with Loncke and advertised it as part of his rapidly expanding franchise operation (Figure 6).

Born on March 31, 1896, in Fukuoka Prefecture, Japan, Ichiki came to Hawai‘i in 1914 and joined his father who had earlier obtained a job at the Pioneer Mill Company on Maui. Masaji later worked at the plantation store at Lāhainā and gained valuable experience which enabled him to open his store in that town in 1925. Four years later, he opened another store at Wailuku, Maui, and went on to establish three more stores on the island. He expanded to Honolulu in 1934 and established his first store on O‘ahu at 665 North King Street and soon thereafter opened four more stores, all under the “M. Ichiki Store” banner. His acquisition of Hōlau Market marked the eleventh store in the chain.⁴⁵

⁴¹ “Mrs. Mary Loncke Succumbs at Home,” *The Honolulu Advertiser*, October 1, 1936, 5-7.

⁴² “Court Notes,” *Honolulu Star-Bulletin*, January 15, 1937, 5: 6.

⁴³ “Civil Judgements,” *The Honolulu Advertiser*, December 21, 1938, 8: 4.

⁴⁴ State of Hawai‘i, Bureau of Conveyances, Land Court Doc. 136431; Rowland, “Kapuukolo and Hōlau Market.”

⁴⁵ “Greetings: Masaji Ichiki,” *The Nippon Jiji*, March 31, 1937, 3; “M. Ichiki Group Adds 11th Store to Fast Growing Chain,” *Honolulu Star-Bulletin*, April 29, 1937, 18: 1.

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Ichiki held his own grand opening to announce his management of Hōlau Market. However, he adopted a more subdued tone than the one Loncke had pursued just one year earlier. Instead of an elaborate program with dancing and singing, Ichiki placed practical and business-minded advertisements in local newspapers and sought to bring customers to the store with reduced prices on popular grocery merchandise. He also received substantial media coverage that included photos of the market's interior showcasing the market's variety of goods.⁴⁶

In subsequent years, Ichiki regularly held anniversary specials to celebrate his business and increase sales (Figure 7). The need for such tactics occurred as the expansion of existing stores and the establishment of new grocery businesses from the US mainland made local competition even more fierce. Alongside Piggly Wiggly, other new "super-markets" offered one-stop shopping much like Hōlau Market. In 1938, for example, Tuck Yee Yap upgraded and reopened his grocery store in the Kaimuki suburb at the corner of Waiālae Avenue and Koko Head Avenue under the new name, Kaimuki Super-Market.⁴⁷ Closer to the Chinatown neighborhood and less than a mile from Hōlau Market, in 1939 the heirs of Chun Hoon (a successful Chinese merchant who came to Hawai'i in 1887) built a new Chun Hoon Market at Nu'uānu Avenue and School Street. A photograph of the interior presented a layout and configuration similar to that of Hōlau Market.⁴⁸

The attack of the Imperial Japanese Navy on December 7, 1941 marked a pivotal moment in history—internationally, nationally, and locally—and led to direct US involvement in World War II. Territorial Governor Joseph Poindexter declared martial law only a few hours after the attack, which led to a series of dramatic actions including those that targeted the local Japanese population. Many Japanese immigrants, some of whom were prominent members of both the local Japanese and Honolulu communities, were arrested and detained temporarily on Sand Island and later transferred to internment camps on the US mainland. Among those interred were engineer Hego Fuchino and Mankichi "M. K." Goto (See Figure 9 and subheading 2.1 below for a more in-depth discussion on the effects of World War II on Fuchino's life). Anti-Japanese sentiment also led to the closure of many Japanese-owned businesses along with the removal of all Japanese signs, placards, and handbills in Chinatown and other locales. The government ordered the widespread confiscation and forced sale of numerous Japanese-owned properties.⁴⁹ Temples, schools, and all Japanese institutions were padlocked, and their records seized. Among those few businesses and Japanese owners fortunate enough to escape such a fate was Hōlau Market and the M. Ichiki.

Although Ichiki continued to operate Hōlau Market and his other stores, the war proved to be a challenge as the shortage of goods and the imposition of price controls and rationing placed a strain on his many retail businesses. He continued to hold yearly anniversary celebrations, but

⁴⁶ "Ichiki Opens Hōlau Market," *The Honolulu Advertiser*, April 30, 1937, 24: 1.

⁴⁷ "Kaimuki Super-Market To be Opened Next Thursday," *Honolulu Star-Bulletin*, August 25, 1938, 14: 4.

⁴⁸ "Chun Hoon Made Mark As Merchant And In Charity," *The Honolulu Advertiser*, March 30, 1939, 10: 1.

⁴⁹ State of Hawai'i, Bureau of Conveyances, "Grantor and Grantee Indexes," various liber, 1942-1945: v.p.

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instead of offering special sales on popular goods, he chose instead to demonstrate a sense of honor and patriotism to his adopted country. In October 1942, for example, he placed an ad announcing that the store would donate \$1,000 to show “our indebtedness to our community by subscribing to certain organizations that are playing part in the local and national victory campaign.”⁵⁰ He later presented \$200 checks to the United Welfare Board, American Red Cross, Army Emergency Relief, Navy Relief Society, and the USO to help the community and those serving in the military.⁵¹ He also was a regular co-sponsor of full-page ads that expressed support for US troops and the war effort as well as the sale of war bonds to help finance the war. Ichiki’s creative marketing strategies showcased his adaptability at a time of significant change and allowed him to continue to operate his business and serve his clientele.

Recovery after the war was initially slow, but the labor shortage that had plagued much of Honolulu during the war began to wane as returning veterans began transitioning back to civilian employment. Ichiki, for example, began placing help-wanted ads by November 1945, seeking an experienced butcher to work at Hōlau Market.⁵² Another classified ad in 1948 sought to hire “Japanese Girls” for the meat department in Hōlau Market.⁵³

Masaji Ichiki remained at the helm of the firm until his passing on June 10, 1951, at the age of 55. His death prompted a shift in the ownership and management structure of the business. A legal notice published in the *Honolulu Bulletin* stated that Tetsuyo Ichiki (his widow), Shieru Ichiki, Ruth Kyoki Ichiki Tanigawa, and Herbert K. Kasegawa were “sole general partners” of Hōlau Market in Honolulu and of the M. Ichiki Stores in Wailuku, Lāhainā, Olowahi, and Makawao, Maui.⁵⁴

2.3. Tatsuo Goto Operates Hōlau Market (1952–1977)

Within a year of Ichiki’s death, his estate offered to sell the lease for Hōlau Market through the estate’s executor, Hawaiian Trust Company. Advertisements in local newspapers published in January 1953 offered the sale of the two leases that included Hōlau Market (set to expire in 1977 and 1980) as part of an effort to “close an estate.” The asking price, according to the ad, was \$60,000, and included a combined area of 24,630 square feet of the “partially improved parcel with frontages on both Kekaulike and North Queen Streets.” The description in the notice suggests that the land included both Hōlau Market and the adjoining commercial building at 930 Kekaulike Street, all of which had formerly been part of the City Mill complex.⁵⁵

⁵⁰ “Holau Market is Celebrating” *Honolulu Star-Bulletin*, October 15, 1942, 12: 4.

⁵¹ “\$1,000 To Relief Agencies,” *The Honolulu Advertiser*, October 17, 1942, 2: 3.

⁵² “Help Wanted – Male,” *Honolulu Star-Bulletin*, November 28, 1945, 17: 6.

⁵³ “Help Wanted – Female,” *Honolulu Star-Bulletin*, August 10, 1948, 20: 5.

⁵⁴ “Notice of Change of Co-partnership” *The Honolulu Advertiser*, August 18, 1951, 14: 8.

⁵⁵ “Downtown Commercial Leaseholds,” *Honolulu Star-Bulletin*, January 22, 1952, 18.

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Tatsuo Goto (1916–2009) purchased the lease from the Hawaiian Trust Company, Ltd. on February 28, 1952 and maintained the retail grocery business that had been operating in the building since 1936.⁵⁶ Goto was *Nisei* (second generation), had been born in Pa‘aulo on the island of Hawai‘i in 1916, and worked for Hamakua Sugar Company, Ltd. and the Hawaii Consolidated Railway Co., Ltd. He moved to Honolulu in 1939 and found a job as a fish cutter with M. Otani Fish Company, Ltd. Goto then started his own business, delivering fresh fish to Japanese customers in the city’s neighborhoods. After realizing that fishcake (*Kamaboko*) was in high demand, he started a factory to produce the food in the nearby Kaka‘ako neighborhood in 1947. He consolidated his operations under a new business which he named Red and White Kamaboko Factory.⁵⁷ He co-owned the business with his wife Joyce Yoshie Goto, and with Kamesuke Shiroma and Chiyoko Shiroma.⁵⁸ He became sole proprietor two years later following the dissolution of the partnership created at the company’s founding.⁵⁹ He maintained the fishcake factory at Kaka‘ako, even after leasing the Kekaulike Street buildings, and the business remained in operation through 2004.

On August 31, 1953, Goto held a grand opening celebration to announce his takeover of Hōlau Market, and offered balloons, cookies, and drinks to visitors. He announced a five-day sale to keep existing customers and attract new ones in the still-competitive retail grocery market business. To capitalize on a new trend sweeping across much of the US mainland and extending to O‘ahu during the postwar era, Goto briefly tried to advertise the store as “Holau Super Market,” hoping to attract more customers.⁶⁰ However, the experiment did not seem to provide the intended results, and Goto eventually reverted back to the store’s original name. In subsequent years, Hōlau Market remained a fixture in Chinatown and continued to serve the local community as a reliable source of groceries and other food products. Unlike his predecessor, Goto expended little on advertisements and relied on loyal customers and the high volume of foot traffic. In 1964, Hōlau Market was in the news again following the collapse of the termite-damaged roof of the nearby King Market, located on the opposite side of Kekaulike Street. Newspapers noted that the accident displaced businesses and many relocated to Hōlau Market and the adjoining O‘ahu Market. King Market was described as being a popular place to shop “until the development of supermarkets and [resolution of] parking problems,” a condition that also affected Hōlau Market⁶¹

After his lease on Hōlau Market expired in 1977, Goto devoted his time and energy exclusively to his fishcake business (Red and White Foods, Inc., the name the company adopted in 1966),

⁵⁶ State of Hawai‘i, Bureau of Conveyance, “Sale of Leasehold,” Land Court Docs. 136134 and 136135, February 28, 1952; “Fish Cutter, Peddler Became a Top Hawaii Fishcake Maker,” *Honolulu Star-Bulletin*, June 3, 2009, 25: 1-3.

⁵⁷ The name “Red and White” may take its name from the color of the company’s product, a processed seafood roll (*Kamaboko*) with a red exterior and white filling.

⁵⁸ “Notice of Copartnership,” *Honolulu Star-Bulletin*, August 29, 1947, 21: 4.

⁵⁹ “Notice of Dissolution of Co-partnership,” *The Honolulu Advertiser*, July 11, 1949, 8: 5.

⁶⁰ “Grand Opening” *Honolulu Star-Bulletin*, August 31, 1953, 23: 2.

⁶¹ “Once Town’s ‘Most Popular Spot,’” *Honolulu Star-Bulletin*, October 23, 1964, 5: 1.

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as city directories no longer note his association with Hōlau Market. He later sold Red and White Foods to Kubun Foods in 1993, which closed the business in 2004 after the Japanese-based corporation discontinued its O'ahu operations. Goto died on May 17, 2009, at the age of 93.⁶²

2.4. Recent History

Throughout much of the time Hōlau Market operated under Ichiki and Goto, Frank Loncke continued to hold the lease and remained the owner of the land. Upon his death on November 9, 1964, the Hawaiian Trust Company, Ltd. assumed management of the Loncke Estate and continued to do so through 1986 when the parcel including Hōlau Market and adjoining properties were sold to Mokulua Partners.⁶³ All buildings on the land incurred a series of alterations between 1986 and 1992, after which they were sold to various owners including James Liebe. Subsequent owners were unable to adequately maintain the buildings from 1992–2014. Hōlau Market was acquired by the Honolulu Authority for Rapid Transportation (HART) in 2014.

After HART acquired the building, the agency placed it under closure and stabilized it by replacing the roof, patching the underside of the roof slab where water damage had resulted in rusting rebar and spalled concrete, and stabilizing a concrete pier at the southwest corner of the building. In 2020, the building provided storage for historic basalt curbs removed in advance of construction on Dillingham Boulevard.

3. CRITERION C: ARCHITECTURE

3.1 Association with Hego Fuchino: A Prominent *Issei* Engineer and Architectural Designer in Honolulu

Besides its association with multiple important historical trends, Hōlau Market also derives significance for its physical attributes and the quality of its design as well as being a noteworthy example of the work of its designer, Hego Fuchino. He arguably was the most prolific *Issei* architectural designer in Hawai'i, but his contributions have been largely overshadowed by contemporary Euro-American architects. A structural, mechanical, and civil engineer by training, Fuchino's legacy is somewhat overlooked despite having designed many important buildings on O'ahu. However, several of his commissions are noted architectural landmarks that reflect his considerable skills and wide range of architectural vocabulary. Notable examples include Makiki

⁶² "Tatsuo Goto," *The Honolulu Advertiser*, April 2, 1975, C-1: 1; "Fish cutter, peddler became a top Hawai'i fishcake maker," *Honolulu Star-Bulletin*, June 3, 2009, 24: 1

⁶³ Rowland, "Kapukolo and Hōlau Market."

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Christian Church (1931),⁶⁴ the Mughal-styled Jodo Mission (1932),⁶⁵ and the postwar Soto Zen Mission (1953),⁶⁶ which exhibit not only exceptional design, detail, and craftsmanship, but also reflect Fuchino's ethnicity and country of origin. His sophisticated combinations of both modern and traditional (Occidental and Oriental) architectural forms, as exemplified by Hōlau Market, provide further evidence of his considerable design skills. Fuchino was an active professional for over four decades, and the University of Hawai'i at Mānoa maintains a collection of his drawings that span a wide range of building types and forms. Included in this collection are drawings for churches (10), commercial buildings (137), facilities at Kuakini Medical Center, motion-picture theaters (17), residences and apartments (53), schools (13), as well as shrines and temples (24).⁶⁷ While his story showcases him as an important designer who influenced Honolulu's rich architectural character, Fuchino also demonstrated the strong will and determination as someone who overcame many adversities and became a prominent figure in Honolulu's business community. Despite his humble beginnings, he became a successful architect and structural engineer by 1941, only to be arrested and interned by his adopted country during World War II. It took an act of Congress to grant him full rights as a US citizen in 1951.⁶⁸ His legacy remains a source of pride not only for Americans of Japanese ancestry (AJA), but also for all residents of Honolulu.

Hego Fuchino was born on July 15, 1888 in Saga, Japan, the capital of the Saga Prefecture on Kyushu Island. He studied mechanical engineering at Saga Technical School and graduated in 1905. After working at the Yawata Steel Works in Kitakyushu in the adjoining Fukuoka Prefecture, he came to Hawai'i on December 15, 1907 as a fireman aboard the *Otaru Maru*. He remained in Hawai'i and, like so many Japanese immigrants who came to Hawai'i at that time, worked at one of the sugar plantations (O'ahu Sugar Company at Waipahū). Driven by his self-described "youthful desire to better my lot," he continued his studies at 'Iolani School from 1910 to 1913 and subsequently at the College (now University) of Hawai'i from 1913 to 1917, where he studied civil engineering. In 1917, he was hired by the O'ahu Railway & Land Company (OR&L) as an assistant engineer.⁶⁹ A year later, he married Sawayo Uyemoto.⁷⁰ In 1919, he started his own business as a structural engineer and land surveyor. Fuchino is purported to have taught himself architecture while engaged in his engineering practice and also secured

⁶⁴ The nomination is available at this url: <https://historichawaii.org/2014/02/19/makiki-christian-church/#>.

⁶⁵ Although it is unclear what sources informed his design for the Jodo Mission, Fuchino's renditions of traditional Mughal forms and composition were beautifully executed.

⁶⁶ The nomination is available at this url: <https://historichawaii.org/2014/01/27/daifukuji-soto-zen-mission/#>.

⁶⁷ "Nikkei Legacy Project: Hego Fuchino Architectural Drawings," University of Hawai'i at Mānoa Library, accessed October 25, 2019, <http://libweb.hawaii.edu/digicoll/nikkei/fuchino.html>.

⁶⁸ U.S. House of Representatives, 82d Congress, First Session, Report No. 822, "Hego Fuchino," August 9, 1951 (Washington, D.C.: U.S. Government Printing Office), 2, from GoogleBooks, <https://tinyurl.com/tknkanh>.

⁶⁹ Ibid.

⁷⁰ "Marriages – O'ahu Island: 1911-1929," Volume 1, p. 237, Ulukau Hawaiian Genealogy Indexes, accessed October 25, 2019, http://ulukau.org/algene/collect/algene/pdfs/Oahu_pdfs/O-97%20No%2017_pdfs/O-97%20No%2017%20p316.pdf.

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work touting himself as an architect.⁷¹ By the early 1920s, local newspapers began showcasing his projects of both residential and commercial properties. One newspaper article from 1924 included a photograph of a house he designed for G. Fujimoto. It was a one-story, side-gabled Craftsman-style bungalow, a popular domestic form on the US mainland at the time.⁷² Fuchino sought to expand his practice (located at 46 Beretania Street) and began placing advertisements in the English-language newspapers, touting his services as both an engineer and architect. In one ad, he noted that he was someone “familiar with the type of building adaptable to Hawai‘i.”⁷³

With continued success, Fuchino further diversified his practice during the mid-to-late 1920s and prepared plans for schools, churches, theaters, and the Kuakini medical complex.⁷⁴ Among his most prominent commissions of the era was the O‘ahu Theater (no longer standing) on Maunakea Street in Chinatown. Undertaken on behalf of a group of local *Issei* and *Nisei* investors, the proposed construction of O‘ahu Theater generated considerable media coverage and attention. The building also provided an opportunity for Fuchino to demonstrate his engineering skills with an innovative design for the building’s metal roof. Instead of relying on rivets to secure joints and trusses, he proposed a roof system that made use of welding. This technique marked a dramatic departure from common building practices and traditional metal joinery at the time. The innovation apparently generated a degree of concern among some local residents, including the city building inspection office, which was responsible for public safety. An article appearing in one newspaper noted the controversy and included a photograph of a test that was undertaken while the building was still under construction. The test confirmed the strength and integrity of the new type of construction and further demonstrated Fuchino’s prowess as both an architect and engineer.⁷⁵

Another important example of Fuchino’s work from the period is the Makiki Christian Church at 829 Pensacola Street, which remains a distinct landmark in the Makiki neighborhood at the base of Punchbowl. Like the O‘ahu Theater, the group that hired Fuchino included members of Honolulu’s *Issei* and *Nisei* communities. However, this time, instead of relying on Euro-American architectural forms, as he had done with many of his earlier works, Fuchino modeled his design after the Early-Edo Period Kōchi Castle (1611) in Japan, combing elements from both modern architectural ideals and traditional forms.⁷⁶ Completed in 1932, this building remains largely unchanged and retains its architectural splendor.

⁷¹ U.S. House of Representatives, 82d Congress, First Session, Report No. 822, “Hego Fuchino,” August 9, 1951 (Washington, D.C.: U.S. Government Printing Office), 2, from GoogleBooks, <https://tinyurl.com/tknkanh>.

⁷² “New Homes Erected in Bingham Tract,” *Honolulu Star-Bulletin*, August 29, 1924, 8: 3.

⁷³ “Plans and Estimates for Your Home,” *Honolulu Star-Bulletin*, August 4, 1923, 15: 5.

⁷⁴ List of architectural drawings in the Hego Fuchino collection in the University of Hawai‘i, Hamilton Library, Hawaiian Collection / Special Collections, Honolulu, Hawai‘i.

⁷⁵ “Theater Roof Is Pronounced Safe,” *Honolulu Star-Bulletin*, February 27, 1928, 25: 5; “The New O‘ahu Theater Going Through A Rigid Roof Test,” *The Honolulu Advertiser*, March 24, 1928, 7: 1.

⁷⁶ “Makiki Christian Church,” Historic Hawai‘i Foundation, accessed October 25, 2019, <https://historichawaii.org/2014/02/19/makiki-christian-church/>.

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Where the Makiki Christian Church was looking to and honoring the past, Fuchino's 1936 design for Hōlau Market provided a sharp and distinct juxtaposition with the church. Unlike the church, the market conveyed a new and dramatically innovative architectural expression – the modern Art Deco style popularized in the United States by prominent commercial, governmental, and public works projects. The forward-thinking design of Hōlau Market welcomed new and modern architectural elements featuring sharp and distinct lines with a strong horizontal emphasis, as well as stylized geometric forms that represented a departure from the past. Fuchino even devoted considerable time and effort into designing the building's signage and provided separate plans for each letter used on the façade. When completed, Hōlau Market stood in contrast to the utilitarian brick and wood-frame buildings that were dominant in the immediate area at that time.

Fuchino also received another important market-related commission in Chinatown soon after completing Hōlau Market. On December 5 and 6, 1941, the owners of M. Otani Company, Ltd.—a successful wholesale and fishing firm—established a new business (Matsujiro Otani, Ltd.) to reconstruct and occupy the fire-damaged A'ala Market on Queen Street, 'Ewa of Nu'uaniu Stream (Figure 8). Billed as "Honolulu's One-stop Shopping Center – The Market Place," the Fuchino-designed building provided facilities for up to 32 tenants.⁷⁷ Like Hōlau Market, the edifice contained multiple stalls for vendors and offered many of the modern conveniences customers had come to expect in a modern market, like cold storage, improved lighting, and on-site parking. However, it was much larger and provided greater choices for consumers. From an aesthetic standpoint, the new A'ala Market presented a much more utilitarian character without any of distinctive or stylistic ornamentation that Fuchino employed for his design for Hōlau Market. It might be argued that A'ala Market heralded the kind of straightforward and functional design aesthetic that became widespread in the postwar era.

Just one day after the two-day grand re-opening of A'ala Market, however, the Imperial Japanese Navy (IJN) attacked Pearl Harbor and other military installations on O'ahu. The event had a profound effect around the world and on Fuchino's life. On the same day as the attack, he was among the initial group of *Issei* and *Nisei* in Hawai'i that law enforcement officials arrested and held in detention. He was subsequently transferred to the US mainland and incarcerated at multiple concentration camps for the duration of the war. In November 1945, Fuchino was among the first group of internees returned to Honolulu, most of whom were described as "leaders in business and other activities [in Hawai'i] during the prewar period."⁷⁸

Fuchino worked hard to overcome the stigma of internment and regain his position as a prominent figure within the local architecture profession during the immediate postwar era. On

⁷⁷ "Opening of Market Place This Morning Will Feature Sale By 32 Different Firms," *The Honolulu Advertiser*, December 5, 1941, 14: 1.

⁷⁸ "Internees to Return Here Today," *Honolulu Star-Bulletin*, November 13, 1945, 4: 6.

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July 1, 1949, he and fellow architect Robert Katsuyoshi established a partnership.⁷⁹ The collaboration proved fruitful for its eight years of existence, and the new firm received many important commissions including the Nu‘uanu Soto Zen Mission.⁸⁰

Upon learning that his 74-year-old brother in Japan was critically ill in 1951, Fuchino sought to travel to his native country to visit his ailing brother. His efforts were thwarted because the enactment of the Immigration Act of 1924 and the Nationality Act of 1940 made him ineligible to reenter the country after leaving. Fuchino’s plight soon gained the attention of Joseph Rider Farrington, who represented Hawai‘i in the US House of Representatives. In 1951, Farrington prepared a report to the House Judiciary Committee that described Fuchino’s many contributions, his prominence and good standing within the community at large, his cooperation during interment and refusal to repatriate to Japan, as well as his eldest son’s service in the Army during World War II. In petitioning the government to allow him to become a naturalized citizen, Fuchino wrote, “If, indeed, I am given permission to make a short visit to Japan, my long private suffering will be over and I will no longer feel as though I were some sort of an ‘exile’ from the land of my birth.”⁸¹ Even the Honolulu Chamber of Commerce and Engineering Association of Hawai‘i voiced their support of his citizenship. After the Judiciary Committee approved the petition, both houses of Congress passed an act supporting Fuchino’s citizenship, and the act granting him citizenship became law on October 10, 1951.⁸²

In 1957, Fuchino and Katsuyoshi dissolved their partnership, and Fuchino died four years later, just a few weeks short of his 83rd birthday. His eldest son Wilbur followed in his footsteps in the architecture profession. However, he, unlike his father who was educated and licensed as a civil, structural engineer prior to expanding his services in architectural design, received formal education in the field of architecture. Wilbur Fuchino was instrumental in donating the extensive collection of his father’s architectural plans and drawings to the University of Hawai‘i at Mānoa, which functions as a graphic record of his legacy and many contributions to Honolulu’s rich and diverse architectural fabric. With the passage of time, the work of Hego Fuchino has garnered great interest and awareness, and his life’s work of using diverse architectural styles, expressions, and methods of construction may still be seen at Hōlau Market and elsewhere in Honolulu.

3.2 Association with Mankichi “M. K.” Goto: A Prominent *Issei* Contractor in Honolulu

⁷⁹ “Notice of Copartnership,” *Honolulu Star-Bulletin*, July 6, 1949, 8: 5.

⁸⁰ This architectural landmark from the postwar era is highlighted in the *Hawai‘i Modernism Context Study*, which was prepared by Fung & Associates in 2011 for the Historic Hawai‘i Foundation. It is available online at the following url: http://www.funghawaii.com/assets/hawaiimodernismcontextstudy_nov2011.pdf.

⁸¹ U.S. House of Representatives, 82d Congress, First Session, Report No. 822, “Hego Fuchino,” 4.

⁸² *United States Status at Large Containing the Laws and Concurrent Resolutions Enacted During the First Session of the Eighty-Second Congress of the United States of America 1951 and Reorganization Plan, Amendment to the Constitution, and Proclamations*, Volume 65 in One Part (Washington: United States Government Printing Office, 1952), 1-114–1-115.

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Fuchino's firm was not the only successful *Issei*-owned business involved with the construction of Hōlau Market. Besides hiring Fuchino to develop plans for the building, the Lonckes also chose the Aloha Building Company to be the general contractor. The company was owned and operated by Mankichi "M. K." Goto, who was born in Hiroshima-ken in 1875 and immigrated to Hawai'i in 1903. Soon after his arrival he became a member and officer of Shinshu Kyokai Mission on Aloha Lane (later renamed Kaheka Lane, then Kaheka Street). As early as 1907, he was active in the construction business. A local newspaper published an article noting that he received a building permit to construct an addition onto a "maccaroni [sic] factory on King Street."⁸³ Goto appears to have formed Aloha Building Company as early as 1909, and his first advertisements were printed from the following year onward.⁸⁴ However, he did not incorporate until 1923.⁸⁵ The company was capitalized at \$30,000, and besides Goto, company shareholders included Y. Imai, M. Kato, K. Ohashi, Y. Okubo, and I. Takaki. Goto served as president and general manager, Yoriichi Imai as Treasurer, and Mitsugi Kato as secretary.⁸⁶ Goto appears to have built a substantial number of buildings that were erected in the Chinatown area during the 1910s and 1920s. They included several high-end houses, most notably the residence of Yasutaro Soga, editor of the Japanese-language weekly newspaper *Nippu Jiji*.⁸⁷

Besides working on Hōlau Market, M. K. Goto and Fuchino collaborated on at least one other project. A newspaper article in December 1937 noted that Goto was selected as the contractor for a new two-story Fuchino-designed classroom building that was constructed at the Honpa Hongwanji mission school at 1767 Fort Street.⁸⁸

M. K. Goto, like Fuchino, was arrested following the December 7, 1941, IJN attack on O'ahu. He was held briefly at Sand Island and then sent to the US mainland on March 19, 1942.⁸⁹ Goto spent the duration of the war at Fort McDowell/Angel Island Detention Facility in the San Francisco Bay area and at another center in Santa Fe, New Mexico.⁹⁰ A photograph shows both Fuchino and Goto, along with other Hawai'i internees, at a facility in Santa Fe (Figure 9).

Following the war, Goto was released and subsequent city directories only note his residence and make no mention of any occupation or business-related activity. Upon his death in January

⁸³ "Building Permits," *Evening Bulletin*, August 31, 1907, 10: 6.

¹⁶ Polk-Husted 1910: 119, 238, 494-495.

¹⁷ "Articles of Association of Aloha Building Company, Ltd.," March 3, 1923.

¹⁸ "Articles of Association of Aloha Building Company, Ltd."

¹⁵ *Honolulu Star-Bulletin*, August 19, 1916, 7: 2.

⁸⁸ "Japanese School to Erect New Building," *Honolulu Star-Bulletin*, December 22, 1937, 9: 2.

⁸⁹ Soga, Yasutaro. *Life Behind Barbed Wire: The World War II Internment Memoires of a Hawaii Issei* (Honolulu: University of Hawai'i Press, 2008), 227, 231.

⁹⁰ <http://www.aiisf.org/education/station-history/japanese-detainees-in-wwii>; "Fort McDowell / Angel Island (detention center) *Densho Encyclopedia*, accessed November 2, 2020, [http://encyclopedia.densho.org/Fort_McDowell_/Angel_Island_\(detention_facility\)](http://encyclopedia.densho.org/Fort_McDowell_/Angel_Island_(detention_facility)); "Santa Fe (detention facility), *Densho Encyclopedia*, accessed November 2, 2020, [http://encyclopedia.densho.org/Santa_Fe_\(detention_facility\)](http://encyclopedia.densho.org/Santa_Fe_(detention_facility)).

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1963, his obituary simply noted that he was a retired general contractor.⁹¹ His legacy, as noted in building permits and newspaper notices, attest to his active and successful career as a contractor that appears to have come to abrupt halt with his arrest and internment during World War II.

3.3. Hōlau Market: A Representative Example of Art Deco Style

The Art Deco style was a trend for Hawai'i in the mid-1930s, although its popularity was never as widespread as it was on the US mainland. The Art Deco style uses geometric applied detailing, as well as integrated geometric expression into the form and massing of the building. This shift away from merely applied stylistic ornamentation toward integration and form-based architectural expression became a founding principle for the Modern Movement. In the American Midwest in the 1890s, the Prairie style laid the groundwork for Art Deco, as architects like Frank Lloyd Wright introduced geometric applied detailing rather than Classical or Victorian motifs. These new geometric forms often were applied to innovative American building forms like skyscrapers or auditoriums using structural steel trusses.⁹² At the same time in Europe, the Viennese Secession movement in art and architecture began to apply a more geometric and abstract lens to the highly organic and Romantic forms of the Art Nouveau movement. Early twentieth century European movements in art—such as Cubism, Italian Futurism, and German Expressionism—boldly pushed experimentation with geometric forms. The fusion of the Prairie style geometric detailing, American building forms, and European high Modernism to create the Art Deco style often is credited to Finnish architect Eliel Saarinen. In 1922, the *Chicago Tribune* newspaper held an international competition for the design of a new skyscraper, offering publicity for the final designs. Saarinen's design took second place in the competition, but it introduced and popularized the character-defining features of the style that would become known as Art Deco – linear patterns created by ribbons of windows and cast-stone banding, as well as cast-stone ornamentation in geometric motifs.⁹³ The Art Deco style became widely adopted by institutional and commercial architects because its character-defining decorative features could be applied while maintaining versatile and utilitarian American forms like the skyscraper or—as seen at Hōlau Market—the one-part commercial block. It continued in popularity on the US mainland through the mid-to-late 1930s for “company headquarters, hotels, apartment buildings, [stores] and civic [buildings].”⁹⁴

During the 1930s, a number of European and Euro-American architects in Honolulu were actively engaged in building projects in the Art Deco style. They included C. W. Dickey, who became acquainted with the style while working in California, then translated the style into his

⁹¹ “Mankichi Goto,” *Honolulu Star-Bulletin*, January 12, 1963, 14: 7.

⁹² Marcus Whiffen and Frederick Koepfer, *American Architecture Volume 2: 1860-1976* (Cambridge, Massachusetts: The MIT Press, 1983), 300-311.

⁹³ Whiffen and Koepfer, *American Architecture Volume 2*, 313-331.

⁹⁴ “Niagara Hudson [Niagara Mohawk] Building,” Continuation Sheets 8-5 - 8-7.

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design for the Central Fire Station in Honolulu (1934).⁹⁵ Architect Harry Sims Bent—an *émigré* from Nazi Germany—brought familiarity with European variants of the Art Deco style, which he employed in his designs for entries, pavilions, and pedestrian bridges in the nearby Ala Moana Beach Park (1934).⁹⁶ The Ala Moana improvement could have been a source of inspiration for both Fuchino and the Lonckes, and their conversion of industrial land to a modern commercial building can be seen as part of the overall revitalization and beautification effort for the Honolulu waterfront. The choice of the Art Deco style by Fuchino and the Lonckes logically connects the building to the ongoing beautification efforts at the Ala Moana Park and the locally significant movement of architecture in Honolulu to project a modern and international image. Other nearby examples of Art Deco architecture that continued to perpetuate this trend in the 1930s include the benches and pavilions designed by Harry Sims Bent for Mother Waldron Park (1936–1937),⁹⁷ as well as Chinese American architect Y. T. Char’s design for the Chun Hoon Market that once stood at Nu‘uanu Avenue and School Street (1939).

⁹⁵ The nomination is available at this url: <https://historichawaii.org/2014/02/19/fire-stations-of-oahu/>.

⁹⁶ Moy, 2014: personal communication. The nomination is available at this url: <https://historichawaii.org/2014/02/19/ala-moana-park/>.

⁹⁷ The nomination is available at this url: <http://hartdocs.honolulu.gov/docushare/dsweb/Get/Document-14460/AR00153157.pdf>.

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Summary of Additional Documentation

Continuations sheets are used to submit Additional Documentation for the nomination and are organized as follows:

Maps

- Map 1. Red arrow indicates the approximate location of Hōlau Market within Greater Honolulu. Source: United States Geological Survey "O'ahu, Hawaiian Islands," U.S. Department of the Interior, 1971.
- Map 2. Red arrow indicates the approximate location of Hōlau Market within Greater Honolulu. Source: United States Geological Survey "Honolulu, HI Quadrangle," U.S. Department of the Interior, 1998.
- Map 3. Red arrow indicates the approximate location of Hōlau Market within Honolulu's Chinatown area. Source: United States Geological Survey "Honolulu, HI Quadrangle," U.S. Department of the Interior, 1998.
- Map 4. Map showing the latitude and longitude coordinates of Hōlau Market. Source: Esri base map, HHM overlay, 2021.
- Map 5. Red arrow indicates the approximate location of the future site of Hōlau Market on map entitled "Kapuukolo Block, March 1886, Before the Fire." The map was prepared by F. S. Dodge and was redrawn by Ichiro Sakamoto, April 1958. Source: Hawai'i State Archives.
- Map 6. Land Court Map and Description with Application No. 1132 by Frank Loncke (1931). Hōlau Market site marked with a red arrow.
- Map 7. Red arrow indicates the approximate location of the future site of Hōlau Market on a fire insurance map published in 1891. Source: Dakin Insurance Company, 1891 (University of Hawai'i Mānoa Library Digital Image Collections).
- Map 8. Red arrow indicates the approximate location of the future site of Hōlau Market on a fire insurance map published in 1906. Source: Dakin Map Company (Sheet 9), 1906 (University of Hawai'i Mānoa Library Digital Image Collections).
- Map 9. Red arrow indicates the approximate location of the future site of Hōlau Market on a fire insurance map published in 1914. Source: Sanborn Map Company (Sheet 37), 1914 (Library of Congress).
- Map 10. Red arrow indicates the approximate location of the future site of Hōlau Market on a fire insurance map published in 1914 and revised 1923. Note the penciled note "Mary E. Lonke" (sic) that has been written over the properties that she acquired from 1931–1932. The date of the notation is unknown. Source: Sanborn Map Company (Sheet 37), 1914 (Hawai'i State Archives).
- Map 11. Red arrow indicates the approximate location of the future site of Hōlau Market on a fire insurance map published in 1927. Source: Sanborn Map Company (Sheet 119), 1927 (Library of Congress).
- Map 12. Red arrow indicates the Hōlau Market on a fire insurance map published in 1927 and revised in 1950. Source: Sanborn Map Company (Sheet 119), 1927, revised 1950 (Library of Congress).
- Map 13. Red arrow indicates Hōlau Market on a fire insurance map published in 1955. Source: Sanborn Map Company (Sheet 119), 1955 (Library of Congress).

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Figures

- Figure 1. Photograph of Hōlau Market on opening day, July 30, 1936. "Holau Market Opens Doors to Public Today," *The Honolulu Advertiser* (July 30, 1936: 4: 2-4).
- Figure 2. Hōlau Market Interior Photograph Before Opening Day, July 30, 1936. "Holau Market Opens Doors to Public Today," *The Honolulu Advertiser* (July 30, 1936: 4: 2-4).
- Figure 3. Hōlau Market Advertisement for Opening Day, July 30, 1936. "Grand Opening Today! Holau Market...A Modern Market for Modern Honolulu," *The Honolulu Advertiser*, July 30, 1936: 4: 2-4.
- Figure 4. Hōlau Market Congratulatory Advertisement on Opening Day, July 30, 1936. "Peter A. Perry, Tile Contractor"; "The von Hamm-Young Co., Refrigeration Contractor," *The Honolulu Advertiser*, July 30, 1936: 5: 1.
- Figure 5. Hōlau Market Story and Congratulatory Advertisements on Opening Day, July 30, 1936. "Retired Island Ski[p]per Opens Market Today"; "Aloha Bldg. Co, Ltd, General Contractor"; Aruda Electric Co., Electrical Contractor"; and N. Hara, Plumbing Contractor"; *The Honolulu Advertiser*, July 30, 1936: 4: 6-8.
- Figure 6. Hōlau Market Advertisement as "Kekaulike Branch" of M. Ichiki Stores, 1937. Sales Advertisement from the "Hawaii American" section of *Ke Alakai o Hawaii*, February 18, 1937: 3.
- Figure 7. Hōlau Market Advertisement for "Second Anniversary Sale" of M. Ichiki Stores, 1938. Sales Advertisement from *The Honolulu Advertiser*, September 2, 1938.
- Figure 8. Hego Fuchino designed the A'ala Market Place in 1941, just a few years after Hōlau Market was completed. A'ala Market Place at Queen Street (Nimitz Highway). In contrast to Hōlau Market, this building presented a more utilitarian design that presaged the kind of commercial construction that gained considerable popularity in the postwar era. Source: *The Honolulu Advertiser*, December 5, 1941, p. 13.
- Figure 9. After the United States entered World War II, Hego Fuchino was detained by local authorities and transferred to the US mainland for internment until the end of the conflict. This 1944 photograph shows Fuchino when he was interred at a camp in Santa Fe, New Mexico along with others from Hawai'i. Among those in the group was Mankichi "M. K." Goto of the Aloha Building Co., the construction firm that built Hōlau Market. Fuchino is on the back row, second from the left and Goto is on the second row, far right. Source: JCCH/Ruichi Ipponsugi Archival Collection and Honolulu Authority of Rapid Transportation research materials.
- Figure 10. Oblique view of Honolulu Harbor in 1950, with Hōlau Market identified with a red arrow. Courtesy CH2MHill (now known as Jacobs).
- Figure 11. Detail of Honolulu Harbor in 1950, with Hōlau Market identified with a red arrow. Courtesy CH2MHill (now known as Jacobs).
- Figure 12. Hōlau Market at 942 Kekaulike Street, 35-mm survey photograph (1981), looking northwest. Courtesy State Historic Preservation Division, Hawai'i Department of Land & Natural Resources.

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- Figure 13. Hōlau Market at 942 Kekaulike Street, 36-mm Kodachrome survey slide (1981), looking west. Courtesy State Historic Preservation Division, Hawai'i Department of Land & Natural Resources.
- Figure 14. Hōlau Market at 942 Kekaulike Street, polychrome paint scheme, looking west, ca. 1990. Courtesy Chung Chu.
- Figure 15. First Floor Plan, Sheet 2. Market Building To Be Built on Kekaulike Street, Honolulu For Mr. & Mrs. F. Loncke, H. Fuchino, 1936. University of Hawai'i at Mānoa, Fuchino Collection.
- Figure 16. Revised Floor Plan Showing Cold Storage Rooms, Sheet 2A. Market Building To Be Built on Kekaulike Street, Honolulu For Mr. & Mrs. F. Loncke, H. Fuchino, 1936. University of Hawai'i at Mānoa, Fuchino Collection.
- Figure 17. Mezzanine Floor Plan, Sheet 3. Market Building To Be Built on Kekaulike Street, Honolulu For Mr. & Mrs. F. Loncke, H. Fuchino, 1936. University of Hawai'i at Mānoa, Fuchino Collection.
- Figure 18. Elevations, Sheet 4. Market Building To Be Built on Kekaulike Street, Honolulu For Mr. & Mrs. F. Loncke, H. Fuchino, 1936. University of Hawai'i at Mānoa, Fuchino Collection.
- Figure 19. Sections, Sheet 5. Market Building To Be Built on Kekaulike Street, Honolulu For Mr. & Mrs. F. Loncke, H. Fuchino, 1936. University of Hawai'i at Mānoa, Fuchino Collection.
- Figure 20. First Floor Plan, Hōlau Market, 942 Kekaulike Street, 2014. Source: Honolulu Authority for Rapid Transportation.
- Figure 21. Mezzanine Floor Plan, Hōlau Market, 942 Kekaulike Street, 2014. Source: Honolulu Authority for Rapid Transportation.

Photos

- An index of photos is found in the Photo Log that precedes the photographs.
Note that photos are also provided as high-resolution electronic files (TIFFs), complying with the National Register Photo Policy Expansion.

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Map Title

- 1 Red arrow indicates the approximate location of Hōlau Market within Greater Honolulu. Source: United States Geological Survey "O'ahu, Hawaiian Islands," U.S. Department of the Interior, 1971.



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N/A

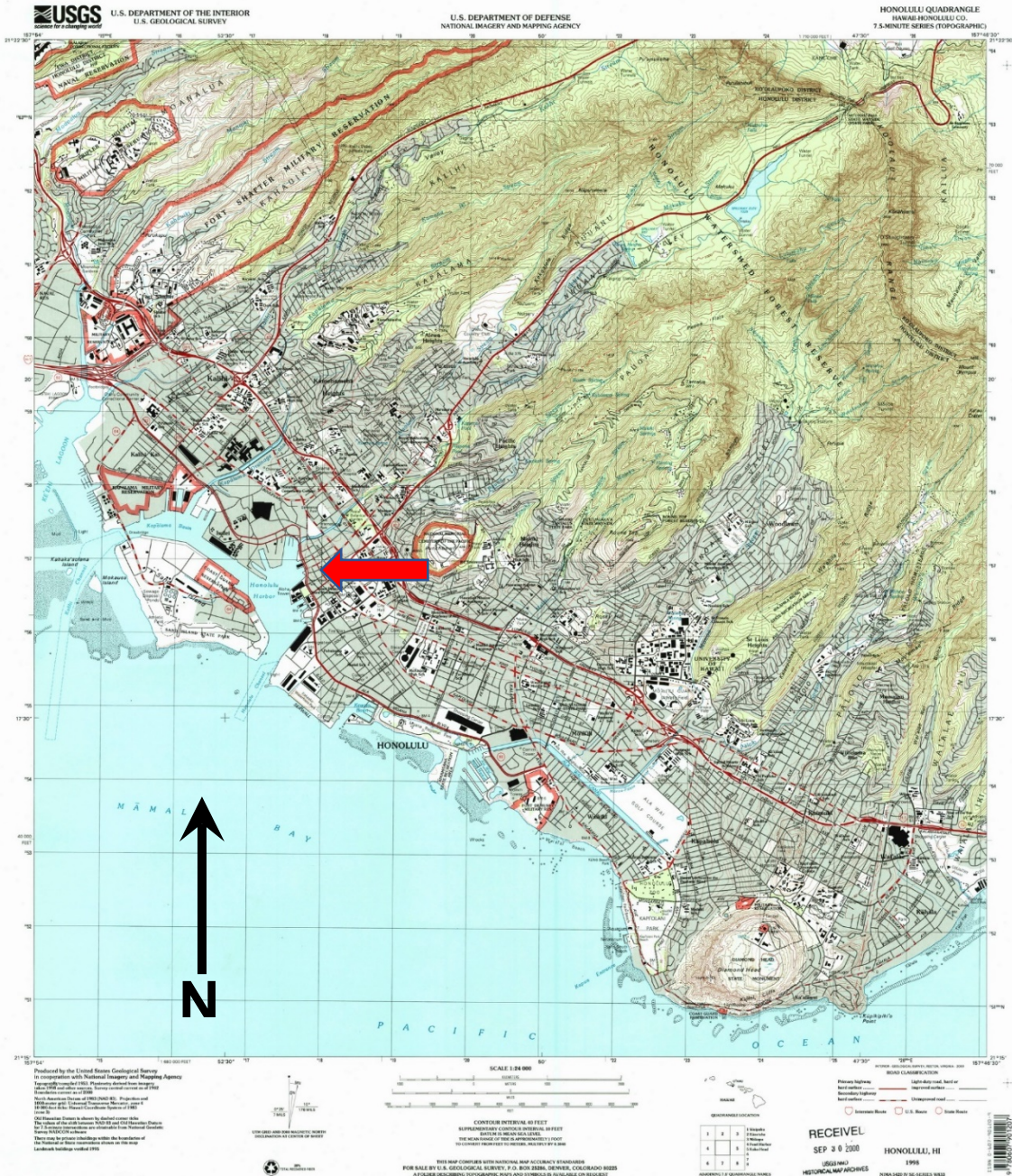
Name of multiple listing (if applicable)

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Map Title

- 2 Red arrow indicates the approximate location of Hōlau Market within Greater Honolulu. Source: United States Geological Survey "Honolulu, HI Quadrangle," U.S. Department of the Interior, 1998.



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N/A

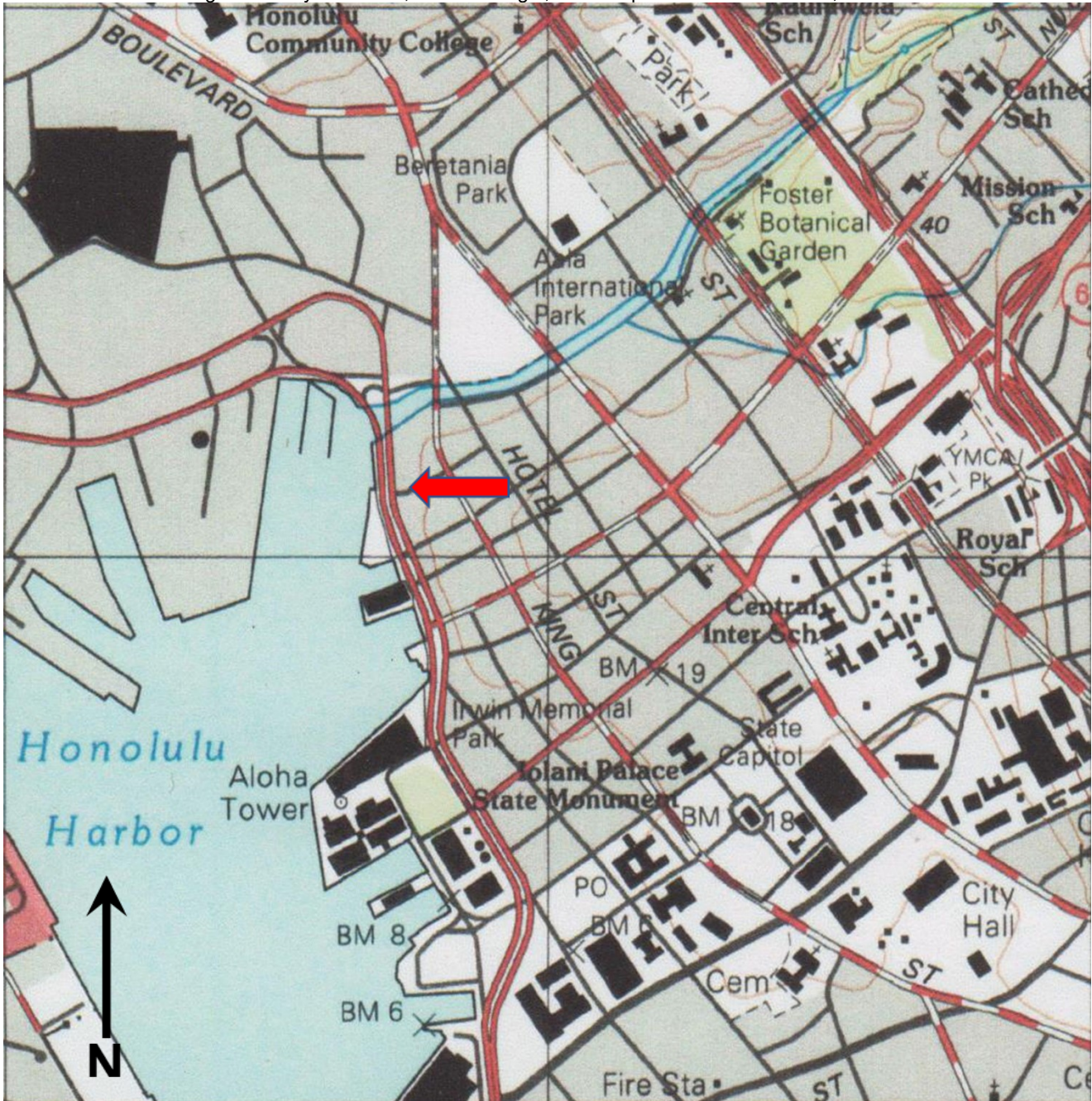
Name of multiple listing (if applicable)

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Map Title

- 3 Red arrow indicates the approximate location of Hōlau Market within Honolulu's Chinatown area. Source: United States Geological Survey "Honolulu, HI Quadrangle," U.S. Department of the Interior, 1998.



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N/A

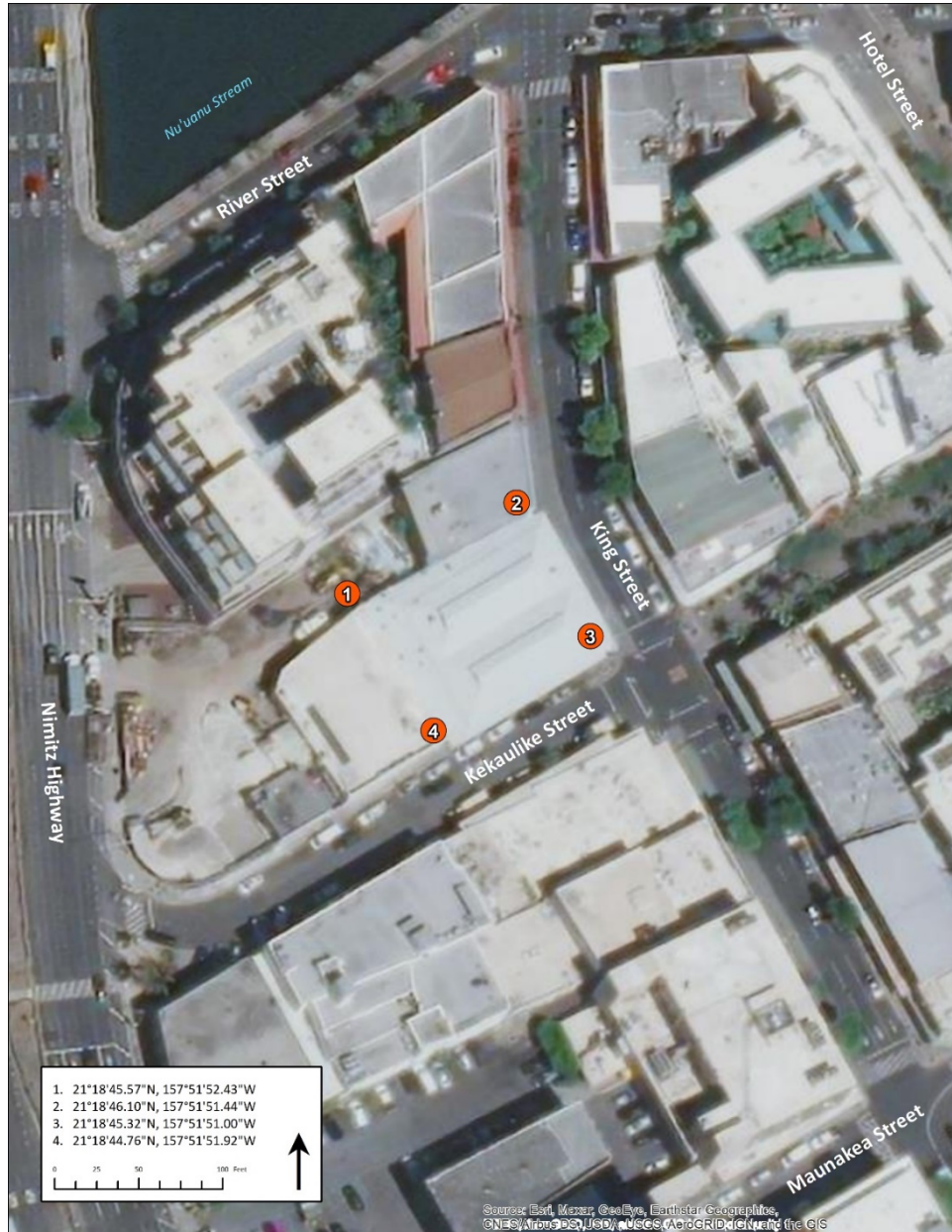
Name of multiple listing (if applicable)

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Map Title

- 4 Aerial image showing the latitude/longitude coordinates of Hōlau Market. Source: Esri base map, HHM overlay, 2021.



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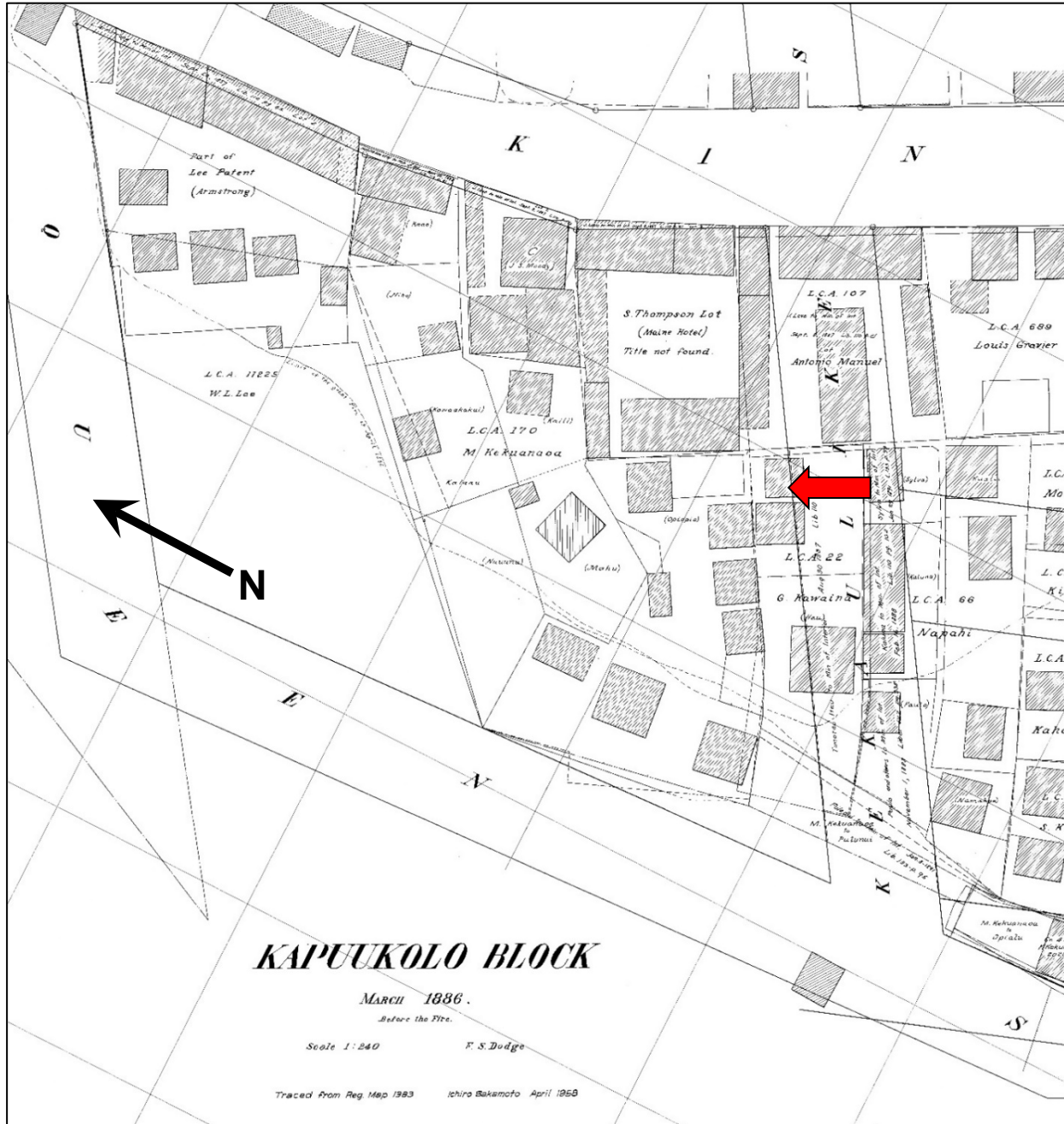
N/A

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- 5 Red arrow indicates the approximate location of the future site of Hōlau Market on map entitled "Kapuukolo Block, March 1886, Before the Fire." The map was prepared by F. S. Dodge and was redrawn by Ichiro Sakamoto, April 1958. Source: Hawai'i State Archives.



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N/A

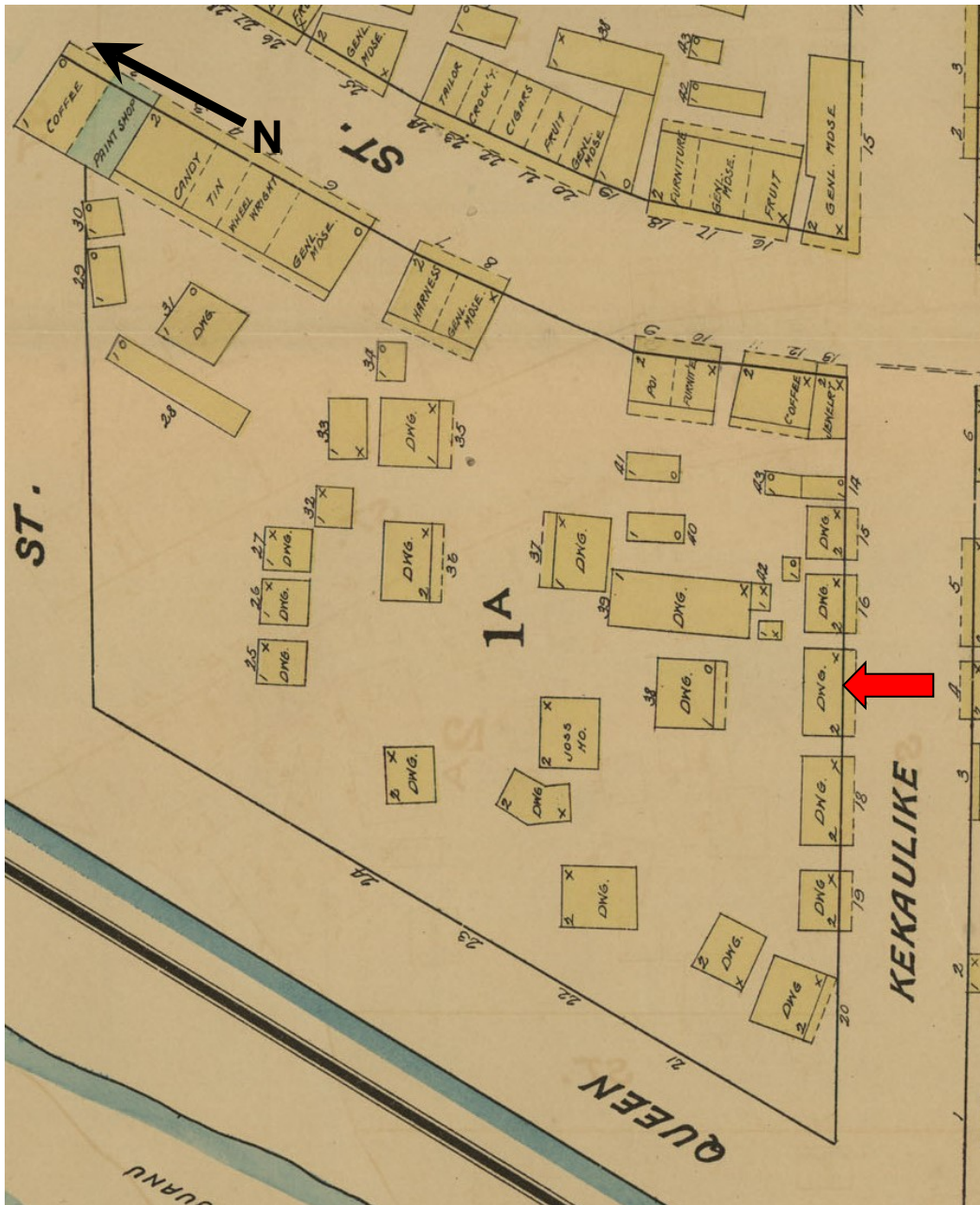
Name of multiple listing (if applicable)

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Page 54

Map Title

- 7 Red arrow indicates the approximate location of the future site of Hōlau Market on a fire insurance map published in 1891. Source: Dakin Insurance Company, 1891 (University of Hawai'i Mānoa Library Digital Image Collections).



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Map Title

- 8 Red arrow indicates the approximate location of the future site of Hōlau Market on a fire insurance map published in 1906. Source: Dakin Map Company (Sheet 9), 1906 (University of Hawai'i Mānoa Library Digital Image Collection).



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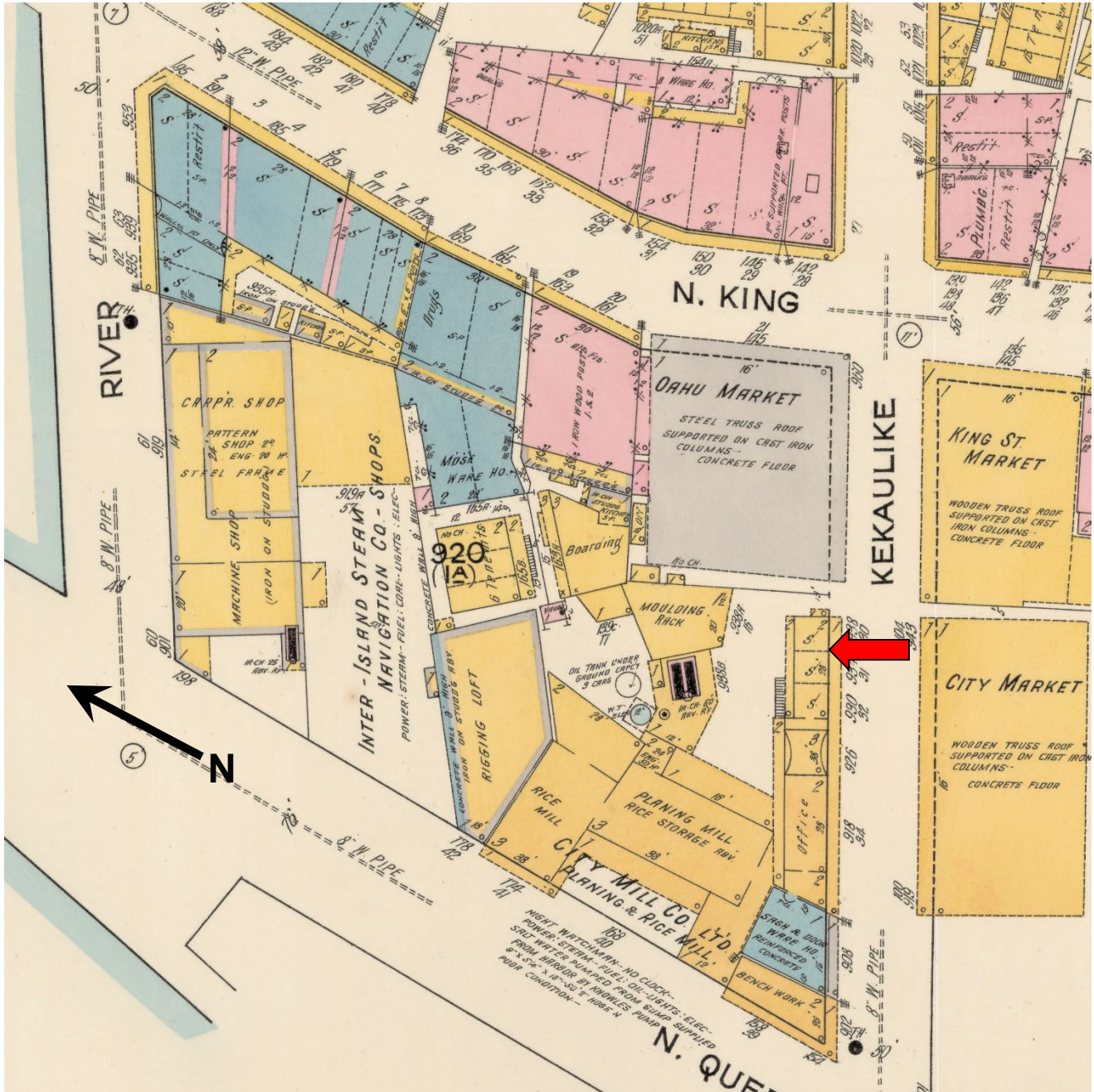
Name of multiple listing (if applicable)

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Map Title

- 9 Red arrow indicates the approximate location of the future site of Hōlau Market on a fire insurance map published in 1914. Source: Sanborn Map Company (Sheet 37), 1914 (Library of Congress).



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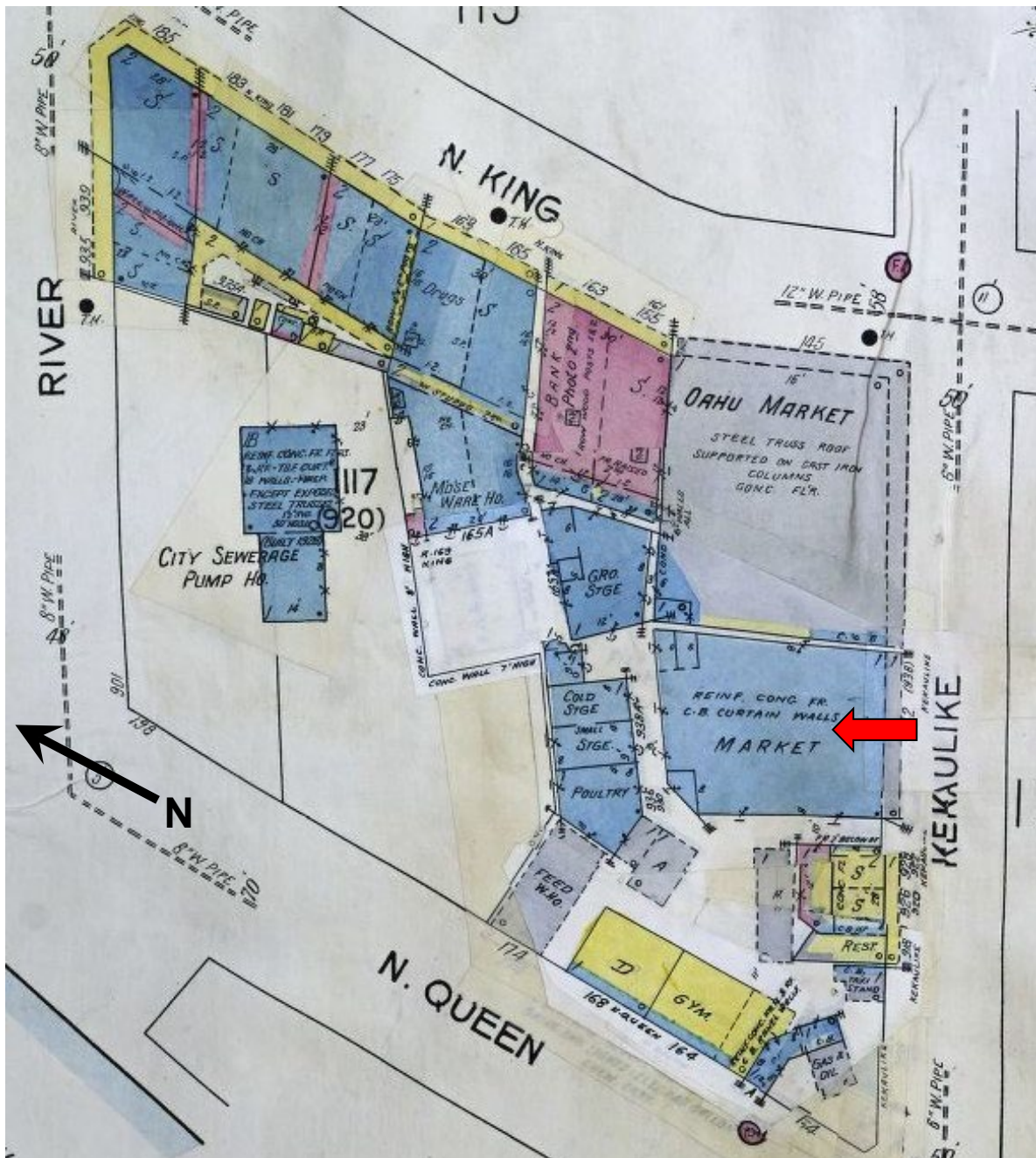
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Map Title

- 12 Red arrow indicates the Hōlau Market on a fire insurance map published in 1927 and revised in 1950. Source: Sanborn Map Company (Sheet 119), 1927, revised 1950 (Library of Congress).



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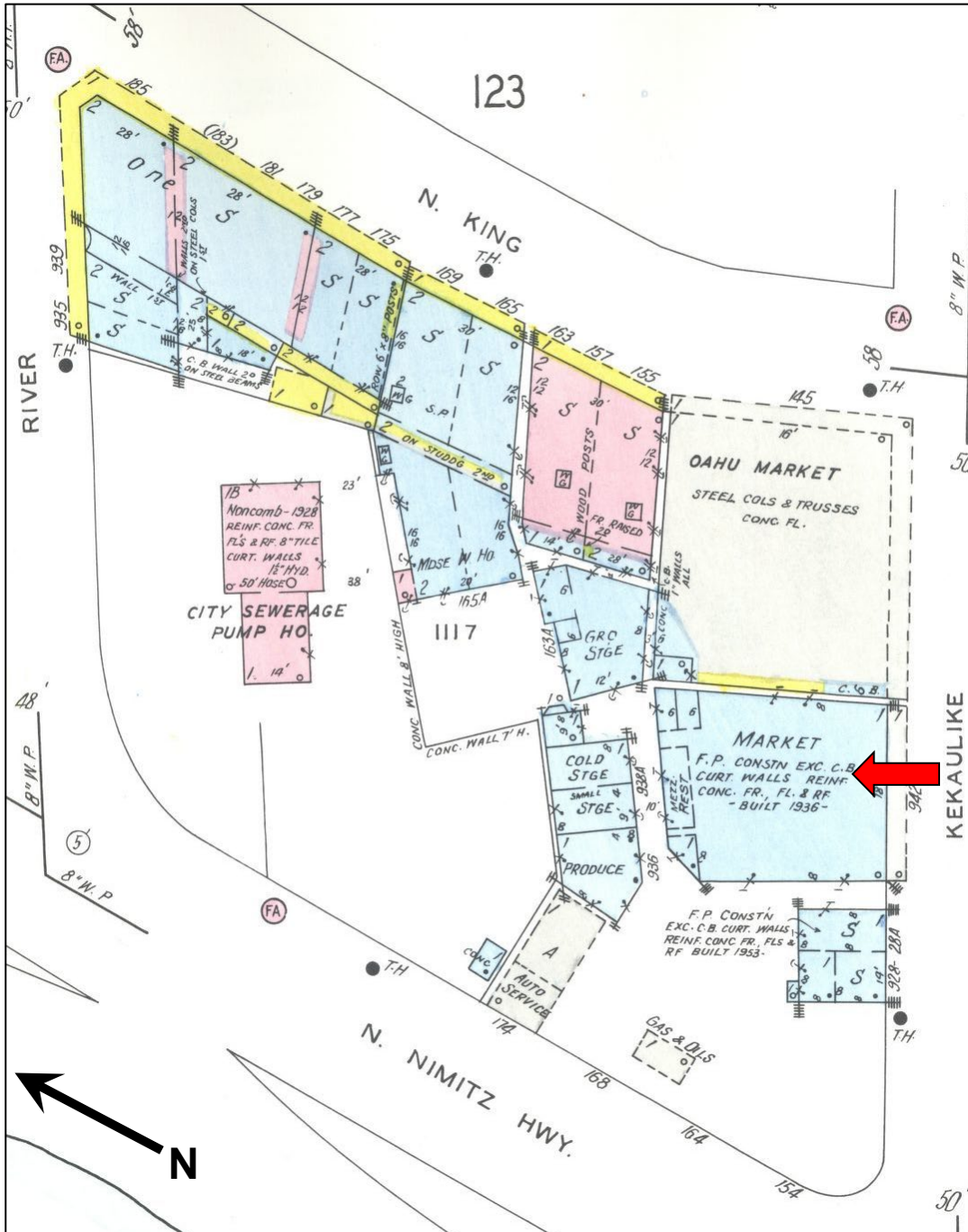
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Map Title

- 13 Red arrow indicates Hōlau Market on a fire insurance map published in 1955. Source: Sanborn Map Company (Sheet 119), 1955 (Library of Congress).



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Figure Title

- 1 Photograph of Hōlau Market just before its opening day on July 30, 1936. "New Market Group Will Open Building on Thursday," *The Honolulu Star-Bulletin* (July 29, 1936: 10:3).



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Figure Title

2 Hōlau Market Interior Photograph Before Opening Day, July 30, 1936. "Holau Market Opens Doors to Public Today," *The Honolulu Advertiser* (July 30, 1936: 4: 2-4).



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Figure 3 Title
Hōlau Market Advertisement for Opening Day, July 30, 1936. "Grand Opening Today! Holau Market...A Modern Market for Modern Honolulu," The Honolulu Advertiser, July 30, 1936: 4: 2-4.



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Figure 4 Title Hōlau Market Congratulatory Advertisement on Opening Day, July 30, 1936. "Peter A. Perry, Tile Contractor"; "The von Hamm-Young Co., Refrigeration Contractor," The Honolulu Advertiser, July 30, 1936: 5: 1.

Best Wishes To
CAPTAIN FRANK LONCKE
and His New
HOLAU MARKET

All Tile Work by
PETER A. PERRY
Tile Contractor

1118 Isenberg Rd. Or Theo. H. Davies

Compliments to
Capt. Frank J. Loncke
on his
MODERN MARKET BUILDING
and complete up-to-date
COLD STORAGE FACILITIES

The von Hamm-Young Co., Ltd.
furnishes a
Complete Engineering and Installation Service
on all types of
Refrigeration Plants

For your convenience we maintain office, warehouse
and service department on Kapiolani Boulevard.

The same facilities are available at our Hilo, Waialuku
and Lihue branches.

The von Hamm-Young Co., Ltd.

REFRIGERATION DEPARTMENT

Kapiolani Boulevard
HONOLULU
HILU WAIALUKU
Phone 6141
LIHUE

the American embassy here regarding condition of 10 American students who were reported isolated at Lagranja.

National Guard Units Given OK

Three May Be Established On Kauai

(Special to The Advertiser)
LIHUE, Kauai, July 28.—The formation of three National Guard units on Kauai has been approved by the War Department according to a statement by Col. Perry M. Smoot, adjutant general of the Hawaii National Guard, who arrived on Kauai Saturday.

The exact location of the units has not been definitely set but Col. Smoot states that he believes the three units will consist of one machine gun company and two rifle companies.

Col. Smoot is on Kauai in connection with the location of a new armory for the National Guard units. There is \$30,000 available in the loan fund for this armory. Col. Smoot will discuss this matter with local plantation managers. He returns to Honolulu this evening.

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Figure 5 Title Hōlau Market Story and Congratulatory Advertisements on Opening Day, July 30, 1936. "Retired Island Skier Opens Market Today"; "Aloha Bldg. Co, Ltd, General Contractor"; Aruda Electric Co., Electrical Contractor"; N. Hara, Plumbing Contractor"; The Honolulu Advertiser, July 30, 1936: 4-8.

Y 30, 1936. 4, 2

Retired Island Skier Opens Market Today

Firecracker Salute to Greet Launching of New Store

A bombardment of firecrackers today at 7 a. m. will officially announce the opening of Honolulu's newest market center, the Hōlau market on Kekaulike street. Frank J. Loneke, skipper in the Inter-island service for the past 20 years, and now retired, is the owner of the establishment.

Following the firecracker salute, the Hawaiian and American flags will be hoisted above the market at 8 a. m. and from 12 until 1 p. m. a Hawaiian program, featuring Lena Machado, will be presented from the balcony of the market.

Fitted out with complete refrigeration, the various departments will handle meat, fish, fruit and groceries. A modern fountain service is also provided. The Hōlau market is equipped with excellent drainage facilities and has been especially constructed for cleanliness and good lighting.

According to Loneke, the word Hōlau, literally translated, means a gathering of several people in one place under one head. During the dedication ceremonies today, Lena Machado, noted Hawaiian soprano, will sing her latest composition, "Hōlau," in honor of the occasion.

ASKS ANNULMENT

Mrs. Elizabeth Stencil instituted in the circuit court yesterday proceedings for the annulment of her marriage to Oquin Thurman Stencil. She seeks the annulment on the ground of fraud.

Plumbing and Sheet Metal Work

In the new
Holau Market

Installed by
N. HARA

Contractor, Plumber and Tin Smith
1326 Nuuanu St.
PHONE 4331

GRAND JURY MEETS TODAY

The territorial grand jury will meet in the judiciary building at 1:15 p. m. today, probably report.

ing shortly before 4 p. m. to Judge H. E. Stafford. Edward N. Sykes, deputy public prosecutor, expects to present seven or eight cases for investigation.

Congratulations
to the
HOLAU MARKET

*Upon the Opening Of Its
Beautiful, Up-to-Date
Building*

This new building was
managed and completed by the

Aloha Bldg. Co., Ltd.

1472 S. King St. Phone 2939

*WE TAKE PLEASURE
in
THE FACT THAT
We
WERE CHOSEN
as*

**ELECTRICAL
CONTRACTORS**

FOR THE NEW
HOLAU MARKET

and wish them every success upon their
grand opening!

Aruda Electric Co.

3645 Kalia Street Phone 7503

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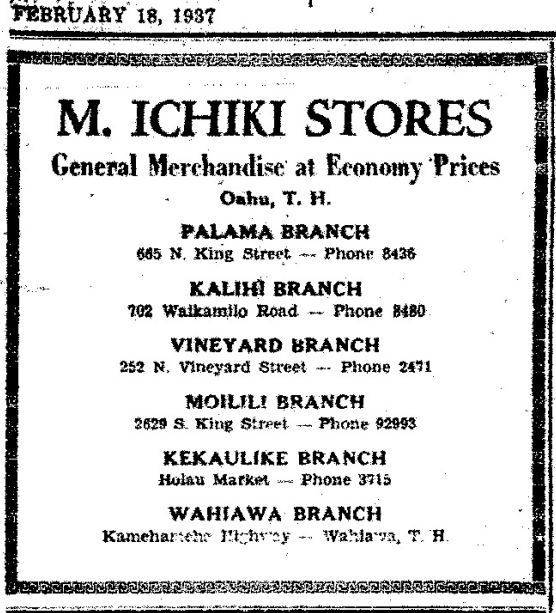
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Figure	Title
6	Hōlau Market Advertisement as "Kekaulike Branch" of M. Ichiki Stores, 1937. Sales Advertisement from the "Hawaii American" section of Ke Alakai o Hawai'i, February 18, 1937: 3.



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Figure 7 Title Hōlau Market Advertisement for "Second Anniversary Sale" of M. Ichiki Stores, 1938. Sales Advertisement from The Honolulu Advertiser, September 2, 1938.

M. ICHIKI STORES

HOLAU-MARKET

QUALITY MERCHANDISE

KEKAULIKE STREET — BETWEEN KING AND QUEEN

Follow the Crowd to Our

2nd Anniversary SALE

September 2nd - 3rd **SPECIALS** Friday and Saturday

MEAT DEPARTMENT

<p>SWIFT'S SKINNED HAM <small>Half or Whole</small> lb. 26c</p> <p>BRISKET STEW MEAT, lb. 15c SWIFT'S STEW HENS, lb. 27c SWIFT'S PORK LOIN, lb. 27c <small>For Roasting or Chops</small> BRISKET CORNED BEEF, lb. 17c SALTED BUTTERFISH, 2 lbs. 25c BEEF LIVER, lb. 25c ISLAND OR MAINLAND FRANKFURTERS, 2 lbs. 45c</p>	<p>FRESH GROUND HAMBURGER, lb. 15c</p> <p>ROASTS Ribs or Shoulder, lb. 24c</p> <p>STEAKS: T-Bone Porterhouse Sirloin, lb. 31c</p> <p>LINGUESA PORTUGUESE SAUSAGE, lb. 41c DARIGOLD WHOLE MILK CHEESE, lb. 23c SHEFFORD CHEESE, 1/4-lb. pkg., American, Pimiento, Swiss 15c</p>
--	---

SWIFT'S SLICED BACON lb. 39c

Shibayama's Paradise Fruit Co. 'Sells for Less'

<p>LEMONS Fancy, Juicy, Each 1c</p> <p>BELL PEPPERS Fresh Calif. per pound 5c</p>	<p>PEARS Fancy Bartlett, 2 lbs. 15c</p> <p>POTATOES Fancy White Rose, (Limit 20 lbs.) 10 lbs. 15c</p>
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GROCERY DEPARTMENT

<p>BUTTER 2 lbs. 59c <small>MEDODEW or DIAMOND HEAD</small></p> <p>B. M. SOAP Scotch Granulated SOAP, large pkg. 23c</p> <p>MILK Carnation, Pet, Libby's, Alpine 6 large cans or 12 small cans 39c <small>Save Pet and Alpine Labels</small> CRISCO or SNOWDRIFT 2-lb. tin 55c ARMOUR'S PEANUT BUTTER 2 lbs. 28c ISLAND EGGS Large, doz. 53c Medium, doz. 48c CALIFORNIA EGGS Medium, doz. 35c JELL-O, Astd. Flavors 3 for 17c KELLOGG'S CORNFLAKES With Pink Cereal Bowl 3 for 29c</p>	<p>WHITE SUGAR, 10 lbs. 47c CALIF. RICE, 10 lbs. 38c BABBITT'S CLEANSER 6 for 23c</p>
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BEST FOODS

BREAD AND BUTTER 2 for 29c
 PICKLES—pint 2 for 29c
 HORSE RADISH MUSTARD 9c
 1/2 pint 3 for 21c

DEMONSTRATION FRIDAY AND SATURDAY

EXQUISITE WHOLE APRICOTS—1s 3 for 29c
Libby's SLICED PEACHES 2 1/4s 17c
Libby's BARLETT PEARS 2 1/4s 19c
Libby's TOMATO JUICE 1s 3 for 21c

TOMATO SAUCE
 Del Monte 5 for 23c
 Fort Sutter 8 for 25c
 DEL MONTE CATSUP, lg. 2 for 27c
 ARMOUR'S PORK & BEANS

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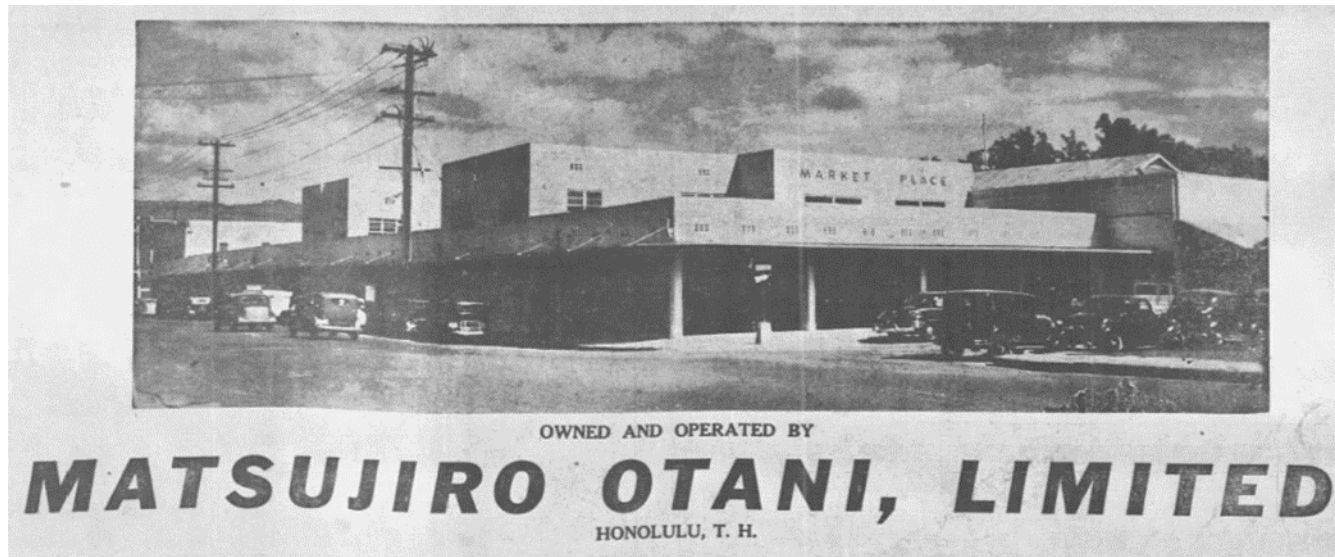
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Figure 8 **Title**
Hego Fuchino designed the A'ala Market Place in 1941, just a few years after Hōlau Market was completed. A'ala Market Place at Queen Street (Nimitz Highway). In contrast to Hōlau Market, this building presented a more utilitarian design that presaged the kind of commercial construction that gained considerable popularity in the postwar era. Source: The Honolulu Advertiser, December 5, 1941, p. 13.



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Figure
9

Title

After the United States entered World War II, Hego Fuchino was detained by local authorities and transferred to the US mainland for internment until the end of the conflict. This 1944 photograph shows Fuchino when he was interred at a camp in Santa Fe, New Mexico along with others from Hawai'i. Among those in the group was Mankichi "M. K." Goto of the Aloha Building Co., the construction firm that built Hōlau Market. Fuchino is on the back row, second from the left and Goto is on the second row, far right. Source: JCCH/Ruichi Ipponsugi Archival Collection and Honolulu Authority of Rapid Transportation research materials.



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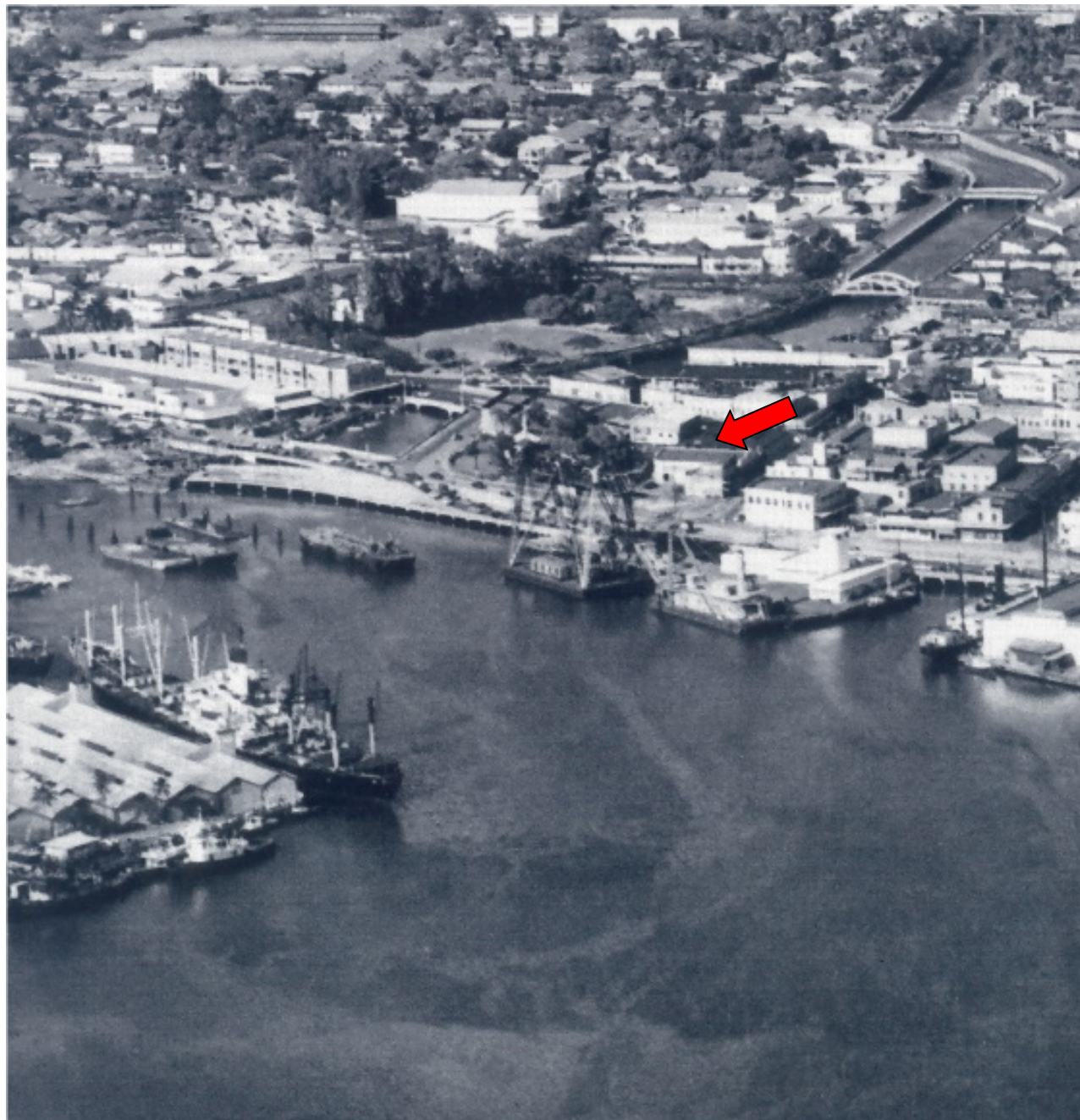
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Figure Title

- 10** Oblique view of Honolulu Harbor in 1950, with Hōlau Market identified with a red arrow. Courtesy CH2MHill (now known as Jacobs).



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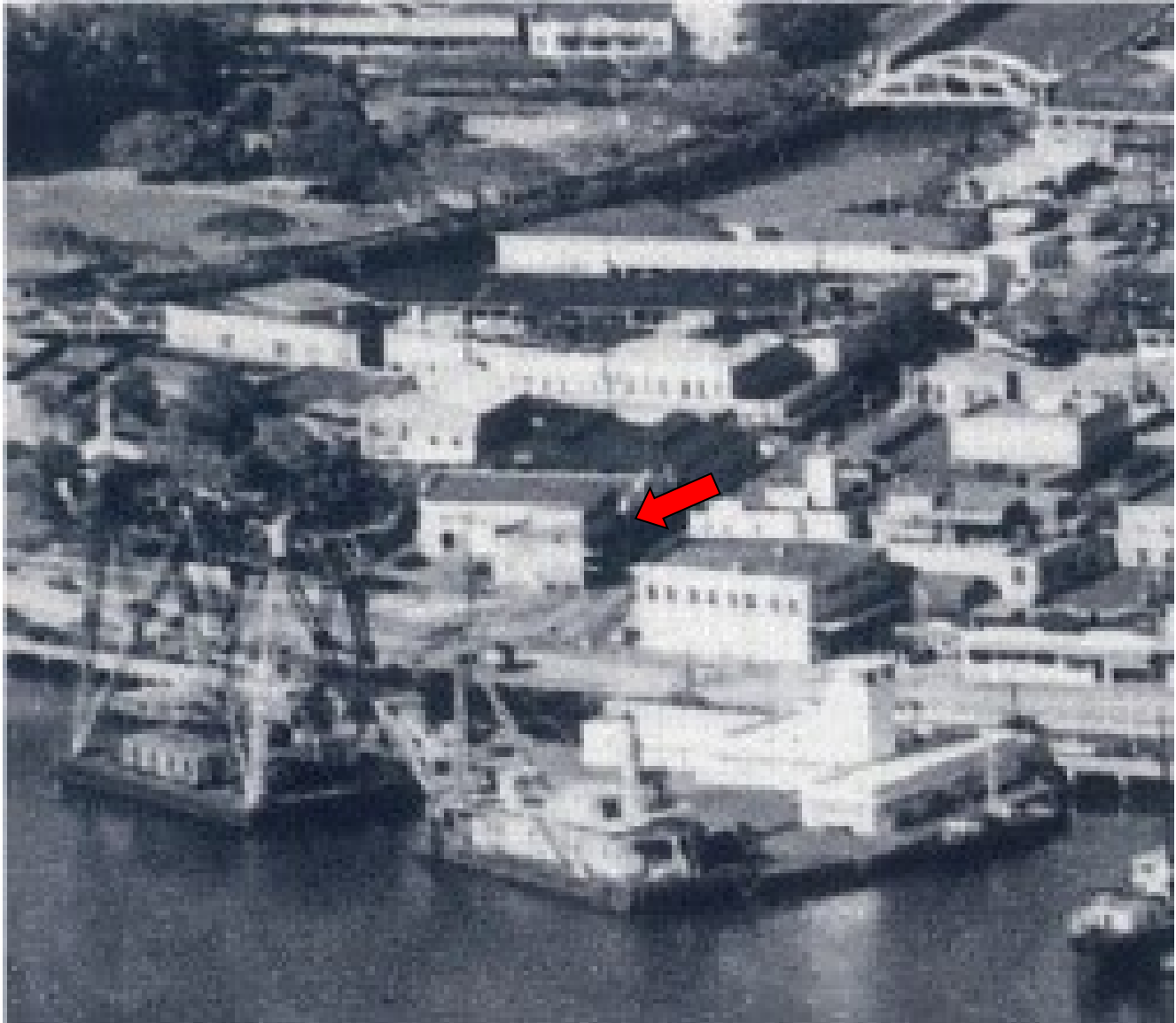
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Figure Title

- 11** Detail of Honolulu Harbor in 1950, with Hōlau Market identified with a red arrow. Courtesy CH2MHill (now known as Jacobs).



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Figure
12

Title
Hōlau Market, 35-mm survey photograph (1981), looking northwest. Courtesy State Historic Preservation Division, Hawai'i Department of Land & Natural Resources.



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**Figure
13**

Title
Hōlau Market, 36-mm Kodachrome survey slide (1981), looking west. Courtesy State Historic Preservation Division, Hawai'i Department of Land & Natural Resources.



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Figure 14 Title
Hōlau Market, polychrome paint scheme, looking west, ca. 1990. Courtesy Chung Chu.



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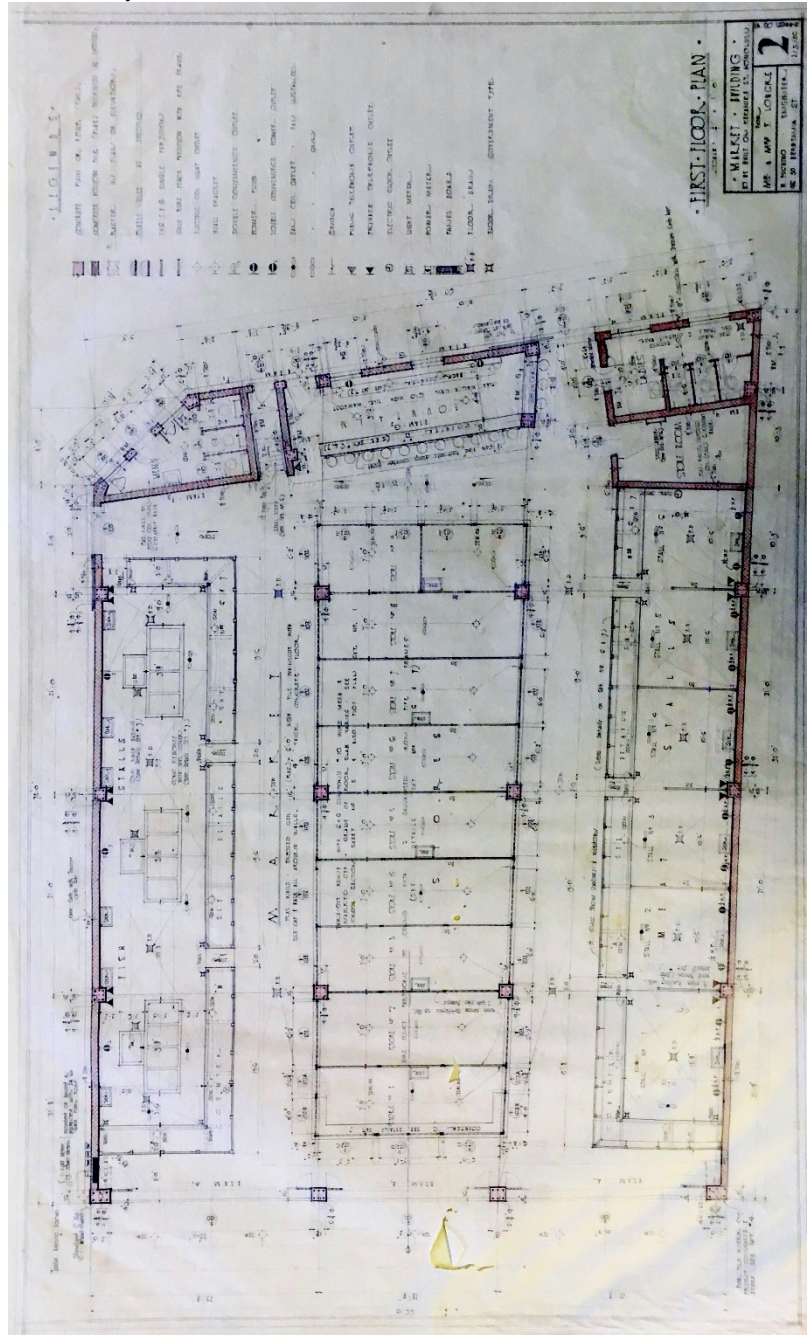
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Figure
15

Title
First Floor Plan, Sheet 2. Market Building To Be Built on Kekaulike Street, Honolulu For Mr. & Mrs. F. Loncke, H. Fuchino, 1936. University of Hawai'i at Mānoa, Fuchino Collection.



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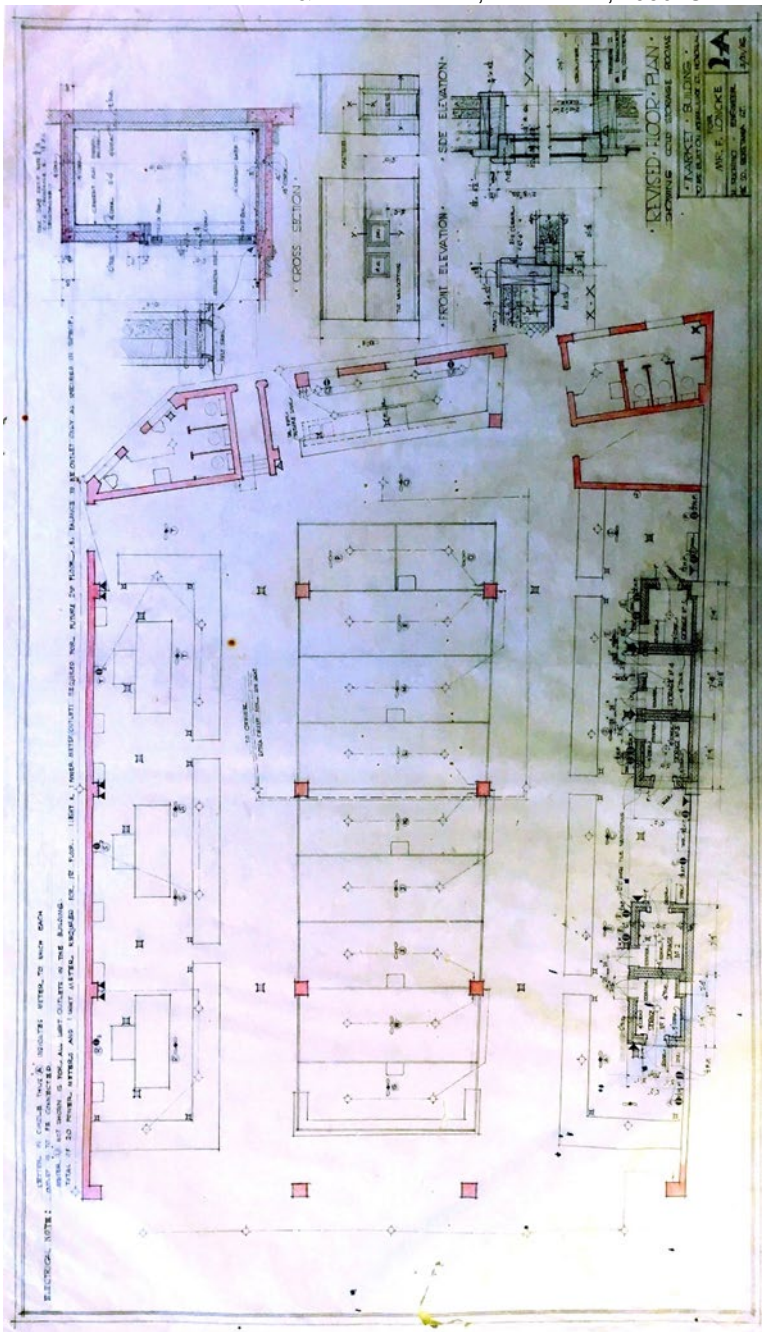
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Figure 16 Title
Revised Floor Plan Showing Cold Storage Rooms, Sheet 2A. Market Building To Be Built on Kekaulike Street, Honolulu For Mr. & Mrs. F. Loncke, H. Fuchino, 1936. University of Hawai'i at Mānoa, Fuchino Collection.



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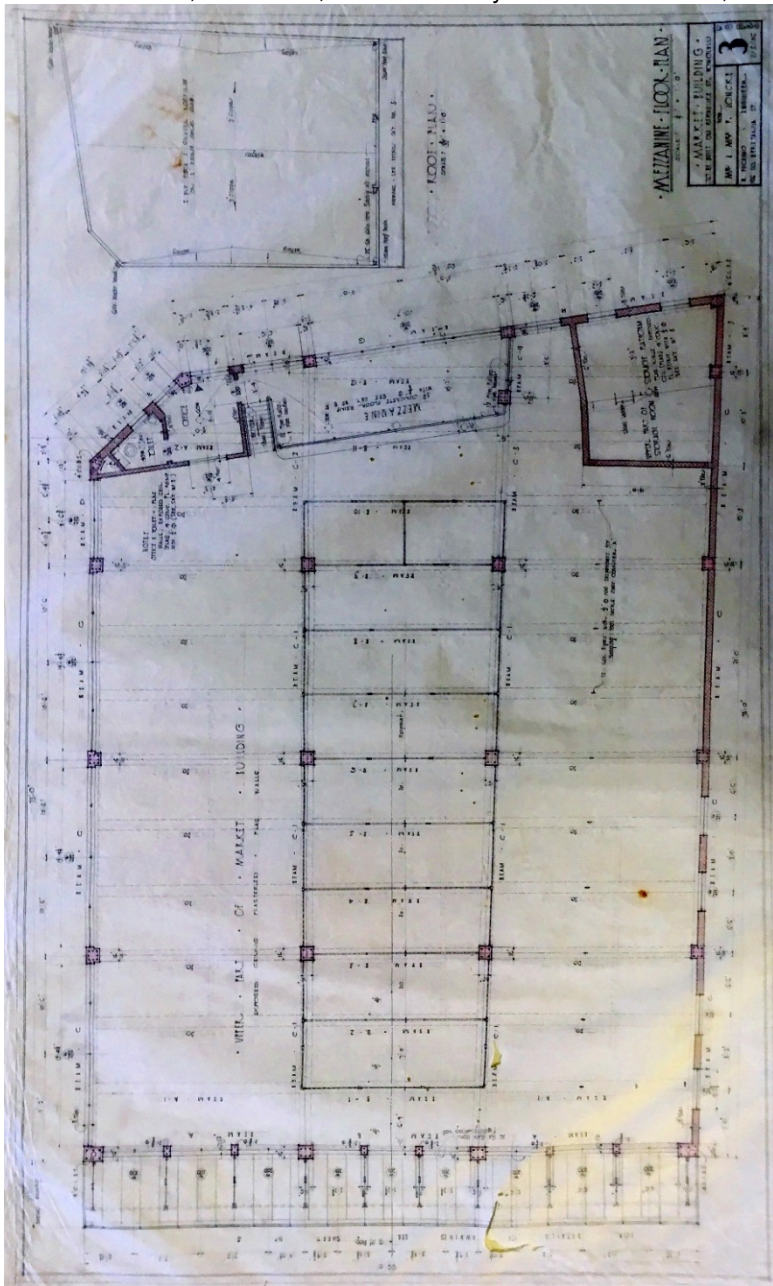
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Figure 17 Title
Mezzanine Floor Plan, Sheet 3. Market Building To Be Built on Kekaulike Street, Honolulu For Mr. & Mrs. F. Loncke, H. Fuchino, 1936. University of Hawai'i at Mānoa, Fuchino Collection.



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Photographs

Reproductions of photographs of the Hōlau Market are embedded within the Additional Documentation Continuation Sheets below. Note that photos are also provided as high-resolution electronic files (TIFFs), complying with the National Register Photo Policy Expansion.

Photo Log

Name of Property: Hōlau Market
Address of Property: 930 [also listed as 942] Kekaulike Street
City or Vicinity: Honolulu
County: Honolulu
State: Hawai'i
Photographer: Tony Martie
Date Photographed: August 27, 2021

Photo 001 (HI_HonoluluCounty_HolauMarket_001)
Front (southeast) facade, camera facing northwest.

Photo 002 (HI_HonoluluCounty_HolauMarket_002)
Front (southwest) oblique, camera facing northeast.

Photo 003 (HI_HonoluluCounty_HolauMarket_003)
Rear (northwest) oblique, camera facing southeast.

Photo 004 (HI_HonoluluCounty_HolauMarket_004)
Interior rear corner (west) entrance, camera facing east.

Photo 005 (HI_HonoluluCounty_HolauMarket_005)
Interior looking toward main retail area, camera facing east-southeast.

Photo 006 (HI_HonoluluCounty_HolauMarket_006)
Interior, looking toward rear corner entrance, camera facing southwest.

Photo 007 (HI_HonoluluCounty_HolauMarket_007)
Interior, main retail area, looking toward front, camera facing southeast.

Photo 008 (HI_HonoluluCounty_HolauMarket_008)
Interior, looking toward rear of main retail area, camera facing northeast.

Photo 009 (HI_HonoluluCounty_HolauMarket_009)
Interior, looking at rear of building, camera facing northeast.

Photo 010 (HI_HonoluluCounty_HolauMarket_010)
Interior, looking at rear of building camera facing southwest.

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Photo 011 (HI_HonoluluCounty_HolauMarket_011)
Interior, looking at main retail area from underneath mezzanine level, camera facing southeast.

Photo 012 (HI_HonoluluCounty_HolauMarket_012)
Interior, looking at main retail area from underneath mezzanine level, camera facing southwest.

Photo 013 (HI_HonoluluCounty_HolauMarket_013)
Interior, looking at main retail area from underneath mezzanine level, camera facing west-southwest.

Photo 014 (HI_HonoluluCounty_HolauMarket_014)
Interior, looking at main retail area from front, camera facing northwest.

Photo 015 (HI_HonoluluCounty_HolauMarket_015)
Interior, looking at main retail area and mezzanine level, camera facing north.

Photo 016 (HI_HonoluluCounty_HolauMarket_016)
Interior, looking at main retail area and mezzanine level, camera facing northeast.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Hōlau Market ----- Name of Property
Honolulu County, HI ----- County and State
N/A ----- Name of multiple listing (if applicable)

Section number Additional Documentation

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Photo Title
001 Front (southeast) facade, camera facing northwest.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

002 Front (southwest) oblique, camera facing northeast.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

003 Rear (northwest) oblique, camera facing southeast.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

004 Interior rear corner (west) entrance, camera facing east.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

005 Interior looking toward main retail area, camera facing east-southeast.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

Section number Additional Documentation

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Photo Title

006 Interior, looking toward rear corner entrance, camera facing southeast.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

007 Interior, main retail area, looking toward front, camera facing southeast.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

008 Interior, looking toward rear of main retail area, camera facing northeast.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

009 Interior, looking at rear of building, camera facing northeast.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

010 Interior, looking at rear of building, camera facing southwest.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

011 Interior, looking at main retail area from underneath mezzanine level, camera facing southeast.



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Hōlau Market Name of Property
Honolulu County, HI County and State
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Photo Title

012 Interior, looking at main retail area from underneath mezzanine level, camera facing southeast.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

013 Interior, looking at main retail area from underneath mezzanine level, camera facing west-southwest.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

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Photo Title

014 Interior, looking at main retail area from front, camera facing northwest.



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Hōlau Market Name of Property
Honolulu County, HI County and State
N/A Name of multiple listing (if applicable)

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Photo Title

015 Interior looking at main retail area and mezzanine level, camera facing north.



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Hōlau Market

Name of Property

Honolulu County, HI

County and State

N/A

Name of multiple listing (if applicable)

Section number Additional Documentation

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Photo Title

016 Interior, looking at main retail area and mezzanine level, camera facing northeast.

