

Matsujiro Fujino Property
Name of Property

Hawaii, Hawaii
County and State



County of Hawai'i Field Book plot plan notes that the Commercial Store and the family Residence were constructed in 1925. The garage is measured at 18 feet x 18 feet and was constructed in 1939. According to the field book, the concrete basement addition and one room addition to the dwelling was added in 1956.

It is not known when the commercial and residential building were joined after 1925, but it is likely apparent that keeping dry when walking between the two buildings was preferred.

The four images below show the addition including the understory joining the two buildings.



PHOTOGRAPHS: LAURA RUBY

Looking Hilo and *makai*.

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Looking Waipi'o.



Left: Looking Waipi'o; Right: Looking *makai*.

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The M. Fujino Store Business History



NHERC COLLECTION

This old photo was retouched, hand lettered, and hand colored by the photographer. (nd) Note that the small store (the barbershop, among other establishments) was later added on the Waipi'o side. See detail below for the store sign advertising coffins etc.



The *kanji* (Japanese calligraphy) read *sougu* (funeral equipment)—*soushiki* is 'funeral rites' + *hanbaisho* 'selling place.'

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YAMATO COLLECTION; NHERC

Ca. 1970s. After the Fujino Store closed, Margaret's Kitchen and then C C Jon's Snack In' Shoppe occupied the Hilo side of the former Store. Note the small commercial bay at the Waipi'o side of the building which was a barbershop among several establishments.



PHOTOGRAPHER: DAVID FRANZEN; STATE HISTORIC DIVISION COLLECTION

Ca. 1970s. Ken's Wholesale occupied the Waipi'o-side bay, while C C Jon's occupied the Hilo-side.

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PHOTOGRAPH: LAURA RUBY

This rather ornate counter likely came from a saloon in town. It is not known if Fujino actually displayed goods in his Store atop this counter, but it might have been a furnishing used when baseball players met to strategize in the then-unfinished basement. A blackboard with a baseball diamond was also found leaning against this counter.

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 Yoshimura Kimiyo Mrs 1401 Emma
 Yoshimura Shizuo 1290 Fort
 Yoshinaga T 418 N King
 Young Chut 741 N King
 Young Goo Shee 3052 Monsarrat av
 Young Hoon 687 N King
 Yuen Chang 1919 N King
 Yuen Chong Co 83 N King
 Yuen Kee C S & Co 594 S Beretania
 Yuen Lum & Co 697 S King
 Yuen Sock Kee Waipahu
 Yuen Tuck 673 Iwilei rd

HAWAII

Abe T Kealakekua
 Ah Chee Kohala
 Ah Chong W Hawi
 Ah Lap Kailua
 Ah Nee Naalehu
 Ah Nee Tyau Hookena
 Ah Ping T Hilo
 Ah Seong Pauhau
 Ah Sing Kohala
 Ahana C Kukuihaele
 Ahana W K Hilo
 Ahuna Ah Loy Kailua
 Ahuna Look K1 Hilo
 Alona Y K Hookena
 Akana N C Kealakekua
 Akau C Honaunau
 Aki C H Naalehu
 Akiyama Y Olaa
 Akona H F Kailua

AMERICAN FACTORS LTD Hilo Kailua
 and Napoopoo (See pp 48-49 and 537)
AMERICAN TRADING CO LTD Hilo
 (See p 531)

Ando Hisashi Hilo
 Apo C Waihinu
 Arakaki R Kohala
 Arifa M Honokaa
 Awaya S Kohala
 Awong Bros Honokaa
 Bow Chong Chan Kohala
 Cabral M I Hilo
 Captain Cook Coffee Co Ltd Captain Cook
 Ching Fung Kohala
 Chock Hoo W C Kawaihae
 Chock In Kamuela
 Chonan Kaku Mrs Hilo
 Chong J L Kukuihaele
 Chong L Pahala
 Chueng Kee Mahukona
 Chun Bow Kee Hookena
 Ebesu Hakutaro Hilo
 Ebesuzaki Katsutaro Hilo
 Enomoto T Kealakekua
 Eto K Honaunau
 Ezuka K Naalehu
 Ferreira A L Honokaa
 Fong Hing Hilo
 Fujihara K Hookena
 Fujikawa Tsuchi Mrs Hilo
 Fujimori S Hookena
 Fujimoto I Hakalau
 Fujimoto T Honomu
 Fujimoto Tatsujiro Kukaiau
 Fujino I Captain Cook
Fujino M Honokaa
 Fujino O Hakalau
 Fujita Turu Hilo
 Fukada K Hawi

Fukuba K Papaikou
 Fukuda T Kealakekua
 Fukushiro M Hilo
 Funada Asaichi Hilo
 Funaki K Kukaiau
 Furukawa Mika Mrs Olaa
 Gota U Captain Cook
 Goya T Store Kohala
 Hagio M Mrs Hilo
 Hakalau Plantation Cos Store Hakalau
 Hakoda N Holualoa
 Hamakado Gihatse Hilo
 Hamakua Shokwai Ltd Honokaa and Kukuluaele
 Hamamoto Mitsuyo Mrs Hilo
 Hamamoto Saltaro Hilo
 Hamano Sakichi Hilo
 Hamasaki Y Kukuihaele
 Hanato G Kealakekua
 Hara K Kapoho
 Harada K Kohala
 Haraga Yoshiko Hilo
 Haraguchi T Pepeekeo
 Hasegawa S Honokaa
 Hashimoto M Papaikou
HATA S SHOTEN LTD Hilo (See p 540)
 Hawaii Fishermens Supply Co Ltd Hilo
 Hawaii Mutual Supply Co Ltd The Hilo
 Hawaiian Mercantile Kohala
 Hawi Mill & Plantation Cos Store Hawi
 Hayakawa M Papaikou
 Hayashi H Pahoa
 Higaki K Honomu
 Higashi T Honaunau
 Hino M Kukuihaele
 Hirano N Glenwood
 Hirano S Kohala
 Hirano Takeshi Hilo
 Hirashima S Kohala
 Hirata Eitaro Honokaa
 Hirata U Mrs Honokaa
 Hirayama Kiyoshi Olaa
 Hironaka S Hakalau
 Hironaka T Papaikou
 Honaunau Store Honaunau
 Honobina Store Hakalau
 Honokaa Sugar Cos Store Haina
 Honomu Sugar Cos Store Honomu
 Hop Lung Hilo
 Hortuchi T Hilo
 Hutchinson Sugar Plantation Cos Store Naalehu
 Ichikawa S Kurtistown
 Ichinoya Shoten Hilo
 Ikeda Shikachi Mrs Ninole
 Ikeno B Kealakekua
 Ikuno R Kealakekua
 Imamura Fui Mrs Hilo
 Inouye Ichimatsu Hilo
 Inouye K Papaikou
 Inouye Shinichi Hilo
 Ishida Jitaro Papaikou
 Ishigo I Honomu
 Ishii D Pauhau
 Ishikawa K Naalehu
 Isomura Jukichi Hilo
 Iwasaki J Kurtistown
 Izumo Y Hakalau
 Izuta Kishiro Mountain View
 Jesus John Honokaa
 Kaelemakule John Kailua
 Kaiwki Sugar Cos Store Oookala
 Kajiyama Iwataro Hilo
 Kaku S Kealakekua
 Kamo Hatsutaro Hilo
 Kanda G Kukuihaele
 Kanda T Pahala
 Kaneshiro N Kukuihaele

FRED. L. WALDRON, LTD.
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Matsujiro Fujino Property
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Hawai'i, Hawai'i
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602

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 Francisco Manuel truck opr O S Co Papai-
 kou
 France Antone lab h Kilauea Hilo
 " Lionel lab r Kilauea Hilo
 Franco Herbert J tchr Kapoho School
 Kapoho
 Franks John r Kalaniana'ole Hilo
 Franllio Pedro plumber Kimi Bros r
 Kamehameha Hilo
**FRASER ALEXANDER Mgr Hilo Sugar
 Co h Waipaku Hilo**
 " Alister timekpr H P Co Honohina p o
 Hakalau
**FRASER FRANK R H Cashr Bank of Ha-
 waii Honokaa**
 " Geo bkpr Hawaii Ry Co Mahukona
 " Jas r Wainaku Hilo
 Freitas Antone truant officer Holualoa
 " Chas clk Awong Bros Honokaa
 " Christine Mrs life guard Cocoanut Is-
 land r 42 Kainehe Hilo
 " Cyprian mach Hawaii Cons Ry Hilo
 " Frank de lab H D Co Kapoho
 " Geo luna H M & P Co Hawi
 " John trucker Hawaii Cons Ry r 209
 Lanikaula Hilo
 " John E lab r 42 Kainehe Hilo
 " John M exp Ahualoa p o Honokaa
 " Manuel N lab Wheeler & Williams Hilo
 " Manuel T h 209 Ululani Hilo
 " Manuel T Jr truck opr S O Co h 209
 Ululani Hilo
 " Marlon homesteader Ahualoa p o Hono-
 kaa
 " Mary tchr Kapunapuna School Mahu-
 kona
 Frenco Philip eng Olaa Sugar Co Olaa
 Frias Danl sta agt Hawaii Cons Ry Ono-
 mea p o Papaikou
 Fries Aug chemist H S Co Haina
 Fryer Elsie tchr Konawaena High & Gram-
 mar School Kealakekua
 " Julia R tchr Konawaena High and
 Grammar School Kealakekua
 Fu Tuck gen store 670 Kilauea Hilo
 Fuchigami Isami lab Wheeler & Williams
 Hilo
 Fuciano Antone cane planter h 11 Waihai
 lane Hilo
 " Frank M slsmn r 11 Waihai lane Hilo
 Fujihara K gen store Kealia p o Hookena
 Fujii Aitaro slsmn Tatsunosuke Ikeda h
 Hoakiman lane Hilo
 " Choikichi lab r 640 Waianuenu Hilo
 " F Kanichi cashr Stoddard Ltd r Ku-
 kuau Hilo
 " Goro bakery Kealakekua
 " Hatsuyo Mrs teller Bank of Hawaii h
 618 Kilauea Hilo
 " Jack chef Hilo Memorial Hospital h 314
 Waianuenu Hilo
 " John K dep County Auditor h 618 Ki-
 lauea Hilo
 " K auto repr Kapaau p o Kohala
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 ware Sporting Goods and Toys 211
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 236**
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 meha Waiakea Hilo
 " Masao storekpr Kohala Pineapple Co
 p o Mahukona
 " Thos S clk v H-Y Co r Honomu
 " Toemon stevedore h Keliikolani Hilo
 " Usuke peddler h off Kilauea Hilo
 " Wm T carp h Keakaha rd Hilo

Fujii Yoshio clk Hilo Elec Light Co r 16
 Kamehameha Waiakea Hilo
 Fujikawa K emp Parker Ranch p o Ka-
 muela
 " Kataichi bus opr h rear 640 Kilauea
 Hilo
 " Kikuyo Mrs (Fujikawa Shoten) r Fur-
 neaux blk Hilo
 " S ydman Volcano Hotel
**FUJIKAWA SHOTEN (Mrs Kikuyo Fu-
 jikawa) Oriental Art Goods Japanese
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 ton Crepe Fuji Silk Kimonos Made
 to Order Furneaux blk Kamehameha
 Hilo Tel 296 P O Box 198**
 " Tokuro slsmn Hilo Rice Mill r 302 Ka-
 mehameha Hilo
 " Tsuchi Mrs h rear 640 Kilauea Hilo
 Fujimori S gen store Kalahiki p o Hookena
**FUJIMOTO BARNEY S Mgr Hawaii Plan-
 ing Mill h off Derby Hilo**
 " Betty K tchr Pepeekeo School Pepee-
 keo r Kilauea Hilo
 " C Honokaa
 " Chisato mech Hilo Auto Co r rear 619
 Kilauea Hilo
 " Daichi cane planter h off Kaumana rd
 Hilo
 " Harry T truck opr S O Co Kohala
 " Hatsuyo opr Hawaii Tel System r Kau-
 mana rd Hilo
**FUJIMOTO I General Store and Tailor
 Wailea P O Hakalau**
 " Isaku (Fujimoto Trading Co) r Okino
 Hotel Hilo
 " Jas J slsmn Kwong See Wo r Wainaku
 Hilo
 " Junkichi mason h Kilauea Hilo
 " Kamesaku lab r Kilauea Hilo
**FUJIMOTO KAMETARO Pres Hawaii
 Planing Mill Ltd and Building Con-
 tractor h 168 Hinano Hilo**
 " Kanshiro auto opr h rear 225 Kilauea
 Hilo
 " Kikuu Mrs barber Kealakekua
 " Kumanoshi cane contr Ookala
 " Kurazo lab h Kaumana rd Hilo
 " M S meats Waipunalet p o Laupahoehoe
 " Olive Yoshiko tchr Pahoa School Pahoa
 " Richd mech Weeks Garage Kealakekua
 " Riyoichi clk Waiakea Mill Co Store h
 Kaumana rd Hilo
 " S h 773 Kilauea Hilo
 " Sakujiro homesteader h Kaumana rd
 Hilo
 " Shojiro cane planter r Kaumana rd Hilo
 " T gen store Honomu
 " T Mrs clk P S P Co Paauhau
**FUJIMOTO TATSUJIRO General Mer-
 chandise and Barber Kukalau**
 " Toichi lab r 12 Furneaux lane Hilo
 " Tokujiro mason h Kukuau Hilo
**FUJIMOTO TRADING CO (Isaku Fuji-
 moto Genichi Moriyama Wasuke Mo-
 toshige) Wholesale Merchandise and
 Insurance Agents 225 Keawe Hilo Tel
 816 P O Box 211**
 " Yoshinobu auto livery Kealakekua
 Fujinaga Satoshi tchr Honomu School
 Honomu
 Fujino B luna H S Co Kukuihaele
 " I gen store Captain Cook
**FUJINO M Dealer in General Merchan-
 dise Dry Goods Groceries Tobacco and
 Cold Drinks Honokaa**
 " Mineo mach Hawaii Planing Mill r
 Waiakea Hilo
 " O gen store Wailea p o Hakalau

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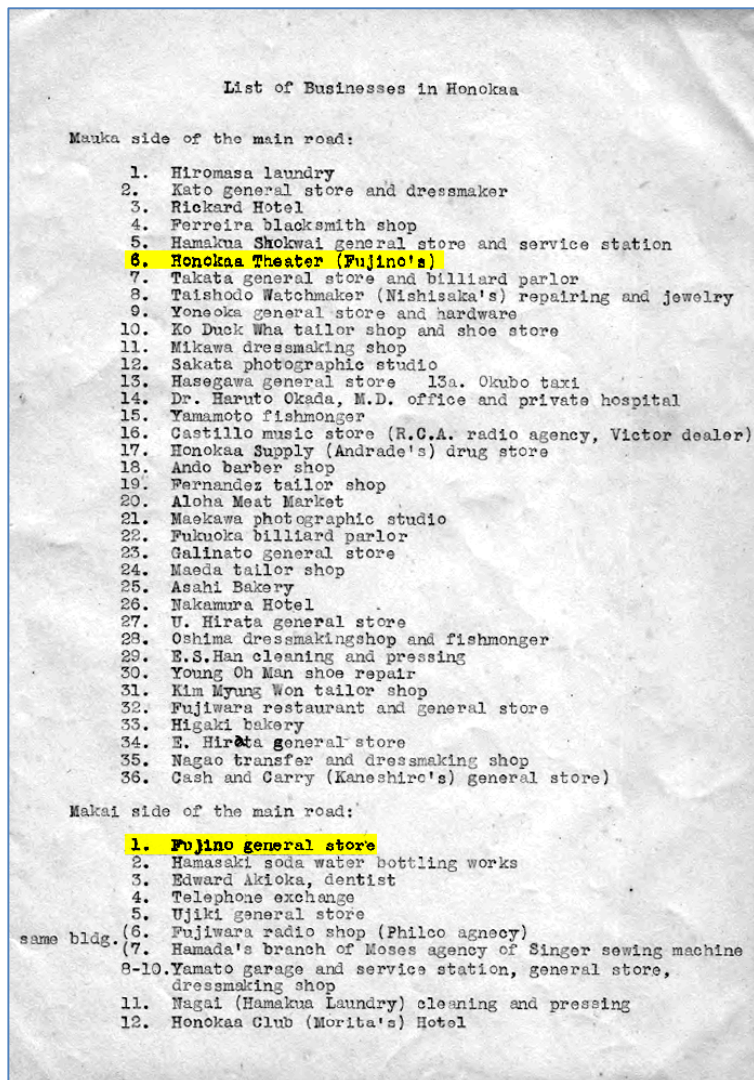
Business Phone 6371

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1933 "Study of Honoka'a Community in Hawai'i by Mary Han and Vivien Botelho" and students under the direction of John Reineke at Honoka'a Intermediate School.

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0007

GENERAL STORES

No.	Name of Owner	Other Businesses in Connection	Date Est.	Number and Nationality of Patrons (Per week)	District Served	Number of Employees
2.	M. Kato	(dressmaker)	1924	90 F.,J.,P.	No del-ivery	3 family
1.	M. Fujino	(coffins, theatre)	1906	100 J.,P.	No del.	5 family
5.	M. Ujiki		1920	400-500 Fil.,Jap.	Paauhau, Owerend, NewStable,	4 family Camp 9
9.	K. Yamato	(garage, filling station, dressmaker)	1920	500 or more, all kinds	Hamakua	7 family, 2 hired
5.	Hamakua Shokwai, Ltd. (Inokoji)	(fill. stat.)	1900	800, all kinds	Hamakua	2 family, 4 hired
7.	Takata	(billiards)		F.,J.	No del.	4 family
9.	Y. Yoneoka	(hardware)	1909	50 all kinds	No del.	2 family
20.	T. Yamatsuka	(dressm'g)	1926	80 F.,J., Haoles	Haina	2 family, 1 hired
13.	H. Hasegawa		1908	70 all kinds	No del.	2 family
22.	Y. Shimomura		1911	100 J.,P.	Haina, Paauhau, Camp 9	1 family, 3 hired
24.	Awong Bros. (A. Awong)	(fill. stat.)	1926	400-500, all, esp. P.	As far as Waiimea and Papaalooa	3 family, 2 hired
23.	A. Galinato		1833	Fil.	No del.	1 family
28.	M. Kotake	(carpenter)	1917	20 J.,P.	No del.	2 family
27.	U. Hirata	(dressmaking)	1909	100 J.,P.	No del.	2 family
32.	S. Fujiwara	(restaurant)	1924	100 all kinds	No del.	2 family, 1 hired
34.	E. Hirata			F.,J.	Haina, Paauhau	2 family
36.	K. Kaneshiro	Cash & Garry	1933	20 all kinds	Hamakua	2 family, 1 hired
17. 32.	Honokaa Supply Store (A.J. Andrade)	--Drug Store		all kinds	No del.	2 family
34.	Lin Yick	(restaurant)	1930	10 all kinds		2 family

(Data by Tomie Kotake.)

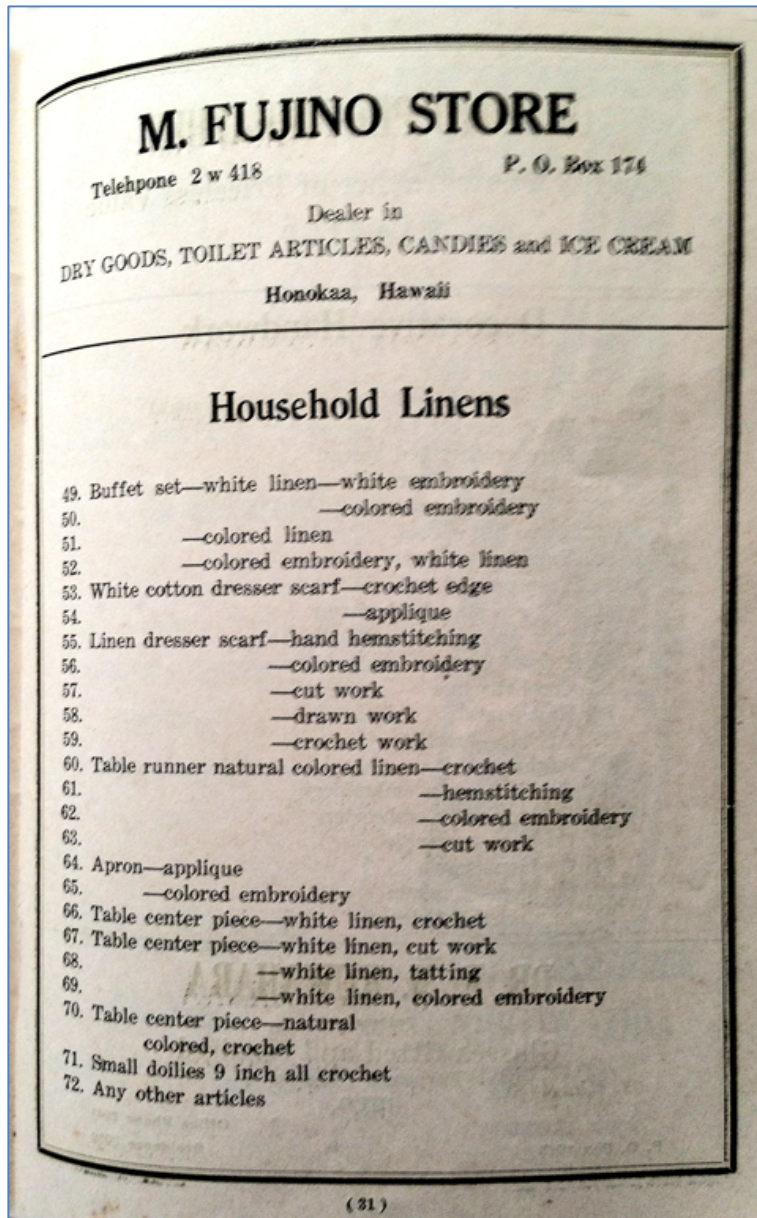
“Study of Honoka‘a Community in Hawai‘i by Mary Han and Vivien Botelho” (1933), and students under the direction of John Reineke at Honoka‘a Intermediate School. It is interesting that this very reliable source raises three comments: 1) the Honoka‘a Theatre had been purchased by Mr. Tanimoto and closed by 1930 with the opening of his Honoka‘a People’s Theatre across the street; 2) 1906 is Mr. Fujino’s immigration date; and 3) after 1925, Mr. Fujino continued selling coffins from his new general Store.

Apparently the “funeral equipment” was an income producer in 1933 as well as the general Store items carried. The Store sold groceries, Japanese silk goods, tobacco, cold drinks, Chinese seeds,

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candy and shave ice. The Fujino's were also famous for sending an ice cream truck around town on Sundays. The M. Fujino "general store" stood out among the other "Mom and Pop" commercial enterprises in that it carried goods that were "niceties." That is, special items displayed or used when there were guests.



Notice that these items listed in this 1939 Territorial Fair booklet (p.31) advertisement are non-essential goods that would make a household more visually attractive. These are accoutrements/extras accessories such as linens, doilies, and other embroidered or crocheted items.

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After Matsujiro Fujino died ca. 1954 family members continued to run the Store and daughter Takeko continued to operate her beauty Salon. The Fujino Store operated on this location from 1925 to 1957.

298

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(For further information see Yellow Pages)
AGENTS ON ALL THE ISLANDS OF HAWAII

FUJIMOTO
—Yoshikatsu clk Kauai Pineapple r Koloa Kauai
—Yoshinobu emp Hutchinson Sugar Plant r Naalehu Hawaii
—Yoshio r Honokaa Hawaii
—Yoshio r Lahaina Maui
—Yuki Mrs (Fujimoto Barber Shop) emp Hamakua Mill r Kukaian Hawaii
—Zenji r Kealahou Hawaii
Fujimura Agnes waitress Maui Palms Hotel r109 Mission Walluku Maui
—Asae Mrs emp G N Wilcox Meml Hosp r Lihue Kauai
—Geo K emp Kekaha Sugar r Kekaha Kauai
—Ikui carp HC&SCO r Puunene Maui
—Kaoru weeding & lab pool coordinator HC&SCor Puunene Maui
—Kunio r Nawiliwili Kauai
—Kunio acct clk Kauai Cnty Aud r Lihue Kauai
—Masako (Kapapa Barber Shop) r Puhi Kauai
—Robt K r Kihei Maui
—Robt K mgr Blue & White Bus Line h109 Mission Walluku Maui
—Sadao r Honolulu Maui
—Sadao r Lahaina Maui
—Yoshimasa emp Kekaha Sugar r Kekaha Kauai
Fujinaga Allen M r Laukahoehoe Hawaii
—Hyman r Kalaupapa Molokai
—Wm r Kalaupapa Molokai
Fujinaka Fumie clk Maui Soda & Ice Wks r67 Waiale dr Kailuku Maui
—Gary N (Pac Investors Serv United Auto Parts Co) h67 Waiale dr Walluku Maui
—Grace M sten Pac Chem & Fertilizer Co r Kapaa Kauai
—Matsuo emp Am Can Co r Kapaa Kauai
—Sadie S Mrs emp Pac Investors Serv r67 Waiale dr Walluku Maui
—Tsugiji mte formn HC&SCO r Puunene Maui
—Wataru ydmn Sami Mahelona Hosp r Kapaa Kauai
—Yoshitomo emp LPCo r Kapaa Kauai
Fujino Eijiro coffee grower r Capt Cook Hawaii
—Geo A r Capt Cook Hawaii
—Haruno Mrs (Stand Bkry) r Kainalu Hawaii
—Hirosi emp Stand Bkry r Kainalu Hawaii
—I Store (Mrs Miyoshi Fujino) genl mdse Capt Cook Hawaii
—Itsuo emp Hamakua Mill r Kukaian Hawaii
—Kazutoshi postmaster r Honokaa Hawaii
—Kise (wid Matsujiro) h Honokaa Hawaii
—Kiyoshi emp Hamakua Mill r Kukaian Hawaii
—Mineo h34 Kamana Hilo Hawaii
—Miyoshi (wid Ichino; I Fujino Store) r Capt Cook Hawaii
—Robt M emp Stand Bkry r Kainalu Hawaii
—Store (Mrs Sachiko Ishihara) genl mdse Monokaa Hawaii
—Takeko (Takeko's Beauty Salon) h Honokaa Hawaii
—Takeshi emp Hamakua Mill r Paaulo Hawaii
—Yasuo emp Stand Bkry r Kainalu Hawaii
—Yoshitoge r34 Kamana Hilo Hawaii
Fujo Jack K r Pahoa Hawaii
—Mamoru emp Keauu Orchard r Kaumana Rise Hilo Hawaii
Fujioke Asachi driver Laupahoehoe Sugar r Ooala Hawaii
—Atsushi S r Lower Pala Maui
—Bunpachi dent 118 Kamehameha av r610 Kekuanoa Hilo Hawaii
—Clarence emp Laupahoehoe Sugar r Papaaloa Hawaii
—Dorothy key punch opr C Brewer & Co r Onomea Hawaii
—Frances K r Lihue Kauai
—Goichi r Puunene Maui
—Goichi clk HC&SCO r Paia Maui
—Haruko sec Hawaii Cnty Planning & Traf Comm r556 Mohouli Hilo Hawaii
—Hiyokichi emp Hakalau Sugar h Hakalau Hawaii
—Isamu hbr Laupahoehoe Sugar r Papaaloa Hawaii
—Kenzo r Naalehu Hawaii
—Kinasku emp Honokaa Sugar r Kukuihaele Hawaii
—Lawrence O emp Honokaa Sugar Kukuihaele Hawaii
—M formn Pioneer Mill r Lahaina Maui
—Makoto r Naalehu Hawaii
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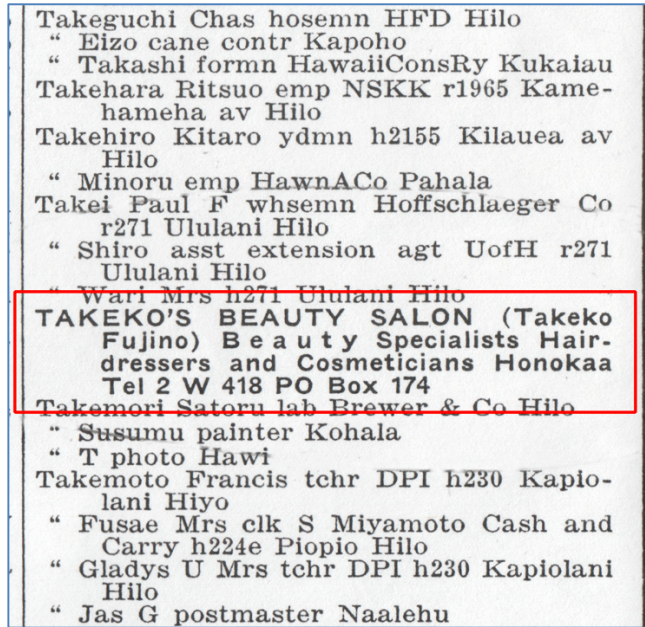
1957 *Polk Husted Directory* (p. 298) lists the family members residing in Honokaa. Kise (Fujino Widow) continued to run the Store with her daughter Sachiko (Fujino) Ishihara, and her daughter Takeko continued her beauty shop enterprise in the adjacent central bay, and her son, Kazutoshi, lived at the Residence while serving as the town Postmaster.

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1940 *Directory of City and County of Honolulu and the Territory of Hawai'i*, Vol. XLVI (p. 744). Takeko opened Takeko's Beauty Salon in the Fujino Building in 1939 (*Polk- Husted Directory*, 1939-1940 p. 678). She ran the business until her retirement in 1974 (*Telephone Directory Hawai'i*. Hawaiian Telephone Company. May 1, 1974).

Since the M. Fujino Store closing in 1957, the Hilo-side of the building has hosted restaurants. Margaret's Kitchen which operated from 1965 to 1971 (*Hawaiian Telephone Directory*, December 1965 through 1969; *Telephone Directory Hawai'i*, May 1, 1970, May 1, 1971) and C C Jon's, opened in that space in 1978. C C Jon's closed in 2015 when the Fujino heirs sold the building.

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Mahuna Albert r Kapaemahu 855-361	Machida—Marumoto 33
Mahuna Charles Jr r Pohukaea 754-872	
Mahuna Frances r 342B Ohai 48-142	Manuia William K r 128 Andrews Av. 50-466
Mahuna John P r 19 Olliana 51-468	Manzano Gregorio r 29 Nanea 52-768
Mahuna Robert r Paaulo 782-857	Manzano Nicanora r Keaau 662-574
Mai Maggie Mrs r Kurtistown 664-692	Maples E R Pony r Naalehu 693-573
Maikai George r 165 Kapaemahu 568-519	MAR THOMAS M DR
Maija Robert r Pepeekeo 624-967	Office Kailua 258-455
Majamay Herbert H r 61A Pono 52-681	r Kailua 257-055
Makaea George Jr r 664A Wainaku Av. 53-562	r Kamuela 854-241
Makaea George Mrs r 641 Kalanikoa 49-354	Marantan Florence r 730 Kaiwili Rd. 94-148
Makato Abraham K r 176 Kauhane 4175	Marantan Pantaleon r Oiaa 662-533
Makanui Charles r 560 Ainako Av. 52-449	Marcellino Mr 1477 Kilauea Av. 51-087
Makanui Mary K I r 62B Kawai 3928	Marcelino Jos. V r Paaulo 783-761
Makawao Charles 821 Kanoelohua 52-943	Marcelino Julian Sr r Paaulo 782-891
Makawao Charles r 463 Pohakalani 568-798	March of Dimes 67 Shipman 3815
Makekau Abraham r 85 Todd Av. 50-648	Marciel David J r 145 Palani 52-098
Makekau George r Papaikou 59-419	MARGARET'S BEAUTY SHOP
Maki Rikiji r Keaau 663-142	Honokaa 48-185
Maki Tetsu r Keaau 665-521	MARGARET'S KITCHEN
Maki Tsunao Tuna r Keaau 662-845	Honokaa 751-025
Makida Paul Y r 108 Olliana 49-272	Margolis Evelyn Fashions
Makida Robert r 41 Olliana 49-261	284 Kam Av. 51-320
Makiki Nursery Kawahae 856-302	Margolis Richard 284 Kam Av. 51-320
Makino Gertrude r Kamuela 854-254	MARGO'S IN HILO BRIDE'S
Makino Takuro r Oiaa 665-173	SPECIALTY SHOP
Makinodan Harue Mrs r 75 Makalika 56-495	15 Furneaux Ln. 53-282
Makinodan Noboru r 294 Makalika 56-697	

Restaurants

Akaka Noodle Shop
 Come & Shoot Pool & Try Our Saimin
 Honomu 963-6701

ANGUS' RESTAURANT & PUB
 Kamuela 885-4544
 (See Advertisement This Classification)

Anna Bannana's Pizzeria
 223 Kilauea Av. 935-4377

Bag's Snack Shack 107 Banyan Dr. 935-1584

BANYAN COURT CAFE
 Open 7 Days A Week 5:30 AM
 Kailua 329-3780

Beach Boy Drive In Kailua 329-2066

BRANDING IRON
 ITALIAN FOOD & PIZZAS
 Open Daily Except Sunday
 Friday & Sat. 'til 3 A.M.
 Kamuela 885-4281

C C JON'S SNACK IN SHOPPE
 Honokaa 775-0414

~~Cafe Et-San Naalehu 929-7300~~

CAFE 100
 Drive-In Restaurant
 969 Kilauea Av. 935-8683
 (See Advertisement This Classification)

Left: 1965 Margaret's Kitchen p. 33; Right: C C Jon's 1973 Hawaiian Telephone Co. Directory (p. 146).



YAMATO COLLECTION, NHERC

C C Jon's ca. 1970s. After C C Jon's closed, Fujino Shave Ice opened serving boba tea and shave ice.

Matsujiro Fujino Property
Name of Property

Hawai'i, Hawai'i
County and State



PHOTOGRAPH: ROSS STEPHENSON

Fujino Shave Ice interior. (2018)

Residence History

Special Japanese Contemplative Aesthetics

Though by all accounts, the Fujino Commercial building and Residence are vernacular plantation-style architecture of economical single-wall construction, double hung windows and totan roof, the Matsujiro Fujino family valued a special aesthetic for its Residence. Matsujiro created a *tokonoma* (meditation and aesthetic space located usually within a house or temple) and pond. He had also installed linoleum rugs by 1939, the confirmation of this are the 1939 Japanese and American newspapers found under the living room linoleum rug to compensate for the slight dip/depression in flooring.

Ma

One of the important concepts of all the Japanese arts is *ma*, the concept that regarded openness adjacent to material objects and structures as equally important in contemplation. In the Japanese cultural context, the concept of *ma*, meaning interval, suggests a wholeness of an event. In the Western sense, voids or negative space suggest an absence of presence (distances between the physical presence of objects). *Ma* suggests that all intervals of physical tangible presence or intangible presence have reciprocal and integral spatial and temporal importance.

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Tokonoma (床の間, *toko-no-ma*)

The word '*toko*' literally means "floor" or "bed"; '*ma*' means interval or "space." It is the focal point of the interior. In the *tokonoma* all moveable features, calligraphic or pictorial scroll and *ikebana* arrangement of flowers or bonsai in a vase are spatially positioned within the architectural features of post, wall, and platform to reflect the seasonal time of the year. Asymmetrical balance of intervals is emphasized. The pillar on one side of the *tokonoma* is usually made of wood, especially for the purpose. It might be a raw trunk with bark still attached, a twisted post, or a milled straight-grained squared post.



PHOTOGRAPHS: LAURA RUBY

Left: The Fujino *tokonoma* before the living room was repainted and linoleum rug removed. Note the natural post, perhaps ohia wood, which brings the natural world into the interior: Right: the white painted *tokonoma* which is now a decorative alcove. (2017)

Matsujiro Fujino Property
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PHOTOGRAPH: LAURA RUBY

This *tokonoma* is located in Camelia Garden Tea House in Kyoto, Japan. The translation of the scroll is of colorful phoenix flying over the sky. This evokes the colors of autumn. This was written by a high-ranking monk. The *ikebana* is specific for the *Genji Monogatari* read in the old Kyoto dialect on that day in 2018 and is appropriate as this autumn theme suggests story of Genji's mother who passed away in her time. Additionally, the incense container evokes *mono no aware* (the sadness of things) has images of autumn wild flowers and locusts and connects these elements in the tea house garden outside with the plants and locust in the story. The leaves in the trees quivered and the maples were starting to change. There are five scents or 54 different combinations in the *kou* (incense) box inviting those to combine the scents and the story in *Genji Monogatari*. (2018)

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Name of Property

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PHOTOGRAPHS: INTERNET IMAGES

Examples of *tokonoma* that illustrate the aesthetics that Matsujiro incorporated in his contemplative spaces: asymmetrical arrangement of the seasonal scroll and *ikebana* (flower arrangement) and natural wood post.

Garden and Pond

Japanese gardens are also designed to recreate natural imagery within an architectural context. Boulders, small stones, grass, plantings, architectural walls, posts, walkways are all created in an integration of natural and cultural *ma*. Further, a garden invites many viewpoints.

Viewer/participants engage the site over time, whether by walking through it or by sitting and moving our heads and eyes. Sounds of water, wind and bird, smells of earth and plants, tactile temperature shifts, humidity and varied walking surfaces, and changes in light and shade additionally engage. Some aspects of the garden are hidden, for example one rock obscuring another. Memories and imagination from previous or, as-yet-future, points of view may be evoked to shape the participation. (Laura Ruby. "Interplay in Expanded Fields." *FATE in Review*, 1993).

A traditional garden might have an irregular-shaped pond or water course. Stones are part of an aesthetic design and are often placed so that their positions appear natural and their relationships harmonious. Among the features are rocks that appear to have been eroded by waves. Other *kasei-gan* (rough volcanic rocks) appear to represent mountains. This is a subtle, idealized view of nature. Small benches or pavilions along the garden paths provide places for rest and contemplation.

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PHOTOGRAPH: ROSS STEPHENSON

This garden has been altered from original pond creation by the Fujino family when it was intruded by the county sewer pipe laid ca. 1970s. The lattice work covers the pipe. The laundry sink, in adaptive reuse, was added in 2017.

The Fujino pond is essentially a concrete rectangle with specially selected rocks punctuating the pond edges. It is not known if *koi* (carp) or goldfish swam in the pond. The Fujino pond is meant to be viewed and contemplated from the bench on the Residence lanai.

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PHOTOGRAPH: LAURA RUBY

This asymmetric garden at the Camelia Garden Tea House in Kyoto has irregularly placed rocks and a meandering water course. (2018)

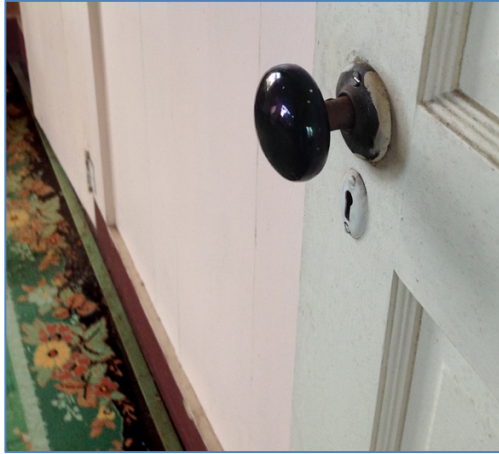
Fujino Residence Interior Furnishings

Also, above and beyond the vernacular plantation style housing was the special attention to interior furnishings. Some of the Western aesthetic elements are door hardware, girts/rails and crown moldings with milled profiles, and linoleum rugs.

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Door Hardware



PHOTOGRAPH: LAURA RUBY

An interior door between the Fujino living room and a bedroom. Doors as well as door frames in this Residence were plantation style, but Matsujiro installed, simple, though dressy, enameled doorknobs throughout.



PHOTOGRAPH: INTERNET IMAGE

Porcelain doorknobs with iron rosettes.

Moldings

Most 1920-1930s plantation-style commercial and residential buildings had simple, rough-hewn girts/railings measuring approximately 1 inch x 3 inches. Molding for many of the decorative Fujino residential girts were placed as a visual consideration rather than applying rough-hewn rectangle cross-section girts. The carpentry method was to use dado blades or router “knives” for cutting profiles. Modest crown moldings were also visual furnishings for the Residence.