

F Street

G Street

TULARE

EDWARD PAHIMINO - RESTR.
 (+ CHARLES PALIMINO)
 JOS ISNARDI - BARBER (JOS DIA)
 IGNACIO HUERTA - RESTR. (CHAS. PALIMINO)
 R.M. HUERTA - BARBER

BANK OF AMERICA
 GEORGE HISHIDA Photos
 FUSAJI INADA DENTIST
 JAPANESE ASSN. OF FRESNO
 GEORGE NISHIO OPTOMETRIST
 JULIUS YEE DENTIST
 (K. SHIRAYAMA) DENTIST
 (H. CATANIA) LAWYER
 (A. OKAMURA) CLO. CLNR
 (S. YUNG) - RESTR
 (SAN GUEY CHOI)
 ALMA COLLIER BEAUTY SHOP
 RAINBOW ROOMS (S. BAILES)
 ARIZONA HOTEL (ANTONIO PEREZ)
 NIKKI BEI DRUG CO.
 K. YAMAMURA
 MORRIS MARTINEZ SHOE SHINE
 IGNACIO VALENZUELA
 DICK QUONG - RESTR.
 RICHARD LOUIE RESTR.
 SALVADOR ESPINOSA MUSIC DEALER
 LINCOLN HOTEL SEE CHUN
 HOBART LAI BILLIARDS (HARRY HUI CIGARS)
 BARBER
 MAGDALENO CARDENAS
 (EDWARD ZABALA) RESTR
 GORDON YOUNG L.Q.
 S. SASAKI WATCH REP.
 WANG YOUNG L.Q.
 (N. HAMAGUCHI) HARRY SEKIMOTO - RESTR
 HOBERT COOLEY SH. SHN.
 A.C. MAR DRY GOODS
 (Y. MURAI) WM. MAR. FURN. RMS
 YUEN SAM CO. ORIENTAL GDS.
 SAIKICHI YAMADA - BARBER
 (M. GODAIN) RESTR
 (M. GODAIN - TAILOR)



MARUKO CYCLERY
BICYCLE

SKAN KE CO. CHINESE MERCHANDISE
 SING CHONG LUNG
 JOE CHINNU MEATS
 ALLEN LEW RESTR
 HO CHUNG LUNG + CO. ORIENTAL GOODS
 REX MARKET
 K.S. YOSHIDA RESTR
 MORRIS MARTINEZ SHOE SHINE
 IGNACIO VALENZUELA
 DICK QUONG - RESTR.
 RICHARD LOUIE RESTR.
 SALVADOR ESPINOSA MUSIC DEALER
 LINCOLN HOTEL SEE CHUN
 HOBART LAI BILLIARDS (HARRY HUI CIGARS)
 BARBER
 MAGDALENO CARDENAS
 (EDWARD ZABALA) RESTR
 GORDON YOUNG L.Q.
 S. SASAKI WATCH REP.

EDMUND MAR RESTR (LOUIS DOUKAS)
 HOBART LAI BILLIARDS
 TEA ELER
 RED KATAOKA
 LING KEE + CO CIGARS
 CH. CIGARS
 NEW SHANGHAI CAFE K. CHU
 LEE TONG
 GATEWAY
 HAPPY SPARITS CO. LIG.
 L.M. SCHWARTZ MEN'S FURNISHING
 GALLENKAMP SHOES
 WING LEE CIGARS
 HARRY EGO RESTR (KONG KEE ORI. GOODS)
 H. WONG - CIGARS (SAMMON CO ORIENTAL CO.)
 AVEDIS MARANIAN CLOTHES CLNR.
 JOS. HARVEY - RESTR (CANTON CAFE)
 (SUN YUEN) BARBER
 KONG CHOW ASSN
 (WAH SUN ORIENTAL GOODS)
 SHING KEE RESTR.
 HORN FOOK CO. LOANS
 SING CO. ORIENTAL GOODS
 (SHING KEE) RESTR.

the JAPANESE AMERICANS: MARUKO CYCLERY

947 F Street, Fresno, California • 1915

Map:
Fresno China-Japantown
 1941

LOCKSMITH
DRESSMAKER

KEISO ONTO - BARBER
 ANGELINA RUSSELL RESTR
 PARIS CAFE
 BUSUKI SAITO FISH
 (JOHN SASAKI) RESTR.
 J.C. GODAIN RESTR
 (M. GODAIN - TAILOR)

S. NII RESTR
 (K. KOMOTO) BOOKS
 KOGETSU-DO CO. CONFECTIONERY
 BING TONG ASSN

KC LOW FURN. RMS (G. ARATO - GROC.)
 ORIENTAL LABORERS CLUB INC
 FRANK SHIBA BILLIARDS (G. ARATO - GROC.)
 KISHIRO YABUNO GROCERY
 WING CHONG CO ORIENTAL GOODS
 RYUHEI ONISHI LAUNDRY

China Alley

Surrounded by immigrant neighborhood kids, Sanichi Uyemmaruko rides a Penny-farthing bicycle in 1915.



In a world of uncertain possibilities, Sanichi Uyemmaruko decided to ride a bicycle.

But success in the new world would only come after he moved from Japan to San Francisco sometime after 1907. He worked at a restaurant to pay for his room and went to school to learn English.

Why he didn't stay in San Francisco is not known, but Japanese were being encouraged to live in Fresno at this time, mostly to farm. Sometime around 1912 or 1913, he moved there and tried farming for two years but it did not pan out.

Then Sanichi started a new business by taking over one

that was already established, buying Joe Nakamura's cyclery in a handshake deal, said son Eiji Maruko in a 2019 interview.

China/Japantown would soon become a bustling community, filled with Italians, Chinese, Germans, Russians, Mexicans, Japanese and more.

“Chinatown was the hub of Fresno before it got started, look at how many nationalities were there.” said Sanichi's grandson, Warren Maruko.

“That store was famous for kids to hang out,” said Keiko Maruko, Eiji's wife. “Parents would call the store and ask ‘Is my son is there?’ ‘Yes, *he's here.*’ Oh, then that's fine.”



Sanichi

At some point, Sanichi changed his last name.

“Uyemaruko is very hard for caucasians to pronounce,” said Eiji. “So going through school we used *Maruko* (*Mah-ru-koh*), for easier pronunciation. They can’t get the U-Y-E.”

His first name would not change, however. He was one of three children, and the only boy.

San (*sahn*) means three and *Ichi* (*e-chee*) means one.



Compliments of NAKAMURA CYCLERY
S. MARUKO, PROP.



Agent
for

HUDSON & COLUMBIA

BICYCLES & SUNDRIES

947 F St., Fresno, Cal.

LAMBERT, SALT LAKE

An early button denotes the ownership of the Nakamura Cyclery by S. Maruko. Hudsons were made in England; Columbia was the first American made bicycle. The button is about 3 inches across.



Belt drive motorcycle

This 1915 photo depicts Sanichi, second from the right. The cash register still sports the name of the previous owner, Joe Nakamura.

Nakamura returned to Japan sometime after selling the store to Maruko. Perhaps Nakamura gave up on his dreams in America, giving Sanichi his chance.

Note the stack of wooden wheel rims on the top shelf. Steel rims were also available at this time.

**Bicycle/Motorcycle seats (they were the same at this time).
The paper wrapping was used to protect the seat.**

**Liquid Veneer
was used to
polish wood**

Oil cans w/spigot

Handlebar bells

Sanichi Maruko

**New Departures was first known for
guns, then bicycles, then motorcycles.
The cutout emblem is a symbol for the
first coaster brake, invented for bicy-
cles circa 1890s.**

BETHLEHEM
FIVE POINT
SPARK PLUG
FOR MOTORCYCLES





Sanichi stands in the center of each photo in this 1915 stereo card, which creates the illusion of 3D with a stereo viewer.

7824

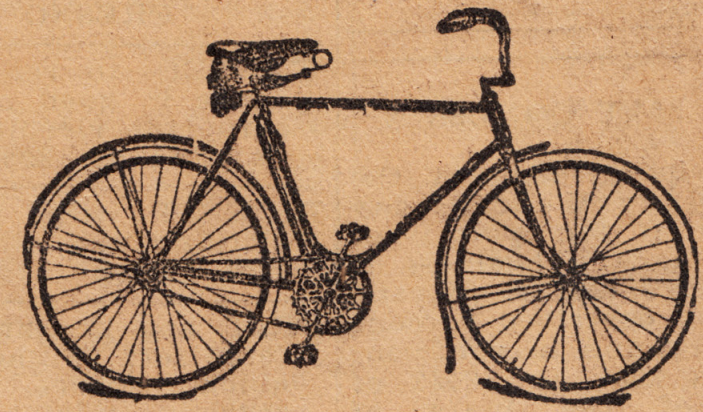
S. MARUKO SPORTING GOODS

GUNS - AMMUNITION - FISHING TACKLE
BICYCLES - ELECTRICAL SUPPLIES - PAINTS - HARDWARE
947 F STREET
Fresno, Calif.,

193

Stationary from the 1930s explains that Maruko's store had expanded and sold much more than bicycles, as does the badge, which dates from the second location of the store at 1153 F Street.

The *Fresno Herald* newspaper ad from the original location is from August 18, 1920.



Buy Your Bicycle From a Store That Gives the Choice of 15 Leading Makes

We have been handling bicycles for many years, giving us the opportunity to know what makes give the greatest satisfaction. Buy your bicycle of us and you can have perfect confidence in its reliability. We carry big stocks of 15 leading makes—the Pierce, Columbia, Crawford, Miami, Iver Johnson, etc.

Pierce Roadster	\$65.00	Columbia Roadster	\$60.00
Miami Roadster	\$45.00	Crawford Racer	\$50.00
Pierce Racer	\$65.00	Juveniel Bicycles	\$30.00
			Up

We also carry complete lines of bicycle tires and accessories.

Maruko Cyclery

FRESNO'S LARGEST EXCLUSIVE BICYCLE STORE
• 947 • F • STREET •

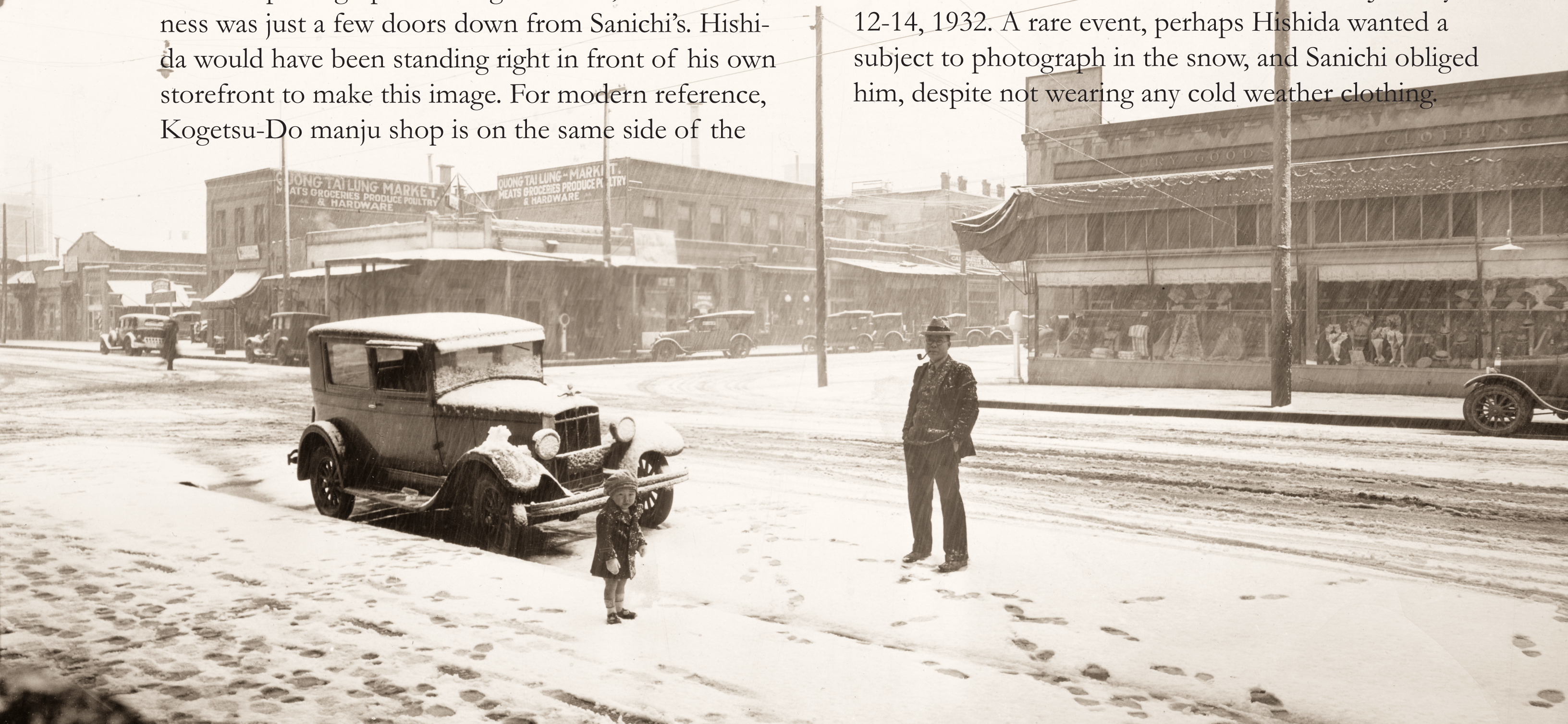
Seen from the same side of F street as his original store is Sanichi Maruko and an unknown child who happened to be on the street. Across the street to the right side is the Oak Mar dry goods store. The cross street is Tulare.

This January 1932 photograph was likely shot by professional photographer George Hishida, whose business was just a few doors down from Sanichi's. Hishida would have been standing right in front of his own storefront to make this image. For modern reference, Kogetsu-Do manju shop is on the same side of the

street as Oak Mar and out of sight to the right (see map page 1).

The horizontal lines just behind Sanichi are the F Street trolley car tracks.¹ The Fresno Traction Company operated trolleys in Fresno until 1939.

Records indicate that it snowed in Fresno on January 12-14, 1932. A rare event, perhaps Hishida wanted a subject to photograph in the snow, and Sanichi obliged him, despite not wearing any cold weather clothing.



Sanichi's eldest son, Kenji, recalled that the customers were often Italian, because his family lived close to an Italian district. Immigrants dominated the area known then as the Westside, or Chinatown.

Many customers were farm workers who did not own a car. "Dad (Sanichi) used to tell me that some of the farm laborers would ride their bicycles out towards Hanford, which was another 30 miles," Kenji said. "They would ride out in the dark and they would prune the (grape) vines. When it's dark, they'd ride back, and they were paid a dollar a day back then in 1915."

Sanichi's business flourished with the immigrant labor nearby and he stayed open late to accommodate his customers.

The prewar store continued to expand beyond bicycles and became an early department style store to better serve the neighborhood.



22 caliber and
shotgun shells

Rawlings brand baseball gloves

Razor blades

Combs

Fishing Rods

Batteries

Guitar strings

Flashlights

Smoking
Pipes

Clocks

Basketball

Harmonicas and pens

Decks of playing
cards

Dominoes

Baseball

Roller skating shoes

Tennis racket



Sunglasses

Fishing creels

AM and shortwave radios

Door locks

Paint

Baseball bats

Boat oars

“They'd come in, a lot of 'em, they'd have a flat tire,” Kenji recalled. “And back then, they didn't have the tools to fix the flat tires. So my dad would stay open late and the Italians would come in and they'd say, ‘Hey, Maruk, I got a flat tire. I got to go to work tomorrow, can I get it fixed?’”

“He would charge them 15 cents for the brass plugs, and the rubber plugs were 10 cents. But that was big money then,” Kenji continued. “And the bicycles, the rims were made out of wood, and the tires, we had to glue the tires onto the rims. And then if you didn't let the glue dry, the stem would bend, so you had to buy another tire.” The glue dried in 24 hours.

Sanichi's youngest son, Eiji, eventually worked at the cyclery. Sanichi was good at truing wheels so they rolled correctly. “That was an art. I *tried* to do it,” Eiji laughed. “He never taught me.”

WARTIME CIVIL CONTROL ADMINISTRATION

Presidio of San Francisco, California

May 15, 1942

The poster describing the effects of Executive Order 9066 to the Japanese on the West coast.

INSTRUCTIONS TO ALL PERSONS OF JAPANESE

ANCESTRY

World War II upended the lives of Japanese on the West coast of America. “With the stroke of a pen, Executive Order 9066 made us American citizens, the Japanese, into 4C enemy aliens,” Kenji said. “We were born in the states, being classified as enemy aliens.”

The Maruko family and hundreds of Japanese in Fresno were forcibly relocated to the Fresno Assembly Center at the County fairgrounds for a few months under terrible conditions.

The Japanese immediately tried to

normalize their lives. “We had Saturday night dances on Butler Avenue,” Kenji recalled. “Had the water truck come out and wash the street.”

“We had a local band that played Glenn Miller music, that was one of the highlights.”

1. Give advice and instructions on the evacuation.
2. Provide services with respect to the management, leasing, sale, storage or other disposition of most kinds of property, such as real estate, business and professional equipment, household goods, boats, automobiles and livestock.
3. Provide temporary residence elsewhere for all Japanese in family groups.
4. Transport persons and a limited amount of clothing and equipment to their homes.

The Following Instructions Must Be Observed:

1. A responsible member of each family, preferably the head of the family, or the person who holds the property is held, and each individual living alone, will report to the Civil Control Administration for instructions. This must be done between 8:00 A. M. and 5:00 P. M. on Saturday, May 16, 1942, and 5:00 P. M. on Sunday, May 17, 1942.

2. Evacuees must carry with them on departure for the Assembly Center, the following items:
 - (a) Bedding and linens (no mattress) for each member of the family;
 - (b) Toilet articles for each member of the family;
 - (c) Extra clothing for each member of the family;
 - (d) Essential personal effects for each member of the family.

All items carried will be securely packaged, tied and plainly marked with the name of the owner in accordance with instructions obtained at the Civil Control Station. The size and quantity of items are limited to that which can be carried by the individual or family group.

3. No pets of any kind will be permitted.
4. No personal items and no household goods will be shipped to the Assembly Center.
5. The United States Government through its agencies will provide for the storage of the more substantial household items, such as iceboxes, washing machines, pianos, etc. Cooking utensils and other small items will be accepted for storage if crated, packed and marked with name and address of the owner. Only one name and address will be used by a given family.
6. Each family, and individual living alone, will be furnished transportation to the Assembly Center. Means of transportation will not be utilized. All instructions pertaining to the movement of property to the Civil Control Station.

SAVE NOW AT THE
MARUKO CYCLERY
 947 F STREET

SALE

ENTIRE STOCK
 AT REDUCTIONS OF
20% To 40%

Everything is being closed out, including Hardware, Paint, Electric Supplies, Fishing Tackle, Athletic Goods, Wheel Goods, Velocipedes, Etc. Hundreds of items at price reductions of 20% to 40%—more on some items. Here are examples of what you can save here now!

<p>SKIS Toboggans Snow Shoes 1/2 PRICE</p>	<p>BOYS' BASKETBALL SHOES Professional type, Sale price, pair..... \$2.49</p> <p>LEATHER GAUNTLET GLOVES, motor-cycle type, reg. \$4.50 \$1.50</p> <p>BILL DOAK FIELDS' GLOVES, reg \$9, Sale price..... \$4.95</p> <p>BASKETBALL SHOES, Sizes 7 to 11—Close-out..... \$1.95</p>
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FISHING TACKLE BARGAINS

Shakespeare Casting Reels, for this sale..... 97c	One Lot—Bass Casting Plugs. Your choice..... 49c
Pflueger Sea-Val large free spool, surf casting reels. Reg. \$9.75..... \$7.49	Automatic Trout Reels—Bargain for close-out..... \$3.69
Steel Trout and Utility Rods..... 65c	

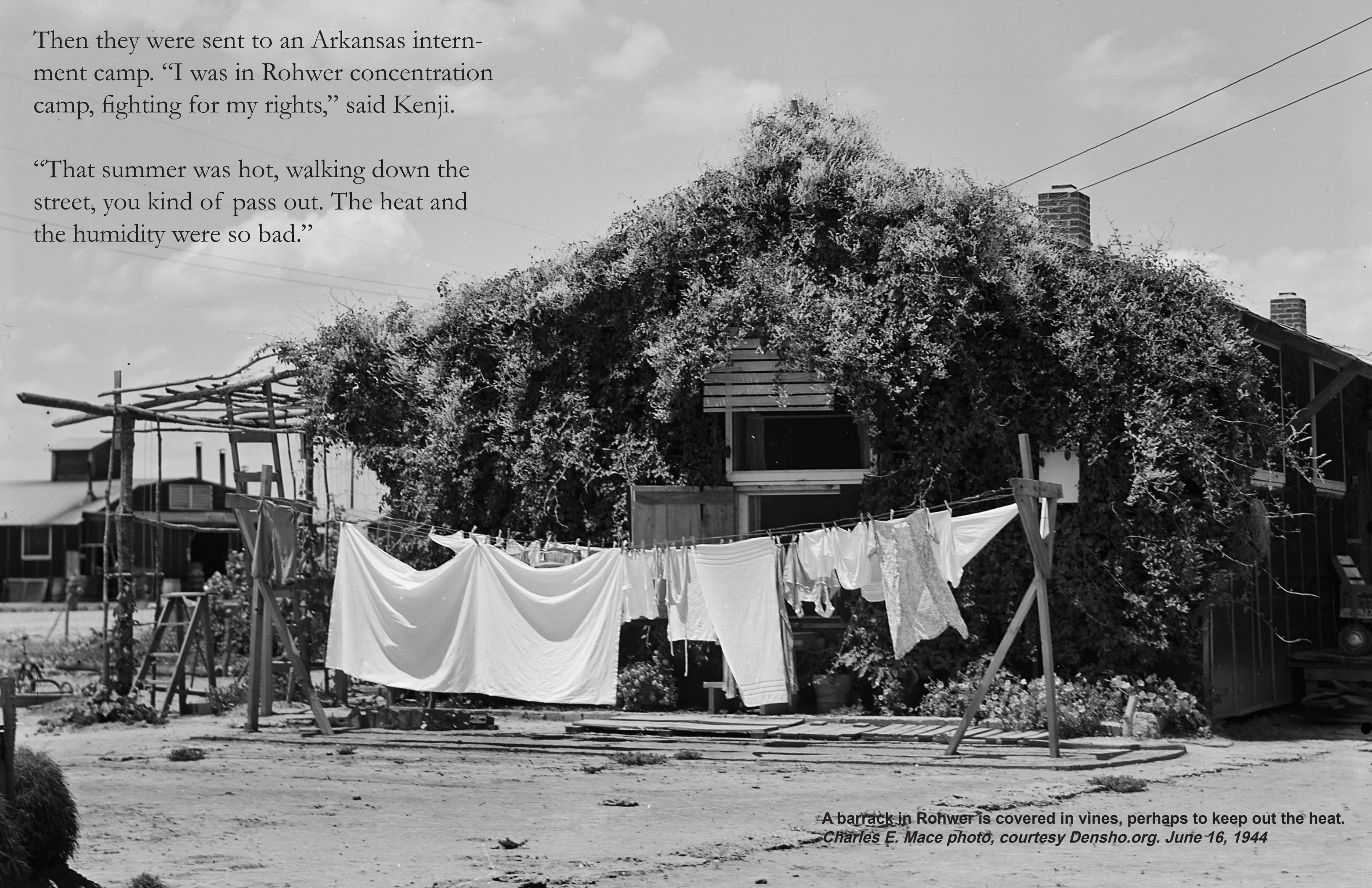
<p>Table Tennis Sets 4 paddles, net and balls—For Close-Out \$1.39</p>	<p>Close-Out Auto Stickers Fresno High, Indians, Edison Tech Tigers 2 For 5c</p>
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These And Many More Bargains. But Hurry—Our Stock Is going fast and will soon be sold out. Everything Marked in Plain Figures.

MARUKO CYCLERY
 947 F STREET

Then they were sent to an Arkansas internment camp. "I was in Rohwer concentration camp, fighting for my rights," said Kenji.

"That summer was hot, walking down the street, you kind of pass out. The heat and the humidity were so bad."



A barrack in Rohwer is covered in vines, perhaps to keep out the heat.
Charles E. Mace photo, courtesy Densho.org. June 16, 1944

The war ended in 1945 and around 1947, the store reopened and moved down the street to 1153 F Street, pictured here in September 1962.

“Somebody ran it during the war,” Eiji said. “So when we came back, we had the store. They didn’t think the war was going to last that long.”

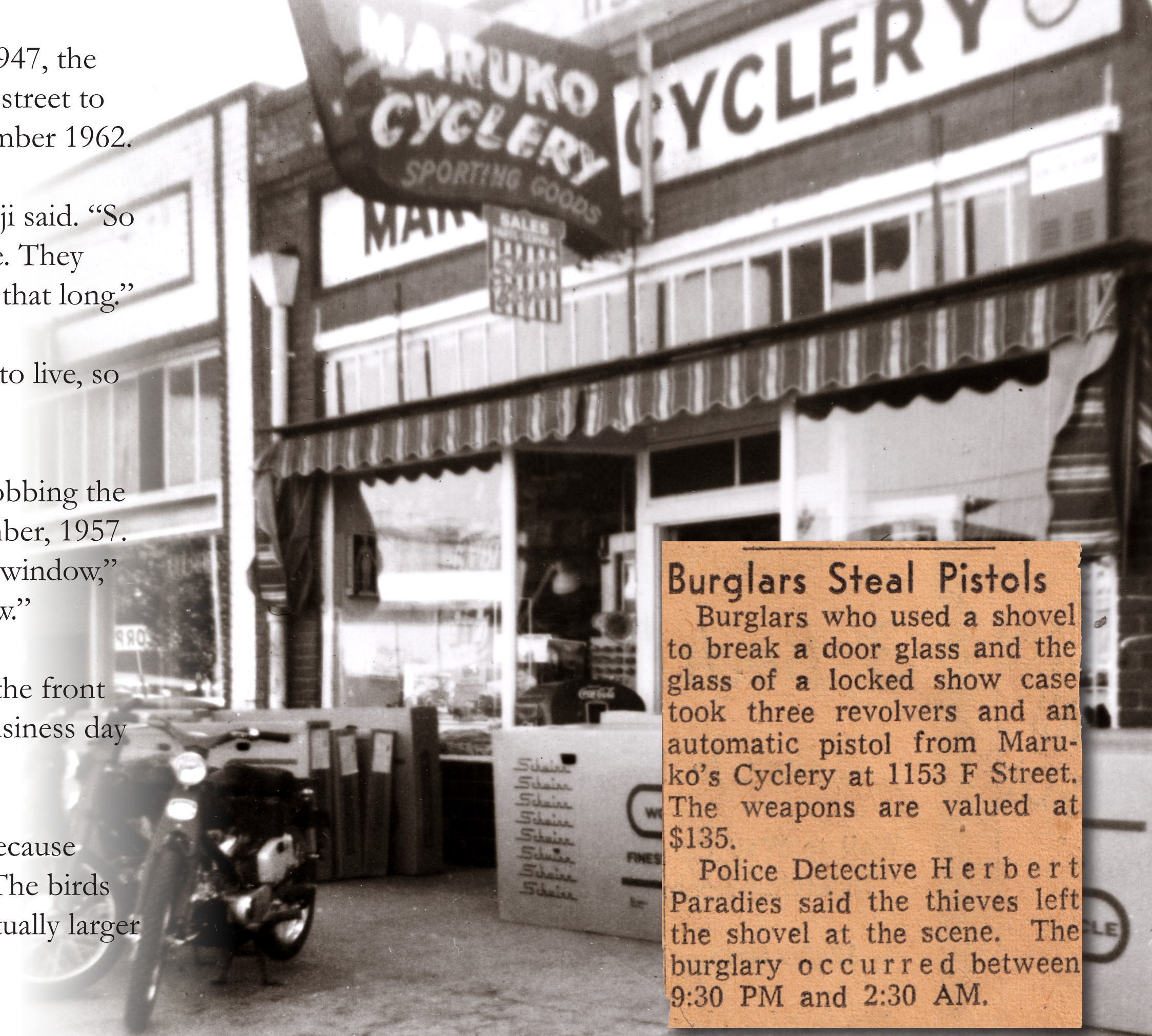
“After the war we didn’t have a place to live, so we lived in back of the store.”

Thieves celebrated the new year by robbing the new location of pistols in late December, 1957.

“They were displayed in front of the window,” Eiji said. “They just broke the window.”

After that, guns were removed from the front window display at the end of each business day and hidden from sight.

Sanichi originally stocked BB guns, because his farming customers complained “The birds would come to eat my grapes.” Eventually larger caliber guns were also sold.



Burglars Steal Pistols

Burglars who used a shovel to break a door glass and the glass of a locked show case took three revolvers and an automatic pistol from Maruko's Cyclery at 1153 F Street. The weapons are valued at \$135.

Police Detective Herbert Paradies said the thieves left the shovel at the scene. The burglary occurred between 9:30 PM and 2:30 AM.

REARWIN SPEEDSTER

Kenji Maruko, center, works in the hobby section at 1153 F Street. At right is his father, Sanichi. Unseen are wind up toys.



1966

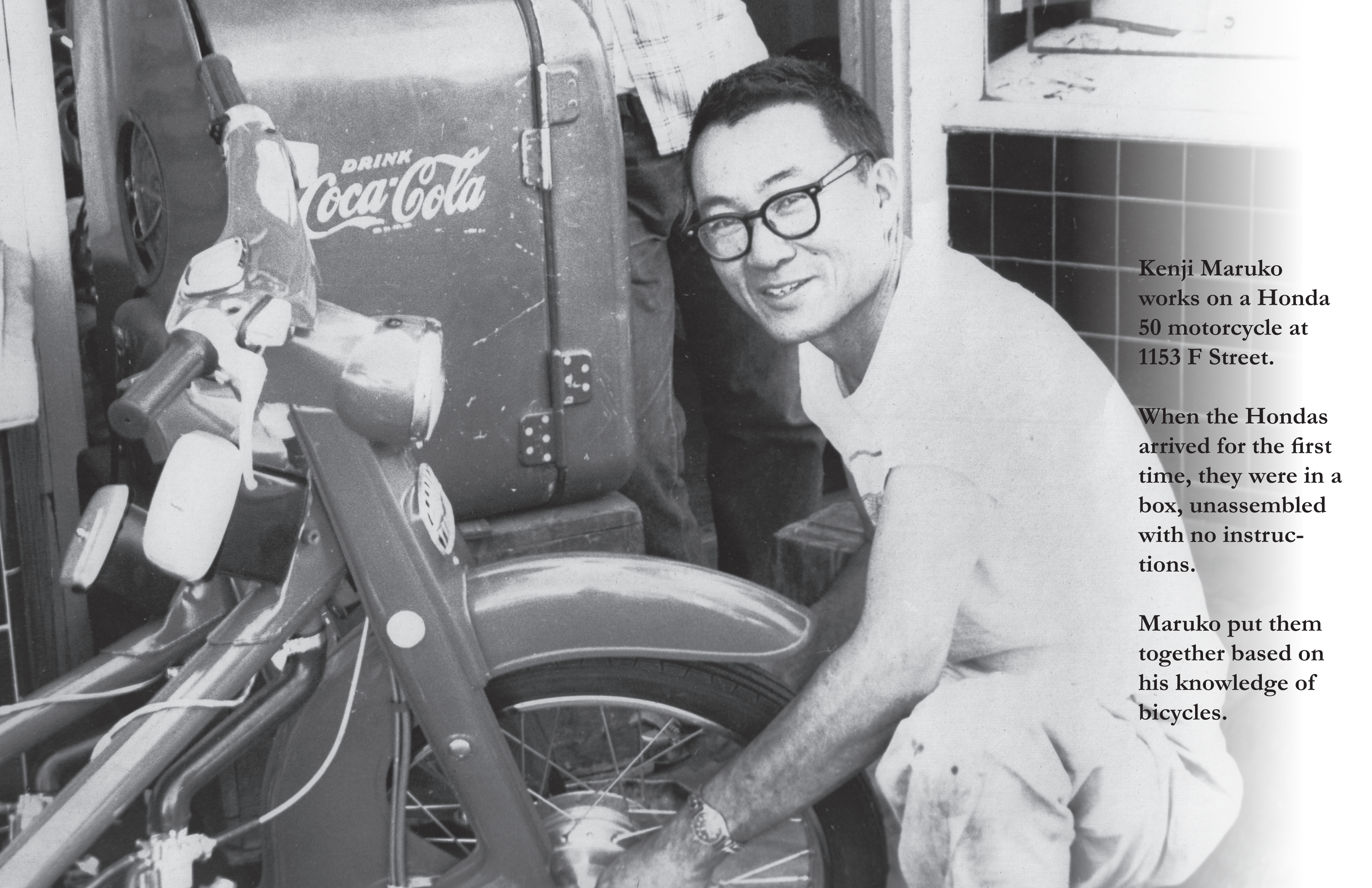


In the early 1960s, Kenji realized that the days of a department and sporting goods store were numbered. Competing stores in Fresno were taking business away from him .

“That’s why dad got into the Honda dealership, Kenji’s son, Warren said. “Department stores are starting to come in, the timing was right.” Already in contact with Honda, Kenji

then received a postcard from Honda asking if he wanted to be a dealer. “If you want to become a dealer, fill it out,” the postcard stated. It was that simple. Warren said, “When

dad (Kenji) got the Honda dealership he was still at the 1153 F street store, but the police would always hassle him for having motorcycles on the sidewalk.”



**Kenji Maruko
works on a Honda
50 motorcycle at
1153 F Street.**

**When the Hondas
arrived for the first
time, they were in a
box, unassembled
with no instruc-
tions.**

**Maruko put them
together based on
his knowledge of
bicycles.**

MARUKO CYCLERY

1153 F Street (Near Fresno Street)
SPORTING GOODS — FISHING TACKLE
BICYCLES—ACCESSORIES AND REPAIRING
AIRPLANE MODEL SHOP
Complete Stock of Parts and Accessories

釣道具・スポーツ用品
グーズ・運動用具
鑛物類・電気用品
新舊自轉車及び附屬品
並に修繕
模型飛行機並に附屬品

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一一五三

上丸子

自轉車店

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Phone: 4-2078

法律及び

公證事務

辯護士

平岡義洋

フレズノ市

フレズノ街一四三五

電話：四一二〇七八

DENTIST

DR. F. INADA

1435 FRESNO STREET

FRESNO, CALIF.

齒科一般

稻田齒科醫院

齒科醫學士 稻田英次

フレズノ街一四三五

電話：四一三〇二〇

住宅：四一五九六〇

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Fresno 1, Calif.

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EXPERT WATCH REPAIRING

御結婚用ダイヤモ
ンドリング。時計
其他豊富に取揃え
てあります

ロイヤル

時計店

正田春雄

フレズノ街

一四七二番

電話二八九八四

Advertisements
for Japanese
businesses in
the downtown
and China/
Japantown
area, circa
1950-60s.



Kenji Maruko moved the business to 2848 E. Belmont in 1969 and for a short time, he ran both stores. He owned the building, unlike the F Street stores.

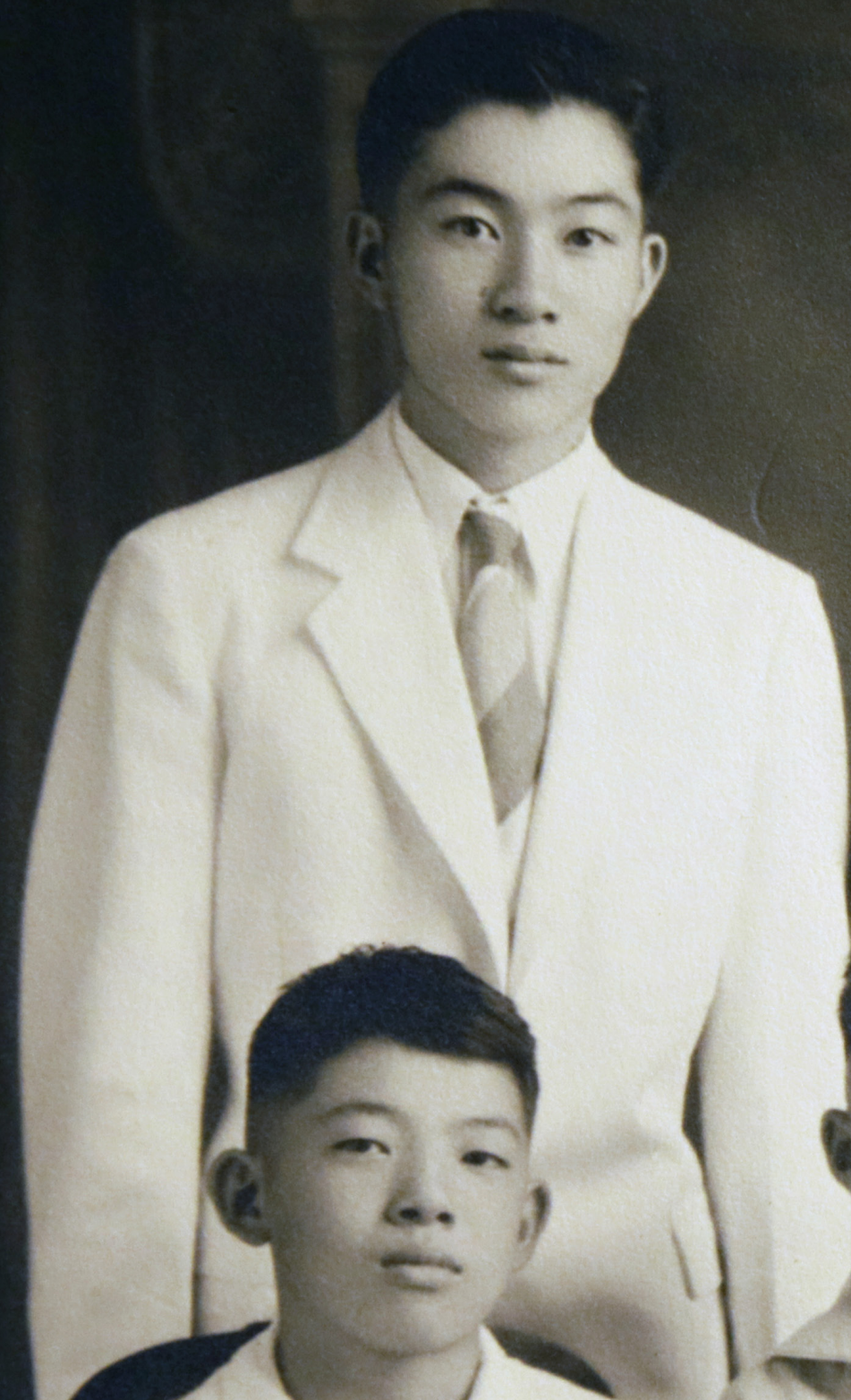
In 1988 he sold the business and it became Fresno Honda.



Kenji Maruko

Sanichi Maruko

Mikiye Maruko



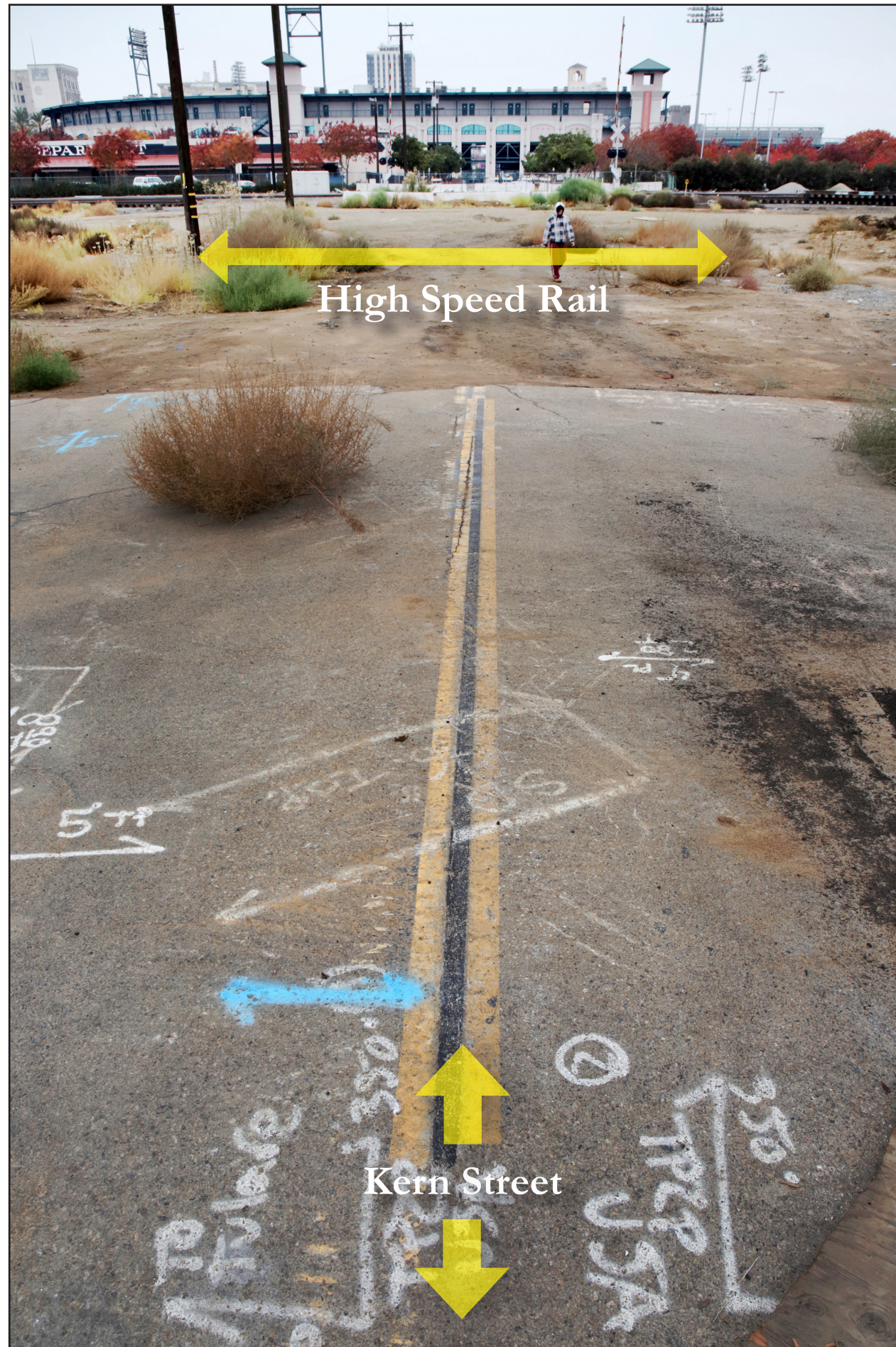
Shuji Maruko

Eiji Maruko

Kou Maruko,
Sanichi's wife

Sachiye Maruko

November 23, 2018



A man walks across the rail-road tracks and dirt that divided east and west Fresno beginning in 1873.

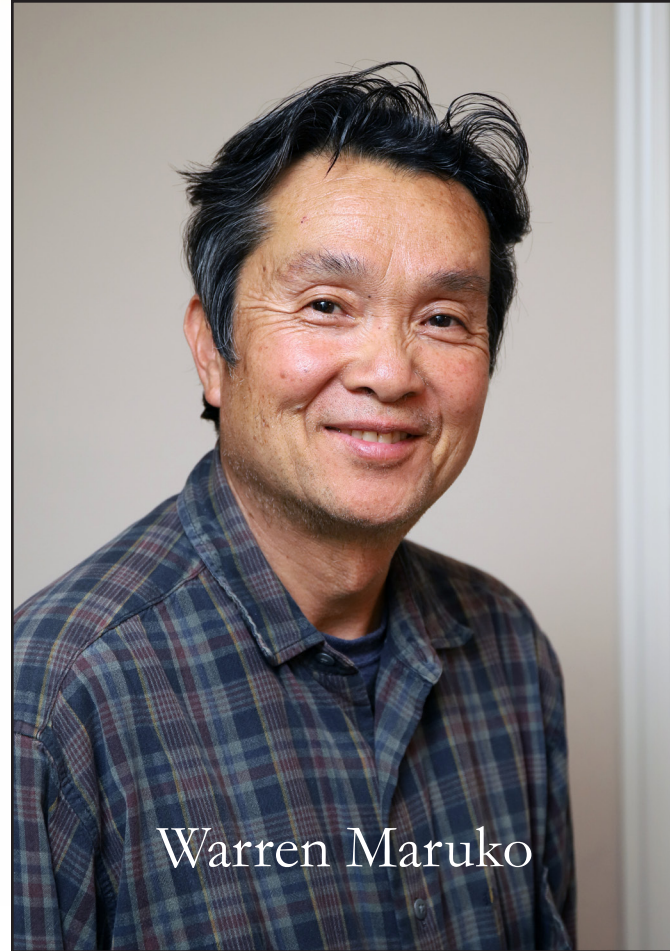
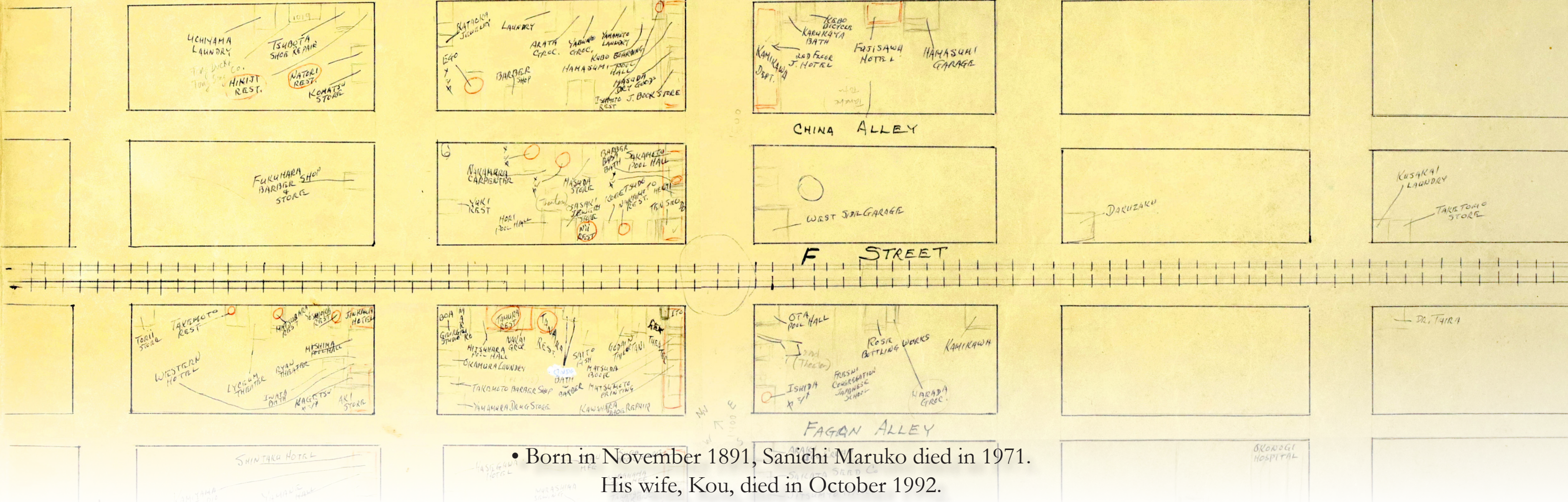
He is facing what is left of China/Japantown.

The high speed rail will soon run through this corridor.

As of 2019, only two Japanese businesses remain on the Westside; Central Fish and Kogetsu-Do manju shop.



Sanichi Uyemmaruko in 1915, and more than 114 years later, what the High Speed Rail might look like when/if finished. The HSR will not be as close to G Street as shown in this composite.



Warren Maruko

- Born in November 1891, Sanichi Maruko died in 1971. His wife, Kou, died in October 1992.
- Quotes from Kenji Maruko, who died on June 23, 2014, are courtesy of a video interview from Densho.org and an audio recording made at Edison High School.
 - Warren Maruko, Eiji Maruko and his wife, Keiko, were interviewed in Fresno, CA • January-February 2019
 - Special thanks to Patricia Maruko and Nick Dounias for additional information.
 - All historic photos courtesy of the Maruko family.
- The map on page 1 was produced by Norman P. Abe. The map on this and the previous page was produced by Nori Masuda. Both came from the Fresno County Library Heritage Center.

¹ Source: Kevin Enns-Rempel of Historicfresno.org

² Source: *Chinatown Historic Resources Survey*, City of Fresno Planning & Development Department report, 2006.



Eiji Maruko