BIOGRAPHICAL SUMMARY: Sophia Ventura, 78, lei seller

"Oh yes, there were long hours. But I don’t think so I found it hard. No. You know why? Because I was doing it for myself and my family. That’s why there was nothing hard. I enjoyed doing it. And I know we don’t have to go makilo outside."

Sophia Ventura, Hawaiian, the oldest of six children of Caroline Kamakea Kauwe and Gustave Kaleohano Kalili, was born January 28, 1908 in Lā'ie, O'ahu. She was raised both in Lā'ie and Kaka'ako.

Beginning as a teenager, Ventura sold leis with her mother on the waterfront on Boat days. Eventually she went on her own as a lei seller and expanded to Downtown and Waikīkī.

In 1927, she married Peter Ventura, Portuguese. Lei selling became the family business with their seven children actively involved. Sophia's Lei Stand went to several locations in the first fifteen years, including the waterfront, Kekaulike Street, Wai'alae Country Club, and Maluhia Military Club. During this time, the family lived in Kaka'ako and Damon Tract.

After World War II, Ventura took her lei stand, a converted station wagon, to the airport on Lagoon Drive. Her brother, Gus, was already there, and her sister, Hattie, accompanied her. This was the beginning of the airport lei sellers. The Venturas had then moved to Nu'uanu, where they lived for many years.

Today, Ventura is still the owner of Sophia's Lei Stand at the airport. She and her husband go daily to help string leis. They now reside in Kailua. Other members of the family still involved with the business include sister, Ka'imi Marrotte, and children, Queenie Dowsett, Charlotte Fuller, and Joyce Vierra. Her grandchildren also help when needed.
IH: [This is an interview with Sophia Ventura at her home in Kailua, O'ahu, Hawai'i on November 1, 1985. Interviewer is 'Iwalani Hodges. Others present are Sophia Ventura's husband Peter Ventura (PV), and their daughters Queenie Dowsett (QD) and Charlotte Fuller (CF).]

[Before the interview begins, there is conversation about flower growers. In the olden days, growing operations were not as large as they are today. Carnations came from Wilhelmina Rise. Pikake farms were on 18th Avenue in Kaimuki. Then Mrs. Ventura started talking about how in the olden days Hawaiians like her grandmother used to wear leis all the time.]

Yeah. So, Bessie [Watson] was telling me, even the orchids that came from the Big Island were all backyard growers.

QD: Yes, Sunada was our grower. In fact, they got . . .

(Interview stops, then resumes.)

SV: But, oh, they love to wear hala lei, all ginger leis. Wear the lei. That was the beauty of the Hawaiian.

IH: They used to wear leis every day?

SV: If they had flower, they wear 'em every day. And you smell the hala, the ginger. Everything that has smell, they love that flower, they pick it up. Especially Lā'ie when we used to be down there. The ginger grow in the taro patch. I'd stay down in the mud and pick up the ginger, decorate (chuckles) myself all up. Mud and all, all black mud. But, oh boy, my hair full of gingers.

(Laughter)

SV: I love that. And I can stay. My mama can call me. That's all right. I stay in the mud all day looking at the sky, the birds and everything, and smelling the ginger. So beautiful. And then, my
mother comes over. "He aha kau hana? Moe ana 'oe i laila? (What are you doing? Are you going to sleep there?)"

"No, no. I'm coming home."

(Laughter)

IH: Did you have to stay in the taro patch all day? You folks worked in there all day?

SV: Well, you have to work your part. You do your part. You pull your taro. You mahi'ai the lo'i. Then you pau your work. Then you can go home. Then mud and all, you walk, walk on the street. But when you pass Beauty Hole, oh, oh. You cannot go home. You go in the pool first. Right in Beauty Hole. 'Au first. Pau. Ho'i. Then you go 'au the kai. Then you ho'i. We love that. Lā'ie, it was so beautiful.

IH: So did you folks also have to go to school out there?

SV: (Laughs) I don't think so I love school. I love go mahi'ai the lo'i better than go mahi'ai the school. Oh, so if they come and they ring that bell, well, I'm not there. I'm down the kai.

(Laughter)

SV: If they pull the fish, I'm there. You know, they always have that hukilau. Lā'ie the one hukilau. Or if Hau'ula or Kahana, I'm there. Never mind how far, but I'm there. I get on my old horse, travel down to Kahuku, down to Hau'ula, down to Kahana. I love that.

IH: Oh, you travel on your horse, you said?

SV: So, I have hardly any education, but lot of hele ki'ihele. (Chuckles)

IH: And the gingers, they just grow wild in the lo'i?

SV: Oh wild, wild, all over. That's what Lā'ie used to be full of in the lo'i. Ginger, ginger, ginger.

IH: So you were raised in Lā'ie, then.

SV: Yeah.

IH: And then when did you come to town [Honolulu]?

SV: Oh, when I was nine years old. Oh, well, eight, they [my parents] brought me to town. They said, "E, ho'iho'i 'oe i keia mo'opuna (Take this grandchild)," to my grandfather. "'A'ale hiki 'oe ke wala'au aku 'ia Keahialani (You cannot talk to Keahialani.) Ho'i 'oukou (You guys go)."
So, my grandpa turn around, tell his son, "Ho'iho'i i ko' u mo'opuna (I'll return with my grandchild)."

"Noho! Waiho iā Keahialani i ne'i nei (Stay. Leave Keahialani here). Po'o pa'akiki (Hardhead)." And I am.

But they have a funny feeling toward me. So, I'm the worst person in the whole family, a big 'ohana. Plenty mo'opuna, but I'm the best.

So, if I go school, I go school. If I don't go school, ah, "Hele aku nei 'oe (Did you go?)" You know what they do is we had to move way out Waikīkī. Just so we can go school, make us go school, me and and my cousin, two of us. And we stay in the little lagoon. You know, this lagoon with the little island. That's where they put us over there.

IH: On a little island?
SV: Yes.

IH: What was the name of the island?
SV: No name.

QD: You know where the library sits now at the end of the Ala Wai?
PV: They have an island out there they cross . . .

IH: And that's where you lived?
SV: Oh, yes. With my grandaunt. Their place. Well, they take me down Kaka'ako, I cannot (chuckles) study, so they shove me down with the other 'ohana. That is the very strict 'ohana. So, the two hardheads, they take out there. But funny, they end up loving me. "Keahialani, makemake 'oe i hele i ke kula i kēia lā (Keahialani, do you want to go to school today)?"

"'A'ole. No, no." So, "No."

"Where you going?"

"'Au'au kai." So there I am, in front of Moana Hotel, swimming all day. I didn't like school. I never did.

PV: You were at school, the Pohukaina School, down in Kaka'ako.

SV: Yes. Not too long. Fourth grade.

IH: You moved into town at a young age, but you have good memories of Lā'ie.

SV: Oh, yes.
IH: Did you used to go visit there after you moved?

SV: Lā'ie, you have beautiful memories. Because you have to work really hard. You go pull your taro. Without pulling the taro or mahī'āi the taro, you don't eat. Only eat fish. So, I go and mahī'āi with my mother. My mother is a big woman. Like I have a daughter Joyce. She's like that. My mother can get in that lo'i and pull that taro, man, you never see a woman, short woman but big like that, float on that water, mud. By the time we gather our taro, put it all on ma kula (dry land), we're ready to go home. She's the only woman floating all around. Catching 'ōpae, catching 'o'opu, and all our taro. Put on ma kula (dry land). Because my father cannot go in the water. Cannot go in the water like that. So, she does all the man work. Pound that poi, oh. It's something. She's a big woman and short, but when she sits down on that floor, on the cement floor, and pound that poi, you hear that poi, that stone pound. And that's my mother. She's beautiful. You cannot help . . .

IH: What is her name?

SV: Kamakea. You cannot help but sit down and watch it. And listening to that bang (SV motions the pounding of the poi), that sound, that stone. She's good at catching fish, good at all this kind big kind work 'cause my father cannot. She's the man. In the sea, catch fish, there she is. In the lo'i, there she is. Go make 'ōpae or pull everything, that's her. --

IH: So, did you learn all that from her?

SV: That's too much work. And then when the big mea, 'ōpae with the big claws, when they start catching you, oh, boy.

CF: Crawfish.

SV: You don't want to. I cry. And she laugh. And she tell me, "He aha kēlā? (What's that)"

"Oh, nothing." You have to say "nothing." And they know that's 'ōpae biting you. But, you know, when you grow older and when you think of those past days, I don't think so you have that. I think you have more fun than regular children going out all over the place. You doing everything else, enjoying it. And getting some cracks somewheres, but still enjoy. Yes, I enjoy.

IH: Gee, that's nice. You hardly see kids in the lo'i today.

SV: Oh, no.

IH: It's too hard work, I think. They don't want to go in the lo'i.

SV: Sometimes the lo'i is too soft, the mud. Oh, gosh, you had to. . . . Up to your neck, you're floating. Trying to reach for the (chuckles)
taro. Almost you get sick. You want to catch that taro, you dive.

(Laughter)

SV: When you pau, you ready for Beauty Hole. (Chuckles) I think I had a beautiful life, even though pounding poi is the hardest work you ever had. Nothing else.

IH: So, when you folks lived in Waikīkī, this was your auntie's property?

SV: That was her family.

IH: Were there other people living there?

SV: Yes, her cousin. Her cousin was living there.

IH: Had any other houses around you folks on the island? (SV shakes her head, no.) You're the only one?

SV: Only one she allowed was one old Japanese man. But he had wife, too.

IH: And did you live some of the time in Kaka'ako, also?

SV: Oh, that's when I'm--when we were about ten or eleven years, then we came home to Kaka'ako. When Great Grandaunt sold the place. No, she didn't sell 'em. She gave 'em to her daughter. And we moved to Kaka'ako, and they stayed. So whatever happened to them, we don't know 'cause we were too young to worry about land or place. As long we stay, that's all. (Chuckles) Well, what we looking for now?

IH: Well, okay, we stay right about Kaka'ako time. So, did you have to start working when you were living in Kaka'ako?

SV: No. Not then.

IH: You still too young, then?

SV: Yes, too young.

IH: But did you start going to school?

SV: Well, we went school. Like everybody else, when they young, they go to school.

IH: So then you said you had to work in the cane fields?

SV: Oh, yes. The plantation, they own the cane fields.

IH: And you worked in the cane fields?

SV: Oh, yes. I worked cane field.
IH: How old were you when you had to start working there?

SV: (I) was about fourteen going to fifteen.

CF: I think that's the time you went back to Lā'ie.

SV: Yes.

IH: Oh, she had moved back to Lā'ie?

SV: Yes.

CF: She goes back and forth.

IH: Oh, back and forth?

SV: Yes. 'Cause my mother and father have families down there. So. I love all my family. (Chuckles) Only when the Kāmoa start moving there, little by little all the Hawaiians start getting out. Only very few more. Very few.

IH: So, when did you think about starting into the lei business selling leis?

SV: Oh, when I was young, I came home and stayed with my aunt. Then.

PV: Started from scratch.

IH: Mm hmm [Yes]. But what gave you the idea to do that?

PV: Her mother.

IH: Your mother suggested that?

SV: My mother, too, she had to come home with the brother to live. So, there was no work. There was nothing Lā'ie can give. So, she came up to find work. With the bigness of her, she had to find something. She went down to the waterfront, see these women all selling lei. And when she went Maunakea Street, the oldest woman sitting there was a relative. She never seen this woman. When she was young, that's the last time she'd seen this woman. So this woman lived up Nu'uanu. So, she thought, well--I don't know. They talked. So, she came home one day and she says she's going down--for her and my brother go down the park, sit down, and watch how the women folks sell leis.

IH: That's down Irwin Park?

SV: Uh huh [Yes]. So, she and my brother came down Irwin Park and watched. And pretty soon, she was selling leis and my brother was running around. I had to go help. Because she cannot run or walk too far. That's how we started.
IH: Was your brother the oldest in your family?

SV: No, youngest.

IH: Oh, your brother was the youngest. But why did he go with your mother to sell the leis?

SV: He was very sick.

IH: So when she started selling down at the waterfront, how did she get her flowers?

SV: Oh, there's growers. Growers come down, sell flowers.

IH: She would have to buy the flowers?

SV: Oh, we all have to. All the lei sellers have to.

IH: She didn't go and pick like in neighborhoods or something like that?

SV: Oh, no, no.

PV: Some, we got free. Like crowns. Plenty people had crown then, white crown. I used to drive all the way to Lāʻie to pick up a box of crowns.

IH: Oh, but you didn't have to pay for it?

PV: No. The family, eh?

IH: Was it good on the waterfront? The sales was good?

SV: Sometimes.

PV: Sometimes real good.

SV: Sometimes good, sometimes not so good. But that's the way you live.

PV: Just like the jobs. Sometimes it was good.

IH: Were you working another job at the time or were you just helping your mother?

SV: No, nobody was helping my mother. She was on her own. I was on my own. Then when my younger sister got married, she was on her own. Everybody on their own.

IH: So your mother sold her leis and you had your own stand?

SV: Yes.

IH: Oh, I thought you were still young at the time.
SV: Yes. Eighteen, nineteen, twenty, twenty-one. That's the way life goes.

IH: When were you down on Downtown, Kekaulike [Street]?
SV: Oh, not very long.

CF: When did Mama start, Daddy? Kekaulike?
PV: I don't know.

CF: About '41, during the war.
IH: So, mostly military people?
SV: No.

CF: Island, military. But you started your business way before that, Mama, eh?
PV: Yes, she started way before that.

CF: Kāhala?
PV: Kāhala.
IH: Where are some of the other places you used to sell? Down Kāhala, you said?
SV: Yes.

IH: Wai'ale Country Club? Was it down there?
PV: Wai'ale had a dance once a week.
CF: That's when we were all babies.
IH: Oh, you had started your family already?
CF: Yes.
IH: Oh. Okay, before you got married, were you selling leis already?
PV: She was.
IH: Before you got married?
PV: Yes, she was. She was helping her mother, I guess.
IH: You were selling already?
SV: Yes. For a little while.
CF: She starting to look at my dad for some help.

IH: Well, did you do other jobs besides lei selling before you got married?

SV: No. Only sell leis.

PV: She was lei selling all her life.

IH: The boats only came in once or twice a week, huh? So, in between that, where did you sell? Did you take the leis to other places to sell 'em?

SV: Oh, Wai'alae [Country Club] in the night.

PV: Wai'alae once a week, Fridays. Friday evenings.

IH: Oh, for dances like that?

SV: Yes.

PV: And out Moana Hotel.

IH: Wai'alae Country Club, has that always been for more rich people down there?

SV: I don't know.

IH: When you were selling leis down there . . .

SV: Actually, I never go for people . . .

END OF SIDE ONE

SIDE TWO

PV: She met old-time actors like Buck Jones, you know.

SV: Oh, just that one night.

CF: No, but you met all these very important people.

IH: Yeah, that's what I would think. Wai'alae Country Club, you would have met some well-known people.

CF: Yes, she did. Who used to buy all your leis and send you home? McQueen?

PV: Who's that? "Red"? "Red" from the Advertiser?

CF: "Red" McQueen?
IH: Who is that? What happened?

CF: "Red" McQueen.

PV: "Red" McQueen, he was with the Advertiser long time. Sports editor.

IH: And he was one of your customers?

PV: Yes. Sometimes they come there and they buy the whole wagon out, and we go home.

SV: Who?

CF: "Red" McQueen.

IH: Did he do that sometimes? Buy out your wagon?

SV: No.

PV: Not buy the wagon, but buy the leis.

IH: No, buy all the leis on the wagon.

PV: And tell her, "You can go home now." (Chuckles) Well, there were hard days then.

IH: But selling the leis at different places that you did sell them, was it enough to support the family?

SV: Yes, it's enough to support the family.

PV: Buy their clothes, go to school.

SV: (SV refers to a picture.) That's Charlotte.

IH: Oh, yeah? Oh, what stand is that?

CF: That's number three. Number three stand.

IH: Oh, the wooden building?

CF: Yes. That's the one we just left to go to this one.

IH: So when did you folks decide to go down to the airport? Or how did you decide to go down there?

SV: We didn't decide. They decided for us.

PV: When it got good, then we started to go down there.

SV: They're going to close . . .
CF: No, no, no. What she's saying, Mama, is when you started out there? When did we start?

IH: How did you get the idea to go down to Lagoon Drive?

PV: We don't know the exact date because...

SV: Charlotte was there.

CF: (Chuckles) Well, yes, I was there. But that was right after the war [World War II]. We were selling out at Waikīkī, Niūmalu [Maluhia military club]. We had our station wagon out there.

PV: Yes, we was out in front of the parking lot...

CF: And my sister and I used to take care of the stand.

IH: In [Maluhia]?

CF: [Maluhia]. And my mother was the only lei seller that was allowed in [Maluhia] during the war to sell leis.

IH: Were you folks there all the time?

CF: All the time. How long were we there, Dad? We were there for...

PV: For quite some time. Until we...

CF: Yes, about three or four years. Maybe five years.

PV: ...moved to the airport.

IH: Was it stationary? Did you leave your stand there [at Maluhia]?

PV: No, no. We have to take it away. We out in the street.

CF: Yes, we have to take it away at night.

IH: But did you go there every day?

PV: Yes, every evening.

CF: Oh, yes. Every day.

IH: Oh, every evening?

CF: All day and in the evening. Then they allowed my mother to go into [Maluhia]. Then we didn't need the station wagon anymore. She just had her stand inside.

IH: Oh, in the hotel?

CF: No, no. It used to be USO [United Service Organizations] before
[during World War II]. All the boys.

SV: I poina plenty things.

IH: That's okay.

PV: She was the only one allowed to go in there.

CF: It was at [Maluhia], right?

PV: No. It was Fort DeRussy.

CF: Yes, but there was another name for it, Dad, at that time.

PV: Well, yes, they had another name, too, but I think I don't remember.

CF: Yes, [Maluhia] was in the back, that's right. But she was the only one. And she used to listen to all the boys that used to come in, tell her stories, stop, buy leis. And we used to go...

IH: This was during the war?

CF: Yes, during the war. They used to come pick us up in the army trucks with our big baskets of leis. We go in in the night and sell leis. Me, my mom, and my sister Queenie sell leis.

IH: How old were you folks?

CF: I think we were in intermediate school, I think, Kawānanakoa. No, that was before Kawānanakoa. That was in Ma'ema'e School. Gosh, we were about ten, eleven?

SV: I think so.

CF: Yes. Nine, ten, eleven years old.

SV: Then Queenie was...

CF: Oh, she was only a year older than me, so. About eight years, yes, about nine, ten, eleven years old.

SV: They worked real good. All their young little life up to...

CF: And I think at '47--'46 or '47--then we moved out to the airport. My Uncle Gus [Kalili] was the first one there. My mother...

IH: That's your mother's brother?

CF: Brother.

IH: (IH questions SV.) Is that the youngest one that used to work with your mother?
CF: Yes.

IH: (IH still questioning SV.) Your brother Gus?

CF: Uncle Gus used to work, sell leis with Grandma.

PV: Well, she had sisters, young sisters, but not brothers.

CF: Uncle Gus was her only brother.

SV: My brother.

CF: Oh, yes. We're talking about Uncle Gus being out at the airport, the first.

IH: (IH to SV.) So, your brother went out by the airport first?

CF: Uncle Gus, uh huh [yes]. In fact, her and my Auntie Hattie used to help him. Give him leis and flowers. He used to be right at the gate. See, there used to be all barbed wire on Lagoon Drive and sort of like a guardhouse there.

IH: Oh, to go into the airport?

CF: Yes. But we used to be on the outside. He was there for, oh, I'd say, about a year before we got there.

IH: Oh, so was he the only one there?

CF: The only one there.

IH: Do you know what made him go over there?

CF: My mother told him to go there 'cause Mars was leaving at that time. The big seaplanes. And the boys were leaving. So he'd go with his children and sell leis.

IH: So, Mama [SV] told him to go down there?

CF: Yes.

IH: (IH to SV.) And why didn't you go down there at that time?

SV: Because I had other places to go.

CF: Waikīkī.

IH: Oh, you had your set places already? How interesting.

CF: Then we moved down. My Auntie Hattie, (too).

IH: So you folks moved down about a year after him?
CF: Just, almost a year.

(QD returns.)

CF: Queenie, we moved out to the airport about '47, right?

QD: About '47. End of '46.

PV: No, wait a minute. The war was started in 1941.

CF: Yes, but it ended in '45.

PV: But we was already down there.

QD: We were already there.

CF: No.

QD: Oh, yes. At the ending of the war, we were out there.

PV: We were living at Damon Tract.

CF: These guys are little older than I am. They're a little... Because I remember the day the war ended, we were at Kekaulike Street.

PV: Nineteen forty-five, the war ended.

CF: And we were still selling leis there, Kekaulike Street. We celebrated down there. The whole town was going crazy. In fact, it was a very joyous day for everybody.

IH: So, you were still on Kekaulike Street at that time?

CF: When the war ended, we were there.

QD: The clippers that were flying out, Daddy...

CF: That's the Mars.

PV: Mama used to supply 'em with leis. The clipper, that naval clipper.

CF: The Mars.

IH: Maybe your Uncle Gus was there before the war ended.

QD: He was there.

CF: He probably was. In '46, '45.

QD: We were there because we would go down the truck.
SV: That's right.

QD: Our truck never stayed there.

CF: We were at Kekaulike Street and we were at Fort DeRussy, remember? We were selling leis there.

QD: Oh, yes. Maluhia.

PV: Yes, Queenie, that's the name.

CF: Maluhia, that's the name. Maluhia. I said Niumalu.

QD: No, Maluhia.

CF: I was telling 'Iwalani about when the trucks used to come and pick us up with our baskets of leis.

QD: And how they used to catch me for not going to school 'cause I used to help my mother sell leis down at the waterfront.

CF: She was the lei seller.

QD: I used to try and hide from the policeman, Phillip.

IH: Oh, Phillip the policeman? What's his last name?

CF: Phillips was his last name.

IH: Oh, Phillips was his last name? That's a Hawaiian man?

SV: Oh, yes.

QD: Phillips. Chase us all over the place.

PV: That's the policeman.

QD: And Mama, (who) was that big Haole? Leihulu?

SV: Leihulu, that's right.

QD: (Laughs) That's another one.

CF: The big Haole guy.

SV: That's right.

QD: Chase me, Lillian Wright and Joseph Kahaulelio.

SV: Yes, Joseph.

CF: They were the kids growing up into the lei business. Arthur. Arthur Hew Len. Lillian (Wright). Joe Kahaulelio. My sister Queenie.
What's that, the one had twenty-two children down at Kawaiaha'o Church?

QD: Mama, that black guy, what's his name?

CF: They used to take care of the graveyard.

QD: Akoni.

SV: Akoni, yes.

QD: Akoni was another family.

CF: Yes, but remember the Hanawahine. The oldest daughter. I mean, these guys were the experts selling leis. I mean, their arms were full. My mother never put leis on my arms because she know I'd hide.

(Laughter)

QD: And I was always out running, jumping on the cars.

CF: She was the runner.

QD: And then, I'd run out of leis.

CF: She'd have to come find me.

IH: So, you look for Charlotte?

CF: I'm hiding behind the building.

(Laughter)

QD: And I'm going around looking for Charlotte. When Charlotte would see some friends, she'd put the leis (down). I mean, all over the ground. These leis would be all over the ground. I said, "Charlotte, what are you doing?"

"Nothing."

I said, "I know you not doing anything. Go pick up the leis."

(Laughter)

CF: She used to get so mad with me.

IH: You folks were still in high school at the time?

CF: We were in elementary, I think.


CF: I used to be the worst lei seller.

PV: And then at night, they don't go. She (SV) and I, we go (to) Waikīkī.
IH: Oh, yeah? Where did you go in Waikīkī? You're talking Maluhia? Is that where you're talking about?

PV: No. Moana Hotel, Royal Hawaiian . . .

IH: Oh, right in Waikīkī.

PV: Right in Waikīkī. I take a pan. I only sell gingers. All wind in the pan, like one of those little tubs. I jump on the running board. I was pretty young and fast, so I jump on the board. And the first one gets there makes the sale. If there's two couples in there, well, that's two leis. But the ginger was only what? Quarter one, eh?

CF: Fifty cents. But, you know, (that) was good fun days. They always knew I had leis. If they ran out of leis, look for Charlotte.

(Laughter)

CF: I'd have all the leis.

(Laughter)

CF: I was the worst lei seller. I used to be so shy.

IH: So, from young time, you were good at selling leis, Queenie?

CF: Oh, yes. I only got brave when I got older. (Laughs)

QD: But I enjoyed it. It challenged me. But more so, meeting a lot of people.

PV: And then, you know, lot of Hawaiians try to get her out of there. (Chuckles) She was taking away sales.

QD: Call the cops on me.

IH: Well, you were too young to sell, huh, down there.

QD: That's right.

IH: Didn't they have rules against that?

QD: Yes. But as long as your mother was there, (it was all right).

CF: It was okay.

QD: Hopefully, it was not a school day.

PV: Then we had one good cop down there and one lousy one. So, the good cop help us out. (Laughs)

IH: They took you to the police station?
QD: To the police station.
IH: Oh, no.
QD: You'd think I'd be a little bit shy. I was as arrogant as could be. Tell me I couldn't sell leis. Don't tell me I can't sell leis.
SV: He drove us right back.
PV: Oh, no. We had a main man, the mayor. One call out to the mayor's office. The mayor call down the chief of police. "You have a girl down there, a lei seller. You better let her go. Just let her go out there."
IH: Oh, who was the mayor at that time?
PV: Mayor Wright, I think. That was fast.
IH: So, he support you folks, then?
PV: He was a good mayor.
IH: When you were down at the waterfront, did you belong to a lei sellers association down there? Were you there when they formed the association?
SV: Yes.
IH: Do you remember why they did that?
SV: Oh, they just wanted to form, the women folks. So be all in line. So, we all joined and we all stand in line.
IH: Was it good, after?
SV: Yes, it was all right.
IH: Was better than before?
QD: No more fights.
SV: No more fights.
IH: Why, had plenty fights before that?
QD: Oh, yes.
IH: Was too much competition, I guess, yeah.
(Interview stops, then resumes.)
QD: (QD is talking about starting her own career after graduating from
high school). "Mama, I can dance the hula."

"Oh, I know you can dance the hula."

"I can dance, Mama, I can really dance."

(Laughter)

PV: The girls benefited out of all these experience because we bought homes here and there.

CF: My parents were really good. Football, Queenie was (a) song leader at Farrington [High School], I was at McKinley [High School]. They'd make parties for us for all the football players. Everybody used to come over.

IH: What did your father do?

QD: He was working down at Pearl Harbor. Before Pearl Harbor, he was in the garbage department. Drove a truck. But I guess the lei business was the real meat of this family. Because we knew that the war was something that you can depend on as far as selling your flowers. My mama used to have hundreds and hundreds of leis before.

IH: I was under the impression that during the war the lei sellers didn't work. Didn't do lei-selling business.

CF: Oh, that was the best time.

SV: Just a few of us.

QD: Just a few of us were selling.

SV: Just a few. One Chinese woman.

CF: Yeah, that's Cindy's.

SV: And then, my family. And what that boy's name?

QD: Joseph?

CF: Joseph Kahaulelio.

SV: Joseph Kahaulelio.

CF: There's about ten, fifteen families that were selling at that time.

SV: Very few of us. Not even Waikīkī.

QD: (We) planted some plumerias, planted some carnations. Whatever we sold were (flowers) that we grew.

CF: My dad grew all 'em.
QD: We could make 1,000 leis a week from all our crown in our yard. We had a half-acre (in) crown flowers.

IH: The growers weren't growing too much flowers during the war?

QD: No.

IH: They couldn't buy?

QD: No flowers.

IH: So, you had to just depend on what you could get?

SV: Yes.

QD: Mm hmmm [Yes]. And then, Mama and Daddy went to Mānoa and they found the snowballs.

IH: What is that?

QD: Snowballs. Hydrangeas. Mānoa used to be full of it. And then, of course, the Japanese had some. When Mama started to buy it, then they grew it for selling.

IH: So, did you start that lei, that snowball lei? You created that lei?

SV: Well, whether I created it, I don't know. But I know we start selling those things. Making leis out of them.

QD: And then, nasturtium. You're the first one to make that nasturtium lei.

CF: Yes, the nasturtium lei.

SV: Yes. Well, we planted some.

CF: Yes, we had thousands of those.

IH: And when did you folks make the paper leis? When was that?

CF: During the war [World War II].

IH: The paper lei?

CF: The paper leis, during the war.

SV: Yes, but not too much.

IH: Before that never had?

SV: I don't think too much.

CF: We must have made plenty. Yes. The bettys. The big bettys.
SV: Yes, the big ones.

CF: Not the small ones.

QD: No, not the 'ilima [style]. Not commercial.

IH: Did you make it because of the lack of flowers during the war? Is that why you made 'em?

QD: Yes.

SV: Yes, that's right.

IH: So they never had paper leis before that?

SV: Oh, they had, but very few because nobody want paper lei. They all want flower leis.

IH: That's what I thought. But you know, I saw this picture up at the [Bishop] Museum, and it's supposedly from about 1910, which is quite a while ago. There were, down at the waterfront, mostly paper leis. And I was surprised at that time that they had paper leis and that it was more than fresh flower leis.

CF: We used to go out early in the morning with my dad and mom and go pick up the wild pikake up here, Nu'uanu. The wild pikake. She used to string the lei.

IH: That's during the war you're talking about?

CF: No, that was . . .

SV: Not at that time.

CF: That was when you used to go out to Kāhala? The country club. Wild pikakes. Wild pikake leis.

QD: They are beautiful. If you would go up and pick a whole bunch of wild pikake and try making a (lei you would understand the beauty of the wild pikake).

CF: Beautiful. Smell so sweet.

QD: It's a real different smell. It's pretty.

CF: (Mama) used to work sixteen hours when we first moved down to the airport. My mom used to work almost all day, all night. Get maybe three or four hours sleep, she's back there in the morning again. 'Cause they used to be quite busy.

IH: Yeah, so that's why I was wondering, how come they stay down there so long?
CF: 'Cause the Mars used to go out at all hours. Never a set time.
QD: And you couldn't get a flight schedule from them. So you had to be there.
IH: Oh, really?
QD: Sometimes they'd have a two o'clock flight in the morning.
IH: So, Mama, when you moved down to Lagoon Drive and set up your truck, that was next to your brother?
CF: No.
QD: Yes. Right next to Uncle Gus. Uncle Gus was first.
SV: Yes.
QD: And then Auntie Hattie?
SV: Auntie Hattie.
QD: And then, us, yes?
CF: No. Then we put our lei stand right in the back of that, of Auntie Hattie's. But Uncle Gus was always down at the end. He refused to move up. Then, Almar's Lei Stand came. Then that old lady, what's that? You know Bessie's Lei Stand now? The old lady that gave Bessie that stand?
SV: Oh, yes. She and the old man [Emma and Sam Keli'i].
CF: The old man. They put their lei stand. And then, Dorothy [Onaga] snuck in. Because we had Auntie Hattie's stand [first], our stand [second], then we had another stand here [third]. Remember? We had two stands.
QD: We had two stands.
CF: Then that old lady [Emma Keli'i]. Then we had another stand here. And then, Dorothy tried to sneak right in the back of ours.
IH: Now, was that in somebody's yard?
CF: No, right on the highway.
SV: On the highway.
QD: On Lagoon [Drive]. You know where South Seas [Motors] is now? That used to be an old service station. And then, there was a road, an old road. And then the lei stands started just beyond the South Seas on the same side.
IH: Were you folks all living Damon Tract at that time?
CF: No. We were up Nu'uanu.
QD: We were up Nu'uanu.
IH: You had moved to Nu'uanu already?
CF: Yes. Uncle Gus was the only one [living in Damon Tract] because he was staying in Auntie Hattie's house. Auntie Hattie was up at Kalihi. Kalihi Street.
IH: So was convenient, then, for him to just go right there.
CF: Yes, yes.
IH: So what was it like on the trucks, Mama? You know, when you folks moved to the trucks on Lagoon Drive, was better than Downtown?
SV: I cannot say. To me, everything is same. No place is better than the next place. You know why? You make it yourself. You make it either good or not. So wherever you go, you have to make up your mind. You can succeed. If you cannot, you're not going to think of nothing. You have nothing to think of. But if you want to succeed, you work. So that's what happened to me. I worked.

(SV motions that she will sit in the adjoining room.)
CF: Oh, okay. Go ahead.
IH: So, you folks grew up with the lei stand from small time.
QD: Yes.
IH: At that time when you were small, did you enjoy it?
QD: No.
CF: No.
IH: (Chuckles) I wouldn't think so.
QD: No. Because we had not just tubs of flowers to string, we had bathtubs of flowers to string.
CF: Hey, there was more flowers then than now. I mean, these lei sellers don't know flowers.

(CF points to a picture of the old truck stand on Lagoon Drive.) Look at the leis that we had.
IH: Yeah. So many.
QD: Look at the kinds of leis we had. And so many.

CF: We used to have baskets. You know those round baskets? Of ginger, packed in there, bunches. About a hundred bunches a day, right? Hah, Dad?

QD: At least.

CF: We used to take 100 bunches of ginger a day?

PV: No. Hundred bunches too much. Would take about two days to do.

CF: Oh, we used to do it. We used to make double gingers.

SV: That's right.

PV: Twelve, fourteen bunches.

CF: Oh, no. I used to do the gingers so I know.

PV: One bunch is 100 flowers in it.

QD: Oh, no. We used to have tons.

IH: Yeah, Mama saying, that's right. You're right. Was that many.

QD: Oh, yes. Tons and tons. In fact, we had so many vandas to do, thousands. Thousands. Every shipment was 5,000, 10,000 vandas?

CF: Oh, used to be 5,000 in a box. So we used to have about two or three [boxes], right?

QD: It was ridiculous.

CF: I mean, we had leis. I mean, my mother, she dealt in volume.

IH: But that means the volume of customers must have been much more before, eh?

QD: Oh, tremendous. We have our service people to thank.

CF: Yes. Service people were fantastic.

QD: They were really the supporters of the lei business. Because when we go down to the boats, I mean, we could take seven, eight baskets of leis.

IH: Down the waterfront?

QD: No, down Pier 40 or whatever it is. And waterfront was cheap. The leis were always cheap. I mean, you could have volume, but you were selling cheap. And then when the war came, the waterfronts were all closed up. You couldn't go down to the waterfront.
IH: Yeah, you couldn't go down, eh?

QD: Right. But they had dances. They had dances at the Breakers. What is Queen's Surf used to be called the Breakers. The military took over that. Ginger leis were fourteen dollars?

CF: Double [ginger lei].

IH: Huh?

QD: Oh, yes. The carnation leis were ten dollars and fifteen dollars.

CF: They grumble about prices now.

IH: So, was that just during the war, that's why all the prices went up?

QD: The flowers were expensive. (Therefore the leis were expensive.)

[My mother's] an asset to the lei business. Because she had the imagination (for) making beautiful leis. (She is a good businesswoman and a kind one.)

IH: Yeah. She loves flowers.

QD: (It was hard work but very rewarding. Mama and Daddy worked very hard to create their own business and in doing so have given us independence and pride.)

IH: Yeah, but you know how some of the lei seller's children felt kind of embarrassed to be selling leis. You folks weren't like that?

QD: No.

CF: Well, I was one of 'em in our family when we were growing up. I was shy, that's why. I wasn't embarrassed about it, I was just naturally shy. Right? Confirm that.

QD: Yes, that's true.

IH: Do you know why they would have that feeling? Did people look at you folks like it was a . . .

CF: . . . a low-class thing?

QD: No. Well, maybe in general, I guess. I guess most people do think that way.

CF: But we didn't feel that way.

QD: (No, it was important to help Mama and Daddy with the business to make enough money so we could buy our groceries and gas for our station wagon.)
IH: Okay, most of the people that went into lei selling, it was because they needed the money, right?

QD: That's true. A lot of them, right.

CF: It was a livelihood.

QD: Yes.

IH: So, that's why I thought, well, maybe that's why, in the olden days, most of the people who did sell leis were poor people who didn't have other jobs. You know what I mean?

QD: Well, yes, I guess that's the way it started. Because my dad had (no job). In those days, the jobs were hard to get. It was just not easy to get a job. And I guess my mom thought, well, the easiest way (was) to sell leis. (What a beautiful way to make money--stringing flowers and creating lovely leis and making money doing it.)

IH: That's why, it's even more amazing that the ones that are still in the business today, I mean, they've really made it a business. And they come from no money to actually owning their own business, which is not an easy thing to do today.

QD: It's not an easy thing to do. (Perhaps we were lucky or the timing was right or just determination. But my parents had little or no money when they started their lei business.)

IH: Was it mostly Hawaiians from the beginning?

QD: Yes.

CF: Mostly.

QD: If you saw a Chinese at the time, that was very unusual. I don't think there were any Japanese at all. And as you say, it might have been a profession where most people look down and say, well, "They're just that kind of people that sell leis" or "They just don't go out and find jobs" or "They're not too bright."

CF: Yes. (Laughs)

IH: Did you get that feeling, though, from people?

CF: Oh, yes.

QD: Not me. I mean, with me, it was a challenge always.

CF: I mean, you know, for instance, the stigma was there that you . . .

QD: No, not for me, it wasn't (like that. I was happy and proud to sell my leis.)
IH: But, Charlotte, for you, you felt it from people that they felt that way?

CF: Well, yes. I mean, you know, they always looked down at the lei sellers in those days. I guess with us Venturas we never felt really that way. But that's the feeling that you kind of pick up from people in those days. But we never felt slighted at that because my mother always made it so that it was a classy thing to us. It was a beautiful thing. In fact, we had more than the kids that had their parents working in businesses. We had more. So, it never left us with any stigma of being stupid, anything like that. But you kind of pick it up from your friends, you know, that . . .

IH: But you think that came from your mother, the feeling that it was a thing to be proud of?

QD: Oh, yes. My mom and my dad always said, "Hey, you just be proud this is our business. This is a business."

CF: Yes. This is something that we're proud of.

QD: Yes, this is a business. You're your own boss. You make your own leis, and you go out and you make your own money. Nobody tells you what to do, how to do it, and when to do it.

CF: No, but she [SV] was the boss. We were (chuckles) the workers.

(Laughter)

IH: She was always the boss?

CF: She was always. In fact, she refuses to give up her throne.

(Laughter)

CF: Still the boss.

QD: She's still the boss, which is good. Because it keeps us on our toes. But more than anything, we like seeing (her busy and happy). And it's nice to hear her talk about all (the good times and the bad times of the lei business).

IH: Yeah. That was nice, yeah?

CF: She was a powerhouse, though, you know. One yell and you hop, skip and jump.

QD: And I think most of the lei sellers, maybe all of the lei sellers had a great respect for her. She was there, number one, she always helped whenever she could. She was the first one out there for the guys. The military guys, if they needed 1,000 leis for something because they were coming or going overseas, we strung the leis that she gave (with her heart).
IH: Oh, yeah?

QD: Oh, yes. My mom and dad were generous with a lot of people. So, she and the lei business are synonymous. I mean, people think of her as Sophie, as the lady of the leis.

CF: And she never mind anybody else's business.

QD: She taught us that.

CF: You just mind your business. Whatever you want to sell the lei, you sell it. I mean, what if she did? That's her business. If you want to sell your lei three, four dollars, she don't care. If she's going to sell it for five dollars, she's going to sell it for five dollars. That's the way. Like we said, the ginger leis were fourteen dollars, fifteen dollars. She didn't care if the next guy sold it five dollars. That's her price (because her leis were beautiful).

QD: We made good leis. We made beautiful leis. They're worth every penny. Yes. The lei business has been great for us. It gave us independence, which is great for Hawai'i. It gave us a lot of wisdom of people. (And we enjoyed meeting people. We made many, many friends through the lei business.)

IH: And would you say that was one of the biggest enjoyments of the business, was meeting people?

CF: Oh, yes.

IH: Do you think that's true for your mother, too?

QD: Oh, yes.

CF: Oh, yes. My mother met, gosh, all kinds of people. Movie stars, politicians, all kinds of people. And everybody was just nice people. She didn't care what title you had. If you came one or two or three times and she saw your face, she'd remember it. There was always an extra lei. "Don't forget to give her an extra pikake," or whatever. It was always, you know. And that's something that we've learned, too, from her, is to be gracious. To be gracious and to be kind. Because when you go out, you want somebody to be the same way. Act the same way towards you. I don't think we ever heard a swear word.

CF: Never. You don't say "bugger." Not even "bugger" in the house.

QD: That's very unusual, I think, growing up in a Hawaiian family, (we were a very proud family who owned a business, and a family that stayed together. We are seven children of Peter and Keahi Ventura who loved and worked hard together).

END OF SIDE TWO
IH: Okay, I was wondering, Mama, do you think it's important to keep the lei business within your family? Is that important to you?

SV: Very much.

IH: Why is that?

SV: Because this (business) really belongs to my children. Nobody else worked hard on the lei stand, only my children. So I don't think so anybody deserve it. I'm very against it. I want my children to have it. I don't believe in giving to somebody. Not people who no work and just come sliding in. No, I don't like that. I don't believe having—even if a good friend. I don't like good friends. That's why I don't make good friends. I don't want to be obligated to people. Only one obligation I chose. That's why I make them. They here, they carry on. So, you get my answer.

IH: And you know, you said you did work so hard to build the business . . .

SV: I worked hard. And then, my children came. They also worked, my girls. They worked.

IH: What do you feel was some of the hardest things you had to do when you were starting the business? Like, for instance, maybe the long hours or something like that.

SV: Oh, yes, there were long hours. But I don't think so I found it hard. No. You know why? Because I was doing it for myself and my family. That's why there was nothing hard. I enjoyed doing it. And I know we don't have to go mākilo outside. I don't have to go mākilo for my children because we working hard. And that, I'm very much against mākilo. Some of us, when they don't have, they make it more worse. They don't have, they find pity. That, I don't like. I like work hard. Even if I don't get nothing in return, I'm very much satisfied 'cause I work. I know someday I'm going to receive my blessing. And I received my blessing. Blessing of having my family, blessing of having the things that we really need. So, I thank my Heavenly Father.

IH: Plus, it seems that you always had your family working with you. So, maybe that helped to pass the long hours, too, huh?

SV: I want to. I rather work than go watch mo'opunas always.

(Laughter)

SV: When they start calling, oh, boy. Seven kids and call up, oh wow, thank you. And my kids were wonderful. They never, never call. Even they had trouble, they never say nothing. It was up to me to find out whether there was trouble or not.
IH: You're still going down to the lei stand, huh?

SV: Oh, yes. I love it. (Chuckles) I think I'm the only crazy old lady going down there. Everybody else retire. And coming over there looking pretty in the morning, and here, the old lady come. (Laughs) But I love it.

IH: I notice you still wear leis, too, when you go to work.

SV: Oh, I love that.

IH: I think that's one thing that's so nice, you know. Some of the younger lei sellers don't really dress themselves up with leis and flowers. I notice you always have a lei on yourself or your head or something. I think that's so nice.

SV: But you know, I'm selfish of my flower. If I think I have an extra one or I can make a little short lei, I'll make 'em. But if I don't have and I figure the money going come in, I rather leave 'em for the money.

(Laughter)

SV: Then I buy food for my family. But otherwise, if there's plenty, I think plenty, oh, well, we all share.

(Laughter)

IH: Before days, you were known for giving away leis a lot, too.

SV: You know, the old folks, "Ha'awi, ha'awi. Ha'awi a pau loa (Give until it's all gone)." (Laughs) Well, I don't know. I guess if they made us not Hawaiian, maybe something else, maybe little better, but putting that Hawaiian blood in us (chuckles), that's the worse blood they could put inside anybody because they can't ever forget to be generous. No can. They want to be mean sometimes. You get a strong feeling, eh. But (chuckles) you end up giving. So, I don't know. But we live, we all happy.

IH: Do you feel that it's important for Hawaiians to keep in the business? Do you think if other peoples came into the lei business that it would change the business itself?

SV: You know, funny. Right now, when you go down the lei stand, there are more different nationality there. And you know, when the Hawaiians were there, there's a funny feeling there. If they tell you "aloha," you like to say "aloha," too. But anybody else, there's no more aloha, even if you say "aloha." You say it in return because everybody saying, but no more that feeling of aloha. No, you don't. I don't think so you find that feeling. But if you was Hawaiian and I was Hawaiian, and I hear you say "aloha," oh, quick the mouth: "aloha" and "Pehea 'oe? (How are you?)" Oh, you like to answer because I don't know, maybe the voice or the language. It
gives you a different feeling. Anybody else, I don't know, make you straight up. (Chuckles) And you answer straight, not soft. But when Hawaiian answer, oh, you have the little love. You like smile, you like laugh, you like answer. Funny feeling. But I guess the Hawaiians have that real aloha. There is some. Sometimes you get angry and you get so angry. But something always comes in your conversation that you pau angry so fast. And pretty soon, you find yourself half crying and half laughing because you pau angry.

IH: I find that just receiving a lei or wearing a lei gives you that change, too. Give you that special kind of feeling. Do you feel that way, too?

SV: Yes.

IH: I think that's why, must be that's why Hawaiians used to like to wear leis, yeah, all the time.

QD: I think so. It's not just the lei, it's what's behind it. It's a very nice feeling. If somebody give you a lei, it's special. It's very special. I don't know when you really stop, like Mama says, when a Hawaiian says it, "aloha," she really means it or he really means it. (Leis are made with love, special tenderness and care.)

IH: So, Mama, do you feel the atmosphere at the lei stands today is a lot different than before?

SV: Very, very much. If you go down there, there's no smile or "how you?" Unless you know the person, then you talking. But otherwise, you have no time. There is no time.

IH: That's why, from what I've been talking to everybody, it seems like the waterfront, everybody remembers that as good days because everybody would socialize with each other. Is that true?

SV: That's right. That's where we opened, we open the waterfront, started. And was good. We all sit down, string our leis. My mother was there, too. And she'd make food and call (chuckles) everybody. Everybody eating raw fish. Never mind the Haole. If the Haole, "Ey, Haole, you want to eat? Come eat, come eat poi." Oh, and they used to enjoy that.

IH: Did the different lei sellers sit together and string together?

SV: No, those who stay down there were more from--a few from Kaka'ako--but more from Jack Lane [Nu'uanu]. We used to have big families from Jack Lane that used to come down. So, they all are Hawaiian.

IH: But mostly all Hawaiians down the waterfront?

SV: Mostly Hawaiians, yeah. It took a long while, then Pākē Annie used to come down. Everybody got angry. But she would come.
IH: She was the first one that wasn't Hawaiian?

PV: They had all the Hawaiians down there.

IH: She was the first one that wasn't Hawaiian?

SV: No, a Portuguese woman. Portuguese woman came down for a little while. She pau. Then her son comes, then they all pau. Then this Pākē Annie came. Well, Pākē Annie, she came as a young girl down to Kāne'ohe. I know she married there, Pākē style, you know, bride kind. They send for her. So, she turned out to be good. She tried to get along with the Hawaiians. But sometimes, later on, they say that she come from Kāne'ohe, she really come from Kāne'ohe, when she was a young girl from China came to Kāne'ohe. And so, she raised with the Hawaiians. That's why, she know how to talk that kind style. So plenty Hawaiian people, when they come from Kāne'ohe, they know Annie. So they go buy her leis.

(Laughter)

PV: Before that, they had two Japanese sellers. But they sold beads--bead purses, bead bracelets, bead leis.

SV: They had Hawaiian husbands.

IH: Oh, they had Hawaiian husbands?

PV: Yes. One of them, the husband was a customs guard down the pier. The other one was, I don't know what he was, but anyway, there were two Japanese.

SV: But they were raised here on the Islands. They were good.

IH: Do you know why the governor and they say Mayor Wright them, do you know why they took care of you folks? It seemed like they really backed you up from what everybody was saying.

SV: Because I was a fighting lei seller. And I knew them and I worked for them. So, I could go to the office and sit down and talk to them what we want.

IH: Oh, so you used to go to their office?

SV: Yes. I went two times to the office to fight for us. Otherwise, they would make it so hard on us. And (chuckles) I didn't want us to pay tax. I went to go fight against that. They told me, "Sophie, you have to pay tax. Everybody in the Islands pay tax." Yes. So, we have (chuckles) to pay tax. But it didn't hurt us.

IH: What's that?

PV: Some tax people came down, asked the Hawaiians. You don't mind paying 1 percent tax, huh. They went and agree. If they say no,
they don't want to pay, the Hawaiians don't pay tax. Then would hold off for quite a while, you know. But no, they went agree, so they charge 'em one cent. Bumbai two cents, three cents.

IH: Okay, that's mostly all the questions I have. Is there anything you can think of? Queenie?

QD: (I would just like to add that my auntie, Ka'imi Marrotte, Mama's younger sister, has been with us for many years and has been a tremendous asset to our business. We are so happy to have had her help and support.)

Thank you very much for coming.

IH: Oh, thank you. Mama, that was nice to hear your feelings about the business.

END OF INTERVIEW
KA PO‘E KAU LEI
An Oral History of Hawai‘i's Lei Sellers

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