



YASUI BROS. CO.  
ALL KINDS OF JAPANESE GOODS

JAPANESE  
EMPLOYMENT  
AGENCY.

HOOD RIVER, OREGON

FIRST YASUI BROS. STORE

Located on W. side of THIRD  
St., between State St. and  
Oak St.

Ca. 1908

在日本  
安井兄弟商會  
舊館

## THE FIRST YB STORE

The first Yasui Brothers store opened on July 8, 1908, at 194 Third Street, Hood River, Oregon.

Originally, the Yasui Brothers Company consisted of Taiitsuro Yasui, who was the *chōnan* (eldest son and family heir); Renichi Fujimoto (who was born a Yasui, but who had been adopted [*yōshi*] at age 5 by his paternal aunt & her husband); and Masuo Yasui, my father.

Soon—around 1908-09—my Uncle Taiitsuro decided that he didn't want to become a shopkeeper, so he sold his interest in the store to my Uncle Renichi and my father, and returned to Japan. Taiitsuro started a denim weaving factory in his hometown of Nanukaichi, Ibara-shi, Shitsuki-gun, Okayama-ken, and was very successful in this venture.

Renichi and Masuo were also successful in their business in their new, new land. Their business continued without interruption for 34 years, until WWII forced them to shut down forever in April, 1942.

As the sign on the store building here says, the Yasui Brothers sold all kinds of Japanese goods; and they provided all sorts of other functions, such as selling steamship passenger tickets and life insurance, and acting as an employment agency, and providing many other services as well.

The not-much-smaller frame building on the right was where all 9 of the Yasui children were born to Masuo and Shidzuyo Miyake Yasui. It was a pretty crowded place. So was the store.

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Homer Yasui  
September 15, 1998