

Finding Aid

Lex Brodie

**Audio – Visual
Collection**

1921 – 2013

**Kaua'i Historical Society
Lihue, Kaua'i**

MS 82

Lex Brodie Collection

MS82

2 Videos

3 audio cassettes

family photo, dated 1921

Alexander Hofgaard Brodie was born in Kekaha, Kaua'i on October 14, 1914, the only child of Alexander Brodie and the former Gertrude Bloom, a Waimea school teacher.

Following his early school years in Kaua'i, Brodie attended Roosevelt High School in Oahu, the University of Hawaii studying chemistry, and then received his degree in business administration from the University of California.

In 1933, Lex was one of the Waikiki Beach Boys, providing surf lessons and outrigger canoe rides. Surfing was his life-long joy; whenever possible he surfed daily until age 90. In the 1950s he was the manager of Dole Pineapple Company, it would be his last job as an employee.

In 1958 he opened a Chevron gas station in Kaneohe, 3 years later the Lex Brodie's Tire Company was established. Before long the business expanded from 2 stores in Oahu to stores on all the islands. Well-known for his "Thank you very much" commercials on island TV, Lex realized that small businesses received little notice and lacked government contacts and support even though they comprised 98% of all island businesses. Brodie started the Small Business Association of Hawaii in 1975, now known as the Smart Business Hawaii (SBH).

His commitment was to improve business and employment stability, and he had started a profit-sharing program for his employees in 1960. He became active in political circles, supporting politicians, and advancing small business operations in the islands. In 1991 Brodie sold his company, and was elected to the State

Board of Education, a seat he held until 2003. He visited every school in Hawaii during those years.

After his retirement at age 90, Lex and his wife Evelyn returned to Kaua'i, established a family foundation to provide awards to school children and Hawaii's service men and women

Lex Brodie died in January 2013, at age 98.

Biographical information provided by the Hawaii Reporter dated January 13, 2013. A photocopy of the article is included.

Video and audio materials were recorded as part of the Kaua'i Historical Society's Oral History program.