

*The Little Acorn mascot on a decal dated 1947 drawn by Lee Susman, sports cartoonist for the Oakland Tribune, is a fine example of Emeryville ephemera rescued from oblivion. Courtesy, Steve Bond.*

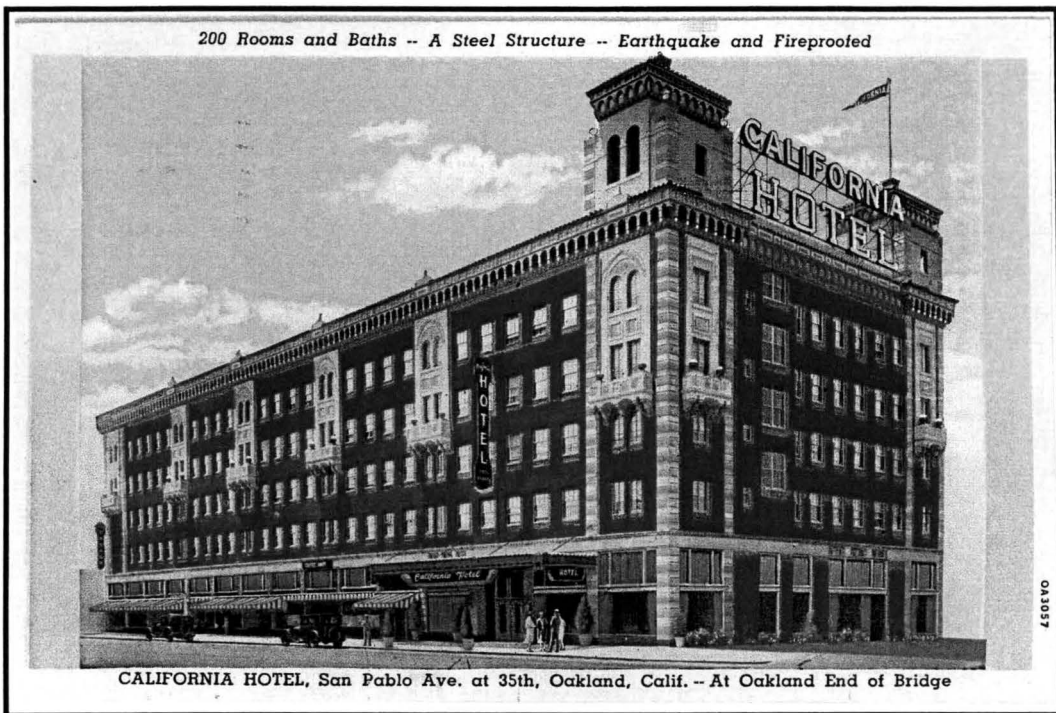
## ***Emeryville Ephemera Edition***

### ***The Post Cards of Emeryville***

*by Donald Hausler*

### ***Emeryville Merchants Tokens***

*by Raymond L. Raineri*



*The California Hotel, built in 1929, was located on San Pablo Ave. at 35th Street in North Oakland near the Emeryville line. It contained 200 rooms, a 24 hour restaurant, a cocktail lounge, and a ballroom. When the Oakland Oaks played in Emeryville, the visiting team stayed at this hotel. Color postcard c1930, courtesy, OHR.*



*The Emeryville Motel was located at 5425 San Pablo Ave. in North Oakland's Golden Gate District near the Emeryville line. Color postcard c1955, courtesy, Ed Clausen.*



JOURNAL  
of the  
EMERYVILLE HISTORICAL SOCIETY

***Emeryville Emphemera Edition***

***The Post Cards of Emeryville***

*by Donald Hausler*

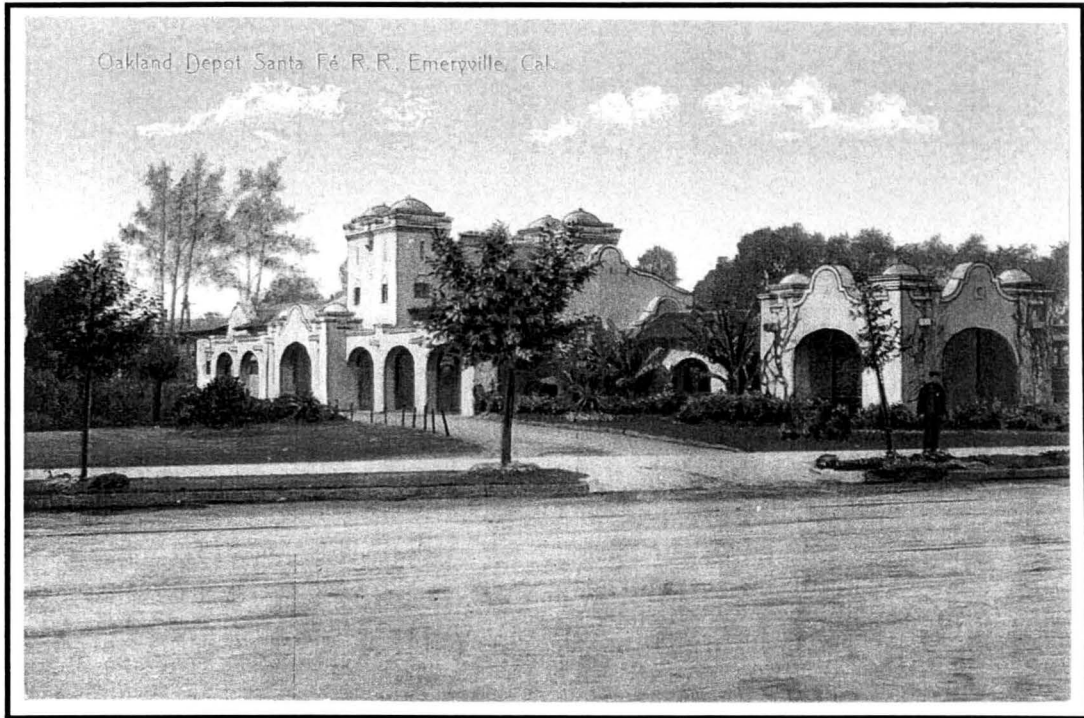
***Emeryville Merchants Tokens***

*by Ray Raineri*

Credits:

Historical and contemporary photographs are as attributed.  
Editing, design, and production by Arrol Gellner, Donald Hausler, and Nancy Smith.  
Screening and printing by Grand Copy Center 3665 Grand Avenue, Oakland

The Journal of the Emeryville Historical Society is a quarterly publication sent to members and subscribers of the Emeryville Historical Society. Back issues are available from the EHS.



*The Santa Fe Depot was located the northwest corner of San Pablo Avenue and 40th Street. Courtesy, Ed Clausen. It was built in 1904 and demolished in 1961. Color post card c1912. Courtesy, Ed Clausen.*

**Emeryville Ephemera Edition  
The Post Cards of Emeryville  
by Donald Hausler**

**Introduction**

The term ephemera as it applies to historical artifacts can briefly be defined as "items of short-lived interest." Most of the ephemera presented in this article are post cards related to Emeryville. The picture post cards, because of their age, have acquired significant value. They portray an era of Emeryville history that has largely disappeared. Most of the postcards are from the Ed Clausen collection. Clausen is a retired Oakland fireman who has collected post cards of Oakland and adjacent cities for several decades. EHS thanks Ed for sharing these treasures.

Emeryville post cards date back to the turn of the century. Views of Shell Mound Park, the California Jockey Club race track, Oaks Baseball Park, the Santa Fe Railroad Depot, and local restaurants are a few of the more popular subjects featured in this collection.

**The Santa Fe Depot**

The biggest celebration in Emeryville history occurred with the arrival of the first Santa Fe passenger train. The origin of the East Bay Santa Fe line is of interest because it entered Emeryville on the old roadbed of the California & Nevada Railroad.

The California & Nevada Railroad was built in the 1880s with Emeryville as the western terminus. This narrow gauge line, only 23 miles long, extended from Emeryville north through Berkeley and Richmond and then curved around the northern edge of the Oakland-Berkeley hills, following San Pablo creek through Contra Costa County to present day Orinda.

The line did not prosper and in 1902 the Atchison, Topeka & Santa Fe, familiarly known as the "Santa Fe," acquired the C & N trackage rights to Richmond. At this time the Santa Fe, a transcontinental railroad, already extended west to Richmond. Construction of the link between Oakland and Richmond began in June 1903. The roadbed needed to be

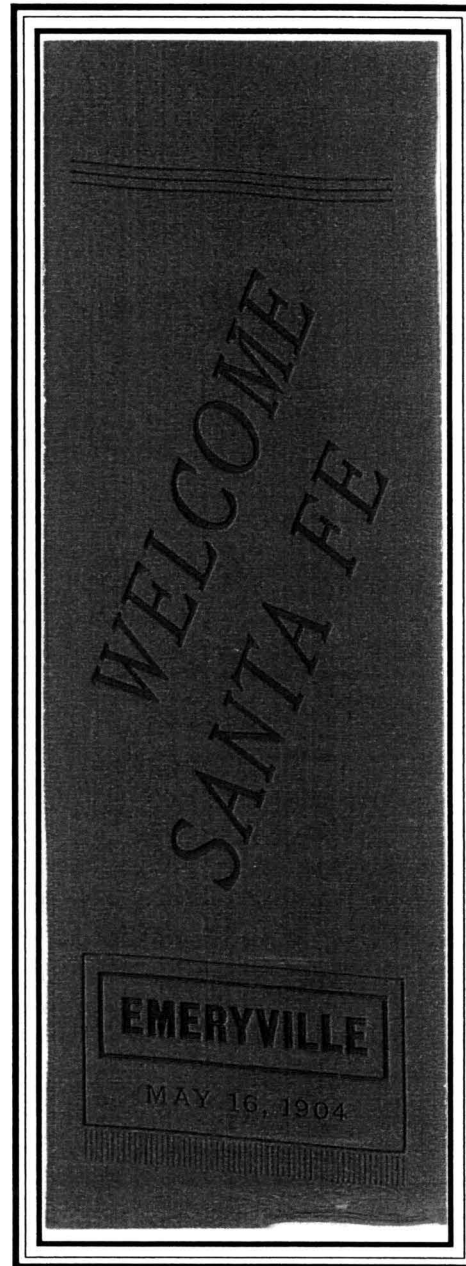
improved and converted to standard gauge, a project that was concluded in less than a year. With the completion of this final connection, the Santa Fe reached from the terminus in Emeryville to Richmond, turned east to Stockton, and then south into the San Joaquin Valley. In Southern California the line extended eastward through the desert towns of Barstow and Needles and then crossed Arizona, New Mexico, southeast Colorado, Kansas and Missouri, terminating at Chicago, Illinois.

While work progressed on the Emeryville-Richmond connection, Santa Fe built a depot located at Yerba Buena and San Pablo Avenue in Emeryville. The 205 foot long train station was designed in the Mission Revival style by Santa Fe architect C. F. Whittlesay, built by Yard & Hichborn of Los Angeles, and cost \$11,625. Construction began early in December, 1903 and was completed April 30, 1904.

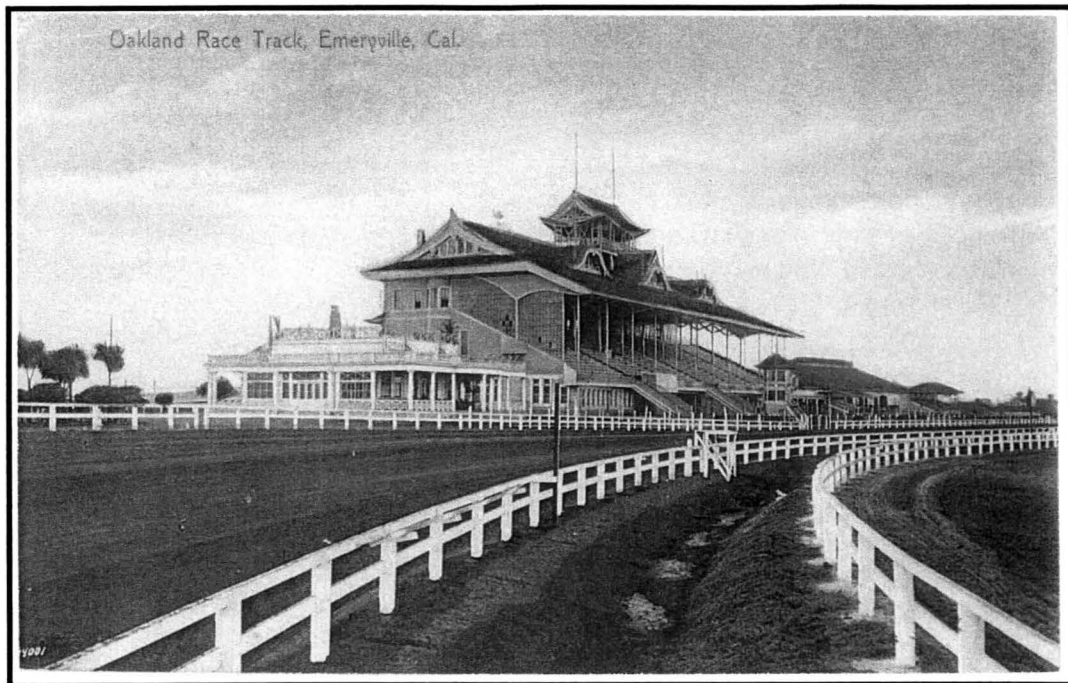
The first floor of the two-story central portion of the building consisted of a women's waiting room on one side and a men's waiting room on the other, with a ticket office in between. The second floor contained sleeping rooms for depot employees. Four towers, each 35 feet in height, rose from the central part of the structure, patterned after the towers on Mission Santa Barbara.

On May 16, 1904 a railroad committee composed of Oakland and Emeryville boosters prepared to celebrate the arrival of the first Santa Fe train into Emeryville. The celebration featured a floral parade composed of more than 300 vehicles, including floats, bicycles, automobiles, horse carriages, six-horse tallyhos (coaches), pony carts, and also a contingent of saddle horses, all of which were decorated with flowers. A vast throng awaited the train's arrival. The huge audience cheered wildly when the first train arrived from New Orleans on schedule at 10:40 a.m.

The Santa Fe station functioned as a train depot for over 54 years. The old depot was demolished in October, 1961.



*When the first Santa Fe passenger train arrived at the Santa Fe Depot in Emeryville, a huge crowd celebrated the occasion. The above orange ribbon was handed out to train fans as a memento. The inscription reads, "Welcome Santa Fe, Emeryville, May 16, 1904." Courtesy, Ed Clausen.*



*This post card, looking north, shows the southwest corner of the track and the grandstand. Color post card, 1907. Courtesy, Ed Clausen.*

### **Oakland Trotting Park**

The Emeryville horse race track, originally known as the Oakland Trotting Park, was built by Edward Wiard, born in 1815. A native of New Haven, Connecticut, Wiard joined the gold rush to California, arriving in San Francisco in 1850. After working in the gold fields for several years, Wiard settled in the East Bay and in 1859 purchased a 115-acre tract of land for \$7000 that later became part of Emeryville.

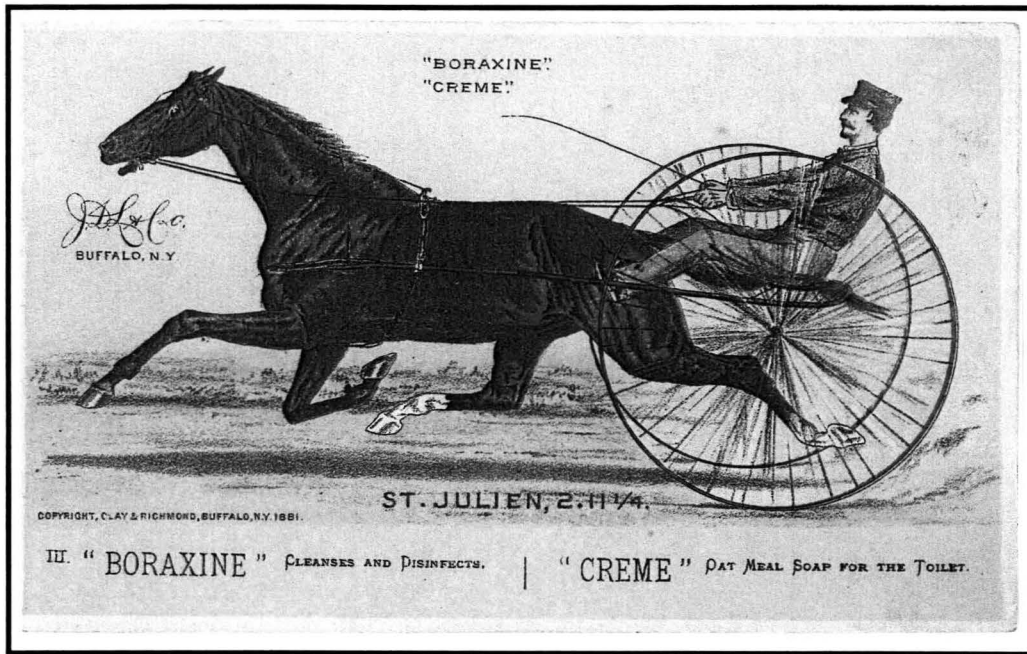
Wiard's property was located west of San Pablo Avenue, north of Park Avenue, and south of Stanford Avenue. Wiard began construction of the track in the late 1860s, and the oval was completed in 1871. Temescal Creek flowed west through the center of the track, and bridges had to be built where the race track crossed the creek. Built in 1874 - 75, the Northern Railway, which connected Oakland with Martinez, bisected the Wiard tract. Wiard's land west of the tracks became Shell Mound Park, a famous resort and picnic area.

For the first 25 years of its existence

the Oakland Trotting Park featured harness racing, in which horses pulled two-wheeled sulkies with seated drivers at a trotting gait. On October 25, 1879 the legendary horse St. Julien broke the one mile trotting record at the Oakland Trotting Park. General Ulysses S. Grant, having served two terms as President, happened to be visiting the Bay Area at the time and was present in the timer's stand when St. Julien crossed the finish line in 2;12 3/4, breaking the previous record by one second.

In the 1880s Wiard lost the race track because of financial difficulties. Judge James Mee bought the property in 1886. Mee operated the track until his death in 1894. In 1894 Thomas Williams Jr. leased the track from the Mee estate. Born in 1859, Thomas attended Oakland High School and public schools in San Jose. He went to U.C. Berkeley and Santa Clara College and graduated in 1880 with B.A. and B.S. degrees.

The young, rich, and ambitious Tom Williams was dissatisfied with the dilapidated



*On October 25, 1879 St. Julien broke the one-mile trotting record at the Emeryville track. The above trading card was produced to celebrate this legendary horse and was originally wrapped with a bar of soap. Clay & Richmond, 1881. Courtesy, EHS.*

state of the 25-year old plant. He wanted to transform the old race track into a modern facility. In 1896 Williams tore down the old buildings, stables and grandstand. A new, magnificent grandstand, resembling a Japanese pagoda, replaced the original one.

The new facility was renamed the New California Jockey Club Race Track, and it flourished under Williams' management. By the 1890s thoroughbred racing with jockeys riding in the saddle had replaced harness racing as the most popular sport at the track. Williams continued to operate the facility into the twentieth century. Over the years he developed a humanitarian and charitable side to his character. Following the 1906 San Francisco Earthquake, Williams opened the track to thousands of refugees.

Despite the generosity of Thomas Williams, the Progressive Era reform movement opposed racetrack gambling in California. The state legislature, responding to the anti-betting forces, passed the Walker-Young anti-gambling law in 1910, which made race track betting illegal. The anti-

gambling bill took effect in February, 1911, and the New California Jockey Club was forced to close. Afterwards the track was used for aviation meets and automobile races.

In 1915, four years after the track's closing, the Mee estate announced that the property would be subdivided into factory sites. In the fall of 1915, a wrecking crew began dismantling the grandstand and other track buildings. On December 15, 1915, before demolition could be completed, the remaining buildings caught fire and burned to the ground. The race track had been in existence for 44 years. Thomas Williams did not live to see the destruction of the plant. He died in November, 1915, one month before the conflagration destroyed the race track infrastructure.

The race track property had tremendous commercial value because of its proximity to the railroad tracks and its central location in the East Bay commercial community. It was subdivided as planned, and the land became an industrial park.



*Dancing Pavilion in Shell Mound Park, Emeryville. Color post card, 1908. Courtesy, Ed Clausen.*

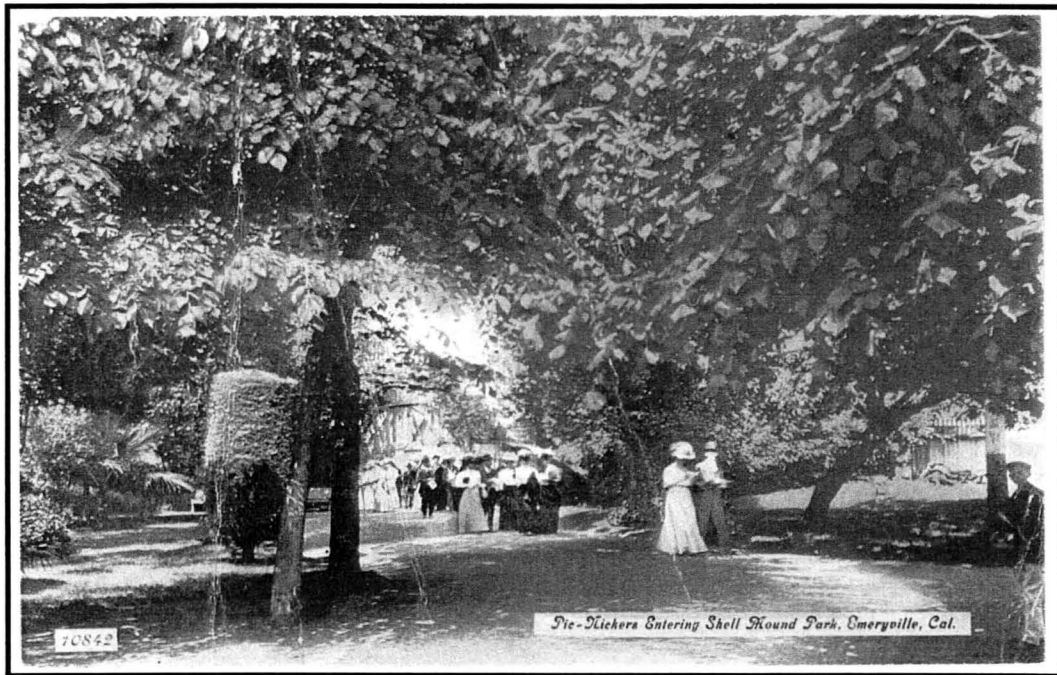
### **Shell Mound Park**

Edward Wiard developed the west end of his tract into Shell Mound Park. The park was bounded by the San Francisco Bay on one side and the Southern Pacific railroad tracks on the other. The Emeryville Shellmound, an ancient Indian archaeological deposit, stood between 30 to 40 feet high as the major Emeryville landmark, while Temescal creek, bisecting the property, flowed westward into the bay. Wiard opened a rifle range in 1876 and built other attractions over a period of time to attract a diverse crowd.

Shell Mound Park evolved into an amusement park that included a restaurant, carousel, bowling alley, beer stand, picnic grounds, and a running track with a grandstand. Two dance pavilions were built, one on top the shellmound and another on ground level. Other park activities included drinking, picnics, concerts, bicycle races, foot races, and tug of war contests. Shell Mound Park soon became a popular destination for local clubs, unions, societies, and other groups. Families arrived from all over the Bay Area. The park came under new management

when Wiard leased the operation to Ludwig Siebe in 1879. Siebe, an immigrant from Germany, continued to improve the park and create new attractions. Several important events occurred during his tenure. In 1896 the district of Emeryville incorporated, which provided a necessary civic infrastructure. In 1901 the dance pavilion on level ground caught fire. Local fire departments were unable to extinguish the fire and the facility burned to the ground. Siebe immediately rebuilt the structure.

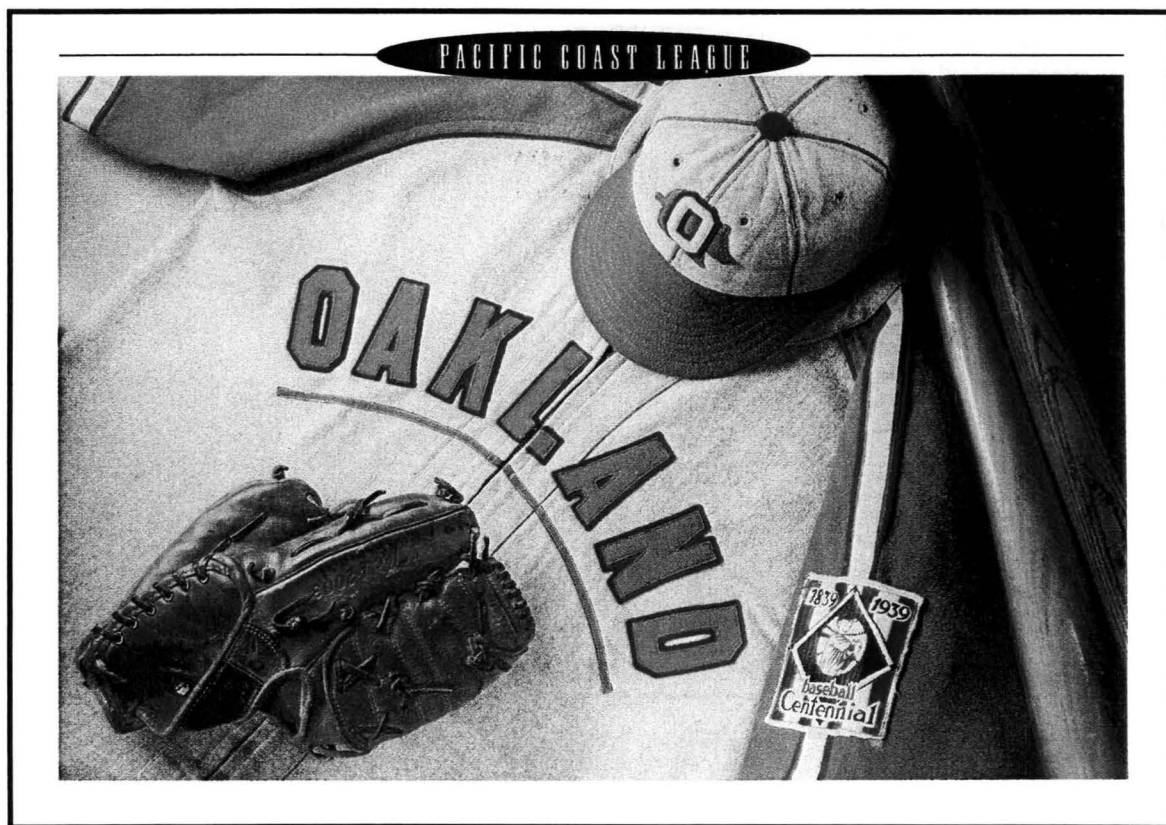
The destruction caused by the 1906 San Francisco Earthquake created a wave of refugees. Shell Mound Park was converted into a camp for displaced earthquake victims. In 1912 a children's playground was built which became an additional attraction. In 1920 Prohibition went into effect, closing the bars and beer stand at Shell Mound Park. Since the consumption of alcohol was a favorite pastime by park guests, Prohibition had a negative impact on business. The park closed in 1924. The Emeryville Shellmound was leveled the same year and the site subdivided for factory space.



*Picnickers entering Shell Mound Park, Emeryville. Notice the long dresses worn by the ladies Color post card, 1911. Courtesy, Ed Clausen.*



*Post card featuring an automobile covered with signs advertising a Shooting Festival, Picnic and Prize Shoot at Shell Mound Park on August 8, 1915. Courtesy, Ed Clausen.*



*Oakland Oaks color post card. The Oaks were in the PCL from 1903 until 1955 and won four league championships. Photograph by Joe Samberg. From an exhibit by The Oakland Museum.*

### **Oakland Oaks**

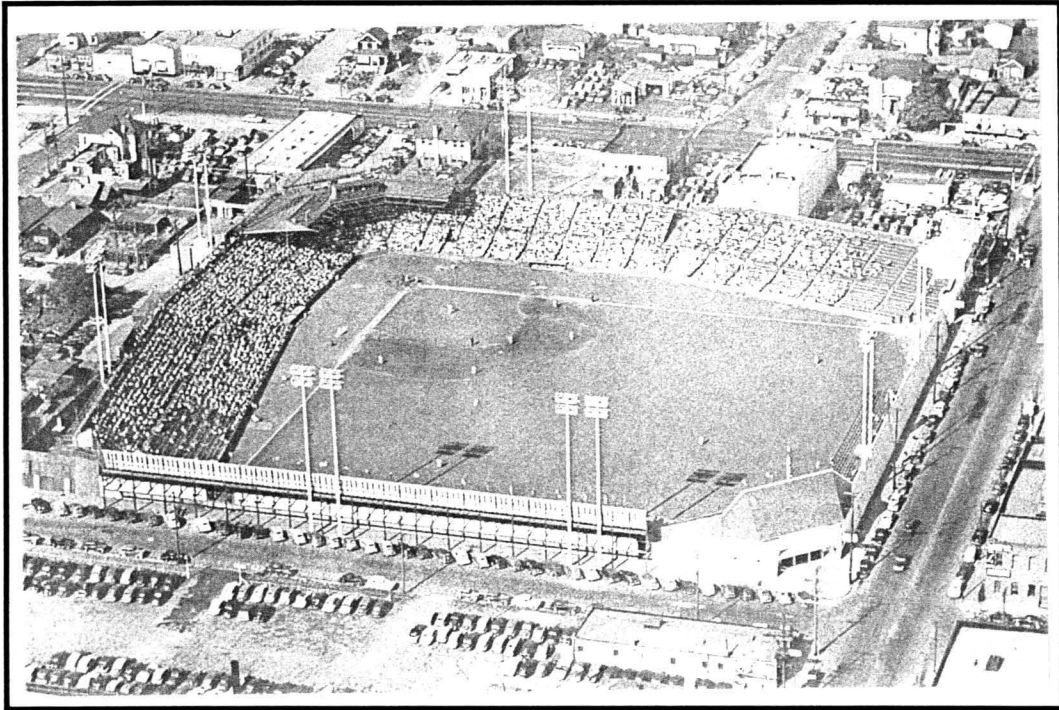
The Oakland Oaks baseball team played in the Pacific Coast League from 1903 to 1955. The League originally consisted of minor league teams from San Francisco, Seattle, Sacramento, Portland, Los Angeles, and Oakland. The league later expanded to include teams from San Diego and Hollywood. For several years the Oaks played at a facility known as Freeman's Park, located at of 59th Street and San Pablo Avenue in the Golden Gate District.

The Oaks came in last place the first 1903 season and struggled for the next several years. Finally, in 1912, the Oaks won their first pennant. The owners celebrated this victory by building a new stadium, completed in 1913, at the corner of Park and San Pablo Avenues in Emeryville. This modern facility had a seating capacity of 10,000.

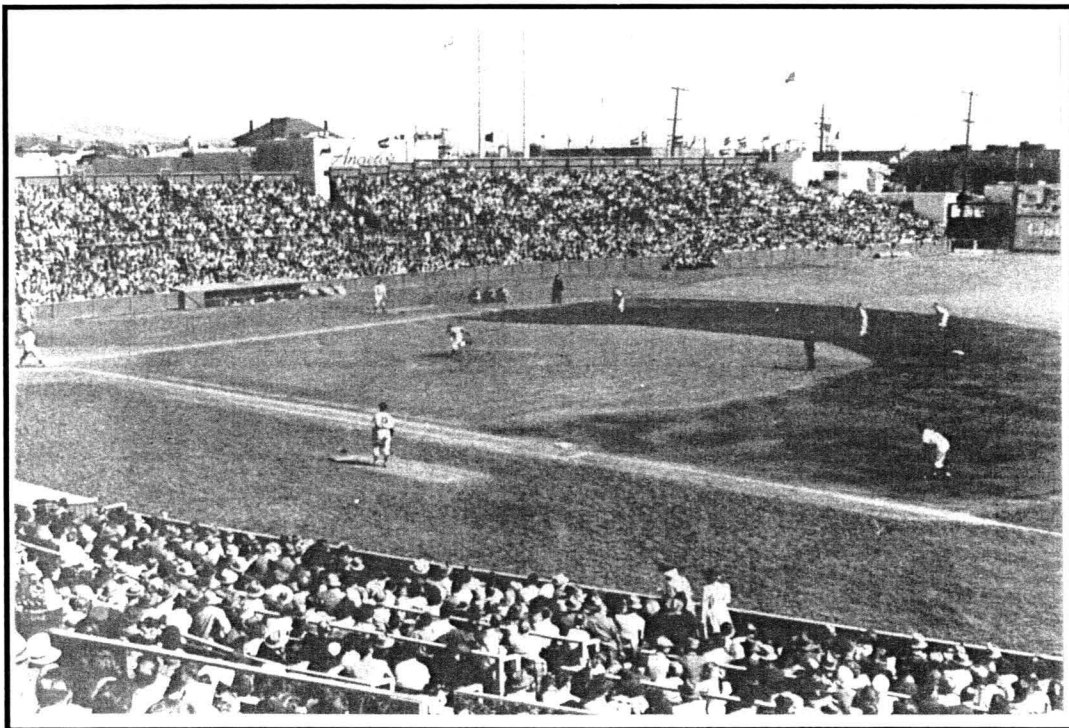
After a long wait of 15 years, in 1927 they won another pennant, with a record of 120 wins and 75 losses. Two decades passed without another championship. In 1946 the

team owner, Brick Laws, hired Casey Stengel to manage the club. In 1947 the Oaks came in second place. The Oaks fielded a strong team the next year. The players, inspired by their new manager, won the pennant in 1948. The City of Oakland celebrated the victory with a parade that went through the downtown to city hall. In 1949 Stengel was hired by the New York Yankees. He was replaced on the Oakland team by a new manager, Charles Dressen. Dressen won the pennant in 1950.

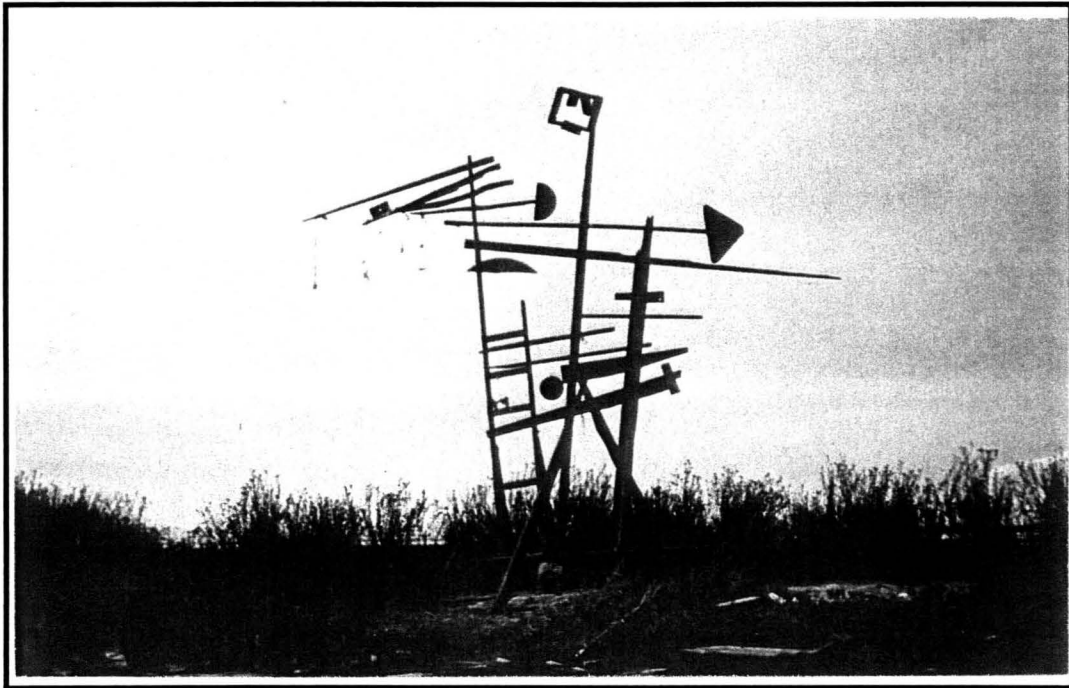
The Oakland Oaks stadium experienced a decline in attendance during the early 1950s, in part due to competition from television. In 1946 the game attracted 600,000 fans. By 1955 the attendance had dropped to 175,000. The owners decided to close the facility, and the last game was played on September 4, 1955. The team moved to Vancouver, and were renamed the Vancouver Mounties. Old time baseball fans still gather to celebrate the Oaks and share memories of the splendid Emeryville ball park.



*This c1950 post card features an aerial photograph of a Saturday afternoon baseball game at the Oakland Oaks Ballpark which shows the configuration of the stadium. Courtesy, Ed Clausen.*



*This postcard provides a nostalgic image of a c1948 game in progress at the Oaks Ball Park in Emeryville. The shot, suggesting a packed house, was taken from the first base side grandstand. Courtesy, Ed Clausen.*



*Mudflat Sculpture postcard. Stabile on Oakland-Emeryville mudflats. Photo by William Jackson, c1968. Courtesy, Ed Clausen Collection.*

### **Emeryville Mudflat Sculpture by Charles Modecke**

The phenomenon known as “Mudflat Sculpture” or “Derelict Sculpture” started in 1962 and lasted through the seventies. The unusual action of the winds and tides on the shoreline known as the “Emeryville Crescent” brought all manner of flotsam and jetsam to this stretch of the bay shore line in Emeryville. An endless and unlimited supply of materiel would accumulate. Creative souls saw the great potential for using this supply of “driftwood” to build sculptures of every conceivable description. And indeed they did just that! For a distance of a half mile or so stretching along the shore, from south of Powell Street to the curve where the freeway turns toward the toll plaza, one might see works in the abstract expressionist mode, geometric structures, realistic figures, animals, or people, or trucks and trains, warriors, musicians, pure fantasy, as well as all manner of social protests and political messages.

As time went on, more and more sculptures rose out of the Emeryville Mudflats and the discussion as to whether or not these structures were art or junk became more and more heated, although most of the passersby on the East Shore

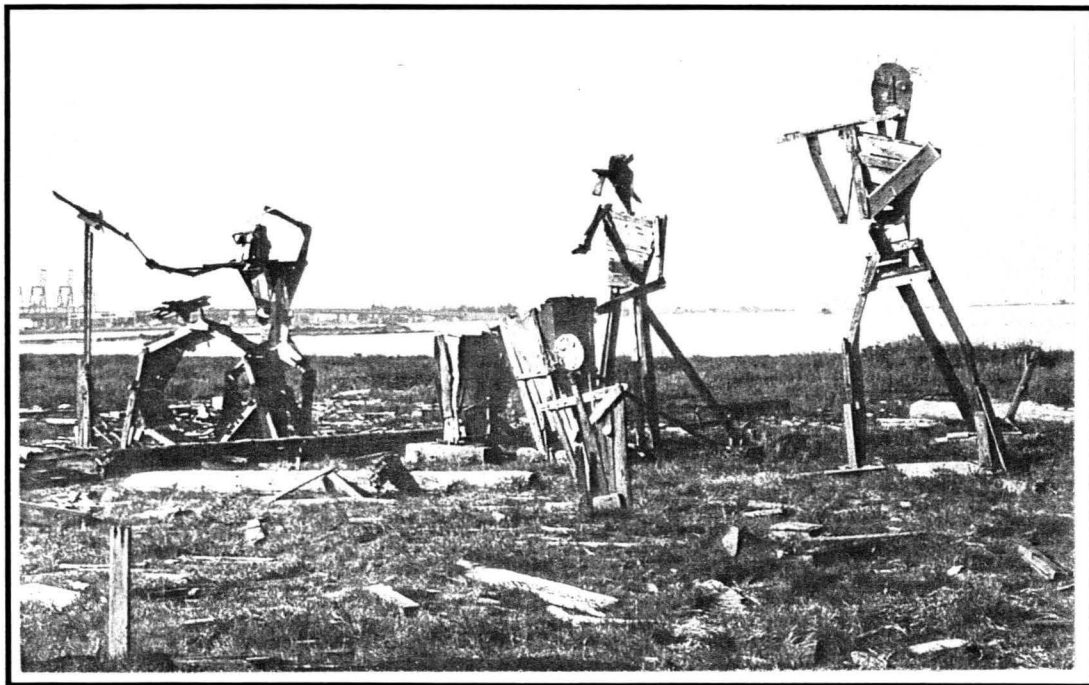
Freeway thought of these “structures,” as whimsical and amusing, even referring to them as “junk sculpture.” The fact is, that for both the art world and the psychological community, the mudflat sculptures represented a truly significant happening. It was a most important activity for the general public as well. For those active participants, who did the construction itself, it was fulfilling a basic human need, i.e., to be creative and do or make something “for its own sake.” The viewers had the benefits of free access to an outdoor museum and art gallery, with none of the constraints, either commercial or conceptual, usually experienced in the traditional establishments.

The City of Emeryville gained fame because it was the venue for a very unique phenomenon, recognized by the academic community, the art world and finally the attention of hundreds of sculptors who created the works and the hundreds of thousands of passersby who had the pleasure of viewing the sculptures.

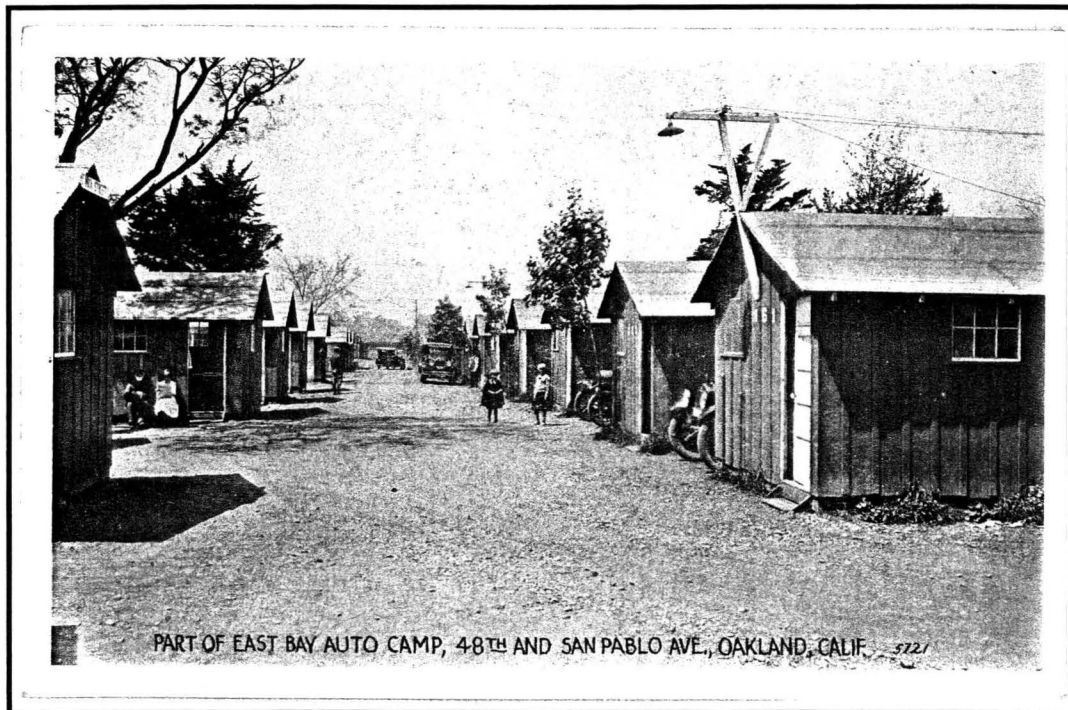
Due to the resolute efforts of several interested and concerned groups of citizens, the Emeryville Crescent has returned to its natural state. The derelict sculpture has been removed, and the mudflat is now a wildlife sanctuary.



*Mudflat sculpture postcard. "Going My Way?" Emeryville Mudflats. Photo, Naomi Weissman, c1975. Courtesy, Ed Clausen Collection.*



*Mudflat Sculpture postcard. Mudflat Musicians, Photo by Naomi Weissman, c1975. Courtesy, Ed Clausen Collection.*



*The East Bay Auto Camp was located at 48th Street and San Pablo Avenue. The camp was equipped with public showers that emptied into Temescal Creek. Postcard, courtesy, Emeryville Historical Society.*

**East Bay Auto Camp**  
**By Nancy Smith**

Old postcards provide a fascinating look into the past. One, captioned “part of East Bay Auto Camp, 48th and San Pablo Ave., Oakland, CA.” and numbered 5721 is a view of the East Bay Auto Camp, 4811 San Pablo Avenue. Fifteen wooden cabins can be seen, little bigger than children’s playhouses. Six people appear also. The sign “Main Street” is attached to one roof and a street light juts out from another. Its companion, postcard number 5722 shows Emery Grammar School on the left, then the Auto Camp market with awnings and a scale in front and rooms upstairs. Next, the Union gasoline Station with its sign CLEAN YOUR CRANK CASE-USE OF PITS FREE. The camp office was behind the gas station. Tiny cabins appear at the right, six peaked roofs about the height of the service station, seemingly hooked together

like paper dolls.

The auto camp phenomenon began in the teens. These camps were used by those with a car, vacation time and cash who wanted to be free of expensive hotels and restrictive train schedules. The city of Denver provided municipal campsites which had stoves, laundry tubs and hot water. Other early camps were glorified chicken coops, curious shacks with community showers. Municipal auto camping spots grew in response to tourists who had money to spend. But when times grew hard, fees were assessed to discourage the poor.

The Oakland City Directory listed “East Bay Auto Camp, W.A. Chapman, mgr.” at 4811 San Pablo Avenue in 1924. The Sanborn Fire Insurance Maps for this period show streets named North, South, East, West, Front, Main, 1st and 2nd. Along these streets ranged more than a hundred cabins. The 1930 City Directory has no listing for Emeryville’s only

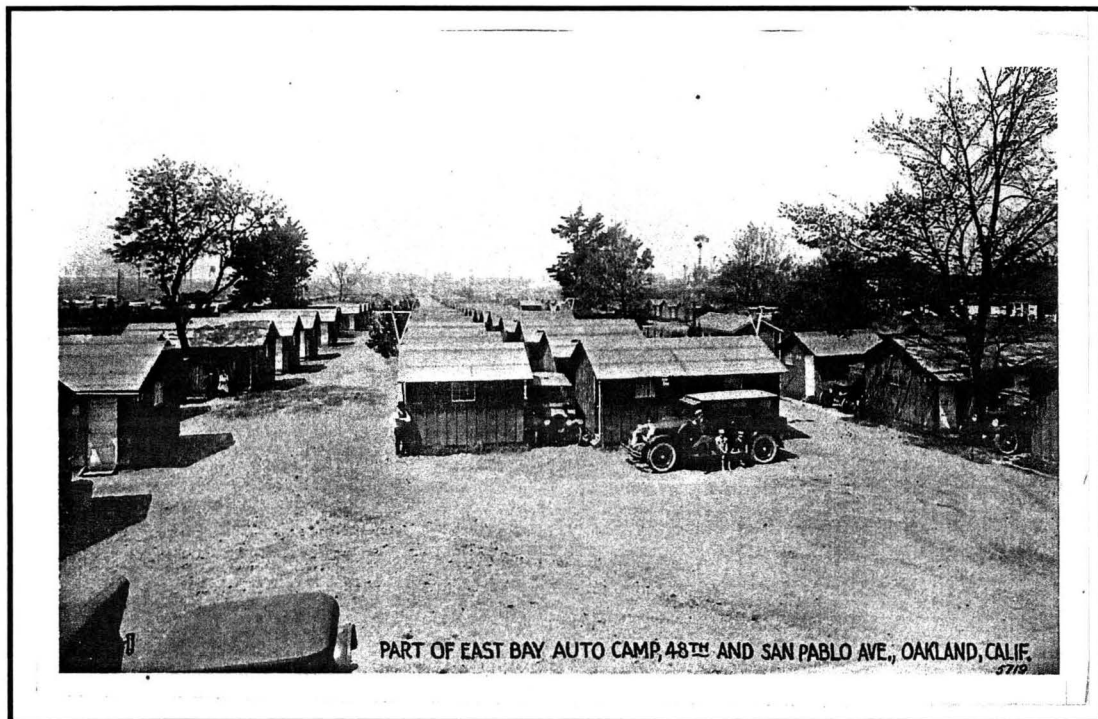
auto camp. What happened to it?

According to the 1933 Emery High yearbook, the main (San Pablo Avenue) school was remodeled for high school purposes in the summer of 1927, when Anna Yates School was built on 41st Street. Land was purchased for an athletic field in the summer of 1929. Could this have been the auto camp? Funds were transferred from the High School district to the Elementary school district for land to the rear of the main school in the summer of 1930. In 1931, the new (Sutter, then Hawley, finally Waldorf) school building was constructed on 61st. The High School auditorium, a classroom annex and a woodshop were also built the same year. The first unit of the new gym was built in 1932.

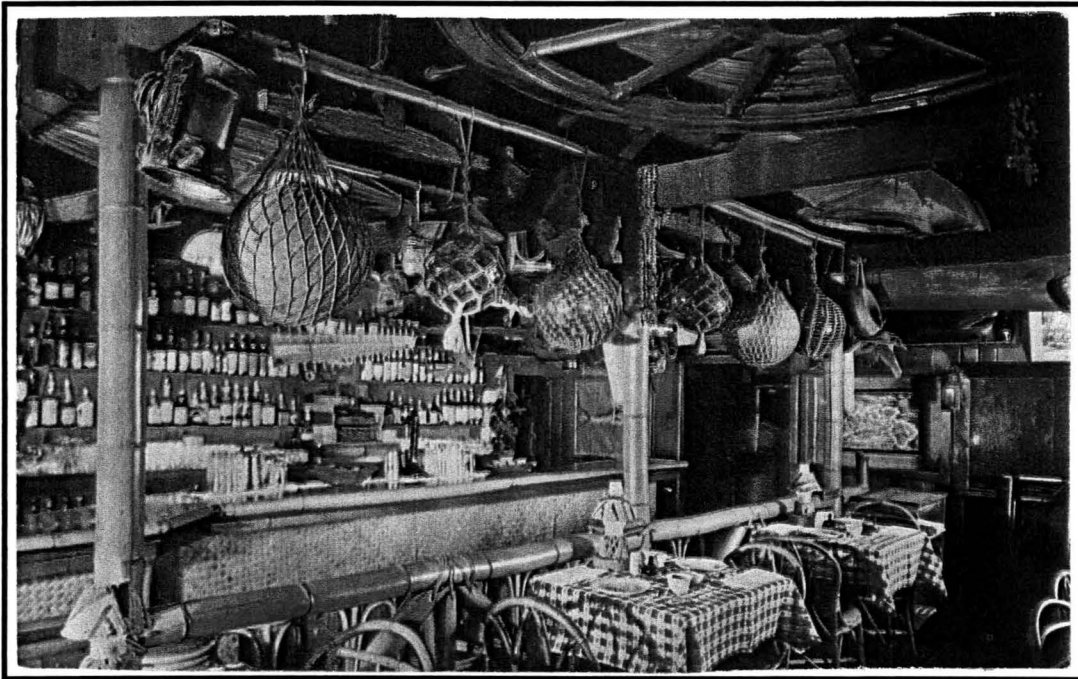
It's possible that the expanding High School simply gobbled up the auto camp. By 1933,

only the Gas Geysers service station remained of the cluster of automobile-centered businesses on the corner of San Pablo and 48th Street. It was advertised in the High School Yearbook at 4809 San Pablo, telephone Piedmont 6144.

Two hundred cabins fully occupied might mean 400 adults and as many children, a large voting bloc and possibly overwhelming increase in school-age children. Was this a "flivver jungle" full of "rubber tramps?" The communal shower was directly over Temescal Creek and presumably drained into it. Probably school expansion, sanitation and politics all played a hand in the early demise of this curious institution.



*The East Bay Auto Camp, located at 48th Street and San Pablo Avenue, was built about 1924 on the banks of Temescal Creek. There were approximately 200 cabins in the camp, and when occupied the population of this complex would have been around 800. The Auto Camp closed about 1930, and the property is now part of the Emery High School campus. Courtesy, Oakland Public Library, Oakland History Room.*



*"The Deck," overlooking the bar in Oakland, home port and the original Trader Vic's, famous for fabulous rum drinks and barbecued meats from the Chinese Oven. Color postcard, courtesy, Oakland Public Library, Oakland History Room.*

### **The Great Mai Tai Hunt**

**by John Irving Bloom, aka Joe Bob Briggs**

*"Any bartender who can't make it should be shot for treason."*

The Mai Tai was invented by one of our greatest bartenders, the one-legged fowl-mouthed rum-lover Vic Bergeron, on a day in 1944 when he was experimenting with tropical drinks at his original Trader Vic's restaurant in Oakland. At this point Vic was in his bartending prime, having spent 20 years working up to what would be his *pièce de résistance*, and to start it he took down from the shelf a bottle of 17-year aged Jamaican rum. Anyone who thinks the Mai Tai is a cheap drink should consider this. Jamaican rum aged 17 years is so rare that it doesn't even exist anymore. When the big multinational companies started buying up the sugar cane plantations in the Caribbean, they shut down all the little rum distilleries where it was still possible to find recipes from the days of Sir Walter Raleigh, which is one reason we have a whole generation of cheap Bacardi drinkers....

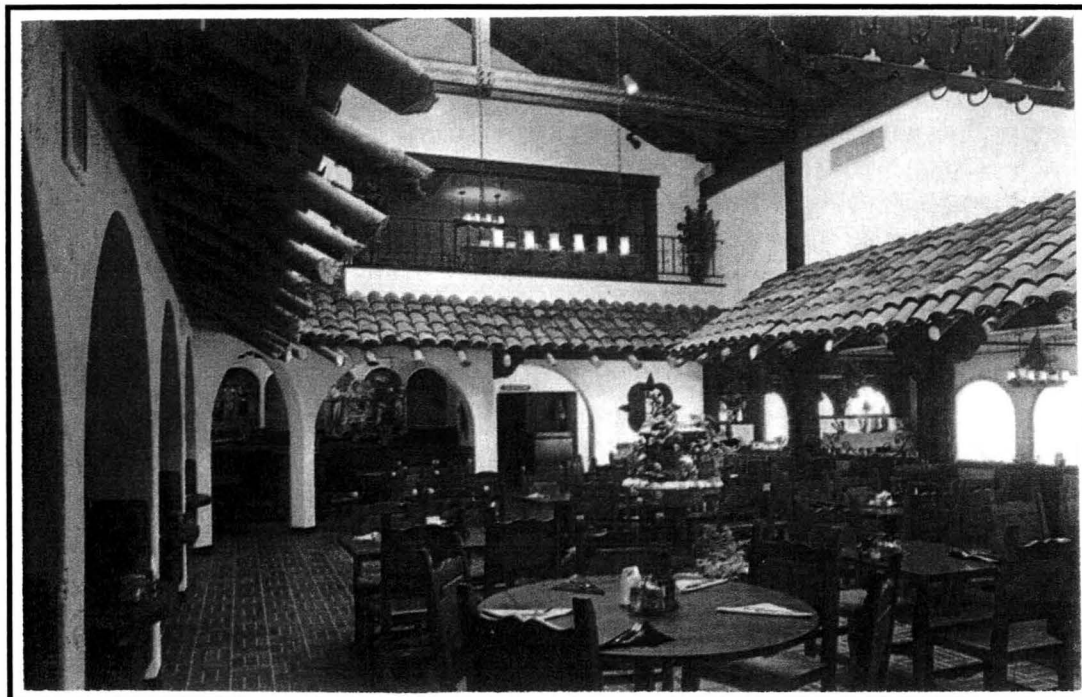
But back to this moment in American

alcohol history. Trader Vic poured two ounces of J. Wray and Nephew 17-year Jamaican rum over shaved ice in a double old-fashioned glass. He then squeezed into rum, with his fingers, one fresh lime. At this point the drink is virtually complete. In the great man's autobiography, he wrote "The flavor of this great rum wasn't meant to be overpowered with heavy addition of fruit drinks and flavorings." But to give it just the little tang he wanted, he added a tiny bit of orange curacao from the Holland DeKuyper company, and French orgeat syrup (Garier, if you're taking notes) to get the almond flavor. He shook it and served it with a fresh mint sprig. It so happened that two friends of his from Tahiti were in the bar that day. A woman took the first drink and pronounced "Mai tai roa ae!" In Tahitian this means "Out of this world—the best!" And so the Mai Tai was born, named, and from what I know now, immediately began its long slow decline into frat-boy hell.

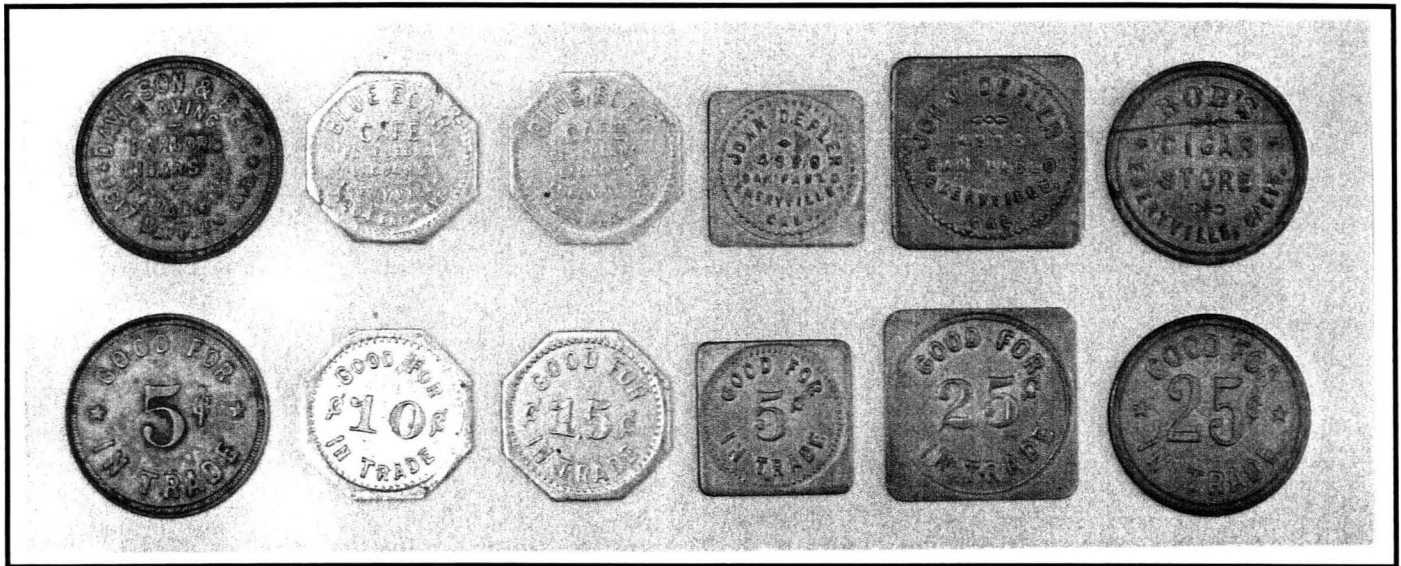
*Editors note: Trader Vic's Restaurant moved from Oakland to Emeryville in 1972. You can still order a Mai Tai at the new Trader Vic's located at 9 Anchor Drive on the Watergate peninsula.*



*Trader Vic's Restaurant moved from North Oakland to Emeryville in 1972. The spacious interior of the new Trader Vic's appears on the above color post card. Courtesy, Ed Clausen.*



*Color post card showing the interior of the Tia Maria Restaurant at 3199 Powell Street. The Tia Maria flourished in the 1970s. It later became the Oceanview Restaurant in the 1980s. Courtesy, Ed Clausen.*



1. Ob. Davidson & Bell 2. Ob. Blue Boar 3. Ob. Blue Boar 4. Ob. John Depler 5. Ob. John Depler 6. Ob. Bob's Cigar  
 5 cents 10 cents 10 cents 10 cents 25 cents 25 cents  
 1. Rev. Davidson & Bell 2. Rev. Blue Boar 3. Rev. Blue Boar 4. Rev. John Depler 5. Rev. John Depler 6. Rev. Bob's Cigar

**Emeryville Merchants Tokens  
 by Ray Raineri**

This account will feature a description of the long-ago discontinued practice of the use of “Good For” merchants tokens by a number of businesses and commercial operations that formerly operated in the town of Emeryville. By definition, merchants tokens, also known as “Good Fors,” “Trade Tokens,” or “Store Cards,” were initially made of brass or aluminum or steel, and later issues included celluloid, wood, plastic, or paper. Metal tokens were usually circular in shape, resembling coinage, but were also manufactured in numerous other designs, including square, rectangular, star-like, scalloped, and cloverleaf edged.

The basic information stamped or incised on the token consisted of the name of the business/merchant, usually the address, town and state, and the token’s “value,” such as “Good for a 5¢ drink,” or “Good for 1 loaf of bread,” or “Good for a 10¢ cigar.” (It is noted that one frustrating element to present-day collectors of these tokens, is the rather large number that were issued by a merchant who chose to only include his name and the

token’s redemptive worth, without including an address or city and state. These tokens are known as “Mavericks.”)

**Token Production**

The use of merchant’s tokens in California has a fairly long and colorful history. Beginning in the 1860s, several merchants in San Francisco had tokens produced in Europe and shipped in for their use. This early start lacked momentum and continuity, and it wasn’t until the start of the 1880s that merchants tokens in California began to proliferate, due largely to a billiard company’s use. The J.M. Brunswick and Balke Company in San Francisco produced tokens for their exclusive use. Several other billiard companies sensed the potential afforded by this development, and joined in the issuance of tokens.

Of local historic interest is what may be termed the “Emeryville-Klinknerville” connection in relation to merchant tokens. Charles E. Klinkner was an entrepreneur-promoter who, most would agree from early written accounts, was in a class by himself. Besides establishing a proposed town-site near present Emeryville just north of Stanford

Avenue and San Pablo Avenue in the 1880s, along with numerous other endeavors, he operated a firm in San Francisco that would produce and distribute in approximately 1890, the first merchant tokens in California. That year seems accurate, inasmuch as the tokens manufactured by Klinkner's company were made primarily of either brass or aluminum, with the latter material not being available for general use until 1891.

From this point onward, Klinkner and several other companies dispatched traveling salesmen throughout the state to generate interest in the tokens and to write up orders for them along with many other company-produced items—i.e., badges, rubber stamps, fraternal ribbons, etc.

Thus began a period, perhaps peaking in the 1910-20 decade, when virtually thousands of concerns ranging from an individually run business to a chain of operations made use of this most effective means of combining advertising, discounts, sales and most importantly, the almost certain ready-made guarantee of a repeat customer.

*This listing will begin with the oldest example and with the others in descending order.*

**Davidson & Bell; Shaving Parlors, Cigars & Tobaccos**

(Located at 3617 San Pablo Avenue, Emeryville)

This business was jointly owned by Peter Davidson who resided nearby at 831-35th Street, and William T. Bell, who likewise lived several blocks away at 3420 Chestnut Street. First appearing in the Oakland City Directory (which included residents of Emeryville in 1913), the partners evidently operated a notably male-oriented enterprise. Not only could a gentleman receive a haircut and/or a shave, he could use his token to offset the cost of a billiard match or towards the purchase of a cigar, as these activities were part of the services offered.

By 1920, city directory listings indicate that the two partners had ceased their business relationship, and moved on independently. Thus this token, which may

have been issued on a small number at the onset of the business's origin, is likely a scarce item.

**The Blue Boar Café**

(Located at 1204 Park Avenue)

This facility's origin appears to have been in 1938, with partners Edward "Eddie" Buelna and James Courtney. By 1940, only Edward Buelna is listed as the café's proprietor, and by 1943, ownership had passed to George Storm, an experienced restaurant operator in his own right, who retained "Eddie" Buelna as bartender. Buelna would operate the café for a number of years after Storm's demise, and the business continued until the early 1950s.

The café took its name from the widespread popularity of an 1883 novel "The Merry Adventures of Robin Hood" by Howard Pyle, who included an illustration of "The Blue Boar Inn." The name was used by a number of bed and breakfast inns in England as well as a chain of cafeterias that originated in Kentucky in the 1930s. At the present, it is not known if the exterior, interior or both were decorated in conformance with the Robin Hood theme.

It is noted that the Blue Boar Café, along with numerous other establishments that operated on Park Avenue during World War II years, were part of a thriving business environment that catered to an enormous civilian work force that staffed the Avenue's many workplaces going three shifts around the clock, seven days a week. Concerns such as American Rubber Co., Del Monte Cannery, and Judson Steel, sent their employees up on Park Avenue, almost totally on foot, as owning an auto was expensive, and gasoline was rationed. Business was booming at the Blue Boar!



*This ad appeared in the Emeryville Golden Jubilee Rodeo, 1946*

### **John Depler**

(located at 4336 San Pablo Avenue)

In true Emeryville entrepreneurial style, John Depler may be viewed as the archetypical businessman of his time in the late 1940s. Indications strongly suggest that Depler's creative business skills led to his futuristic—but unfortunately short-lived—enterprise that has been termed Emeryville's first "mini Strip mall." Drawing upon his organizational skills and experience as an insurance agent, Depler set up a complex that featured an upstairs gaming room (card room), a restaurant advertising "fine foods, a fountain, and smoke house flavored meat." Additionally, he offered a recreation center, magazine sales, a barber, and his own specialty—insurance and notary public service.

Depler's tokens, therefore, afforded the holder numerous choices, and readily explains the two denominations issued—"Good for 5\$ in Trade," and "Good for 25\$ in Trade."

"The Centre," as Depler's operation was known, was located in what had been an Emeryville Post Office building. Indications are that his ambitious project faded from the scene scarcely more than a year following its opening. Adding to the somewhat bizarre nature of this chapter in Emeryville's history, is the absence of any definitive material on what became of John Depler following his most short-lived appearance in Emeryville.

### **Bob's Cigar Store**

Little is known about Bob's Cigar Store token, the last token from the writer's collection. The two most knowledgeable cataloguers of California merchant tokens both attribute the specimen to an establishment in Emeryville, California, which is consistent with the information on the token. However, in terms of determining the precise location and dates of operation, virtually nothing has been identified to date. Both the efforts of Donald Hausler, a founder of the Emeryville Historical Society, and colleague of the writer, along with the writer's search, produced no information as of this writing.

Based on the above, it is speculated that "Bob's Cigar Store: may have been located as an adjunct of another business present in Emeryville some decades ago. (The writer solicits input from any reader who may recall the source of this token.)

### **Closing Notes**

Beginning in the 1890s, a small number of business operations in Emeryville joined in the widespread practice of issuing and honoring tokens that afforded the holder a small, but at the time, significant discount applied to a purchase. These merchants were aware of the inherent advantages the tokens provided—a means of advertising—creating in the holder, the notion that they were "real money," by virtue of their similar appearance to our regular coinage—and the ready potential to generate a sale once the customer entered the business.

An examination of the time span merchants tokens were issued and utilized in Emeryville reveals their use ran for nearly three quarters of a century. Finally, in a historic-nostalgic sense, these small metal objects have considerable value and appeal as the sole-surviving symbols of some of Emeryville's oldest and not so old businesses that were a part of the town's colorful past.

*Notes on tokens presently a part of writer's collection.*

### **Roster of Known (To Date) Merchants Tokens From Emeryville**

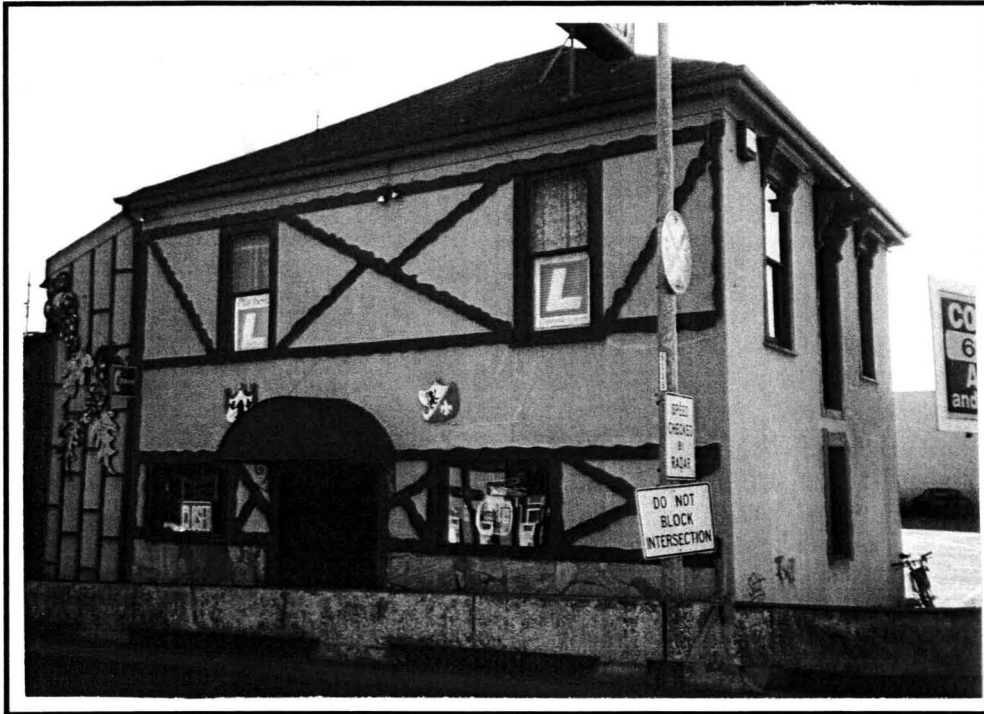
According to the most accurate sources, the following enumeration contains all known tokens related to Emeryville businesses. Identifying information includes wording on the token—both the obverse and reverse sides. In alphabetical order and with the approximate date a token was first circulated, the tokens are:

<b>Token</b>	<b>Approximate Date Of First Usage</b>
1. Bavarian Village 1411 Powell Emeryville 658-6871 Good for One Drink (Green and White in color).	*M c. 1960
2. Bavarian Village 1411 Powell Emeryville 658-6871 Good for One Drink (Red & White in Color).	*M c. 1960
3. Bob's Cigar Store Emeryville, Calif. Good for 25¢ in Trade	Unknown
4. Café Oaks Both sides	Unknown
5. Capt. W.A. Gardner Emeryville Road House Emeryville, Cal.	c. 1900
6. Davidson & Bell Shaving Parlors Cigars & Tobaccos 3617 - San Pablo Ave. Good for 5¢ in Trade	1913
7. John Depler 4336 San Pablo Emeryville, Cal. Good for 25¢ in Trade	1949
8. John Depler 4336 San Pablo Emeryville, Cal. Good for 25¢ in Trade	1949
9. The Dewey Saloon, Stephens & Lewis Props. Emeryville Good for 5¢ in Trade	c. 1910
10. The Emeryville Leader Good for [sic] In Trade 5¢	Unknown
11. Gateway Tire Co. 2907 Tel. When You Blow Out Blow In Emeryville Tire Co. 4098 San Pablo Good for \$1.00 on a new tire and tube	c. 1940
12. Gilman & Lynch Emeryville [sic] Cala Good for One \$ Drink	Unknown
13. Key Club \$1 Emeryville	*M c. 1960
14. Martin & McDonald 40 <sup>th</sup> & San Pablo Emeryville, Cal. Good for 5¢ in Trade	Unknown
15. A. Meyer Emeryville, Cal Good for One 5¢ Drink	Unknown
16. Good for 5¢ in Trade J. Slater Emeryville, Cal.	Unknown
17. The Oaks Joe Pacini Mix Drinks Beer Wine 4069 San Pablo, Emeryville Good for [sic] 15¢ in Trade	Unknown
18. Turf Saloon Emeryville M.J. Hayes, Prop. Good for 5¢ Drink	c. 1905

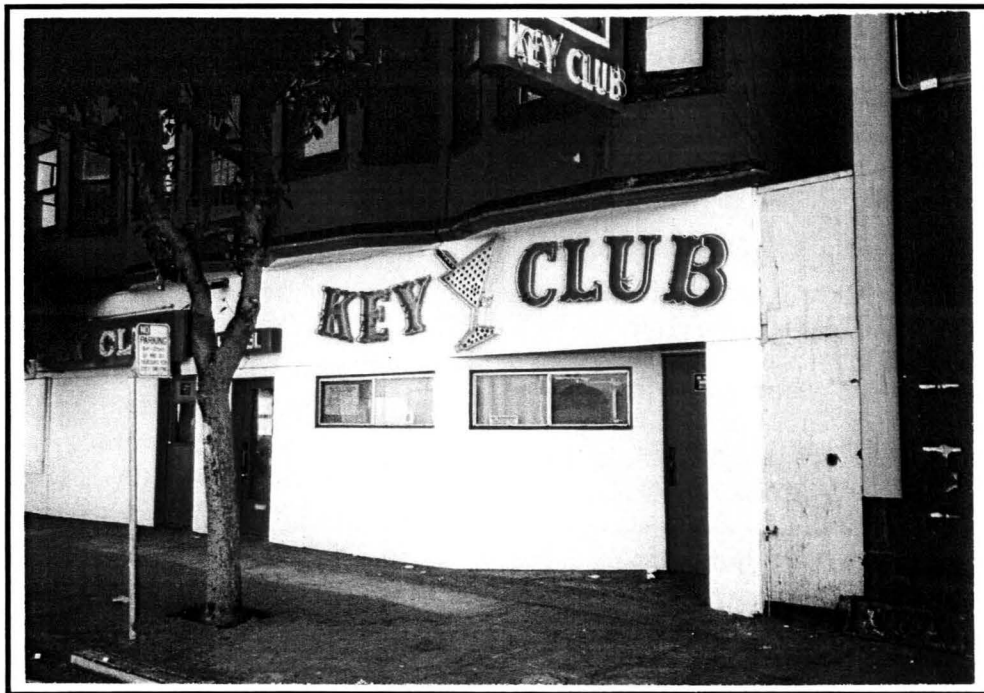
\*M=modern (dates from 1950 and on) It is generally agreed that aside from "modern" tokens, most Emeryville specimens are scarce or rare.

**Sources Used**

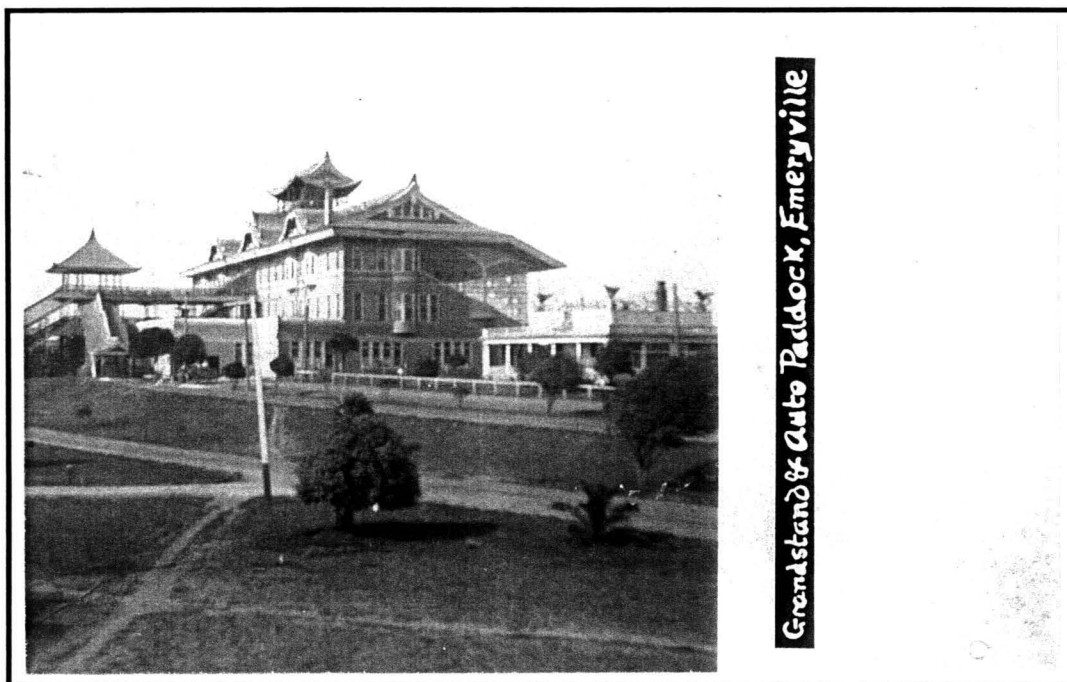
1. Album, Stephen. <u>Catalog of California Trade Tokens</u> . Volumes 1 & 2 1970-1975.	5. Oakland Public Library. Oakland History Room and Periodicals Section. Various City Directories.
2. Kappen, Charles V. <u>California Tokens</u> . Published by : Token and Medal Society, El Cajon, 1976.	6. <i>Emeryville Historical Society Journal</i> , Spring 2004. Story on Emeryville Card Clubs by Larry Odoms. See pages 13 and 16.
3. Kappen, Charles V. <u>California Tokens Supplement</u> . Self Published, Visalia, 1998.	7. Emeryville Golden Jubilee Rodeo Program, 1946.
4. Donald Hausler, Emeryville Historical Society.	



*The Bavarian Village Restaurant stood for decades at 1409 Powell Street at the Hollis Street intersection. The restaurant offered a luncheon and supper buffet and was equipped with a full service bar. In c1960 the Bavarian Village issued red and white trade tokens good for one drink. Photo, 1990. Courtesy, EHS.*



*The Key Club at 3910 San Pablo Avenue was located on the first floor of the Key Hotel. The club consisted of a bar and a card room. In c1960 the Key Club issued a trade token good for one dollar. The Key Club and Hotel closed in 1988 and stood vacant for over a decade before it was razed in 2002. Photo, 1989. Courtesy, EHS.*



California Jockey Club Race Track Grandstand, looking northeast. Post card c1911, courtesy, Ed Clausen.

The Emeryville Historical Society  
New Member Information

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Phone(s) \_\_\_\_\_ Date \_\_\_\_\_

Number of Years in Emeryville \_\_\_\_\_ Special Interests \_\_\_\_\_

I am interested in:  Active Membership  Subscriber Membership

Please enclose a check for \$10.00 payable to The Emeryville Historical Society and mail to:

The Emeryville Historical Society  
6389 Racine Street  
Oakland, CA 94609


The Emeryville Historical Society  
 6389 Racine Street  
 Oakland, CA 94609

PLACE  
 STAMP  
 HERE

TO:

ADDRESS CORRECTION REQUESTED

844—THE OLD BARN,  
 COP. '10, E. LAMASURE, THE O. CO. N. Y.



**EMERYVILLE TOOL  
 AND HARDWARE CO.**  
 39TH ST. AND SAN PABLO AVE.  
 Opposite First National Bank

1913		MAY						1913	
SUN	MON	TUE	WED	THU	FRI	SAT			
				1	2	3			
4	5	6	7	8	9	10			
11	12	13	14	15	16	17			
18	19	20	21	22	23	24			
25	26	27	28	29	30	31			

Builders' and Shelf Hardware, Mechanics' Tools  
 Sporting Goods and Cutlery, Stoves, Ranges  
 Cooking Utensils, Paints and Oils  
 Your Nearest Hardware Store  
 We are as near as your Telephone

*This attractive handout featured a bucolic scene advertising the Emeryville Tool and Hardware Company located at 39th Street and San Pablo Avenue. The business operated in the early 20th century and was owned by Fred Stoer. The store not only sold hardware and tools, but also sporting goods, cutlery, cooking utensils, stoves, paints, and oils. 1913. Courtesy, Ed Clausen.*