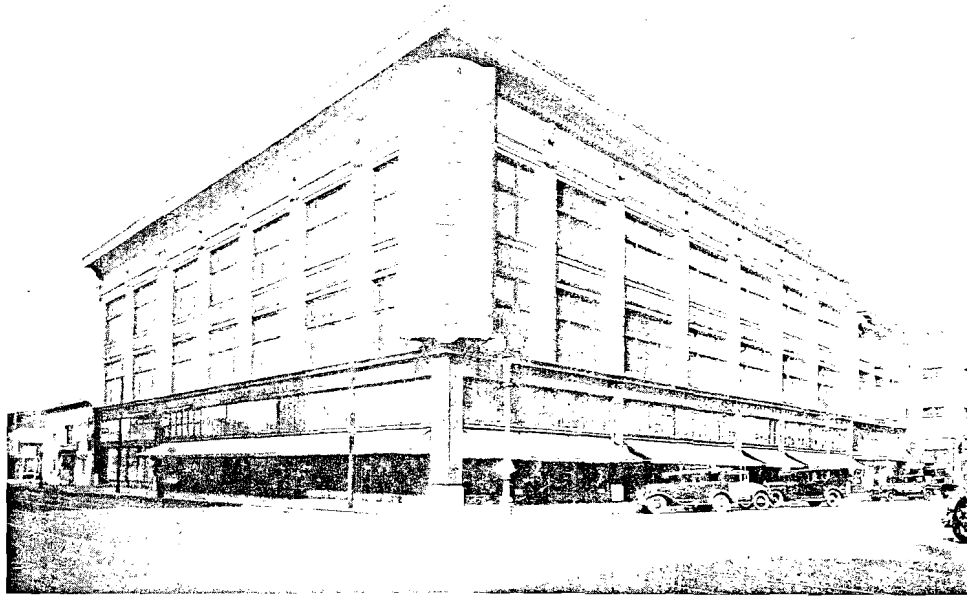


Oakland History Notes: Jackson's Furniture Store

On December 3, 1910, twenty-five thousand Oaklanders streamed through the portals of the new Jackson's Furniture Store. Situated on the west side of Clay between 13th and 14th Streets, the three-story edifice was proclaimed a "veritable mercantile palace," complementing the flourishing nearby enterprises of Sherman Clay and Co., Taft & Pennoyer, and the new H.C. Capwell store. Founded in 1889 as the Chicago Clock Company by H.K. Jackson, the firm prospered and by 1910 was renowned as one of the largest retail furniture establishments in Northern California.



The new store, the firm's fourth Oakland location, featured a dazzling array of merchandise, from rugs and draperies to brass beds and gas ranges, from crockery and laces to dining room sets and parlor furniture, all brilliantly illuminated by over two thousand incandescent electric light bulbs. A 100-piece Haviland china dinner set sold for \$80, a Globe-Wernicke bookcase could be had for \$30, a gas range was priced at \$65, and a Morris chair commanded \$50.

"The opening was one of the great events in the business life of the City," intoned the Tribune; "There was not a visitor to the store who did not have congratulatory feeling for the firm."

Upon the occasion of its 50th anniversary in 1939, Jackson's expanded its original building and reaffirmed its commitment to

Oakland. "The Jackson Furniture Co. is a family-owned local business of which we are proud," declared F.K. Jackson. "Our faith and belief in the future of Oakland has led us to make this decision to stay."

After filling the furnishing needs of several generations of Oaklanders, the building was demolished in 1979, its site now occupied by part of the new federal office building.

--William W. Sturm

Jackson's Furniture Store in its heyday. The obelisk at far left belongs to the Twentieth Century Market, later the firehouse, now gone; at far right is Taft & Pennoyer, now encased in 1957 cladding and most recently used as City Hall West. (Oakland History Room)

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