# **National Register of Historic Places Continuation Sheet**

SUPPLEMENTARY L	ISTING RECORD	
NRIS Reference Number: 00001067	Date Liste	d: 9/1/2000
<u>Heinhold's First and Last Chance S</u> Property Name	aloon Alameda County	<u>CA</u> State
<u>N/A</u>		
Multiple Name		
Multiple Name  This property is listed in the Nat Places in accordance with the atta subject to the following exception notwithstanding the National Park in the nomination documentation.	ched nomination s, exclusions, o	documentatio r amendments
This property is listed in the Nat Places in accordance with the atta subject to the following exception notwithstanding the National Park in the nomination documentation.	ched nomination s, exclusions, o	documentation r amendments
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Commerce is removed as an area of significance. The importance of the resource as a rare extant reflection of the commercial architecture of Oakland's once thriving turn-of-the-century waterfront is best covered under NR Criterion C.

#### U. T. M. Coordinates:

The correct UTM coordinates are: 10 564000 4183000

These revisions were confirmed with Marlyn Lortie of the CA SHPO.

DISTRIBUTION:

National Register property file Nominating Authority (without nomination attachment) NPS Form 10-900 (Rev. 10-90)

United States Department of the Interior National Park Service

### NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property
historic name <u>Heinolds' First and Last Chance Saloon</u>
other names/site number <u>J.M. Heinold's Saloon</u>
2. Location
street & number <u>56 Jack London Square</u> not for publication N/A city or town Oakland vicinity state CA code Oo! county Alameda zip code 94607
3. State/Federal Agency Certification
As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this _x nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property _X meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally _X statewide locally. ( See continuation sheet for additional comments.)  California Office of Historic Preservation  State or Federal agency and bureau  In my opinion, the property meets does not meet the National Register Criteria. ( See continuation sheet for additional comments.)

Signature of commenting or other offici	Date Date
State or Federal agency and bureau	
4. National Park Service Certification	:======================================
entered in the National Register See continuation sheet. determined eligible for the National Register See continuation sheet. determined not eligible for the National Register removed from the National Register removed from the National Register	Paf B. Lasyni 9/1/00
=======================================	Signature of Keeper Date of Action
<b>5. Classification</b> 	xes as apply)
private _X public-local public-State public-Federal	
Category of Property (Check only one bo  x building(s)  district  site  structure  object	·x)
Number of Resources within Property	
Contributing         Noncontributing            building            sites            structur            objects            Total	
Number of contributing resources previo	usly listed in the National

=======================================			
6. Function		======	
Historic 1 Cat:	Functions (Enter categories commerce/trade		restaurant
Commont D		  	
	unctions (Enter categories f		
7. Descri	•	======	
Architectu <u>Ita</u>	ural Classification (Enter calianate ner: Western false front		
	lls wood	ruction	

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.) "N/A"

8. Statement o	f Significance
Applicable Nat	ional Register Criteria (Mark "x" in one or more boxes for the
criteria quali	fying the property for National Register listing)
A	Property is associated with events that have made a significant contribution to the broad patterns of our history.
X B	
	our past.
X C	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
D	Property has yielded, or is likely to yield information important in prehistory or history.
Criteria Consi	derations (Mark "X" in all the boxes that apply.)
a b c d e f g	derations (Mark "X" in all the boxes that apply.)  owned by a religious institution or used for religious purposes. removed from its original location.  a birthplace or a grave.  a cemetery.  a reconstructed building, object,or structure.  a commemorative property.  less than 50 years of age or achieved significance within the past 50 years.
Areas of Signi	ficance (Enter categories from instructions)
	<u>literature</u> <u>architecture</u>
	commerce
Period of Sign	ificance <u>1880-1916</u>
Significant Pe (Complete if C	rson riterion B is marked above) <u>London, Jack</u>
Cultural Affil	iation N/A
Architect/Buil	der <u>unknown</u>
=======================================	
	ographical References

11. Form Prepared By	
name/title <u>David Nicolai</u> , <u>Director</u>	
organization Pardee Home Museum date	october 31, 1999
street & number 672 11th St.	telephone <u>(510)444-2187</u>
city or town <u>Oakland</u>	state <u>CA</u> zip code <u>94607</u>
Additional Documentation	
Submit the following items with the o	
Continuation Sheets	
	ries) indicating the property's location. cts and properties having large acreage
Photographs Representative black and white p	hotographs of the property.
Additional items (Check with the SHPC	or FPO for any additional items)
Property Owner	
(Complete this item at the request of	the SHPO or FPO.)
name Port of Oakland	
street & number <u>530 Water Street</u>	telephone <u>510-272-1100</u>
city or town <u>Oakland</u> sta	te <u>CA</u> zip code <u>94607</u>
=======================================	

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)
Previous documentation on file (NPS)
<pre>preliminary determination of individual listing (36 CFR 67) has been     requested. previously listed in the National Register previously determined eligible by the National Register designated a National Historic Landmark recorded by Historic American Buildings Survey # recorded by Historic American Engineering Record #</pre>
Primary Location of Additional Data
State Historic Preservation Office Other State agency Federal agency Local government University X Other
Name of repository: Oakland History Room, Oakland Public Library; Files of Carole Brookman, Heinolds' proprietor
10. Geographical Data
Acreage of Property <u>less than one acre</u>
UTM References (Place additional UTM references on a continuation sheet)
Zone Easting Northing Zone Easting Northing 1 10 564000 418300 3 2 4
See continuation sheet.
Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)
Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

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### NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 7 Page 1

Heinolds' First and Last Chance Saloon name of property Alameda, CA county and State

#### Narrative Description: Heinolds' First and Last Chance Saloon

Heinolds' First and Last Chance Saloon is a small (approximately forty feet wide and fifty feet deep), onestory commercial building. It stands on its original site (despite four changes of the street address), directly on the Oakland estuary or waterfront, as the only remaining landmark building in Jack London Square, a destination site for tourists and residents alike which has seen ongoing commercial redevelopment since the 1950's. The wooden siding visible on the western (front) facade appears highly weathered, since it dates from the 1880 construction of this building from the timbers of an old whaling ship. The wooden wall on the south side of the building was reconstructed by the building's owner, the Port of Oakland, in the late 1980's, while the north side of the building is hidden behind a billboard-like appendage decorated with a recent mural (late 1990's) honoring Jack London, commissioned by the Port of Oakland and painted by artist Charles Nitti. Portions of the original eastern, or rear, wall of the tavern are still visible within the building, as the dividing wall between the main interior space and the added-on bathroom and storage areas. The front facade is a false front, with simple Italianate bracketing beneath its cornice. The modest entryway is framed by two "six-over-six" double -hung windows, each nearly as large as the entry door, which appear to be original to the building, judging from two very early photographs of the tavern (enclosed with the application). The remainder of this facade is devoted to signage, including the dominant "Heinolds' First and Last Chance" panel, four other examples of neon, and four historic designation plaques. Both the picturesque front facade and the saloon's remarkable, museum-like interior have been carefully preserved by the proprietors for well over a century.

According to the city of Oakland's Cultural Heritage Survey, the turn-of-the-century surroundings of the saloon included coal sheds, a feed mill, and grain warehouse, a stable and "Chinese lodgings." With the commercial redevelopment of this waterfront area during the post-war period, Heinolds' has stood between two major retail and entertainment projects, Jack London Square to the west and Jack London Village to the east. By the current year (2000) a new plaza, incorporating a log cabin partly constructed of materials from the cabin used by Jack London during the Yukon Gold Rush, had been laid out immediately west of the building, and a new harbor master's building and marina were nearing completion immediately south of Heinold's. Jack London Village at the rear of the building is tentatively slated for demolition and replacement by perhaps the largest commercial project yet for the Oakland waterfront.

An 1885 photograph of the saloon reveals that the false front facade was once graced by a wooden canopy, and that the establishment's original name, *J.M. Heinold's Saloon*, appeared on a detached sign above the canopy. (By 1940 the original sign had been removed and the words *J.M. Heinold's First and Last Chance* painted on the building; by the early 1950's the *J.M* .had been dropped and the *Heinolds'* we see today appeared, although one photograph from a recent book clearly shows the sign reading *Heinold's* ). The

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four historical plaques range in age from 1941 to 1998. The neon side reading *Open* which projects from the left-hand sign of the facade and the neon sign reading *Golden West Beer/Jack London's Rendezvous* on the right-hand side had been added by 1940, and the other neon *Jack London's Rendezvous* sign, which hovers above the facade, is first seen in a 1952 photograph. An oversized neon martini glass, once a distinctive icon for taverns throughout the Bay Area, formerly rested atop the *Open* sign on the right, but was stolen years ago, according to the current proprietor.

The most remarkable feature of the building's intimate interior is evident immediately upon entry, namely, the dramatic slope in the front portion of the floor, produced by the effects of the historic 1906 earthquake on its pilings foundation. Original or very early fixtures of the interior include both the bar and its stools and the three round tables and their open-back chairs, the pot-belly stove which provided all the heat to the bar until the late 1980's, a massive ice-box with original taps and bins for overflowing beer (lore has it that the bins could be detached and carried outside for the refreshment of thirsty horses!), and the gas lighting fixtures, which are the only ones still in use by a California business, according to a number of accounts.

The walls and ceiling appear to be beaded tongue-and-groove boards, but they are almost completely obscured by the extraordinary array of memorabilia which is displayed throughout the space. Some of the memorabilia is much the same as what can be found in many other taverns, such as the hundreds of business cards, but other pieces, including rare photographs of Jack London, sailors' caps, nautical equipment, etc., while non-contributory to the National Register nomination, clearly evoke the literary, martime, and military legacy of Heinold's and its surroundings to its many patrons.

Overall the integrity of the site could be ranked "good." The front facade is entirely intact (with the addition of many signs and historical plaques over the years); the north wall is intact, although obscured by the recent mural which stands in front of it; the original east wall survives in part behind more recent additions, and these portions of the wall can be viewed today from the back storeroom and bathroom area of the tavern; and the south wall has been completely replaced in recent years. The most important features of the interior, including the remarkably sloped floor and bar, the massive ice box, the pot-belly stove, and the gas light fixtures are all remarkably intact.

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Narrative Statement of Significance: Heinolds' First and Last Chance Saloon

For almost a century Heinolds' First and Last Chance Saloon has been most noted for its close associations with the world-renowned Oakland author Jack London, who spent many hours of his youth and later life in and around this historic saloon, which first opened in the 1880's. Heinolds' is referenced multiple times in London's autobiographical *John Barleycorn*, and the stories of maritime adventure which he heard at the saloon provided inspiration for many pages of his other books. Besides its association with London, the building, constructed on the Oakland waterfront in 1880 and used briefly as a bunk house for oyster harvesters before its conversion to a public saloon, is an outstanding landmark of the maritime past of Oakland, one of the most important ports on the Pacific coast of the United States. Still standing on its original site in an area now dominated by relatively recent commercial redevelopment projects and perhaps facing further development pressures in the near future, the First and Last Chance Saloon, owned and run by John and George Heinold, father and son, from 1884 to 1969, also illustrates the commercial and recreational history of Oakland and the Bay Area. Its very name refers to a role it played for many years, as the "first and last chance" to enjoy a drink in Oakland for local commuters from Alameda or San Francisco.

The future author Jack London was born, as John Griffith Chaney, in San Francisco in 1876, the same year that John, or "Johnny," Heinold settled in that city after sailing from his native Philadelphia. Neither London nor Heinold stayed in San Francisco for long. Deserted by Jack's father, his mother married John London within a year of Jack's birth and the new family settled in Oakland. It is unclear exactly how many years Heinold lived and worked on the San Francisco waterfront, before relocating to Oakland and opening a saloon on San Pablo Avenue. According to his son George, Heinold missed the waterfront at this location and so decided to purchase the bunkhouse for oyster workers at 50 Webster Street and convert it into a saloon, "J.M. Heinold's Saloon." It opened on June 1, 1883 or 1884\*, and Heinold was to be its sole proprietor for the next half-century.

According to various sources, including interviews with Johnny Heinold and the writings of Jack London, the future author spent much of his youth in and around Heinold's, which attracted a "hard mixed crowd," in Heinold's words, during its early days, including the crews of whaling and sealing ships and windjammers, oyster bed workers as well as oyster pirates (nighttime raiders of the oyster beds), and even neighborhood gang members. Heinold remembered London first spending time at the saloon when he was

<sup>\*</sup>Besides lingering confusion about whether the name of the bar is properly spelled *Heinold's* or *Heinolds'*, it appears impossible to accurately date the opening of the business. Many accounts follow George Heinold's statement that his father opened the business in 1884, while other sources, including the Cultural Heritage Survey, cite 1883. The city landmark designation does not mention a year. An Oakland city directory for the years 1883-1884 lists the San Pablo Avenue address for Johnny Heinold's saloon.

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around fifteen years of age and becoming involved with oyster pirates and gangs around the saloon, as well as spending time inside selling newspapers, reading (particularly Heinold's large Webster Dictionary, as he was fond of repeatedly reminding patrons and reporters), and drinking. Heinold arranged for London to be hired for a voyage on the schooner *Sophie Sutherland*, which later became the model for the chief vessel in one of his best-known works, *The Sea Wolf*. In an episode which he fondly remembered in his autobiographical *John Barleycorn*, when London decided to seek a university education to prepare himself for a career as a writer, he approached Heinold in 1896 for a loan of \$10.00 to pay the entry fee to the University of California. Heinold lent the money, but London's university career lasted only about one semester. The two men's friendship, however, lasted for the remainder of the author's short life; according to a number of passages in *John Barleycorn*, London visited Heinold's many times after becoming a world-famous author.

Some of the most valuable observations about London's early days around Heinold's are found in the autobiography of a legendary mayor of Oakland, John L. Davie. For some years before becoming mayor in 1915, Davie, a prosperous coal merchant, was well acquainted with John London, Jack's stepfather, whom he employed as a night watchman in his coal yard. In his autobiography *His Honor the Buckaroo*, Davie called John London "a splendid man" and his son Jack "a great friend of mine." He continued:

He [Jack] and his gang had a shanty on the waterfront, between Webster and Harrison Streets, behind Johnny Heinold's "Last Chance" Saloon. They built it out of galvanized iron, driftwood, and anything else they could lay their hands on. In the shanty they would eat and sleep, and drink beer and other things between raiding expeditions...None of them worked for a living... They'd steal oysters from the Morgan Oyster Company...[and] many a time I have joined with [them] in a Sunday morning "Bull's Head Breakfast" at Johnny Heinold's saloon. We'd have roasted oysters and chickens, with the appropriate liquid accompaniments.

Davie also details the involvement of both London and Heinold in the epic struggle to end the monopolistic control of the Oakland waterfront by the Southern Pacific Railroad and establish public control over this invaluable economic asset. When he decided to expand into the wholesale coal business, Davie built, in 1892, a wharf and warehouse on a two-acre tract at the foot of Webster Street, leased from the Morgan Oyster Company, which also contained Heinold's and London's shack. As Davie recalled, "London's crew became my firm friends when I made no move to eject them from their headquarters." When he realized that the Southern Pacific [then known as the Central Pacific] claimed control of the entire waterfront and

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would not allow the unloading of coal at his new wharf, he informed the oyster pirates that "I'm going to have trouble with the railroad and I need help."

When the boys heard that there was to be a fight with the railroad they were enthusiastic. With the hobo's natural hatred of the railroad, any railroad, they were eager to join the fight. "Get us rifles," they said, "and we'll help you all right!" So when the time came I went to a gunsmith and bought all the rifles he had in stock. I think there were thirty of them. I gave each of them a rifle and ammunition. When the fight was over, none of them remembered to turn in his gun! Well, Jack London's crew was the nucleus of the railroad opposition that was to be crystallized into an indignant group of citizens which included nearly every able-bodied male in the city.

Davie proceeds to relate his struggle with the railroad in great detail, including the evening when he was badly beaten by Southern Pacific employees whom he discovered dismantling his warehouse and wharf. He managed to escape to nearby Heinold's, where Johnny advised him to give up the fight against the railroad, and Davie responded that he would never concede defeat. There is no further mention of Heinold or London's gang in the remainder of Davie's account of his ultimate victory over the railroad monopoly, but clearly London's involvement was an important chapter in the development of his proletarian perspectives on politics and literature.

When he died of uremia in 1916 at the age of forty, Jack London had written almost 200 short stories, 53 books, and more than 20,000 letters and hundreds of non-fiction articles during his eighteen years of writing. He has been described as the most popular and highest-paid author of his era. As one leading scholar, Philip Foner, stated in his biographical study *Jack London: American Rebel*, the Oakland author "remains one of America's most significant writers because he concerned himself with the vital problems of his age. Of working class origin, he was the first American writer to portray his class sympathetically and one of the few to use literature for building the foundations of a future society." A two-time socialist candidate for mayor of Oakland, London was for many years more widely read and respected in socialist, communist, and other societies than in the U.S., and seeking out Heinold's became a very popular pilgrimage for thousands of visitors from Eastern Europe and other foreign countries.

Before his death in 1933, John Heinold actively promoted his tavern as "Jack London's Rendezvous." He would tell reporters and customers about other literary figures of note, such as Robert Louis Stevenson and Joaquin Miller, who patronized his tavern, but none of these associations achieved the importance of Jack London's. This association was most recently honored in 1998, when the Philadelphia-based Friends of the Library USA named Heinolds' a National Literary Landmark, only the twenty-ninth such site designated by the organization since 1978 and only the third in California. In so honoring Heinolds', Sandy Dolnick,

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the Executive Director of Friends of the Library, USA, noted that "California has a very rich literary tradition, and we hope that this landmark will promote a renaissance to recognize the west coast writers who contributed so much to our culture."

According to the 1983 report on Heinolds' prepared by the staff of the city of Oakland's Cultural Heritage Survey, the building "is probably the only surviving local example of a bunkhouse for oyster bed workers (its original use) and is one of the few surviving examples of the modest wood-frame structures which dominated the entire waterfront area from Oakland's earliest days until the early twentieth century." Local lore has it that the bunk house was constructed of timber from a wrecked whaling ship, though this is impossible to document. The 1975 designation of Heinolds' as an Oakland city landmark described the exterior as a "typical false front shack of the primitive West," and its survival, "in a carefully maintained state of deterioration," is indeed remarkable within the highly urbanized context of the Bay Area.

Finally, the name itself, "Heinolds' First and Last Chance" (which can be traced back as far as 1892, when it appears in an Oakland city directory) is a reference to earlier patterns of local commuter traffic, when the saloon stood near the foot of the old Webster Street Bridge to Alameda and the terminal for ferry service to San Francisco. Apparently the belief that at one time Oakland was a "wet" city and neighboring Alameda was "dry," and therefore Heinold's served as the "first and last chance" for alcoholic refreshment specifically for commuters between Oakland and Alameda, is apocryphal, since city directories show many saloons listed for Alameda from the earliest days of Heinolds'; nonetheless, the bar would still have been the "first and last chance" for a drink in Oakland for many local commuters before the construction of the Posey Tube and the Bay Bridge transformed commuting patterns in the 1920's and 1930's.

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Section 8 & 9 Page 7

Heinolds' First and Last Chance Saloon name of property
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#### 9. Major Bibliographical References:

#### Books:

Bagwell, Beth. Oakland: The Story of A City. Oakland: Oakland Heritage Alliance, 1982.

Davie, John L. His Honor, the Buckaroo: The Autobiography of John L. Davie. Reno, Jack Herzberg, 1988.

Foner, Philip. Jack London: American Rebel. New York: Citadel Press, 1947.

Jones, DeWitt (supervising editor). *Port of Oakland*. Oakland Board of Port Commissioners and the State Emergency Relief Administration, 1934.

London, Jack. Novels and Social Writings. New York: Library of America, 1982.

Minor, Woodruff. Pacific Gateway: An Illustrated History of the Port of Oakland. Port of Oakland, 2000.

Powers, Madelon. Faces Along the Bar: Lore and Order in the Workingman's Saloon, 1870-1920. Chicago, University of Chicago Press, 1998.

Weber, David. Oakland: Hub of the West. Tulsa: Continental Heritage Press, 1981.

#### Self-published pamphlet or flyer histories of Heinolds':

Anonymous. The Story of Heinold's First and Last Chance Saloon, 1995.

Heinold, George. John Heinold and his First and Last Chance. Oakland, undated, but probably mid-1930's Wearin, Otha Donner. Heinold's First and Last Chance. Oakland, 1974 and 1987.

#### Unpublished architectural survey/landmark designation:

City of Oakland. Notice of Designation of a Landmark, filed on June 5, 1980 (but Ordinance 9120, declaring Heinolds' a city landmark, was passed on January 7, 1975).

Oakland Cultural Heritage Survey. Historic Resources Inventory of Heinolds', 1983.

#### Notable Newspaper and Magazine Articles:

"How a Waterfront Saloon Became a National Shrine," American Weekly (December 15, 1940), p. 24. Blumenfeld, Sam, "Old Shack in London Square Doubles as Shrine and Saloon," San Francisco Examiner (August 2, 1974), p. 20.

Allen, Annalee, "Landmarks Pay Tribute to Jack London - Oakland's Renowned Author/Adventurer," *The Montclarion* (January 11, 1994), pp. 1, 12-13.

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Davies, Lawrence, "An Oakland Square for Jack London," *The New York Times* (August 24, 1954), p. D4. Gray, Michael, "Another Chance for Jack London Landmark," *The Montclarion*, (March 4, 1981), pp. 1 & 15. Haeseler, Rob, "Centennial of a Crummy Saloon," *San Francisco Chronicle* (June 14, 1983), p. B2. Higgins, John C. "Jack London on the Waterfront," *Westways* (January, 1934), pp. 26 & 29. Hillinger, Charles, "Old Oakland Saloon Serves the World," *Los Angeles Times* (June 23, 1977), p. A26.

#### 10. Geographical Data - Verbal Boundary Description

Alameda County Tax Assessor's Parcel #0-420-4. This parcel is contiguous with the Heinolds' building.

#### Additional Documentation: Photographs

All photographs were taken by Skip Saklin in December, 1998, and all negatives are on file with Carol Brookman in the office of Heinolds'.

- Facing eastward, the front facade of Heinolds'.
- 2. Facing northeastward, the front facade and south wall of Heinolds'.
- 3. Facing southwestward, the north wall of Heinolds', with Charles Nitti mural honoring Jack London.
- 4. Facing northward, most of the lefthand, or northern, half of the interior space, including the two freestanding tables and chairs, potbelly stove, and most significant Jack London and Johnny Heinold photos and memorabilia on the wall.
- 5. Facing southwestward, most of the righthand, or southern, half of the interior, with the dramatically sloping bar and original stools, plus the icebox with original taps and bins.