

## Some David Jacob Memories of Berkeley Grocery

*David Jacobs' great uncle, Julius Salzberger originally built and owned the Berkeley Grocery. His grandfather was Salzberger's brother-in-law. Around 1920, his grandfather's older brother Henry purchased a half-interest in the business. When his grandfather, David M. Jacobs returned home from WW I, he went to work in the Salzberger/Jacobs business and (in the 1930's) purchased it to run with his Salzberger in-laws (Bob and Mannie) and with his father and Jacobs Uncles, Earl and Alan. He sold the building in 1961 because he was getting tired of dealing with the theft and because none of his sons were interested in taking over the business.*

The picture of the goat cart is from 1905 and is of my grandfather David M. Jacobs and his Cousin Bob Salzberger on Milvia Street. My Great Grandfather died in 1899 of TB, so my Great Grandmother and Grandfather and Great Uncle moved into his Milvia Street house located where Berkeley High School is now—it is interesting to see the Farms in Berkeley in the background. My Grandparents later lived at 1400 Oxford St. and the Rose Grocery was on 2211 Rose Street which was around the corner.

My uncle Earl is the oldest and has the most stories. The Rose Grocery owned by Vincent Scarich was around the corner from my grandparents residence. Sometimes my Grandmother would ask my uncle to go around the corner to the Rose Grocery to pick up some things. This would drive my grandfather nuts. My uncle said that whenever he went in there that Vincent, the dad, would always ask, "Doesn't your father carry this?"

My grandfather was very competitive. At one time, there was another Berkeley Grocery opened that was not associated with my Grandfather's store. He either sued them or filed a complaint, so the store changed its name to the North Berkeley Grocery. A large part of my grandfather's business involved deliveries. Being in the area that the store was in, they had what my uncle called a lot of "Hoytee Toytee" types of customers in the hills. My grandfather never wanted any competition from what he felt were lower quality stores.

I remember when I was growing up in Fremont, my grandfather would come down every Saturday for dinner and he used to stock my mom's cabinets with stuff from the Berkeley Co-Op or as he called it... "The Dented Can Joint!" Also I remember on channel 7 they used to have Joe Carcione the Green Grocer on and my grandfather would sit there and shake his head when he was on. "That's not how you pick a cantaloupe or watermelon!" "This is the wrong time of year for green beans..." He would get one of us by the arm and give us an earful on how it should be done. He may have retired from the store, but he was always a grocer in his blood.

Also, my grandfather grew up with Spenger of Spenger's Seafood Grotto and used to tell me stories about how they would fish from the Berkeley pier when it went all the way out into the bay! My mom remembers that when my dad was in the service, my grandfather would take her there for lunch with my sister and brother. That was around 1960-62.