

# The Niles Cultural Banner Program

Paul **welschmeyer** Architects, Pro Bono Research and Design Services

Barry Jennings Painting, Pro Bono Promotion and Installation Services

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Paul **Welschmeyer** architects





# The Niles Cultural Banner Program

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- The purpose of the Niles Cultural Banner Program is to celebrate and promote the culture of Niles, California - past, and present.
- Similar to the discovery process experienced by professional historians, the random and changing (vs chronological) display of the banners along the street, will enhance the discovery process by the public and formulation of the links, which combine to form the cultural profile of Niles, California. In this manner, the the general public experiences the discovery process of historic research.





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- The banner venue along Niles Blvd. includes approximately 32 (low-mount) banner poles on the west side of the historic core. The initial intent is to fill all of these positions with with the Niles Cultural Arts Banners. The street intersection and east side (high-mount ) banner locations will remain open for announcing the annual events held in the historic district. In total there are approximately 62 banner location in the Historic Core of Niles.
- Financial support of this program is provided through tax deductible donations from groups or individuals interested in funding the printing costs of each banner. Recognition of financial contributions will be through community gratefulness and personal pride.
- The physical banner remains the property of the Niles Community as administered by the Niles Main Street Association.







1902 **Ethel Grau** 1988  
Niles Artist

Art Consultant for Kraftile, Niles

Photo: Museum of Local History

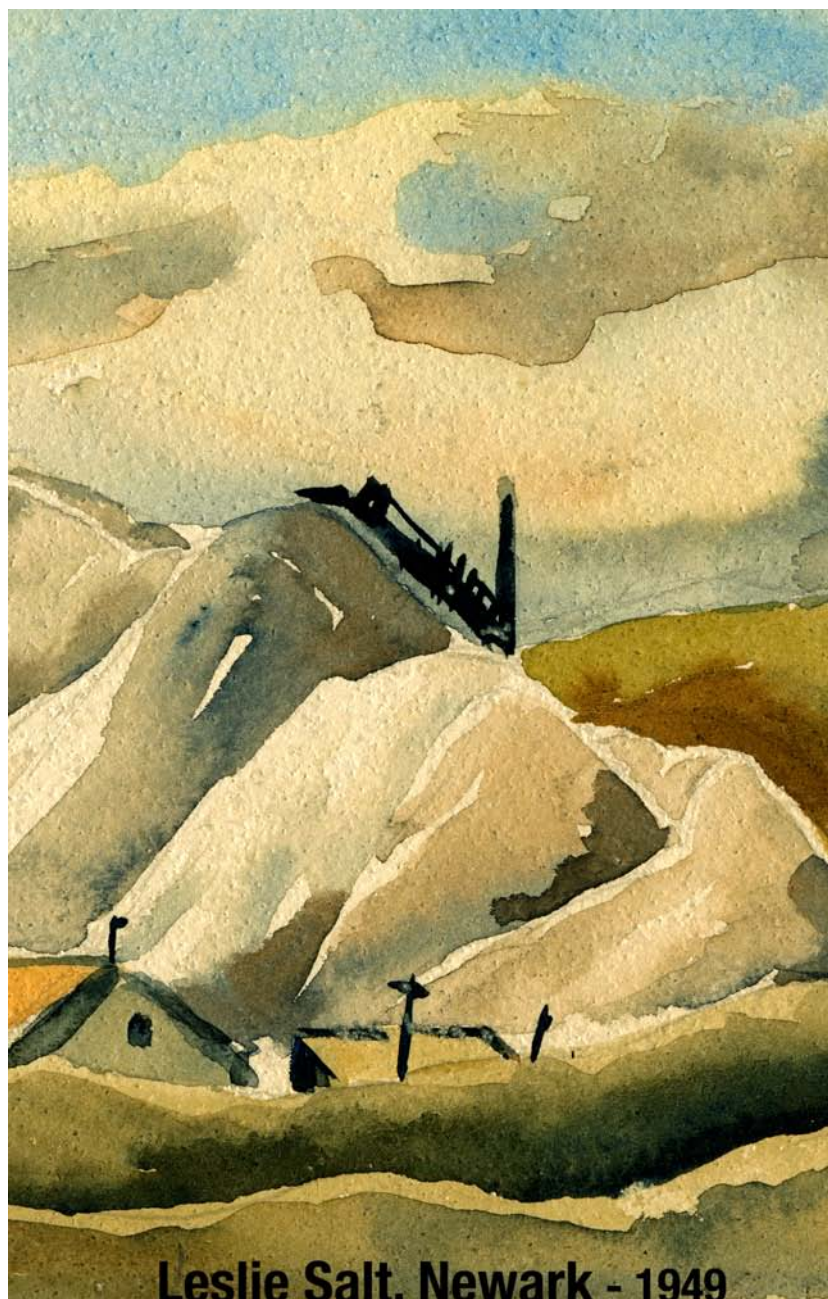


SHINN PIT 1940's

1902 **Ethel Grau** 1988  
Niles Artist

Exhibits : Oakland Museum, De Young Museum





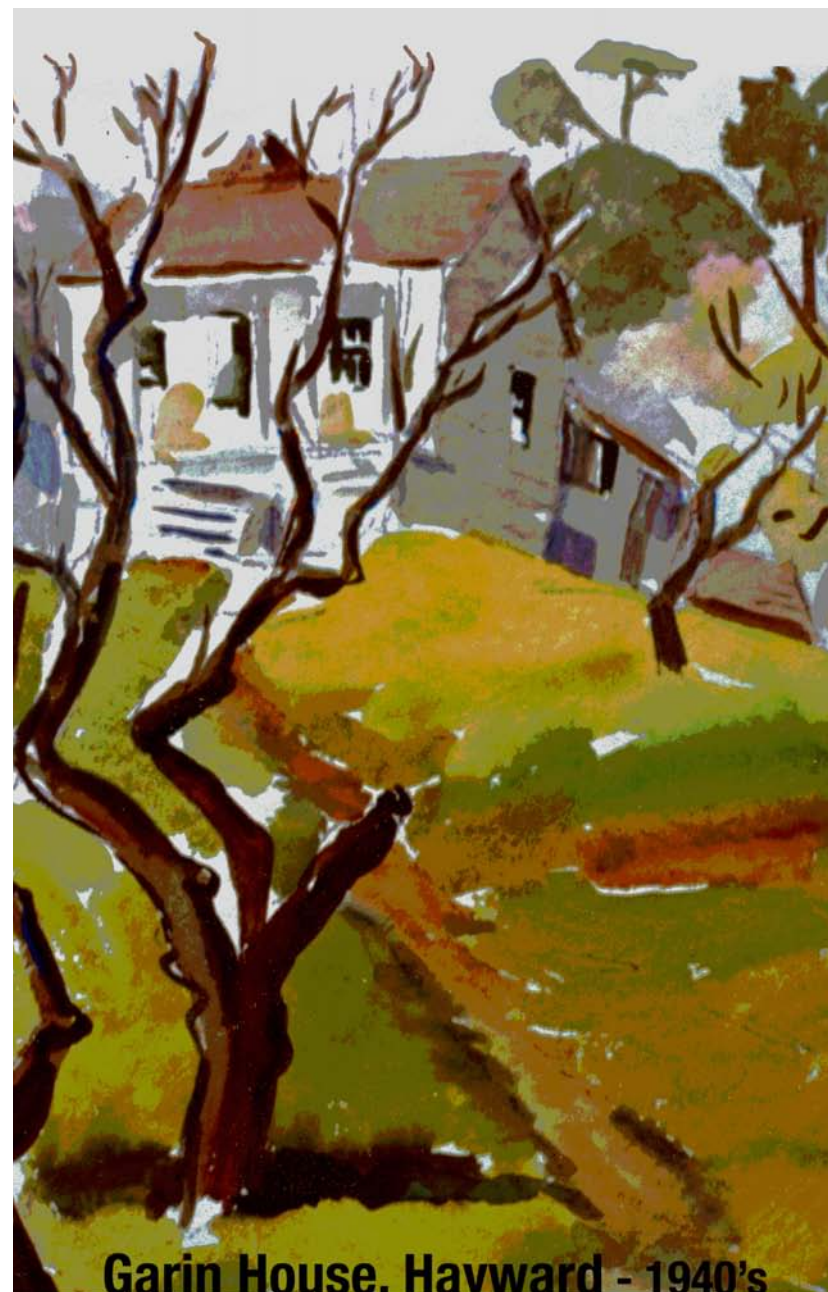
Leslie Salt, Newark - 1949

1902 **Ethel Grau** 1988

Niles Artist

Art Consultant for Kraftile, Niles

Watercolor: Norm Hodgson Collection



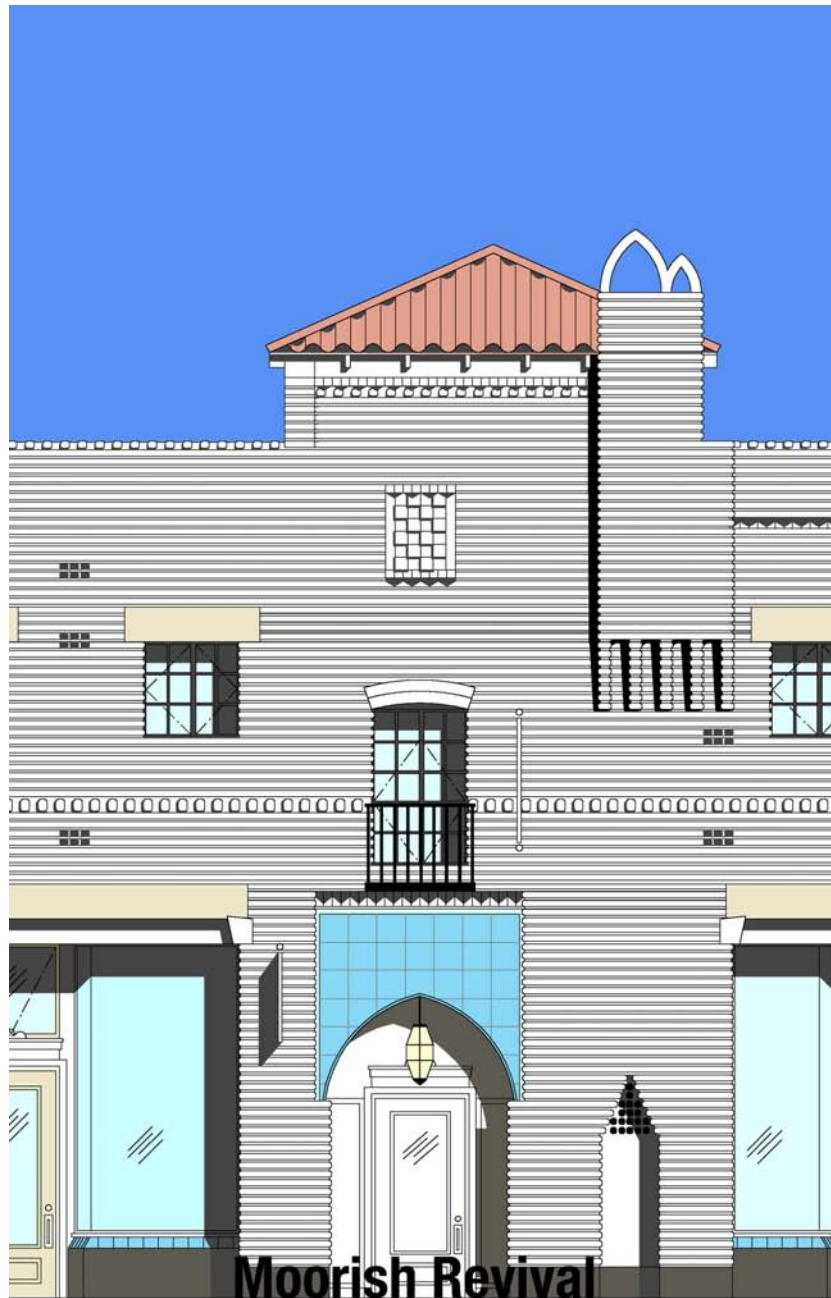
Garin House, Hayward - 1940's

1902 **Ethel Grau** 1988

Niles Artist

Photo: Museum of Local History



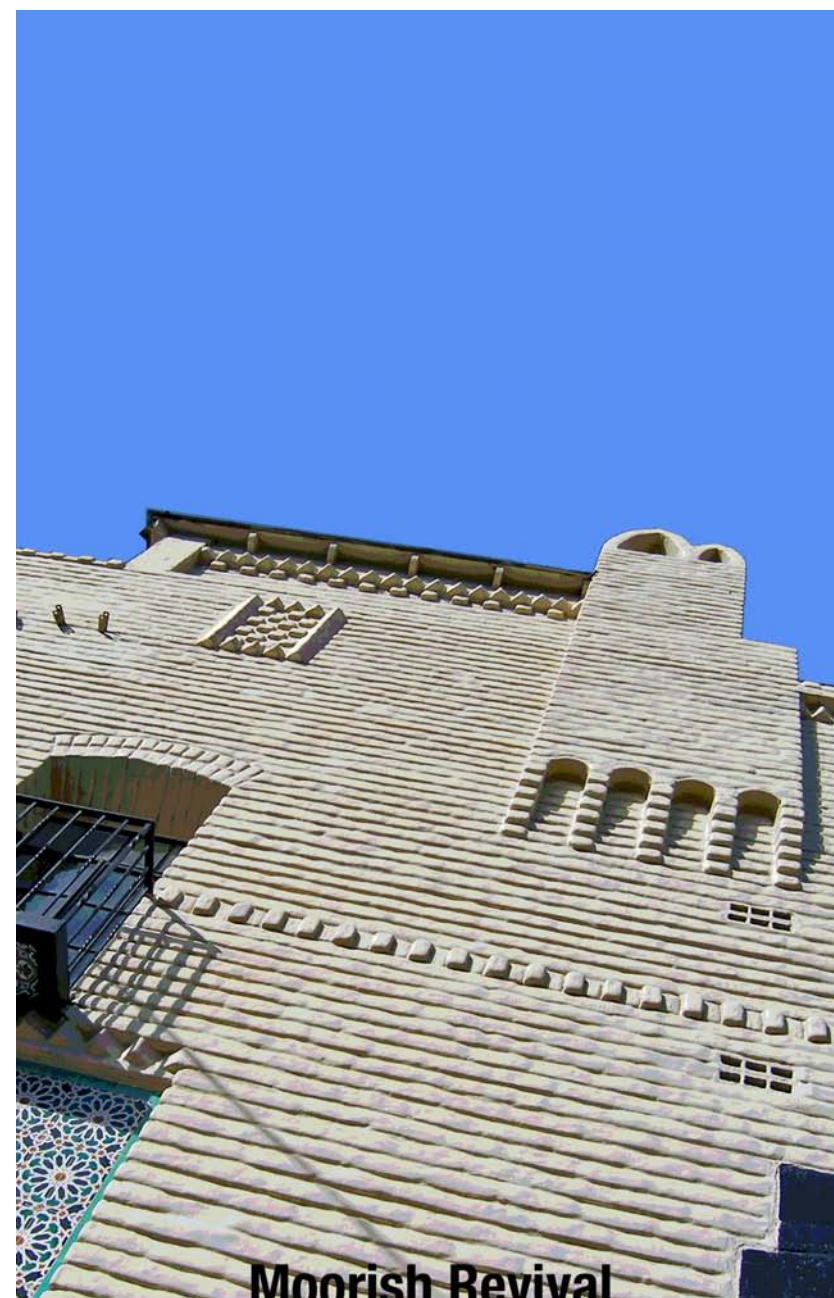


Moorish Revival

## The **Ellsworth Building** 1926

Wythe, Blaine & Olson Architects

A similar 1928 mercantile building by the Architect is found in Carmel, California



Moorish Revival

## The **Ellsworth Building** 1926

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A similar 1928 mercantile building by the Architect is found in Carmel, California





High Fired Faience Tile

1926 **KRAFTILE** 1996

Manufactured in NILES, California

Pattern Design, 1936

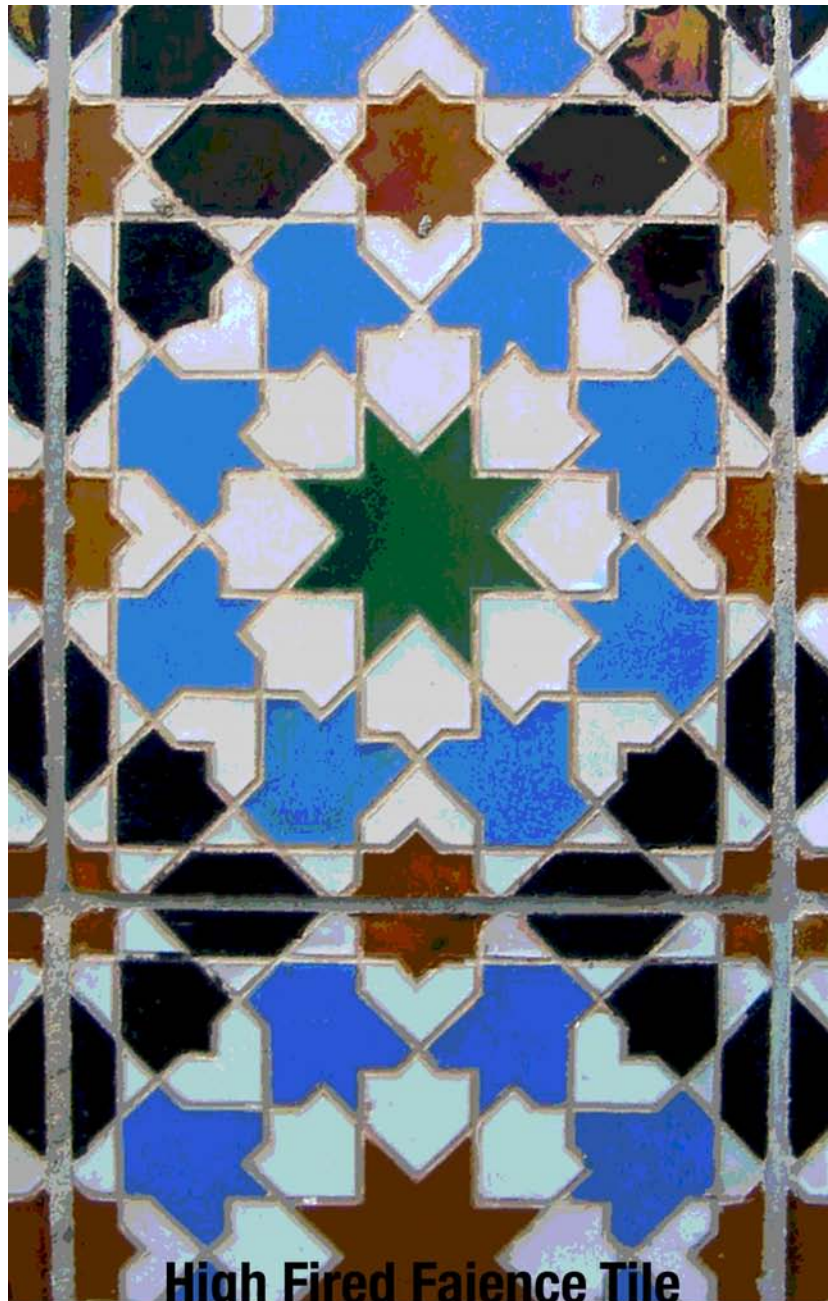


High Fired Faience Tile

1926 **KRAFTILE** 1996

at the Niles Elementary School  
Manufactured in NILES, California

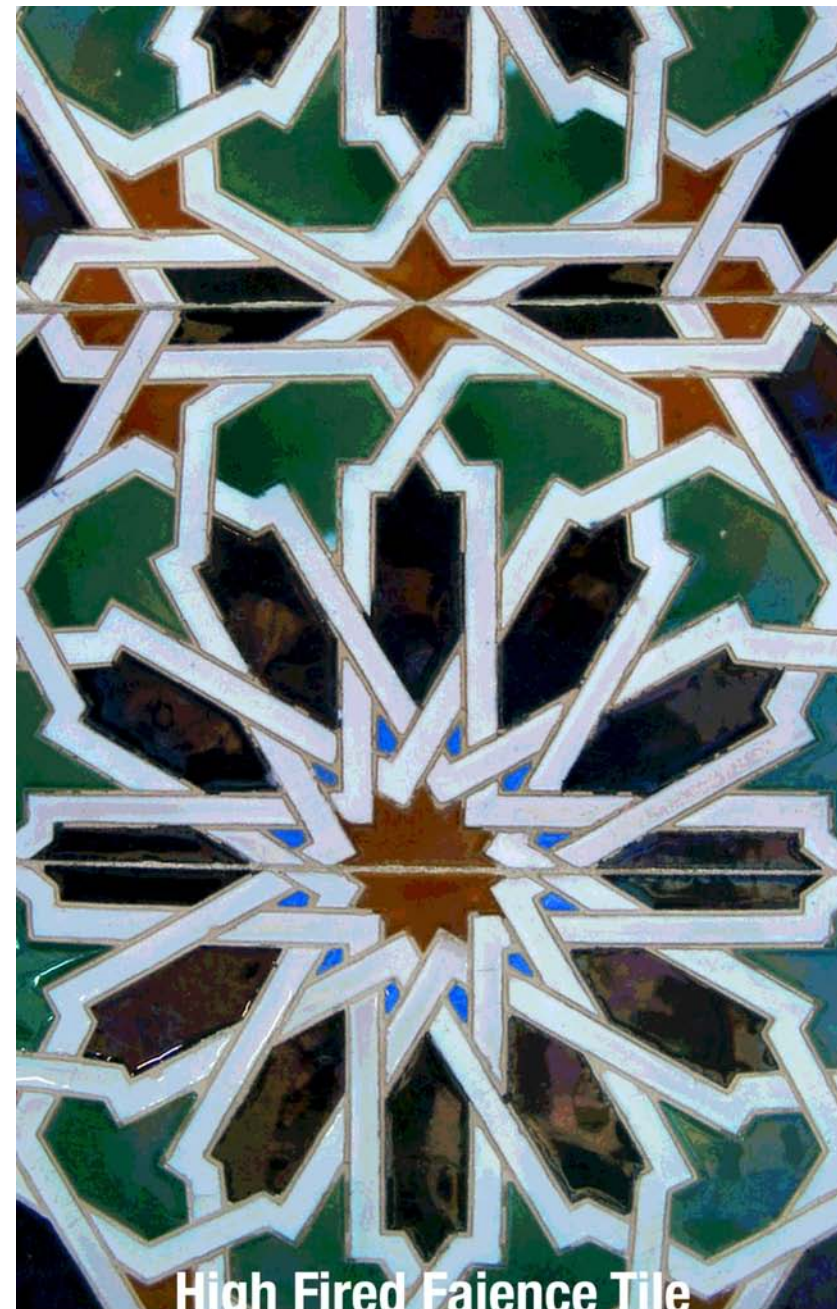




High Fired Faience Tile

1926 **KRAFTILE** 1996

at the Ellsworth Building  
Manufactured in NILES, California



High Fired Faience Tile

1926 **KRAFTILE** 1996

at the Ellsworth Building  
Manufactured in NILES, California





## William Wurster in NILES

Three Buildings 1941 to 1947

Architect, Dean of Architecture, MIT & Cal Berkeley

Photo: Environmental Design Archives, Univ. Calif., Berkeley



## Schuckl Office

## William Wurster in NILES

Three Buildings 1941 to 1947

Architect, Dean of Architecture, MIT & Cal Berkeley

Photo: Environmental Design Archives, Univ. Calif., Berkeley





**Dr. Grau Office**  
37275 Niles Blvd.

## **William Wurster in NILES**

Three Buildings 1941 to 1943

Architect, Dean of Architecture at MIT & Cal Berkeley



**Grau Residence**  
470 School Street

## **William Wurster in NILES**

Three Buildings 1941 to 1947

Architect, Dean of Architecture at MIT & Cal Berkeley





Uncommon Dwelling

**NILES Alleys** est. 1888

Defining the Character of NILES



Attention to Detail

**NILES Alleys** est. 1888

Defining The Character of NILES

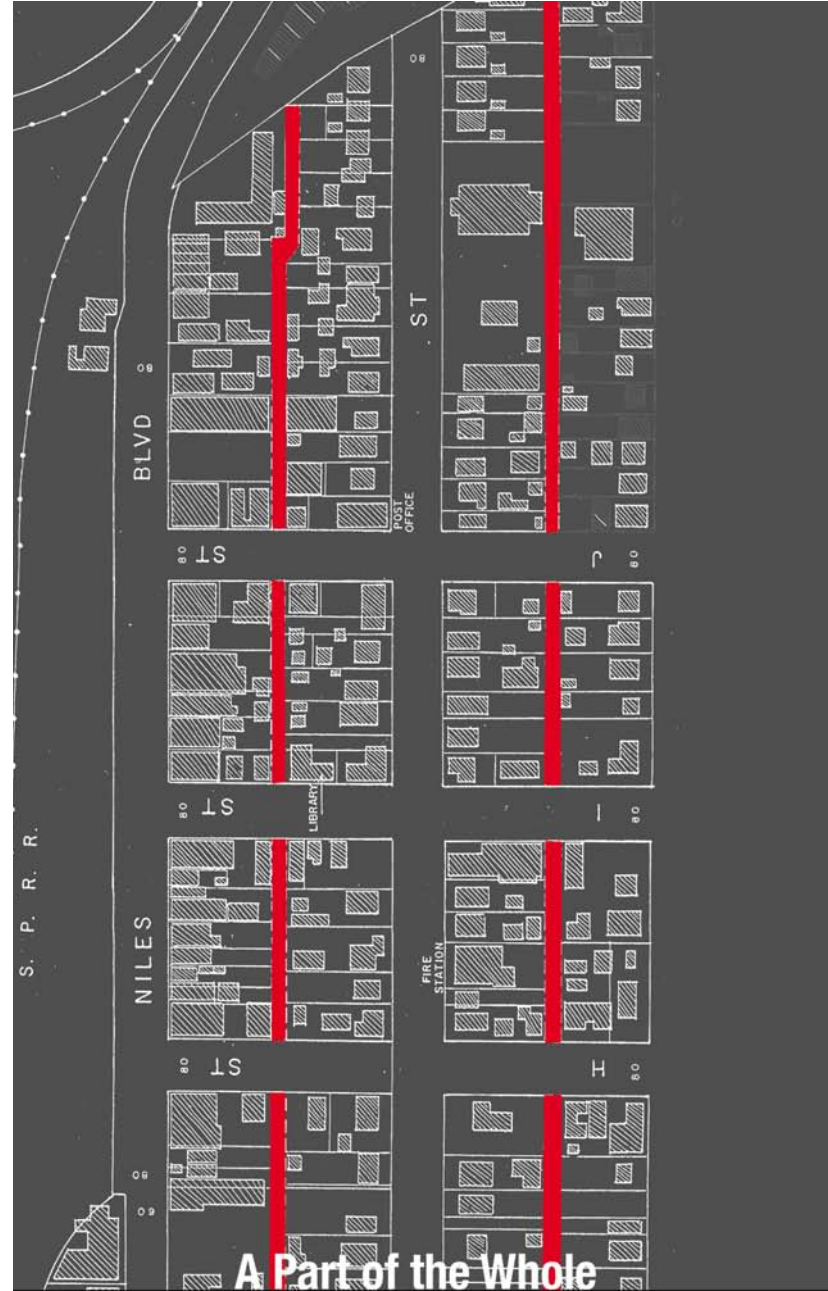




A Part of the Whole

## NILES Alleys est. 1888

Defining the Character of NILES

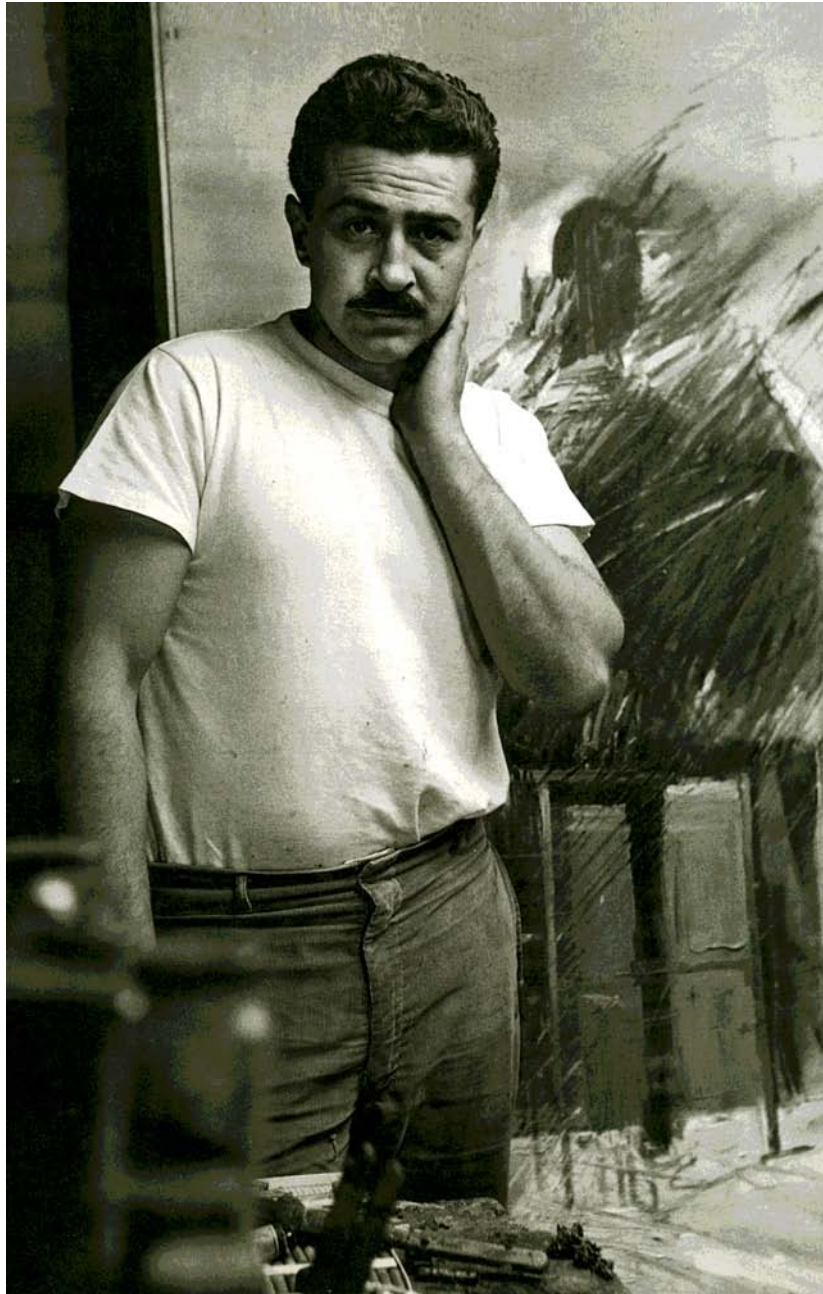


A Part of the Whole

## NILES Alleys est. 1888

Defining the Character of NILES





## **Nathan Oliveira** in **NILES**

1934 Childhood Memories 1942

Master Painter, Professor of Art, Stanford University

Photo: Courtesy of Harry Redl



**Walking Man**, 1958

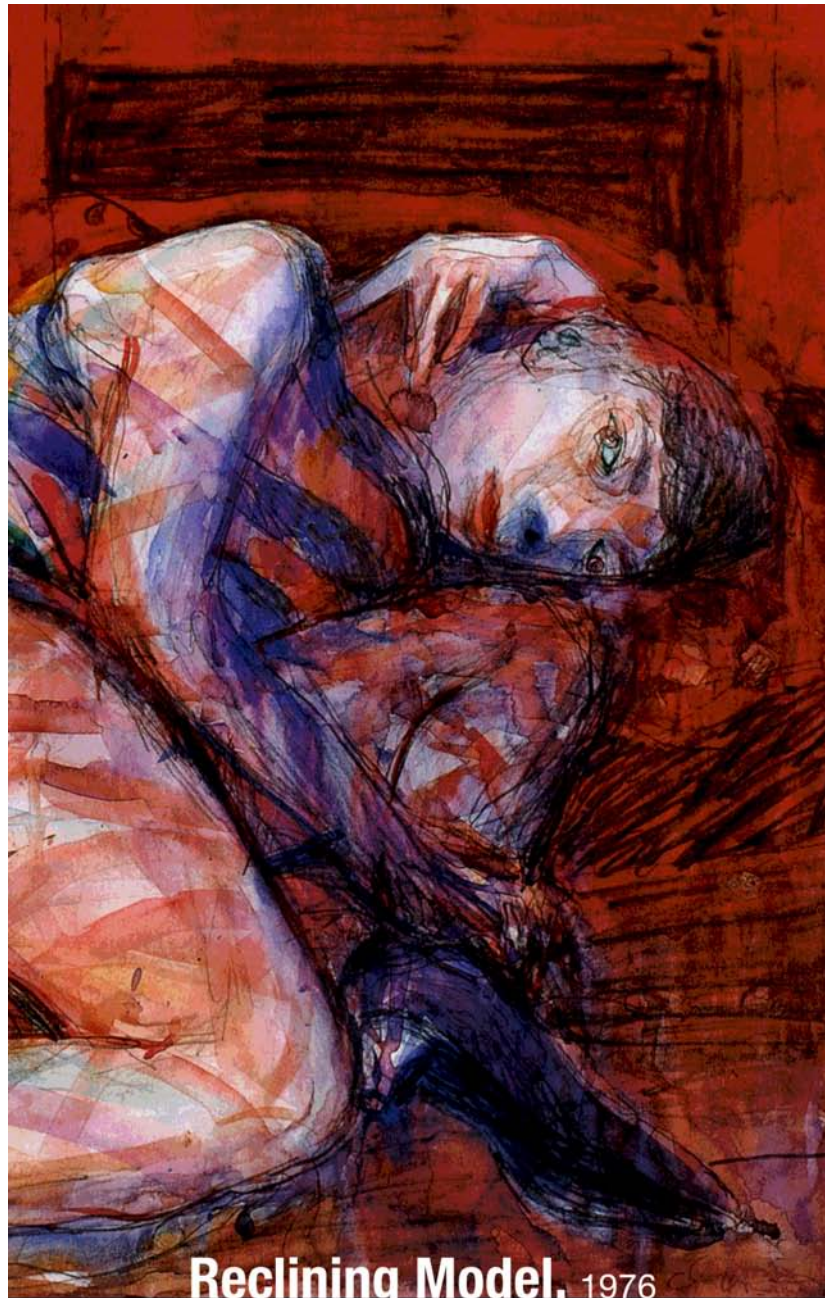
## **Nathan Oliveira** in **NILES**

1934 Childhood Memories 1942

Master Painter, Professor of Art, Stanford University

Image: Courtesy of Hirshhorn Museum, Smithsonian Institute





**Reclining Model, 1976**

**Nathan Oliveira in NILES**

1934 Childhood Memories 1942

Master Painter, Professor of Art, Stanford University

Image: Courtesy of Scott & Susan Carey, San Jose Museum of Art



**Jumping Salmon, 1996**

**Nathan Oliveira in NILES**

1934 Childhood Memories 1942

Master Painter, Professor of Art, Stanford University

Image: Mr. & Mrs. R. C. Anderson / John Berggruen Gallery





a.k.a. **Bronco Billy**

**Gilbert M. Anderson**

1880    Niles, Essanay Film Co.    1971

**Actor, Writer, Producer, Director**

Photo: Courtesy of D. Kiehn



**Silent Western Hero**

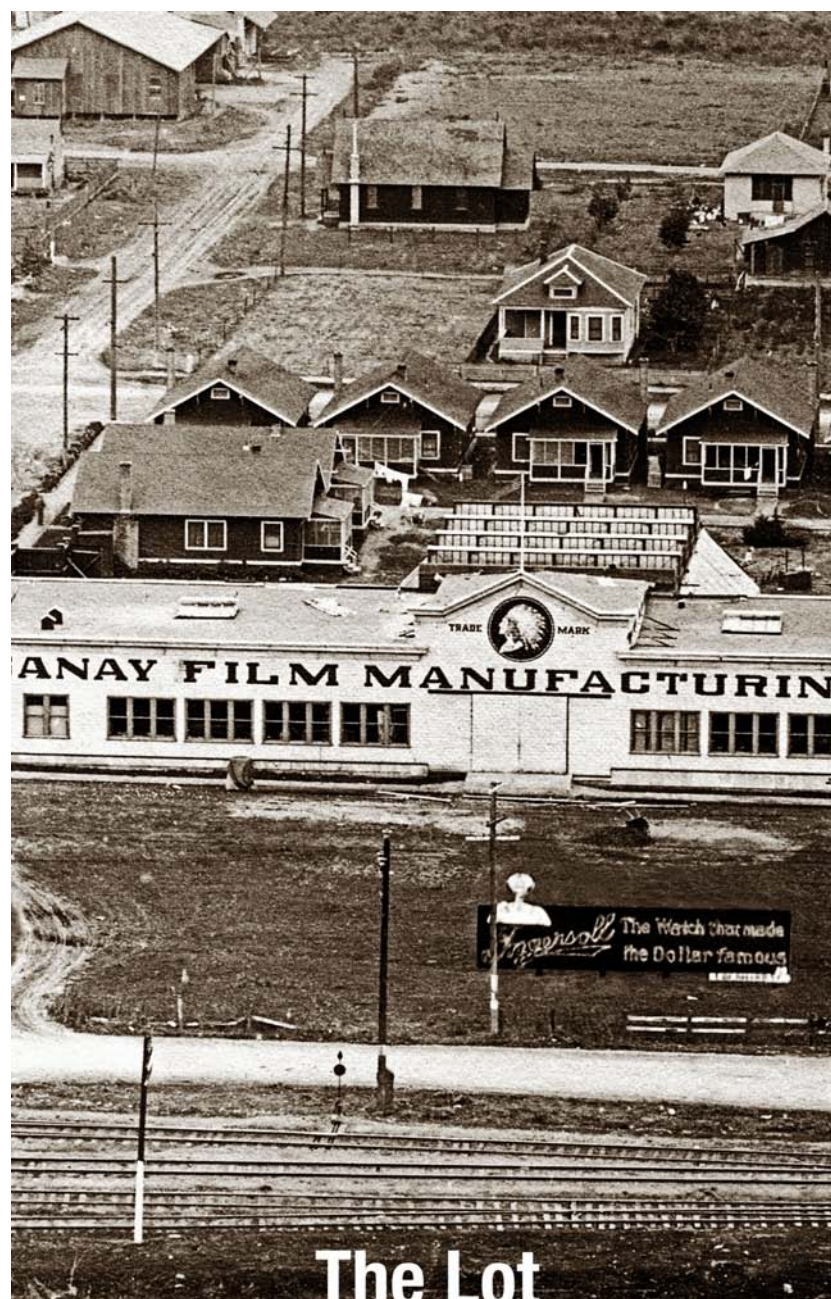
**Bronco Billy**

1912    Niles, California    1916

**148 Bronco Billy short films in NILES**

Photo: Courtesy of D. Kiehn





**The Lot**

## Essanay Film Company

1912

Niles, California

1916

Photo: Courtesy of the Niles Essanay Film Museum



## Essanay Film Company

1912

Niles, California

1916

**Filmed in NILES**

Photo: Courtesy of the Niles Essanay Film Museum





**On The Set**

**Essanay Film Company**

1912

Niles, California

1916

Photo: Courtesy of the Niles Essanay Film Museum

**Essanay**



**SNAKEVILLE'S  
HEN MEDIC**



*Morgan*

CONTROLLED BY THE ESSANAY FILM PFD. CO. CHICAGO, ILL.

**Essanay Film Company**

1912

Niles, California

1916

**Filmed in NILES**

Photo: Courtesy of the Niles Essanay Film Museum





**Natural Light Stage**

**Essanay Film Company**

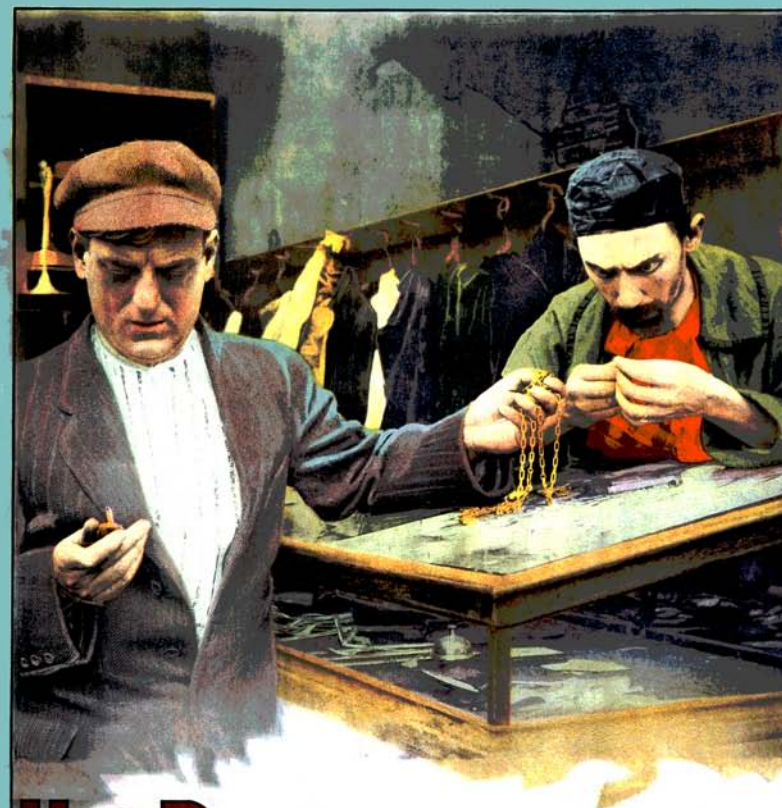
1912

Niles, California

1916

Photo: Courtesy of the Niles Essanay Film Museum

**ESSANAY**



**HIS REGENERATION**

PRESENTING

**G.M. ANDERSON**



**Essanay Film Company**

1912

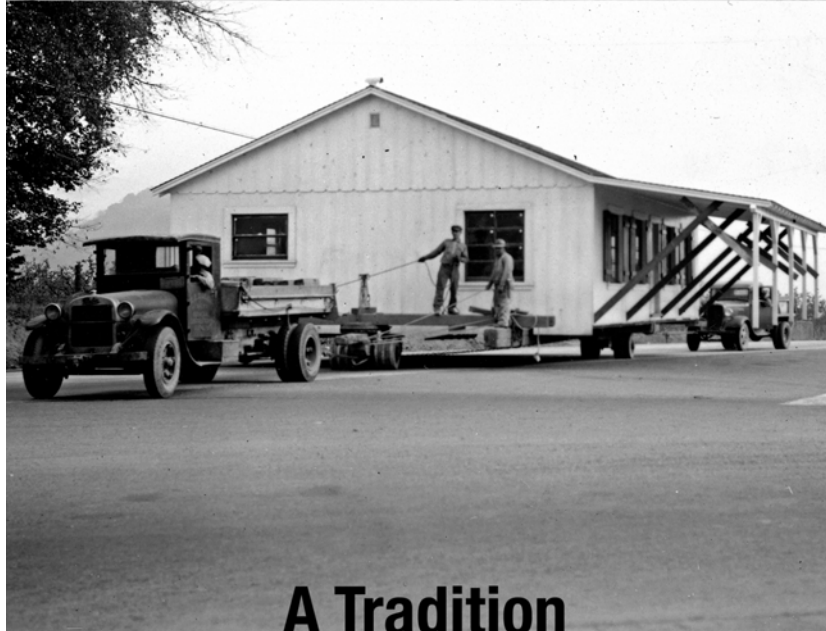
Niles, California

1916

**Filmed in NILES**

Photo: Courtesy of the Niles Essanay Film Museum





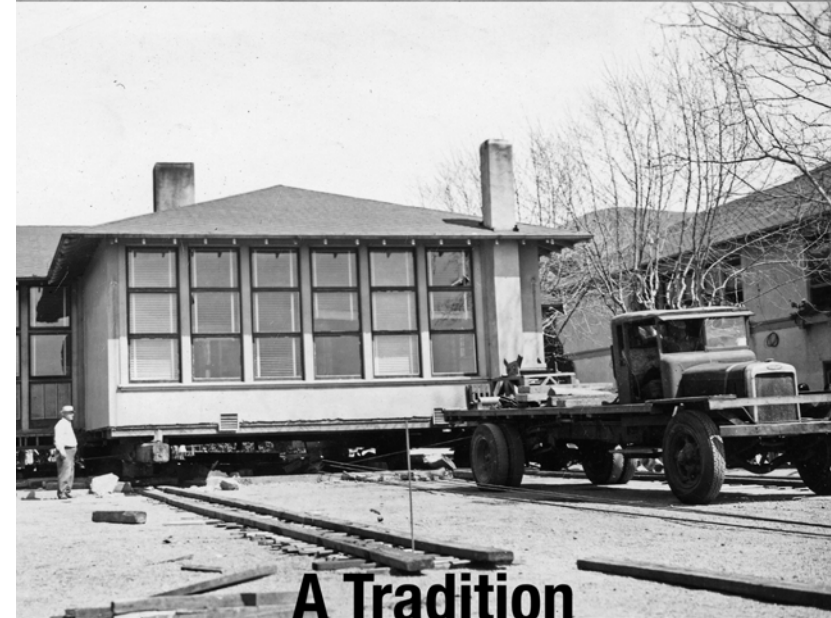
A Tradition

## NILES Moving

Local Migrations

Waste Not, Want Not : Sustainability

Photo: Courtesy of D. Kiehn & the E.E. Dias Collection



A Tradition

## NILES Moving

Local Migrations

Waste Not, Want Not : Sustainability

Photo: Courtesy of D. Kiehn & the E.E. Dias Collection





**The Golden State Rose**

## **California Nursery Company**

1884      Niles, California      1972  
**500 Acres**

Photo: Courtesy of the CalNurCo Legacy Council



**George Roeding Jr. President**  
1901 - 2005

## **California Nursery Company**

1884      Niles, California      1972  
**500 Acres**

Image: Courtesy of the CalNurCo Legacy Council





DUCHESS OF ATHOL



JOANNA HILL

## 1932 ROSE *and* BULB BOOK

CALIFORNIA NURSERY COMPANY  
NILES, CALIFORNIA



CHAS. P. KILHAM



**California Nursery Company**

1884

Niles, California  
**500 Acres**

1972

Photo: Courtesy of the CalNurCo Legacy Council



**California Nursery Company**

1884

Niles, California  
**500 Acres**

1972

Photo: Courtesy of the CalNurCo Legacy Council





**The PEACE Rose 1944**

**California Nursery Company**

1884

Niles, California

1972

**500 Acres**

Photo: Courtesy of the CalNurCo Legacy Council



**California Nursery Company**

1884

Niles, California

1972

**500 Acres**

Image: Courtesy of the CalNurCo Legacy Council





**Maurice Logan, Artist** 1939

## **The Vallejo Adobe** 1836

Ranch Arroyo de la Alameda  
On the grounds of the Historic  
California Nursery Company, NILES

Image: Courtesy of the California Nursery Legacy Council



**1931 Restoration, by George Roeding, JR**

## **The Vallejo Adobe** 1836

Ranch Arroyo de la Alameda  
On the grounds of the Historic  
California Nursery Company, NILES

Photo: Courtesy of the California Nursery Legacy Council





1848

**Millicent Shinn**

1940

## The Shinns

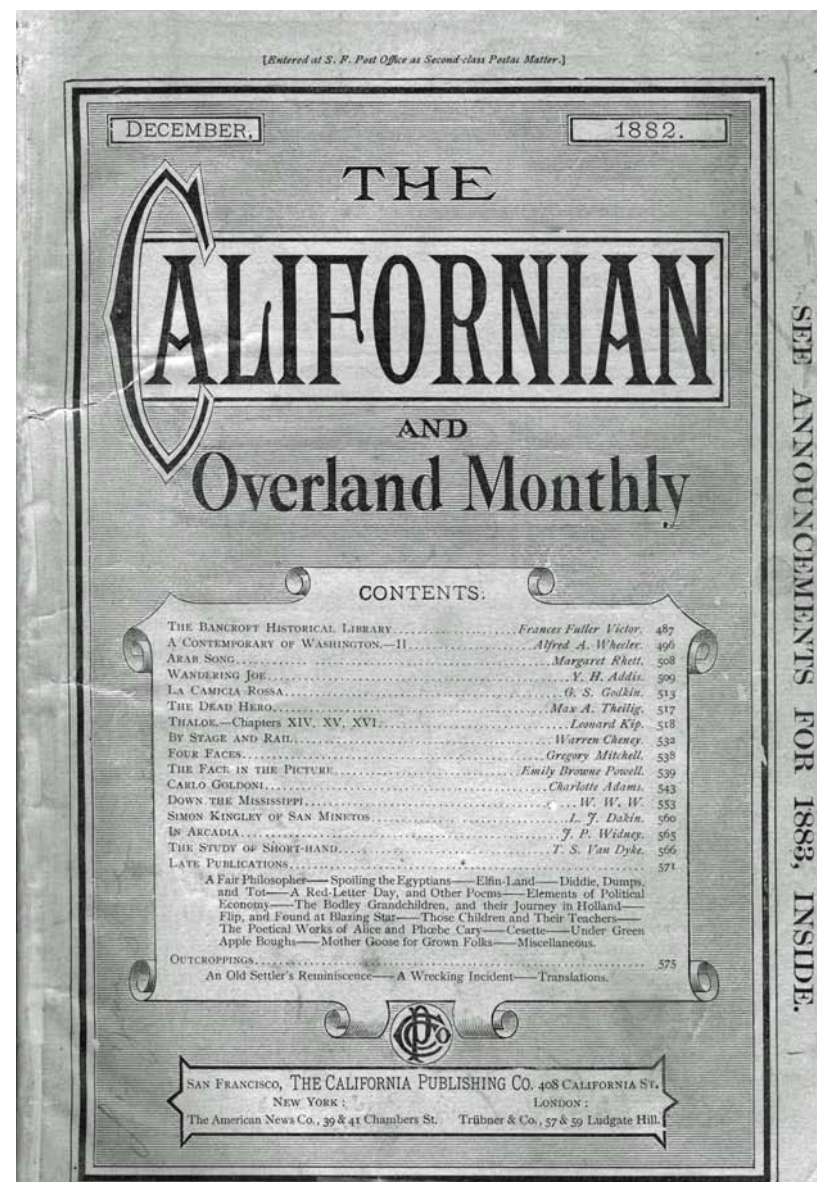
1856

Niles, California

1962

First Woman Doctorate Univ. Calif. Berkeley

Photo: Courtesy of the Museum of Local History



1848

**Millicent Shinn**

1940

## The Shinns

1856

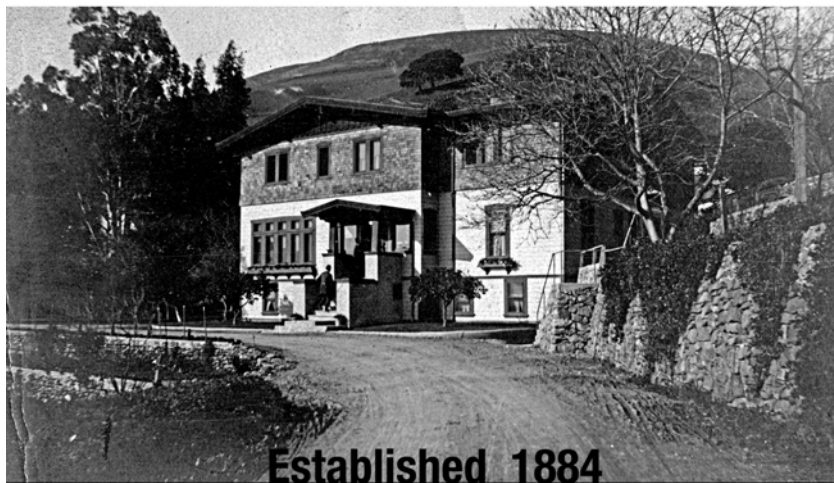
Niles, California

1962

Editor of the Overland Monthly, 1884 - 1894

Photo: Courtesy of the Museum of Local History





Established 1884

## Belvoir Hotel

Niles, California

Lodging for the Silent Movie Industry

Photo: Courtesy of S. Richardson Collection

## HOTEL REGISTER.

Money, Jewels and other Valuable Packages must be placed in the Safe in the Office, otherwise the Hotel will not be responsible for any loss.

DATE	NAME	RESIDENCE	ROOM	TIME OF ARRIVAL	TIME OF DEPARTURE
4/21	Mrs. F. Byrne	Berkeley		5 P.M.	
4/21/13	Esther	Burlington, Cal.			
	J. D. Quinn	San Francisco			
	H. Neafield	Chicago			
	E. E. Brown	Oakland		8.	
	E. D. Brown	Oakland		8.	
	Arthur Bowden	Oakland		8.	
4/22/13	R. F. Long	Oakland			
	Mrs. E. Rawson	Portland			
	J. T. Lytle	Berkeley			
	J. H. Boderson	San Francisco			
	Mrs. J. H. Boderson	do			
	Richard Fenner	do			
	Miss Byrne	Berkeley			
	Frank L. Ball	Ed Paso, Tex.			
Apr 27/13	Mrs. H. M. Hanna	Berkeley			
"	Miss Flora Hanna	"			
"	Mr. & Mrs. G. W. Stark	Oakland			
	R. L. Penfield	New York City			
Apr 30	J. D. Quinn				

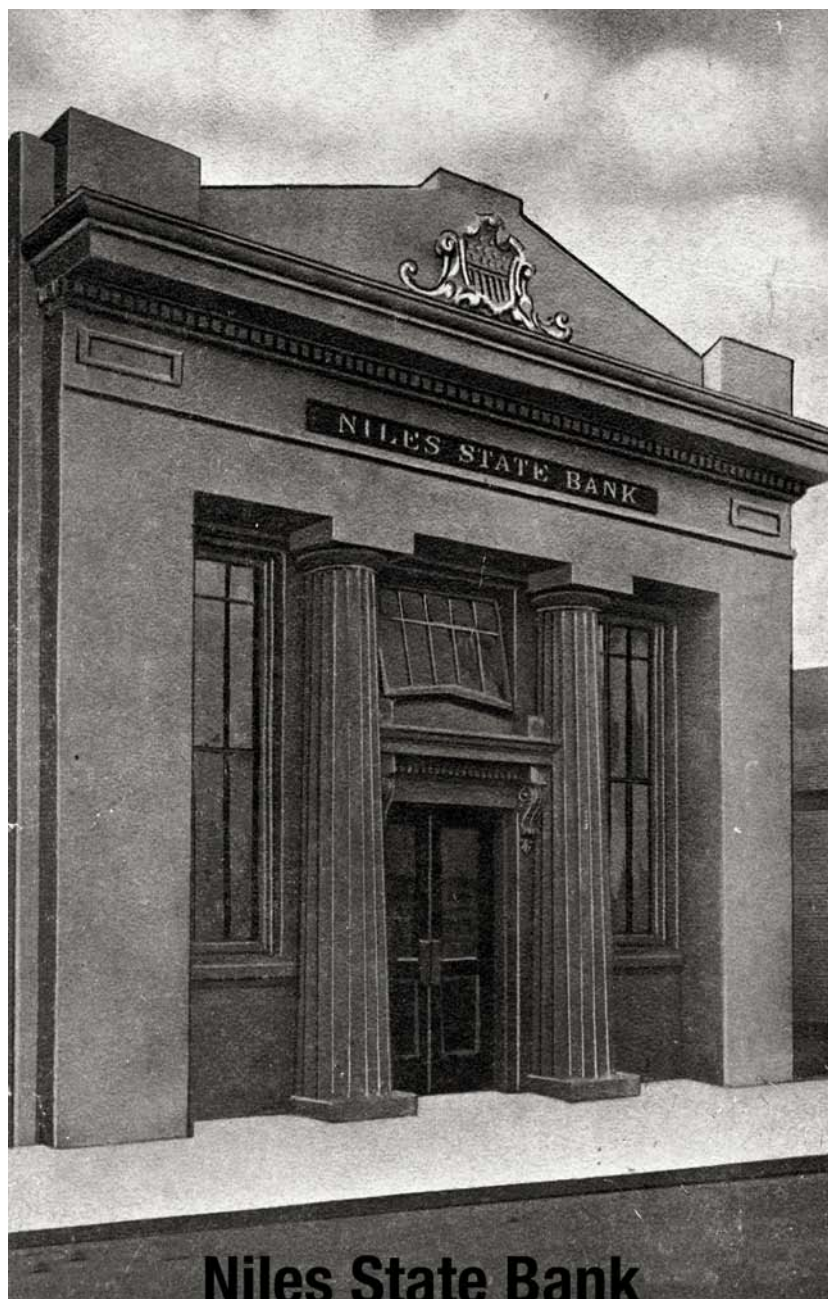
## Belvoir Hotel

Niles, California

Guests from New York, Chicago & San Francisco

Photo: Courtesy of S. Richardson Collection





**Niles State Bank**

**Niles Merchants**

Niles, California  
Established 1906

Photo: Courtesy of the Museum of Local History



**Niles Post Office**

**Niles Merchants**

Niles, California  
William Snyder General Store, 1890s

Photo: Courtesy of the Museum of Local History



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**NEW BANNERS**





**1901 Depot**

## **Niles Station**

1869      Niles, California      1974

**Transcontinental Junction**

Photo: Courtesy of the Museum of Local History



**Niles Tower**

## **Niles Station**

1869      Niles, California      1974

**Transcontinental Junction**

Photo: Courtesy of the Museum of Local History





## Niles Station

1869 Niles, California 1974

**Transcontinental Junction**

Photo: Courtesy of the Searle Collection



## Niles Station

1869 Niles, California 1974

**Transcontinental Junction**

Photo: Courtesy of the Searle Collection





1869

## Niles Canyon

Niles, California

**The Final Transcontinental Connection**

Photo: Courtesy of the Pacific Locomotive Association



1869

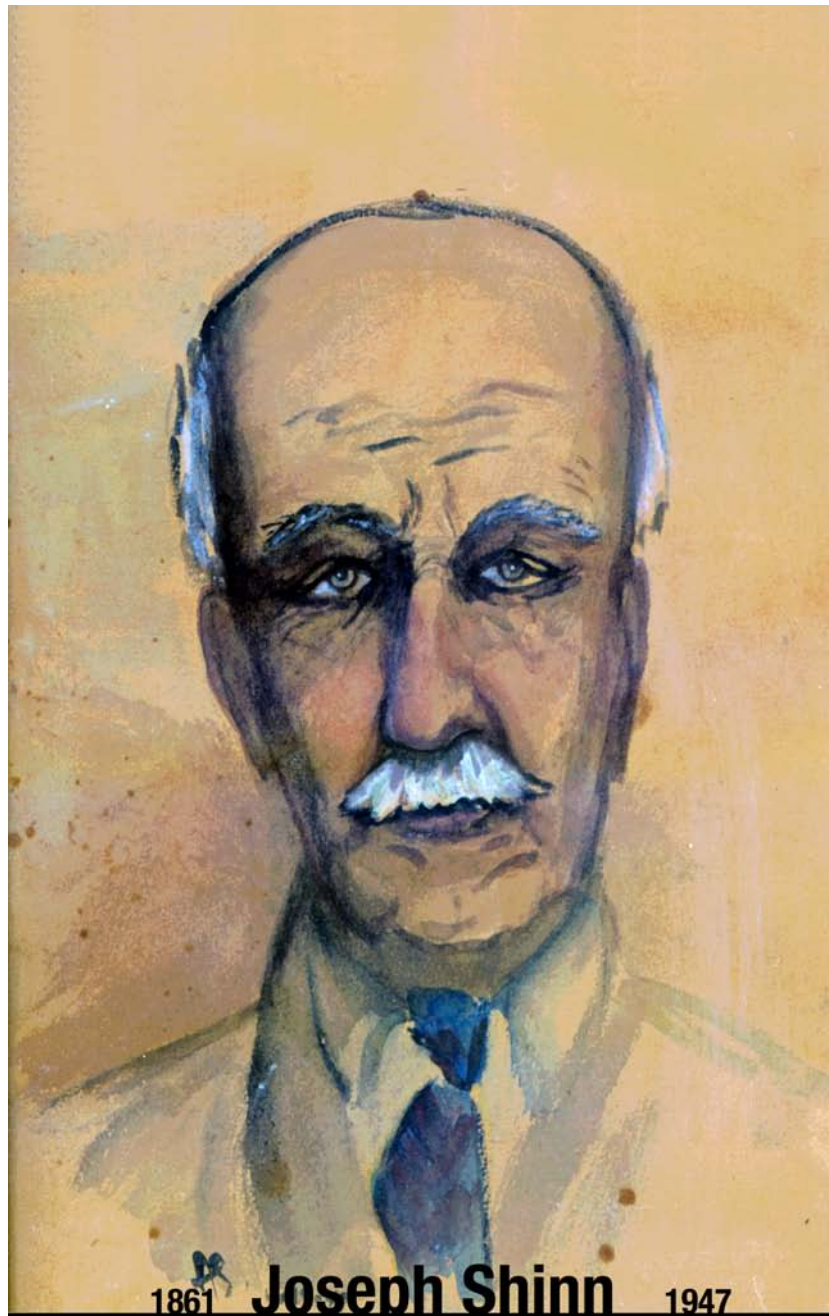
## Niles Canyon

Niles, California

**The Final Transcontinental Connection**

Photo: Courtesy of the Pacific Locomotive Association



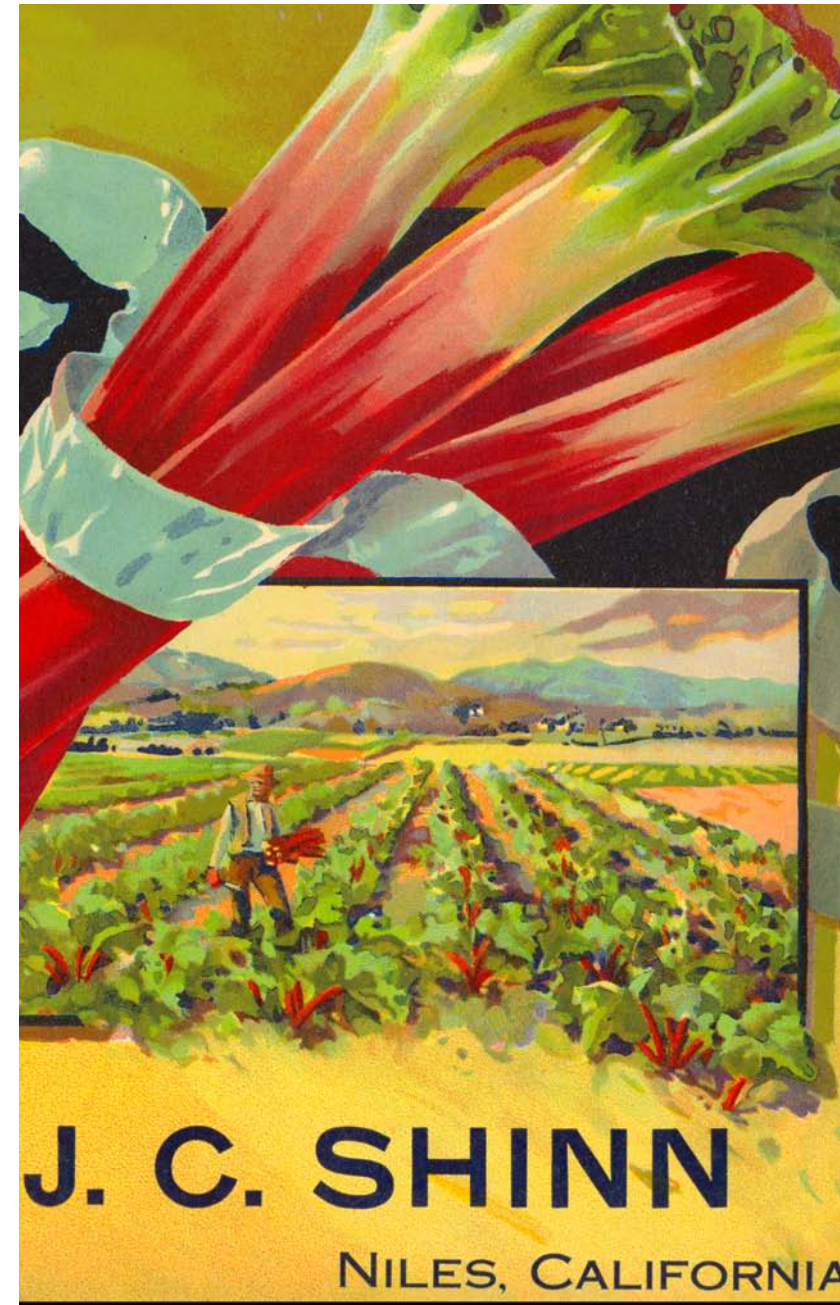


1861 **Joseph Shinn** 1947

## **The Shinns**

1856 Niles, California 1962  
**Agriculture & Alameda County Water District**

Photo: Courtesy of the Mission Peak Heritage Foundation



**J. C. SHINN**

NILES, CALIFORNIA

## **The Shinns**

1856 Niles, California 1962  
**Agriculture**

Photo: Courtesy of the Museum of Local History



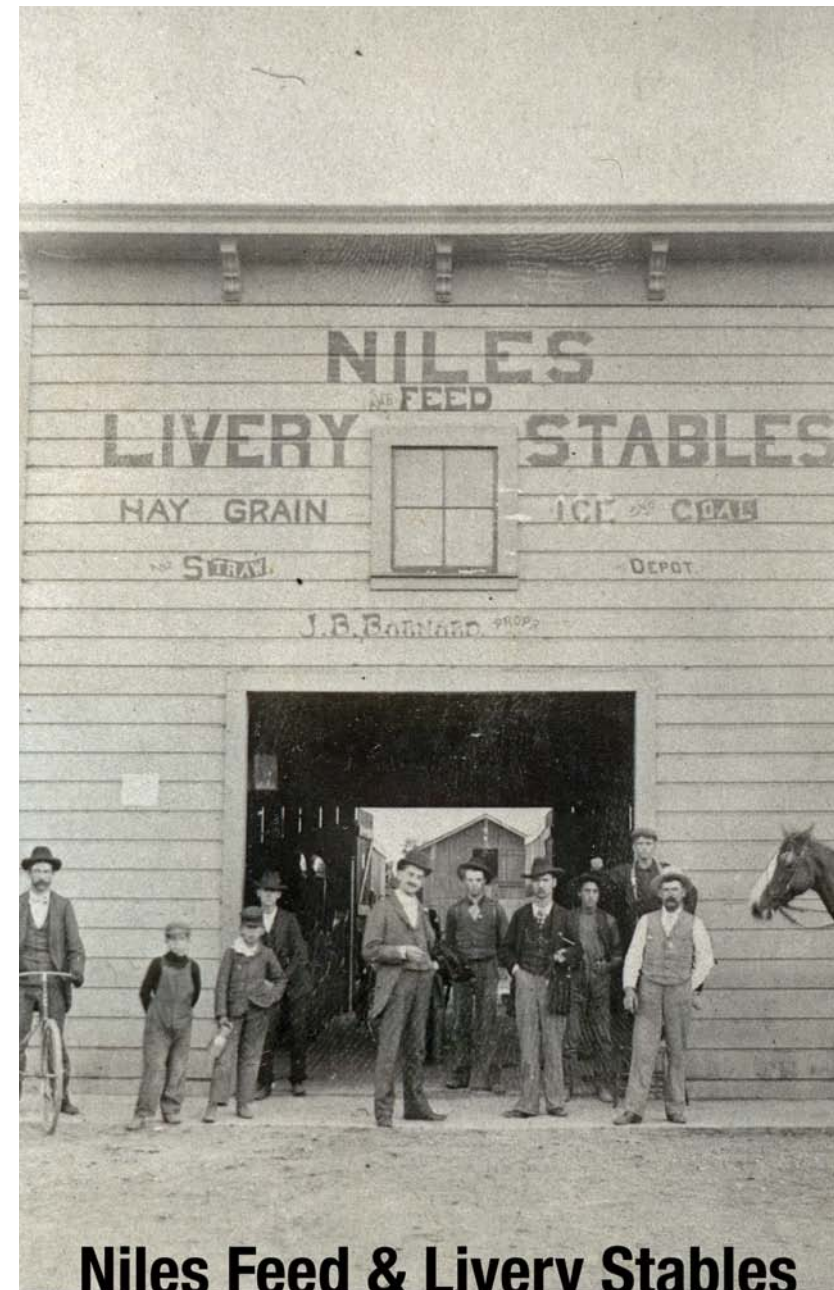


1925 **The American Garage** 1939

## Niles Merchants

Niles, California  
Established by Salvador & Egizza Di Guilio

Photo: Courtesy of the Museum of Local History



**Niles Feed & Livery Stables**

## Niles Merchants

Niles, California  
1890s

Photo: Courtesy of the Museum of Local History





**NILES Industry**

## **Pacific State Steel**

1937      Niles, California      1978

Photo: Courtesy of the Museum of Local History



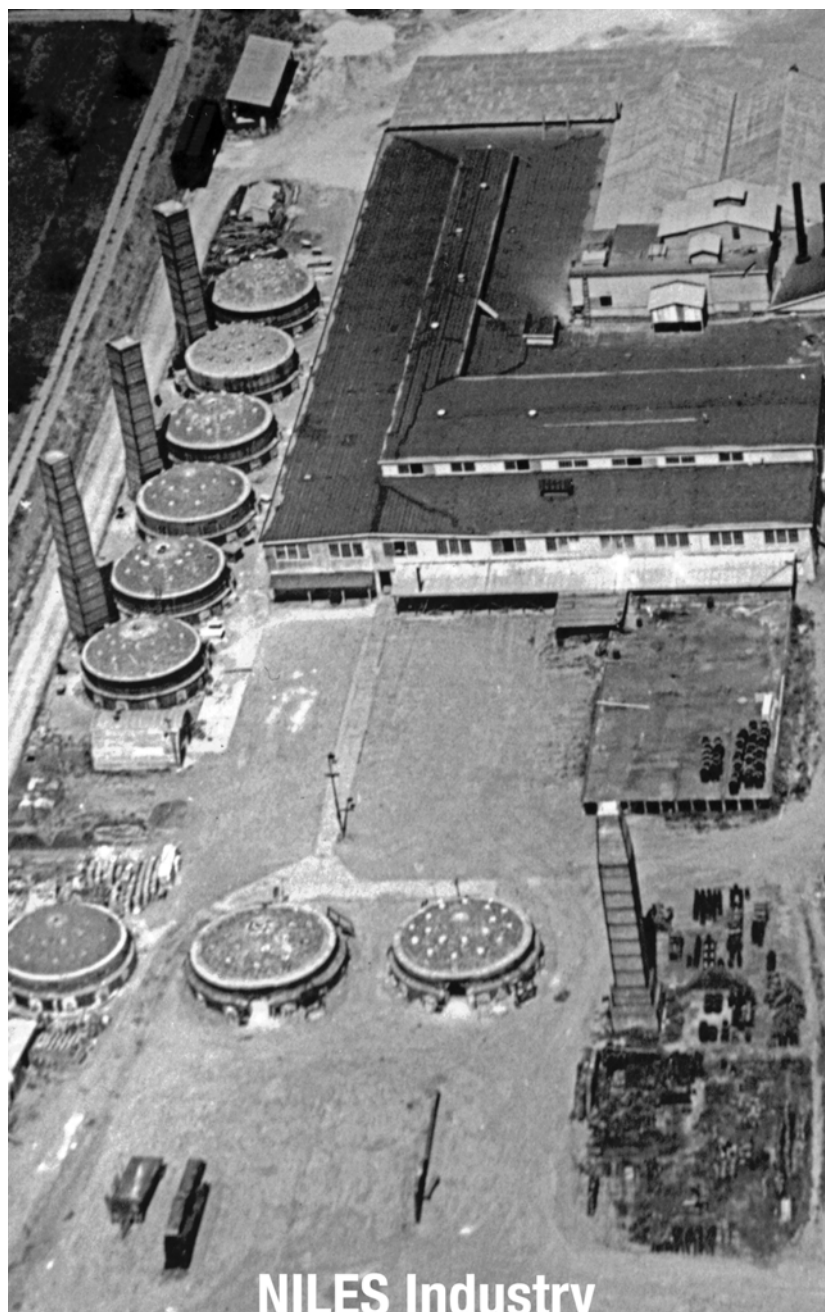
**NILES Industry**

## **Pacific State Steel**

1937      Niles, California      1978

Photo: Courtesy of D. Kiehn & the E.E. Dias Collection





NILES Industry

## California Pottery Co.

1915      Niles, California      1990

Photo: Courtesy of the Museum of Local History



NILES Industry

## California Pottery Co.

1915      Niles, California      1990

Photo: Courtesy of the Museum of Local History





**The Tramp**

## **Charlie Chaplin in NILES**

1914      Niles, California      1914

**The Tramp character originated in Niles**

Photo: Courtesy of the D. Kiehn Collection



**The Tramp**

## **Charlie Chaplin in NILES**

1914      Niles, California      1914

**The Tramp filmed in Niles Canyon**

Photo: Courtesy of the D. Kiehn Collection





**NILES Legend**

**Saint Niles**

1888

Patron Saint of

1956

**Trash & Treasures**

Photo: Courtesy of the Devotees of Saint Niles



**NILES Legend**

**Saint Niles**

1888

Patron Saint of

1956

**Trash & Treasures**

Photo: Courtesy of the Devotees of Saint Niles



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**Paul Welschmeyer: 510.825.0783**