

Fred Depken Retires After 75 Years

Depken Memorabilia Throughout the Century




COAL

HONEST COAL,

Honest Weight, and Honest Prices is our motto. Honesty is the best policy for us and our customers. We don't claim to be the only honest coal dealers, or the only ones that have good coal. But we do claim that our facilities and methods enable us to give you the best Lehigh Coal ever mined. Give us a trial!

G. DEPKEN & SONS,
DEALERS IN
COAL AND WOOD,
Yard and Office, Carlstadt, N. J.
Residence, Coal Docks, Berry's Creek, Hasbrouck Heights, N. J. Telephone Connecticut.

Display ad that appeared in local paper "The Newsletter" in February 17, 1900



WE ARE BURIED WITH ORDERS

For our superior grade of LEHIGH Coal, but we like it. We like the orders just as well as careful, critical people like the coal. Many people won't have any coal but ours, because they know the difference. Some people haven't studied coal economy as much as we think they should. Better try a ton of ours.

G. DEPKEN & SONS,
DEALERS IN
COAL AND WOOD
Yard and Office, Carlstadt, N. J.
Residence, Coal Docks, Berry's Creek, Hasbrouck Heights, N. J. Telephone 168 Rutherford

Display ad that appeared in local paper "The Newsletter" in February 1901



May 1903

WE WANT TO SUPPLY you with your Winter stock of Coal. It will pay you to place your order with us for future delivery now, before prices advance.

NUT,	- \$6.00 per ton.
STOVE,	6.00 " "
EGG,	6.00 " "
PEA,	4.50 " "

These prices subject to change without notice. DEPKEN & SONS.

Office, ANSON BUILDING, opp. Hasbrouck Hts. Depot, TELEPHONE 8-F

Display ad that appeared in local paper "The Newsletter" in May 1903



Emblem commemorating Depken's 100th Anniversary in 1997



Refurnished 1938 Dodge Oil Truck was the type used by Depken Oil in the 1930's and '40's



Fleet located in Passaic. Photo used in promotional literature during the early 1990's

Carol & John Will Continue Family Tradition

After 75 years on the job, Fred Depken is retiring from his family business at K & D Oil.

As the patriarch of the company, Fred Depken III's memories go back to the days of coal.

It was his great grandfather, Gerhard Depken and his two sons, Frederick and Gerhard Jr., who founded the G. Depken and Sons Company over a century ago.

Gerhard Depken Jr. was born in Bremen, Germany in 1850. He immigrated and came to Hasbrouck Heights in 1895. He went into partnership with his two sons, Gerhard Jr. and Frederick, two years later and started delivering coal.

The new business was successful from the start. One reason was that it offered customers something very new in those days -- call up delivery service!

The first advertisement was found in the first edition of the local newspaper and it read: "Just call us up when you need coal. Your order will be filled just as quickly and satisfactorily as if you had come in person to order it, and the coal will be just as good coal as ever came out of a mine, clean, dry and reliable."

G. Depken & Sons would advertise the best Lehigh Coal ever mined. Their coal yard and offices were located in Rutherford, Carlstadt and Hasbrouck Heights, NJ with coal docks at Berry's Creek.

The need to modernize and keep ahead of the times was understood by Fred Depken Jr. when he joined the company.

By 1930, the shift from coal to oil was well underway, but the company, now run by Gerhard Jr., only accepted the change reluctantly.

As a result of this continuing refusal to modernize, Fred Jr. finally made a dramatic decision.

In 1950, he resigned from the original company and formed his own firm with his son, Fred Depken III: Fred Depken and Sons, Inc.

With the formation of the new company came modernizations with equipment and staffing to handle installations and service as well as oil delivery.

In the late 1950's, the switch from oil to gas began, creating a crisis for the company and its new president, Fred Depken III.

But Fred was at the helm of a fully modernized company offering installation services as well as oil delivery.

He also had faith that the oil business would come back strong, so he hung in there -- and sure enough, the tide turned and the consumers' faith in oil heat came back stronger than ever.

In 1982, in a marriage of equals, the company merged with Keller Engineering and positioned itself to better serve its customers.

Depken moved operations to Passaic Terminal so they could use the fuel tanks. Oil was barged up the Passaic River until 1992 when the tanks were removed.

Keller-Depken has since acquired several other oil companies to become the largest family owned oil company in

northern New Jersey.

Heights' History

Originally, Depken was based from the sun porch of their grandmother's house at 281 Henry Street (*she passed in 1994*).

Depken then moved their office to the Velasco TV shop at the corner of The Boulevard and Franklin Avenue (*now Anton's*) and operated there for about 25 years.

Fred Depken maintained his presence in Hasbrouck Heights by opening up a satellite office at 166 Franklin Avenue in 1982.

For years, Hasbrouck Heights "old timers" would stop by the office for a visit.

Fred is retiring and closing the office. He said, "Sorry to close the office -- I will miss all my friends. Depken is not leaving Hasbrouck Heights -- we will always be here to serve our friends and customers. We will always maintain our local phone number -- 288-0723. And, many of our employees still live in town."

K & D represents state-of-the-art home heating oil technology with an old fashioned service heritage dedicated to keeping families warm, comfortable and secure.

Fifth Generation

Presently, the company has entered in its fifth generation of "The Depken Tradition."

Fifth generation John Depken affirms, "Everyone in our company is committed to maintaining a high-level of customer service."

We deliver to a customer base of several thousand homes and businesses -- with prompt fuel oil deliveries using a modern fleet of ten sparkling trucks.

We also provide system maintenance, new installations, and gas conversions with our highly skilled team of twelve technicians.

In addition, we offer convenient budget plans, tank protection plans, etc."

He adds, "As a state-of-the-art company with an old-fashioned service heritage, our small family business can continue to serve their customers and prosper in a world of huge conglomerate corporations."

Fred's children, Carol & John, are carrying on the tradition of forward thinking service. ###



Photo used in promotional literature in the early 1980's

When not in use, turn off the juice