



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: DECEMBER 7, 2016

Filing Date: November 7, 2016
Case No.: 2016-014707LBR
Business Name: Brownies Hardware
Business Address: 1563 Polk Street
Zoning: NCD (Polk Street Neighborhood Commercial)/
65-A Height and Bulk District
Block/Lot: 0643/001
Applicant: Michael Yang, Owner
1563 Polk Street
San Francisco, CA 94109
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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San Francisco,
CA 94103-2479

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Information:
415.558.6377

BUSINESS DESCRIPTION

Brownies Hardware is a long-standing local hardware shop and repair service business located in the Nob Hill Polk Gulch neighborhood on Polk Street at the corner of Sacramento Street. Brownies first opened in 1905 under the name "Brownie's Bazaar" by Edgar Brownstone but soon closed after its original location on Golden Gate Avenue was destroyed in the 1906 Earthquake and Fire. The business quickly re-opened at a new location on Polk Street in 1907 as "Brownie's Hardware" (the business name lost the apostrophe sometimes in the 1980s) and, although it moved to various locations since 1907, each location has always remained on Polk Street, including its current location. It is presently located in a 19th Century Commercial one-story building that was designed by architect William Knowles and constructed in 1909.

Brownies Hardware has proven to be an integral part of the Nob Hill community as one of the businesses to survive the 1906 Earthquake and Fire and also in the way it caters to the surrounding diverse neighborhood by offering an inventory of hardware and repair services that reflects and caters to their diverse needs. Local residents, property managers, businesses and people who work at these businesses all utilize the array of (items) and services that Brownies provides for their respective needs. Brownies has been and continues to be a vital neighborhood asset and an advocate for the business community in Nob Hill. Being able to serve the Nob Hill Polk Gulch neighborhood for over 100 years, surviving several natural disasters and relocations has proven Brownies Hardware's dedication to the neighborhood and its perseverance in remaining an anchor as a neighborhood-serving business. As a way of portraying its existence and involvement in the neighborhood and promoting the neighborhood's history, Brownies

dedicates one display window as a Polk Street "history window," showcasing photos of the neighborhood throughout the years.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1906

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Brownies Hardware qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Brownies Hardware has operated for 110 years.
- ii. Brownies Hardware has contributed to the Nob Hill Polk Gulch community's history and identity by continuing to uphold its status as a long-standing neighborhood business that is involved in community activities through the Polk District Merchants Association and citywide Council of District Merchants and continues to be a neighborhood-serving business that caters to the diverse hardware and repair service needs of the community.
- iii. Brownies Hardware is committed to maintaining the physical features that define its tradition and craft of offering individualized hardware and repair services to the diverse community that surrounds it.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

The business is associated with the craft and tradition of offering a wide range of hardware supplies and repair services to the surrounding residents and businesses.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Yes. The 1909 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" that has been identified as being individually eligible as part of the Unreinforced Masonry Building Survey.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. San Francisco Business, October 1993, "Stephen Cornell: James R. Sylla Award;" The Independent, "'Amateur' lobbyists fighting the good fight for merchant issues," by Jean Choung; The San Francisco Bay Guardian, 4/26/2006, "Small Business Awards;" SF Chronicle, 12/7/2008, "Independents, chains have different strengths;" District 3 Herald, 07/2008, "Q & A with Stephen

Cornell." Brownies Hardware has also been cited in a number of older publications, which are included in the application packet.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1563 Polk Street

Recommended by Applicant

- Tradition of providing a wide array of hardware items and repair services to best help and serve the diverse community
- Original architectural characteristics of the building, specifically the exterior sheet metal framing
- Its Polk Street "History Window" showcasing photos of the neighborhood throughout the years

Additional Recommended by Staff

- Location on Polk Street
- Storefront fenestration, entry sequence, and signage

Filing Date: November 7, 2016
Case No.: 2016-014912LBR
Business Name: Good Vibrations
Business Address: 603 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit)/
55-X Height and Bulk District
Block/Lot: 3576/128
Applicant: Jackie Rednour-Bruckman, Executive Vice President
603 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor David Campos, District 9
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Good Vibrations is an innovative sex-positive retailer that promotes sexual health and safe sex for people of all genders and sexual orientations. It was founded in San Francisco's Mission District in 1977 by Joani Blank, a licensed family and marriage therapist who in 1975 founded a sex education publishing press called Down There Press after finding that many of her clients lacked access to information about sexual arousal and positive perceptions of sex and the body. At the time of Good Vibrations' founding, the only businesses offering information and products pertaining to sex and sexuality were peep show-type establishments that were frequented by men. Blank developed an idea for a retail store that would provide a safe, warm, and welcoming place for women and others to buy products and books and obtain information regarding sexual health and education. The opening of the first Good Vibrations store in the Mission District coincided with a sex-positive feminist revolution, also known as the third wave of feminism, which occurred throughout the United States. The business is credited with inventing the concept of an open, non-judgmental and well-lit welcoming and safe environment where patrons could shop for products such as toys, books, and movies and also attend workshops. The idea behind the business was to open its doors to all people searching for information and guidance related to sexual health and sexual education as well as act as an agent for social change through the multiple lenses of sexuality, diversity, education, community partnership, and ethical business practices.

In the 1990s, Good Vibrations brought on sexologist, Dr. Carol Queen, to help with the promotion and distribution of information surrounding sexual health and education. The business promotes personal and professional development for women and LGBTQ individuals and is "committed to fostering respect, promoting supportive communication, providing access to educational resources, and strongly advocating for women in leadership roles." Since its inception, Good Vibrations has continuously been involved in and partnered with various citywide organizations and events that promote equality and education surrounding sexual health, identity, and sexual positivity. The business has participated in and sponsored events such as the SF Pride Parade, Queer Arts Festival, and the Transgender Film Festival among others and has become a must-see destination for visitors because of its historical relevance involving feminism and sexual politics. Although Good Vibrations has proven its success in the form of

nine stores across the country (seven in the Bay Area and two in Massachusetts) the Mission District location has become the most significant as it was the original location.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1977

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Good Vibrations qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Good Vibrations has operated for 39 years.
- ii. Good Vibrations has contributed to the Mission District community's history and identity by continuing to provide the community with an array of information and products pertaining to sexual health and education, continuing to promote a greater level of positivity and equality with regard to sexuality, and fostering a business model that encourages professionalism, equality, and empowerment among women and the LGBTQ community.
- iii. Good Vibrations is committed to maintaining the physical features and traditions that define its legacy as a welcoming, diverse, equality-driven sexual health educator and retailer.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

The business is associated with the tradition of offering pertinent information, workshops and products promoting sexual health and education.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

No. The 2002 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category C Property" as it has not reached age-eligibility for consideration as a potential historic resource. .

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Berkeley Barb, 06/1977, "She's Bringing you Good Vibrations," by Adi Gevins; The Weekender, 4/7/1994, "Too Embarrassed to Buy a Sex Tool?," by Aaron Asa; The San Francisco Bay, 07/2000, "Best of the Bay;" Mission Local, 8/10/2016, "Founder of Good Vibrations Sex Store Dies," by Joe Rivano Barros; San Francisco Magazine, 8/8/2016, "Good Vibrations Founder Joani

Blank, Feminist Pioneer and Vibrator Designer, Had Died," by Lamar Anderson; Bayarea.com, 09/2016, "The Buzz on San Francisco's Antique Vibrator Museum," by Eleanor Porter; KRON-4 Documentary "Sex In the City: A History of Sex in San Francisco. Good Vibrations has also received Certificates of Honor and Certificates of Recognition from San Francisco City Hall and the California State Assembly, among others.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 603 Valencia Street

Recommended by Applicant

- Tradition of providing a safe, warm and welcoming place for women and everyone to buy personal pleasure products, books, and information.
- High-end boutique atmosphere with highly trained staff that can advise customers on sexuality, sexual health, and practices, as well as trusted information.
- Clean, open, well-lit retail space.
- Tradition of creating a working environment in which the contribution of all genders is recognized and valued equally.

Additional Recommended by Staff

- Location on Valencia Street
- Tradition of promoting personal and professional development among women and the LGBTQ community.
- Tradition of promoting and distributing information regarding sex and body positivity and sexual health.

Filing Date: November 7, 2016
Case No.: 2016-014698LBR
Business Name: Joe's Ice Cream
Business Address: 5420 Geary Boulevard
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
40-X Height and Bulk District
Block/Lot: 1450/019A
Applicant: Sang Bank Kim and Sohyang Kim, Owners
5420 Geary Boulevard
San Francisco, CA 94118
Nominated By: Supervisor Eric Mar, District 1
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Joe's Ice Cream is a local ice cream shop and dessert destination for residents, businesses and visitors in the Richmond District. Established in 1959 by Joe Politz, Joe's Ice Cream is a physical representation of the hard work, dedication, perseverance and success of a local man. Politz spent the first five years of his business venture carefully designing Joe's Ice Cream, creating a unique aura and characteristics that the shop has maintained to this day, including an interior designed in a classical style with black vinyl stools, Formica counters and vintage décor. Although the business experienced a slow start, Politz eventually devised a way to portray success in order to attract customers by saving old empty milk jugs and cans of ice cream and placing them out in front of the store in the morning, causing those walking by to say "Hey, you must really be doing well to need such a large order!" The business changed hands a number of times since Joe Politz sold it in 1964, with each owner continuing Joe's traditions and recipes but also adding to the legacy by expanding the menu to further enrich a family-oriented experience. Joe's Ice Cream has become a highly successful Richmond District institution and expanded to include a wider menu of sandwiches as well as ice cream.

Joe's Ice Cream is a renowned local spot for the neighborhood to celebrate graduations, sports team gatherings, birthdays, first dates, other special occasions. The business has also become a strong advocate for community support, often opening its doors to hosting school fundraisers and community gatherings. Specifically, Joe's Ice Cream has proven its commitment to supporting children in the neighborhood by maintaining a tradition of hiring local kids to work in the shop and also by offering an awards program that rewards high academic performance with coupons for free ice cream. It has come to be regarded as a gem in the Richmond District and, when faced with a significant increase in rent in 2010, was relocated to its present location on Geary Boulevard, only a half block away from its original location, in order to remain a staple in the neighborhood. Named the oldest independent ice cream parlor in the Richmond District, Joe's Ice Cream has upheld an important place in the Richmond District as a meeting and social gathering space for those celebrating, sharing memories, and passing along neighborhood traditions to future generations, and a place to experience a continued tradition of classic and unique ice cream flavors.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1959

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Joe's Ice Cream qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Joe's Ice Cream has operated for 57 years.
- ii. Joe's Ice Cream has contributed to the Richmond District community's history and identity by continuing a 57 year tradition of ice cream making, of offering a space for visitors and residents of the Richmond to gather, and of supporting support for the community and its youth.
- iii. Joe's Ice Cream is committed to maintaining the physical features and traditions that define its legacy as a neighborhood ice cream and dessert stop and as a gathering space for the community.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

The business is associated with the craft of ice cream making, the tradition of being a community gathering space, and the tradition of continuously supporting neighborhood families and students.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

No. The 1923 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. SF Weekly, 1999-2002 & 2006, "Best Ice Cream;" San Francisco Bay Guardian, 07-08/2000, "Best 1950s Time Warp;" SF Gate, 08/12/2001, "From Joe's to Joe's/Taking a good look at that old-time stretch of Geary," by Sam Whiting; SF Richmond View, 10/22/2010, "Beloved ice cream shop re-opens at new locale," by Christina Li; Fodor's Travel, 11/17/2009, "San Francisco for Sugar Fiends: 18 Essential Bakeries, Ice Cream Shops, and More;" SF Gate, 08/20/2010, "Joe's Ice Cream moves and explodes in popularity," by Sam Whiting.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 5420 Geary Boulevard

Recommended by Applicant

- Original menu boards
- "Home-made Ice Cream" signs
- Original hot fudge warmer
- Cone dipping machine
- Black vinyl stools
- Formica counters
- Tradition of hiring neighborhood kids
- Tradition of supporting local schools by participating in fundraising programs and offering Joe's award program
- The "ice cream tour"
- Multitude of traditional and unique ice cream flavors

Additional Recommended by Staff

- Location on Geary Boulevard

PROJECT DESCRIPTION

The Applicant has been nominated as a "Legacy Business" by a member of the Board of Supervisors or the Mayor.

OTHER ACTIONS REQUIRED

Per Administrative Code Section 2A.242, the subject nomination requires review and approval by the Small Business Commission at a public hearing in order to be added to the Legacy Business Registry.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received no public input on the project at the date of this report.

ENVIRONMENTAL REVIEW STATUS

Nomination to the Legacy Business Registry does not constitute a "project" requiring environmental review per the California Environmental Quality Act (CEQA). The nomination act would not result in any physical alteration to the subject property and could not have an effect on the environment.

PLANNING DEPARTMENT RECOMMENDATION

Staff recommends that the Historic Preservation Commission find that the above businesses qualify for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the above listed physical features and traditions as amended by Staff.

ATTACHMENTS

Draft Resolution
Legacy Business Application

SC: XXXX



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE DECEMBER 7, 2016

Case No.: 2016-014707LBR
Business Name: Brownies Hardware
Business Address: 1563 Polk Street
Zoning: NCD (Polk Street Neighborhood Commercial)/
65-A Height and Bulk District
Block/Lot: 0643/001
Applicant: Michael Yang, Owner
1563 Polk Street
San Francisco, CA 94109
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Stephanie Cisneros - (415) 575-9186
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BROWNIES HARDWARE, CURRENTLY LOCATED AT 1563 POLK STREET (BLOCK/LOT 0643/001).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Nob Hill Polk Gulch neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on December 7, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Brownies Hardware qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Brownies Hardware.

Location (if applicable)

- 1563 Polk Street

Physical Features or Traditions that Define the Business

- *Tradition of providing a wide array of hardware items and repair services to best help and serve the diverse community*
- *Original architectural characteristics of the building, specifically the exterior sheet metal framing*
- *Its Polk Street "History Window" showcasing photos of the neighborhood throughout the years*
- *Location on Polk Street*
- *Storefront fenestration, entry sequence, and signage*

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2016-014707LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 7, 2016.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE DECEMBER 7, 2016

Case No.: 2016-014912LBR
Business Name: Good Vibrations
Business Address: 603 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit)/
55-X Height and Bulk District
Block/Lot: 3576/128
Applicant: Jackie Rednour-Bruckman, Executive Vice President
603 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor David Campos, District 9
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GOOD VIBRATIONS, CURRENTLY LOCATED AT 603 VALENCIA STREET (BLOCK/LOT 3576/128).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Mission District neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on December 7, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission** hereby recommends that Good Vibrations qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby recommends safeguarding of the below listed physical features and traditions for Good Vibrations.

Location (if applicable)

- 603 Valencia Street

Physical Features or Traditions that Define the Business

- *Tradition of providing a safe, warm and welcoming place for women and everyone to buy personal pleasure products, books, and information.*
- *High-end boutique atmosphere with highly trained staff that can advise customers on sexuality, sexual health, and practices, as well as trusted information.*
- *Clean, open, well-lit retail space.*
- *Tradition of creating a working environment in which the contribution of all genders is recognized and valued equally.*
- *Location on Valencia Street*
- *Tradition of promoting personal and professional development among women and the LGBTQ community.*
- *Tradition of promoting and distributing information regarding sex and body positivity and sexual health.*

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2016-014912LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 7, 2016.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE DECEMBER 7, 2016

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Case No.: 2016-014698LBR
Business Name: Joe's Ice Cream
Business Address: 5420 Geary Boulevard
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
40-X Height and Bulk District
Block/Lot: 1450/019A
Applicant: Sang Bank Kim and Sohyang Kim, Owners
5240 Geary Boulevard
San Francisco, CA 94118
Nominated By: Supervisor Eric Mar, District 1
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JOE'S ICE CREAM, CURRENTLY LOCATED AT 5420 GEARY BOULEVARD (BLOCK/LOT 1450/019A).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Richmond District neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on December 7, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission** hereby recommends that Joe's Ice Cream qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby recommends safeguarding of the below listed physical features and traditions for Joe's Ice Cream.

Location (if applicable)

- 5420 Geary Boulevard

Physical Features or Traditions that Define the Business

- Original menu boards
- "Home-made Ice Cream" signs
- Original hot fudge warmer
- Cone dipping machine
- Black vinyl stools
- Formica counters
- Tradition of hiring neighborhood kids
- Tradition of supporting local schools by participating in fundraising programs and offering Joe's award program
- The "ice cream tour"
- Multitude of traditional and unique ice cream flavors
- Location on Geary Boulevard

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2016-014698LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 7, 2016.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT



**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2015-16-039
Business Name: Brownies Hardware
Business Address: 1563 Polk Street
District: District 3
Applicant: Michael Yang, Owner
Nomination Date: May 2, 2015
Nominated By: Supervisor Aaron Peskin

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

Golden Gate Avenue in 1905-1906 (one year)
1940-1944 Polk Street from 1907-1959 (52 years)
1952 Polk Street from 1959-1998 (39 years)
1563 Polk Street from 1998-Present (18 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: November 7, 2016

Richard Kurylo
Manager, Legacy Business Program



Kurylo, Richard (ECN)

From: LegacyBusiness (ECN)
Subject: D3 Legacy Business Nominees

From: Hepner, Lee (BOS)
Sent: Tuesday, May 24, 2016 9:55 AM
To: Thompson, Marianne (ECN)
Subject: FW: D3 Legacy Business Nominees

All of the below businesses should be nominated. Thanks!

From: Hepner, Lee (BOS)
Sent: Monday, May 02, 2016 2:33 PM
To: Dick-Endrizzi, Regina (ECN); Cheng, Carol (ECN)
Subject: D3 Legacy Business Nominees

- Brownie's Hardware
- Caffe Grecco
- Caffe Trieste
- The Cinch
- Fog Hill Market
- Golden Gate Fortune Cookie
- Gypsy Rosalie's Vintage & Wig Shop
- Le Beau Market (**nominated 5/2/2016**)
- Macchiarini Creative Design
- Mario's Bohemian Cigar Store Café
- Pier 23 Café
- Sam Wo
- Swann Oyster Depot
- The Humidor
- VIP Café
- Yone Bead Shop SF

Lee Hepner
Legislative Aide
Supervisor Aaron Peskin
415.554.7450 office

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
BROWNIES HARDWARE		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
MICHAEL YANG		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1563 POLK ST.		((415))673-8900
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
WWW.MYCREATIVEPAINT.COM		

APPLICANT'S NAME	
<input checked="" type="checkbox"/> Same as Business	
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0003983	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
Golden Gate Ave.	94115	1905
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1905-1906	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1940, 1942, 1944 Polk St.	94109	Start: 1907
		End: 1959

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1952 Polk St.	94109	Start: 1959
		End: 1998

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1563 Polk St.	94109	Start: 1998
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

MICHAEL YANG 10/04/2016



Name (Print):

Date:

Signature:

Brownies Hardware Historical Narrative

Criterion 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Brownies Hardware was founded and established by Edgar Brownstone in 1905 under the business name of Brownie's Bazaar. By 1906, the business had taken off and was booming until the Earthquake and Fire of 1906. Brownie's Bazaar suffered a major loss when the building burned down. It reopened in 1907 under the new business name of Brownie's Hardware in a new location at 1940, 1942, and 1944 Polk Street. The business lasted for some time in this location until they had to relocate once more in 1959, at which time they moved to 1952 Polk Street. In 1998, Brownies once again had to relocate to 1563 Polk Street, where they have been operating to the present day.

Brownies Hardware has had several different owners throughout the course of its history. The original owner, Edgar Brownstone, founded Brownie's Bazaar and owned and operated the business from 1905 until 1945. At an uncertain point before 1939, Mr. Brownstone changed the name of the business to Brownie's Hardware. He sold the business to Bud Gallaber who owned and operated the store from 1945 to 1950. Mr. Gallaber then sold Brownie's Hardware to Fred and Leeland Cornell, who owned and operated the business until 1974. In 1974, Leeland's son Stephen Cornell purchased the business from his father and operated it until 2013, when it was purchased by its current owner, Michael Yang.

The apostrophe in Brownie's dropped out of the name sometime in the 1980s.

Over the years, Brownies Hardware has proven to be an integral part of the Nob Hill community. The hardware store was central to the creation of the Old West themed "Polk Gulch" neighborhood for the 1939 commemoration of Treasure Island and the opening of both the San Francisco-Oakland Bay Bridge and the Golden Gate Bridge. In 2006, the Brownies was honored among businesses that had survived the 1906 San Francisco Earthquake and Fire. The business has been mentioned in numerous publications including San Francisco local newspapers as well as industry magazines. Although the ownership has changed hands numerous times, the tradition of the store remains unchanged, being a neighborhood asset and advocate for the business community in Nob Hill.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Brownies Hardware burned in the Earthquake and Fire of 1906 and remained closed until it relocated to its Polk Street location in 1907. The only other instance that Brownies Hardware had closed its doors was after the Loma Prieta Earthquake of 1989.

c. Is the business a family owned business? If so, give the generational history of the business.

Brownies Hardware is not a family owned business.

d. Describe the ownership history when the business ownership is not the original owner or a family owned business.

The ownership of Brownies Hardware has been passed down to various owners since it has first opened its doors. Edgar Brownstone, the founder of Brownie's Bazaar (Brownie's Hardware) owned and operated the business from 1905 until 1945 when he sold the business to Bud Gallaber. Bud Gallaber

owned Brownie's Hardware from 1945 to 1950. In 1950, Bud Gallaber sold Brownie's Hardware to Fred and Leeland Cornell. Brownie's Hardware was owned and operated by both Fred and Leeland until 1974. From 1974 to 2013 Stephen Cornell owned and operated the business until 2014 when he sold the Brownies Hardware to Michael Yang.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

The current owner, Michael Yang has owned the business for less than 30 years. Please see the attached documentation for proof of existence of business.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The building itself, while not listed on a historic registry, is located in a one story building on the corner of Polk and Sacramento Streets. The building, built in 1909, is brick with detailed sheet metal framing, with original detail that dates to the early 1920s.

Criterion 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Brownies Hardware has been a part of the Nob Hill community since 1907 when it first re-opened its doors after the Earthquake and Fire of 1906. Brownies Hardware uses its window displays to depict its history in Nob Hill, with historic images of Polk Street (formerly known as Polk Gulch) and the early years of Brownies Hardware.

b. Is the business (or has been) associated with significant events in the neighborhood, the City, or the business industry?

In 1939, a year long fair took place in San Francisco to commemorate the opening of Treasure Island and the openings of the San Francisco-Oakland Bay Bridge and the Golden Gate Bridge. As part of the celebration, each merchants association decided to hold its own unique interpretation of the city's history. Brownies was located on Polk Street and the theme was Old West and the neighborhood was renamed Polk Gulch, a name that is still associated with the area. The businesses along the street put up temporary facades to give the appearance of an old western town.

In 2006, the 100th anniversary of the 1906 San Francisco Earthquake and Fire was commemorated, with a list of surviving businesses published in a list by the City. Brownies Hardware among many was included in this list, and these businesses were honored at a ceremony outside the Polk Street location. State Senator Mark Leno, Mayor Gavin Newsom, and representatives attended the ceremony from the other surviving businesses as well.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, historical documents?

Brownies Hardware has been mentioned in a plethora of industry publications and media. One of the earliest publications was a prominent feature in Hardware World, an industry publication that announced in a press release that Brownies Hardware was to be awarded a 50-Year Club Membership to Hardware World, in 1959.

In a 1993 edition of San Francisco Business, owner Stephen Cornell was awarded the James R. Sylla Award the SF Chamber of Commerce and was prominently featured in the magazine. Brownies Hardware was also featured in a 2004 article regarding a ballot proposition published in the SF Examiner. Among others, Brownies Hardware has been featured in the District 3 Herald, The Independent, the San Francisco Chronicle, the San Francisco Bay Guardian, and the Nob Hill Notables local newspaper.

d. Is the business associated with a significant or historical person?

As the business has been entrenched in the neighborhood for over 100 years, many historical figures in San Francisco history have frequented the store. Many of these people include State Senator Mark Leno, and current and former mayors Ed Lee, Gavin Newsom, Willie Brown, Joseph Alioto, Dianne Feinstein, Elmer Robinson, and Frank Jordan.

e. How does the business demonstrate its commitment to the community?

Every owner of Brownies Hardware has had a close affiliation with the neighborhood Merchants Association (Polk District Merchants Association) and the citywide Council of District Merchants. Former owner Stephen Cornell was the President of the San Francisco Small Business Commission and has been an advocate for small businesses in the City since 1976. The business has also been serving its local neighborhood for over 100 years, demonstrating its commitment by remaining on the 1500 block of Polk Street throughout several natural disasters and relocations.

f. Provide a description of the community the business serves.

Brownies Hardware has been located in Polk Gulch throughout its entire history. The community it serves is a mixture of local residents from Nob Hill, Pacific Heights, Russian Hill, the Tenderloin, and Civic Center. The business is a true neighborhood-serving business as it has been located on the same block for its entire history. The Polk Street corridor consists of a very diverse mix of businesses from a very old funeral parlor to Swan's Oyster Depot, to a mixture of restaurants and bars, some of which have been long-standing neighborhood assets such as the Cinch, and others that are more recent arrivals.

g. Is the business associated with a culturally significant building/structure/site/ object/or interior?

The building itself is not a historic landmark however it dates back to just after the 1906 San Francisco Earthquake and Fire, having been built in 1909, as most of the other buildings on Polk Street. The building has a brick exterior with a sheet metal framing that is all original construction and characteristic of the greater commercial corridor.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Brownies Hardware is truly a neighborhood-serving business that has helped to shape the Polk Gulch neighborhood. Many businesses have come and gone on Polk Street, however Brownies Hardware has outlasted them all and has provided the community with hardware and house-ware goods for over 100 years. Brownies Hardware is an essential part of the neighborhood, as a hardware store is a needed service, along with a bank, pharmacy, shoe repair, and other types of locally oriented businesses that define a neighborhood commercial corridor. If the business were to relocate or shut down, Polk Street would be losing one of its anchor businesses that have had a large part in defining Polk Gulch as the neighborhood that it is today.

Criterion 3

a. Describe the business and the essential features that define its character.

Brownies Hardware is largely customized to the neighborhood that it serves. The surrounding neighborhoods largely consist of multi-unit apartment buildings and other local businesses and therefore the inventory reflects this. Brownies serves the local residents, property managers, local businesses, and the people who work in those businesses. The inventory largely reflects the needs of this clientele by consisting of indoor furnishings, paint, small appliances, kitchenware, and interior repair products. The business also provides customized services for local residents.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Brownies Hardware is a neighborhood-serving business that has been providing the community with these essential goods and services for over 100 years. There is no definition of the historical traditions of the hardware industry necessarily, however wherever there are people living in dwelling, there is a need for hardware and repair services. This can vary based on location, however the neighborhood hardware store is largely exemplified by the community in which it is located. Brownies Hardware is an example of a neighborhood-serving business in that it specifically caters to its local community.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.). Does the building occupied by the business relate to the immediate neighborhood?

Brownies Hardware has maintained the original architectural characteristics of the building in which it is located, specifically by having the exterior sheet metal framing duplicated and recast. These features are largely characteristic of the neighborhood and can be found throughout Polk Street. Brownies also dedicates one of the windows as a Polk Street "history window." Located here, one can find ever-changing displays of the neighborhood including photos of the neighborhood throughout the years. Brownies has been installing these displays since 1998 in hopes of maintaining the traditions of Polk Gulch.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Please see the documents included in the Legacy Business Registry application.

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE 05-31-2017	EXPIRATION DATE 06-30-2017
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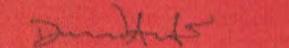
FY 2016-17

BUSINESS ACCOUNT NUMBER 0401379	LOCATION ID 0401379-07-001
TRADE NAME (DBA) BROWNIES ACE HARDWARE	BUSINESS LOCATION 1563 POLK ST
BUSINESS MY PAINT STOP LLC	THIRD PARTY TAX COLLECTOR <input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX

MY PAINT STOP LLC
5435 GEARY BLVD
SAN FRANCISCO CA 94121

CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE TREASURER & TAX COLLECTOR


José Cisneros
Treasurer


David Augustine
Tax Collector

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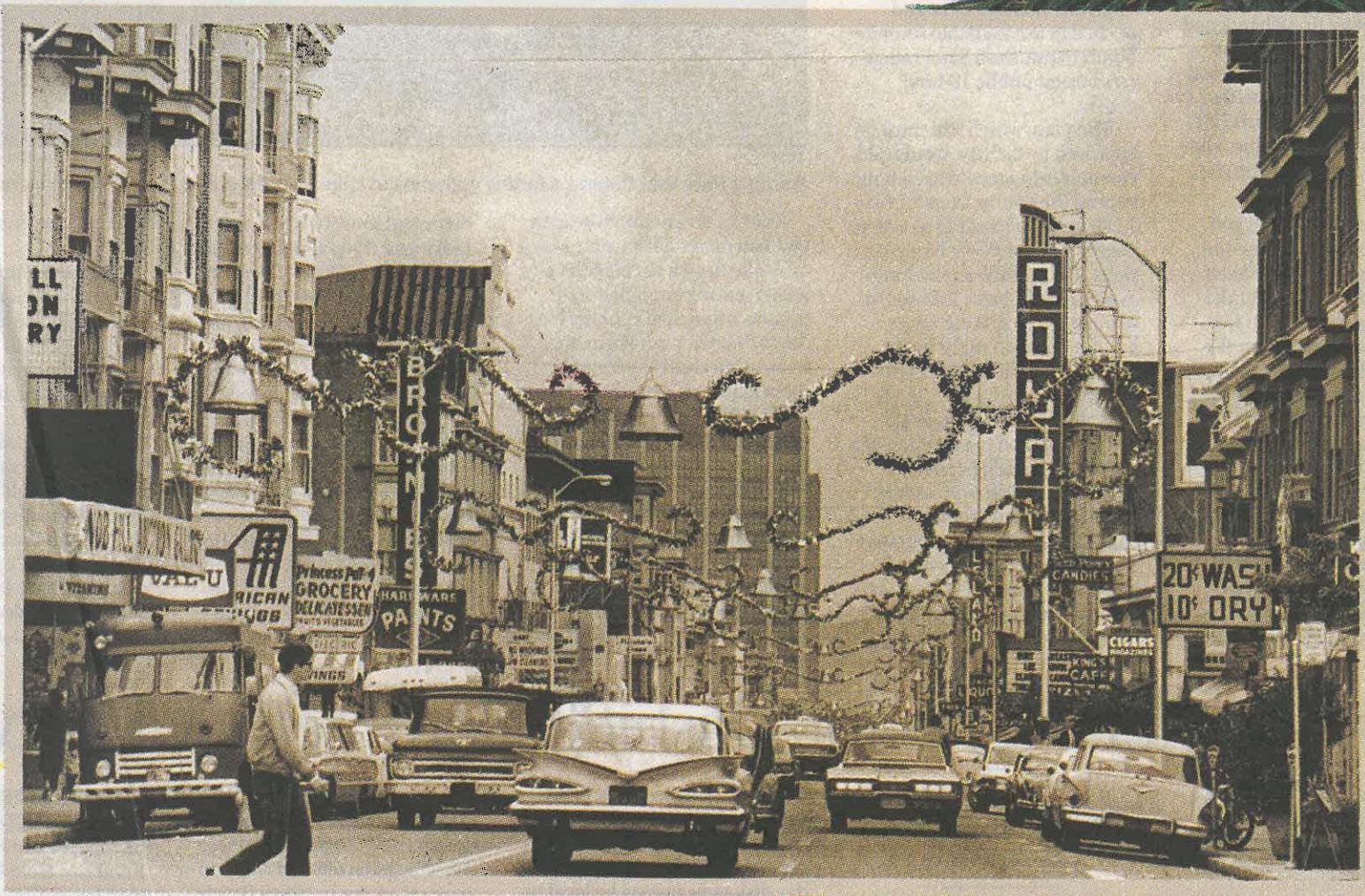
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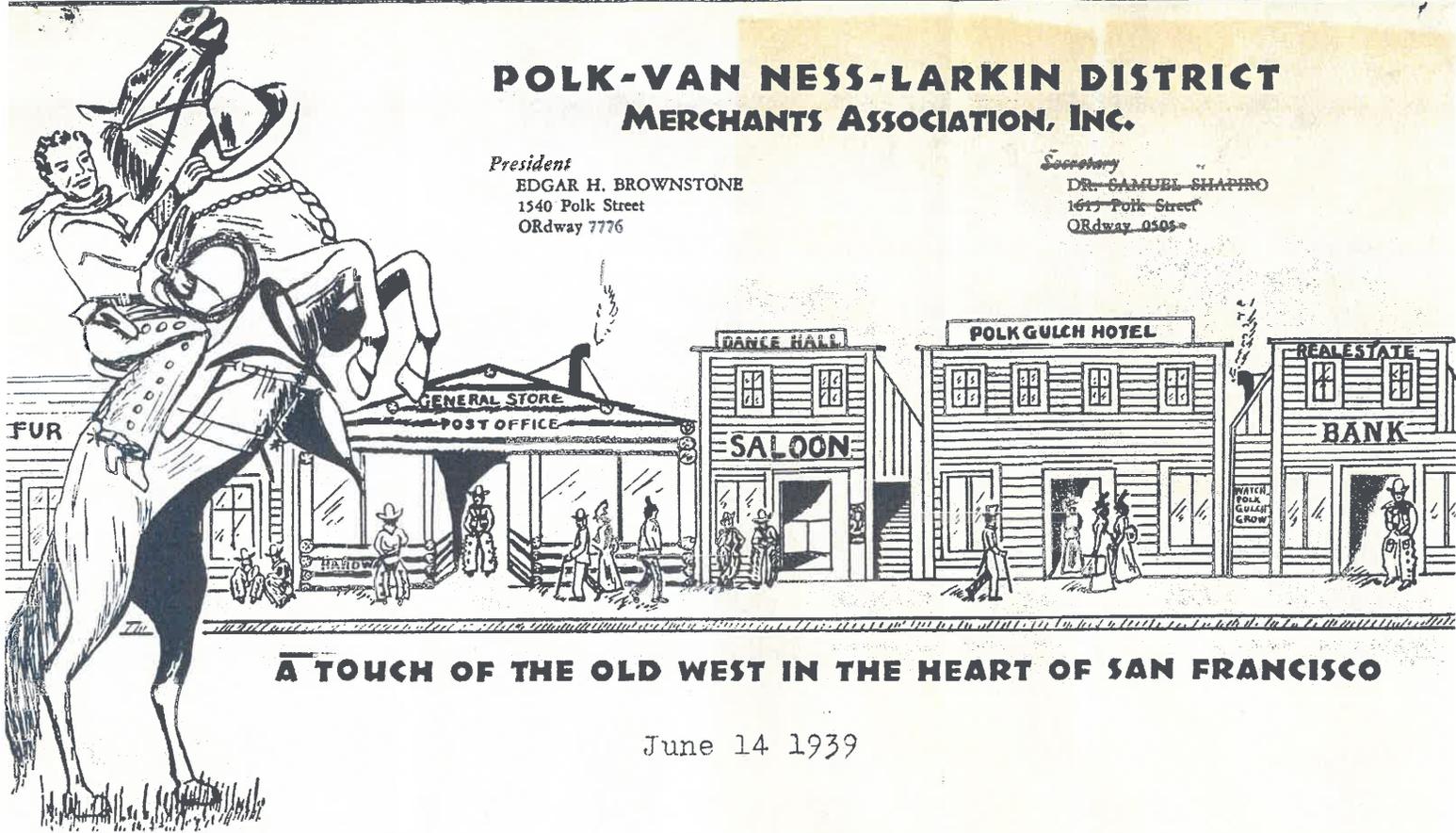
JOE ROSENTHAL / The Chronicle 1966

Evergreen

POLK-VAN NESS-LARKIN DISTRICT MERCHANTS ASSOCIATION, INC.

President
EDGAR H. BROWNSTONE
1540 Polk Street
ORDway 7776

Secretary
DR. SAMUEL SHAPIRO
1617 Polk Street
ORDway 0504



A TOUCH OF THE OLD WEST IN THE HEART OF SAN FRANCISCO

June 14 1939

Members
Polk-Van Ness-Larkin District
Merchants Association, Inc.

FRIDAY JUNE 30 WILL BE POLK GULCH NIGHT
AT
THE PLAYERS CLUB

George Skaff, formerly a member of our association and proprietor of the Corner House, is playing the leading role in "McTEAGUE", a play dramatized by Charles Caldwell Dobie from Frank Norris' famous novel of the same name. Mr Norris, the author; Mr Dobie, the dramatist; Mr Skaff, the leading man; the supporting cast and Mr Reginald Travers, the director, are all San Franciscans. The plot of the play is built around our own Polk Street and its characters are from the same locale during a period before the fire.

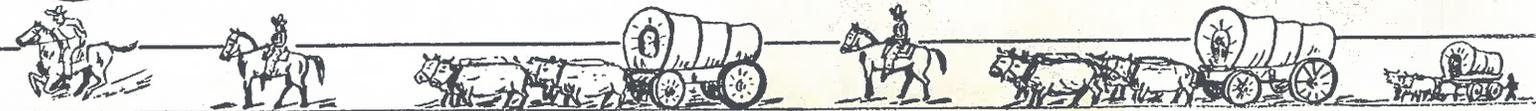
With this background the play should prove interesting to residents of this district and therefore the Polk-Van Ness-Larkin District Merchants Association feel they can safely recommend it.

Tickets for this event sell for 55¢ and can be purchased at the Players Club, 1566 California Street and we would suggest that they should be secured well in advance as the Club's seating capacity is limited.

Yours truly

Edg. Brownstone

President



Yesterday: Polk Gulch Takes Over The Exposition

When the smoke had cleared away last night, Treasure Island was still doing business at the same old stand, but it ached in every one of its 404 acres from the going-over it received from the Polk Gulch boys.

Nearly 8000 of the Polk Gulchers and their guests put on their 10-gallon bonnets yesterday and went to town for a bang-up celebration of Polk Gulch day that started with a merry roundup at Happy Valley ranch in the afternoon and closed with a dance in the ballroom of the California State building last night.

They also found time to watch an indoor baseball game between the aggregation that is Polk Gulch's pride and joy and the State champions from Modesto, whence additional thousands traveled to the Exposition for Modesto day. Modesto won, 5 to 0.

Following the game, both groups puffed briefly on the peace pipe and went to work on the Apple day angle to yesterday's Exposition program. The load on Watsonville's shoulders will be just 100,000 pippins lighter because of the attention paid to the apple yesterday.

Polk Gulch Picnic Slated

A year ago San Francisco's celebration of the Golden Gate Bridge opening was augmented by Polk Gulch, an affair that made Polk street one of the liveliest in the city for the period of celebration.

This year the group that sponsored the Gulch idea—Polk-Van Ness-Larkin District Merchants' Association—is holding a Polk Gulch picnic tomorrow at Skipper's Park, Woodside.

All city civic and improvement clubs are invited to the affair, according to Peter Maffee, chairman of the picnic committee. Expected to be present are neighboring Marina, Nob Hill and North Beach groups, Maffee said yesterday.

Others on the committee are H. T. Lewis, Al Sodini, Dr. Samuel Shapiro, E. H. Brownstone, John Larson, Victor Hoffman, Dave Birnbaum, William Sanders and Curley Jacobs.

38A Where To Go

POLK GULCH DAY
at the Fair
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A BOOSTER FOR POLK STREET MERCHANTS.

"Polk Gulch" Day At Treasure Island Big Success

MANY HUNDREDS FROM DISTRICT ATTEND

"Polk Gulch" Day on Treasure Island, last Sunday, was attended by many hundreds of "Polk Gulcher's" from the district, and also brought more from all over the city.

The Round-Up at the "Happy Valley Ranch" looked like a reunion in the "Old Home Town" when hundreds from all other the city renewed old friendships.

"Polk Gulch" Team Loses to Modesto

It took a championship team like the Modesto Soft Ball Team, to win from our own "Polk Gulch" Soft Ball team at the contest which followed after the round-up. There were lots of co-operation on the part of the spectators, but of no avail. Our team losing—score 5-0.

McFarland-Joy Dancers Greatly Enjoyed

The dance recital of the McFarland-Joy School of the Dance took place in the Little Theatre that afternoon in the Recreation Building and was greatly enjoyed by the large and appreciative audience. These talented young dancers further entertained during the Polk Gulch Dance that evening in the beautiful California ballroom. The Spanish murals made a striking background for the lovely Hawaiian numbers and the spectacular modern dance which featured John Hoepner and group. Both children and adults were complimented on their clever performances.

Polk Gulch Dance Attracts Many
The "perfect end of a perfect day" was the Polk Gulch Dance,
(Continued on page 2)

Polk Gulch Team To Play Tonight

The "Polk Gulch" Softball Team will play their third game of the season tonight, when they will meet the Owl Drug Company Soft Ball Team in Margaret S. Hayward Playground, Golden Gate and Gough Streets. If you haven't as yet seen the boys in action, plan to do so tonight, as a good game is anticipated. Game starts at 7:45 p.m.

The next contest will take place next Thursday, June 15th. When the team will play the Knight's of Pythias team. This game is to start at 6:20 p.m. and will be held at the same location.

Edgar H. Brownstone Extends Thanks

Edgar H. Brownstone, president of the Polk - Van Ness - Larkin District Merchant's Association, who sponsored Polk Gulch Day, extends his sincere thanks on behalf of the organization to the following for their assistance, which made this event a most successful one. To his committee, to Radio Station KJBS, to the Henry F. Budde Publications, the San Francisco Chronicle, San Francisco News, San Francisco Examiner, San Francisco Call-Bulletin, and to the McFarland-Joy School of the Dance, and to others who gave their cooperation so wholeheartedly, making both recent events, the Polk Gulch World's Fair Costume Ball, at the Avalon Ballroom, May 31 and Polk Gulch Day on Treasure Island such outstanding events.

POLK PROGRESS

Polk Gulch Day A Big Success

(Continued from Page 1)

which commenced at seven p. m. It was the gala event of the day, the superb music of "Curley" Jacob and his Avalonians and the beautiful California ballroom, will leave a pleasant memory for the two thousand who enjoyed the evening there.

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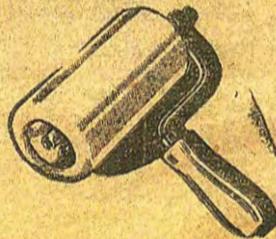


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PProspect 6-4242

Dorothy Gray
Half-Price Sale

Hot Weather Cologne **\$1.00**
Reg. **\$2.00** for
in five breezy fragrances

FAMOUS SKIN LOTION

Orange Flower, for Dry Skin
and
Texture Lotion, for Oily Skin

Reg. **\$2.00** **\$1.00**
Size for

Reg. **\$3.75** **\$1.80**
Size for

**REVELON
MATCHMAKER
3-Way Set**

Nail Enamel, Lipstick,
Adheron
(Base for long-wear)

Special **\$1.85** **\$1.00**
Value for

A B C DRUG C

POLK AT CALIFORNIA
OR 3-4778

Other items too...
 —Dollars saved are dollars
 Wurth White Shop, 2040
 Open Tuesday, Thursday
 lay until 9 p.m. Sundays,
 m.

—Complete donut ma-
 essories. Almost new!
 D. Sell for \$399. PR-

YTAG WASHING MA-
 ew rollers, wond. con-
 ke offer. PR 5-9935.

RVICE LAUNDRY com-
 Frigidaires, Washettes,
 2 hair dryers, ironer,
 floor, \$10,000 will han-
 \$900 per mo. PR 6-3512.

RE GALORE — All new,
 d pieces to match up with
 esent furniture — Samples
 rniture Mart. Here is your
 ity to buy at prices you
 ay for used furniture. Come
 most unusual shop. Wurth
 op, 2040 Polk St. Open Tues-
 rdsday a nd Saturday until

Wedding nouncements

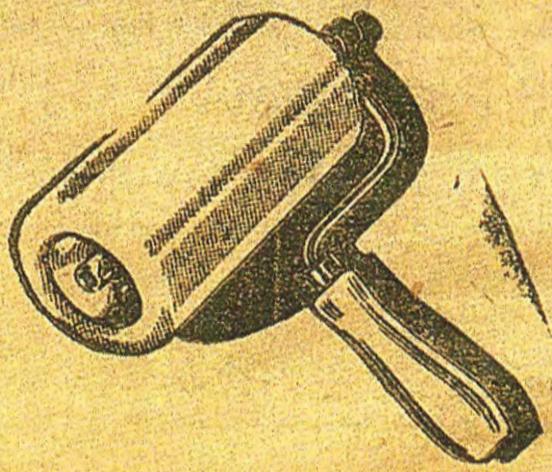


it takes to paint one the ordi-
 nary way. And without any
 muss!



See Our Window
 Demonstration
 on Friday and
 Saturday,
 May 19 and 20

Just **4 95**
 Including one
 set of sleeves



Here's the greatest painting tool
 ever developed! Clean, not messy, it
 doesn't drip, it doesn't leak, just
 rolls the paint on—and you get a
 beautiful flawless finish, a pro-



Hardware World

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Ⓞ A CHILTON PUBLICATION

NEWS RELEASE

FOR IMMEDIATE RELEASE

SAN FRANCISCO, Nov. 5--Brownie's, an old-time hardware establishment, held its grand opening in their new quarters at 1552 Polk Street here on the corner of Sacramento today.

The firm, which was started in 1909 will receive a Western hardware 50-Year Club Membership Award tomorrow at 11 A.M. from Milton Albin, Editor of *HARDWARE WORLD*, Western trade publication. The award will be made to the partners, Lee Cornell and Fred Arndt for the firm's "Continuous endeavor, faithful service, and outstanding contributions toward the steady progress of the hardware and homeware industry for over 50 years".

The store was founded by E. Brownstone, just a few doors away at 1542 Polk. It was noted through all the years as being loaded with almost anything that the apartment house dwellers around Polk Street would need in the line of hardware, housewares, gadgets, etc.

The new store's fixtures and layout were handled by Ed Young, of Garehime Corporation, hardware wholesalers in San Francisco.

###

Well Known Residents Enjoying Visit In New York

Mrs. Sophie Brownstone, her daughter Mrs. Geo. Sultan, and her son Mr. Edgar Brownstone, who left on a month's tour of the East recently, are having an enjoyable time, friends were assured the other night.

It was indeed a surprise to hear the charming voice of Mrs. Brownstone over a nation-wide radio hook-up the other night over station KPO on the Vox Pop program. The interview with world travelers from Hotel Clifton in New York is always interesting, and especially so when it is some one as well known to the Polk district residents as our very own "Little Grand Lady."

Mrs. Brownstone's voice came over the air beautifully clear and natural and she seemed to be enjoying her debut over the "mike" immensely. Mrs. Brownstone spoke of the pleasure of her visit with her sister in New York, whom she had not seen in thirty years, and the delightful trip they had across the continent.

Mrs. Brownstone will celebrate her seventy-third birthday next Tuesday, and the staff of the Polk Progress joins with her host of friends in wishing for her a most happy birthday and many more of them. Mr. Brownstone is the well known owner of Brownie's Bazaar.

POLK PERSONALITIES

A WEEKLY FEATURE

E. H. BROWNSTONE

Here's a possible interview:

"How did you enjoy your vacation, Mr. Brownstone?"

"Fine, thanks. Had a swell trip. Covered 4,000 miles, or maybe it was 5,000, in less than two weeks. Some travelling, eh?"

"Boy, I'll say. Where did you go?"

"Oh, somewhere up north. We moved so fast, I don't remember the towns we passed through. It seems to me we made Seattle, Portland, Vancouver, Lake Louise, Calgary, Banff and also Salt Lake City."

"What did you think of Seattle, Mr. Brownstone?"

"Seattle? Lemme see — don't quite remember much about it. You see we were travelling pretty fast. — Oh, yes, I remember, that's a place where I stopped for gas."

And that's how a hard-working Polk Street merchant takes a rest.

Mr. Brownstone, known generally as "Brownie" is the proprietor of Brownie's Bazaar, the "emporium" of Polk Street. This unique establishment, which is really three stores in one and carries the stock of six, is a worthy monument to the tireless energy of its owner.

In spite of the great amount of work required in managing the store and supervising the activity of its several employes, Mr. Brownstone will take time out to discuss matters of interest.

An enviable general knowledge and a fine conversational ability make Mr. Brownstone the valued friend of practically all Polk Street merchants.

His mother, a sweet little lady, to be close to her son, spends every day in the shop, and lends an important hand in dealing with customers.

Smart-Cracker Reforms

Popular for her smart-cracking roles on the stage and screen, Mary Doran has to become a demure school teacher in "The Devil Is a Sissy," M-G-M picture with Freddie Bartholomew, Jackie Cooper and Mickey Rooney.

Mrs. S. Brownstone Honor Guest at Surprise Party

Mr. Edgar H. Brownstone entertained last Sunday evening at their home, 1755 Jackson street, in celebration of the 71st birthday of his mother, Mrs. Sophie Brownstone. The home was beautifully decorated with lovely spring blossoms and the many other floral gifts added additional beauty.

A dinner was served for twenty early in the evening, which was followed by a buffet supper for the many friends who dropped in during the evening to offer Mrs. Brownstone their felicitations.

Mr. Brownstone, as usual, was the perfect host. For this important occasion he planned many unusual ways of entertaining those present. In addition to the music and dancing, the spacious rooms were turned into a regular Casino, where all games of chance were in full sway, with barker's back of each game. Everybody was supplied with phony currency. At the end of the evening, the ones having the most script were given prizes. Over 50 guests were present. Among them were:

Mrs. L. Armer, Mrs. May Livingstone, Mr. and Mrs. Fred Wesher, Miss Bernice Wesher, Mrs. Josie Parr, Mr. and Mrs. Buchanan, Mrs. Ann Daugherty, Mrs. Mabel Vadney, Mr. George Vadney, Mr. and Mrs. George Sultan, Miss J. Sultan, Mr. L. Sultan, Miss Lillian Robinson, Mr. and Mrs. A. W. Hertzka, Messrs. Jean and Wayne Hertzka, Mr. and Mrs. Ben Silverstein, Mr. and Mrs. Albert Bodosky, Mr. and Mrs. Richard Kluger, Mr. and Mrs. Hyman Flatow, Mrs. Jennie Flatow, Mrs. Georgie Wilson, Mrs. G. Kaufman, Mr. Ch Kaufman, Mrs. Verl Bertrand, Mr. Leon Bernstein, Master H. Bernstein, Mr. Edw. Cushing, Mr. V. DeGanna, Miss Shirley DeGanna, Mr. and Mrs. E. T. Green, Miss Bess Allen, Mr. and Mrs. Claude Parr, Mr. Tony Sibirian.

Mrs. Brownstone was the recipient of many lovely gifts. She has been a resident of this district for about 28 years, and has gained a host of friends throughout the city through her charming personality, and her courteous manner, who will wish for her many, many more happy birthdays, and continued good health.

SINCE 1910
BROWNIE'S
 HARDWARE HOUSEWARES PAINTS
 1552 Polk Street ORdway 3-8900
 SAN FRANCISCO 9, CALIF.
 Date 11/5/67 1967

M _____

Address _____

CASH	C.O.D.	WILL CALL
------	--------	-----------

1	Ball end	59.11	90
	Less in		120
			190
			11.00

B

12

THE STANDARD REGISTER COMPANY, U. S. A. STANBOOK®

SINCE 1910
BROWNIE'S
 HARDWARE HOUSEWARES PAINTS
 1552 Polk Street ORdway 3-8900
 SAN FRANCISCO 9, CALIF.
 Date 10-27 1967

M _____

Address _____

CASH	C.O.D.	WILL CALL
------	--------	-----------

1	From owl		59.
			60
			53.
			5.19

23

THE STANDARD REGISTER COMPANY, U. S. A. STANBOOK®

SINCE 1910
BROWNIE'S
 HARDWARE HOUSEWARES PAINTS
 1552 Polk Street ORdway 3-8900
 SAN FRANCISCO 9, CALIF.
 Date 12/5/67 1967

M _____

Address _____

CASH	C.O.D.	WILL CALL
------	--------	-----------

2	Rod Air Valves	165	330
3	Jac Belts	30	90
1	Hinge Bracket		29
			479
	Less		45
			404

SINCE 1910
BROWNIE'S
 HARDWARE HOUSEWARES PAINTS
 1552 Polk Street ORdway 3-8900
 SAN FRANCISCO 9, CALIF.
 Date 11/9/67 1967

M _____

Address _____

CASH	C.O.D.	WILL CALL
------	--------	-----------

1	Push Button		35
	Less in		4
			31
			1
			32

Merchants' Annual Dinner Dance Planned for Sunday, February 25th

To Be Held at the Bal Tabarin — Abbott
Sisters to Entertain

The annual dinner dance of the Polk-Van Ness-Larkin District Merchant's Association is to take place Sunday, February 25, in one of San Francisco's smartest night spots, the famed Bal Tabarin.

The public is cordially invited to come and spend several delightful hours. A fine dinner with

wine, dancing to grand music and entertainment by those famous Abbott sisters, which you enjoyed last year, and other superb entertainment.

Tickets are now on sale and may be had at Brownie's Bazaar, Bank of America, and Vic Hoffman's Cigar Store.

Polk Gulch Resignations Off

By BILL SIMONS

THE DISTRICT ANGLE: Last month Polk-Van Ness-Larkin District Merchants' Association held its election. Following tradition, Edgar H. (Brownie) Brownstone was re-elected to the presidency and a fine staff of officers was chosen.

Then, without so much as a word of warning, the entire staff resigned! But this did not end it, for a few nights ago the resigning staff was re-elected.

Yesterday, when Pete Maffe dropped into the office, we asked him:

"What's the score?"

And he told the following story: Brownstone was undecided as to whether he should continue in office, even after the election. So he resigned, stipulating he would accept the post again only if 90 per cent of the Gulchers voted for him. Other officers followed suit.

At the last election so many Polk Gulch members turned out the Bank of America building on Polk was filled to the doors. And Brownstone was re-elected and given a unanimous vote of confidence, together with these officers:

Henry Nasser, first vice president; John La Muth, second vice president; Maffe, secretary; Val Nielsen, treasurer; Jim O'Gara, attorney.

MISSION MERCHANTS — New President Maurice M. Marshall of the Mission Street Merchants' Association, starts his term—and we wish him a very successful one—with these officers and committees:

Abe Greenberg, first vice president; Wesley Lachman, second vice president; Norman Carr, third vice president; Charles Redlick, secretary; Gordon Sedgwick, treasurer; Vining T. Fisher, executive secretary.

Executive committee: Marshall, George Edelstein, Bernard Sieroty,



CARROLL NEWBURGH
He extended an invitation

Joseph Granat, Maurice Seid, Lachman, Sedgwick, Ross Mehl, Redlick, William Malkason.

Transportation and traffic committee: Sam McKee, chairman; Lachman, Leslie Lewman, Seid, Linnett Walsh. Membership committee: Joseph Connell, Meyer Licht, Joseph Ravinsky, Jack Peters, Dr. A. R. Dietel, Meyer Brecker, Dr. Nora Auerback.

Banking committee: J. S. Lundin, chairman; William Burns, L. C. Koster, Byron Mobbs, R. T. Duncan. Property owners' committee: William H. Woodfield Jr., chairman; Edward D. Keil, Jesse Colman, Ernest J. Scheppeler, Fred Suhr.

We are glad to report that at the first meeting presided over by Marshall, 25 new members joined. That's starting out right!

JEFFERSON-LAFAYETTE: That infant civic club of San Francisco, Jefferson-Lafayette Improvement Club, continues to grow. According to President Lewis F. Byington, more than 100 members attended a recent

meeting—an excellent attendance for any group.

Plans for a new college on Post between Gough and Octavia were revealed at the meeting. Speakers were Chairman Frank W. Woodmansee of the executive board; Dr. Howard M. McKinley, Dr. L. W. Hosford and Carroll Newburgh, membership chairman of Central Council of Civic Clubs.

Newburgh, one of the Central Council's most efficient leaders, extended an invitation to the group to join the council, offered council co-operation in any civic projects undertaken by Jefferson-Lafayette. He is vice president of Apartment House Industry of San Francisco, which is affiliated with the Central Council.

MEETING TONIGHT: Marina Boosters will hold a reception for new officers at Deslano Hall, 2451 Lombard. Many features have been arranged for the meeting, including lessons in contract bridge by Harold B. Rohrback, a talk by Curtis O'Sullivan, a civic program for the year.

Miraloma Park Improvement Club meets at 735 Portola drive. President Edward G. Fensler has announced an interesting program. The meeting follows a Miraloma Garden Club meeting at which the annual Flower Show will be discussed.

"Hidden Enemies," a motion picture on termites with narration by Lowell Thomas, will be shown at the luncheon meeting of Park-Residio Civic Club today at Koffee Kup Restaurant, 12:15 p. m. A talk will be made by P. Kisick of Terminix of Northern California, Inc. Chairman will be Harold Hocking, hardware dealer and building specialist.

A committee headed by Vic Hoffman is completing its arrangements for the annual dinner party Saturday night of the Polk-Van Ness-Larkin District Merchants Association at Bal Tabarin.

FOR YOUR
**VALENTINE
CELEBRATION**



Table and Home Decorations,
Exquisite Greeting Cards,
Lovely Old Fashioned
VALENTINES
Modern and Funny Ones
A large selection.

Est. Over 30 Years

**BAZAAR
BROWNE'S**
1540-1544 Polk Street
Near Sacramento

Happy Holidays on Nob Hill

HILL HOLIDAY TREES LIGHT UP NOVEMBER 30
 ONLY WILL RING IN OFFICIAL START OF HOLIDAY SEASON ON NOB HILL

Fritz and Elizabeth Woodall have generously donated \$2,500 towards the Huntington Park Holiday Lighting Fund, which is used to upgrade the system to more efficient and consistent lighting.

The Nob Hill Association and the Huntington Hotel have jointly sponsored the annual Dorothy Fritz Cope Tree Lighting Ceremony, making it one of San Francisco's oldest and most enduring traditions. The Nob Hill Association has been helping to keep Huntington Park beautiful since 1928.

The ceremony is a truly local event, embracing family and the city's can-do, pioneering spirit. In 1945, real state developer Eugene Woodall turned his Huntington Apartments into the Huntington Hotel, and five years later stunned the male-dominated industry by transferring ownership to his daughter, Dorothy Fritz. It was Dorothy Fritz's hard work that made the Huntington Hotel the must-visit destination for generations of royalty, celebrity, and people with supremely good taste. Today, the ownership and operation of the Huntington Hotel remains in the hands of family members including Association Board members John Cope and Catherine MacMillan. The Huntington Hotel is the only hotel on Nob Hill not owned by a chain.

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*Nob Hill Association and the Huntington Hotel
 Dorothy Fritz Cope Annual Tree Lighting Ceremony
 Monday, November 30, 2009
 4:30 p.m. to 6:30 p.m.*

CELEBRATE CHRISTMAS & THE HOLIDAYS Help those in need this holiday season

visitors to Grace Cathedral are encouraged to bring a non-perishable food item or new article of warm clothing, such as a scarf, or a pair of mittens, for Bay Area residents in need when they attend a Grace Cathedral Christmas concert or event. Donations should be placed in specially marked barrels located in the cathedral's Narthex (entry way).

December 7, 7 p.m.
 Christmas Eve & Organ Christmas, featuring The Bay Brass and Jonathan Dimmock

Thurs. and Fri., Dec. 17 and 18, 7:30 p.m.,
 American Bach Soloists, Handel's Messiah

December 12 and 19, 11 a.m.
 Holiday Sing-Along, featuring Pacific Boychoir

Thursday., December 31, 7 p.m. and 10 p.m.
 Quintessential Chaplin, a program of his classic comedy shorts accompanied by organist Dorothy Papadakos

December 12, and Sunday, December 13, 3 p.m.
December 19, and Sunday, December 20, 3 p.m.
December 21, 7 p.m.
 Central Christmas, featuring Grace Cathedral's

*Tickets for all Christmas concerts on sale now
 www.cityboxoffice.com or 415-392-4400*



This article is the first in a series we are introducing to our members to better acquaint them with our business members. As residents of Nob Hill we share not only such a wonderful and beautiful neighborhood but one that is blessed to have local businesses that provide a unique array of services. We encourage our members to support them. These articles are meant to provide a unique insight into their history on the hill and to perhaps highlight services they offer which we may not be aware that they offer. It also is meant to introduce a unique profile of the individual behind the business.

STEPHEN CORNELL AND BROWNIE'S HARDWARE, A SAN FRANCISCO INSTITUTION SINCE 1905

By Syndi Seid

Stephen Cornell and Brownies Hardware are perhaps two of San Francisco's greatest assets! Both were born and raised in San Francisco with an unwavering passion and love for everything San Francisco.

Stephen Cornell was born at Mt. Zion Hospital where at the time his family lived in Nob Hill. He matriculated through Redding Elementary School, James Denman Junior High School, and Lowell High School. He is married to Marilyn Brown and they have two children Chris and Lauren.

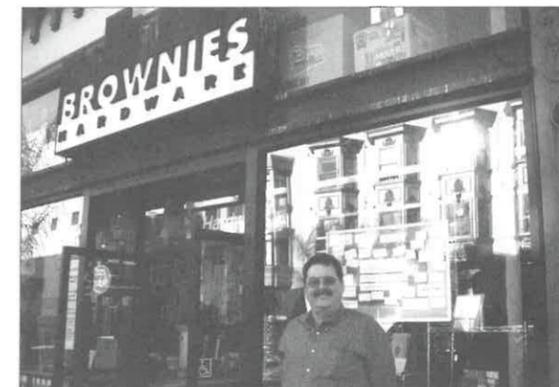
Through the years Stephen has nurtured a passion for all things San Francisco. He collects historic photographs and other printed memorabilia from San Francisco's glorious past, especially Polk Street history. His corner store window is dedicated to displaying old articles, ads, logos, and other historic memorabilia. If you have items you would like to contribute to this display, stop by the store to have your item photocopied (so you won't have to give up your precious keepsakes) and Stephen will be happy to include it in the window display.

Stephen enjoys collecting old San Francisco school yearbooks. Do you have one accumulating dust someplace? Donate it to Stephen's collection of over 500 yearbooks... with full visiting rights anytime!

Brownies Hardware was founded in fall 1905 by Edgar Brownstone, hence its name. In 1950, Stephen's father Leeland Cornell and his partner Fred Arndt took the business on, with Stephen being its third owner since 1974. All three owners believed in being active in the community and have served as president of the Polk Street Merchants Association several times.

When Stephen's father and his partner took over the business, there were only two partners and one employee. Now Brownies Hardware has one owner and over a dozen employees, who on the average have worked at Brownies for 9 years.

Brownies only hires San Francisco residents who are asked not to drive, but to only take public transportation to work. It provides full medical and dental, sick leave, and vacation benefits to its employees, while at the same time maintaining reasonable prices for all its products and services. It does not hire summer help, believing in hiring for the long-term and year-round. Stephen is proud of the fact they have not had to lay off anyone during this down-turn in the economy and is most grateful to all its customers —like you —for their continued patronage and support.



When asked what makes Brownies Hardware unique, Stephen's immediate response was its neighborhood friendly, personalized customer service. Stephen knows most residents are apartment and condo dwellers who do not have space to keep lots of items and tools, and often do not drive. Brownies will do almost anything to help with your household needs! I bet you did not know:

- You could have things ordered and delivered when you can't carry items home?
- You can rent a drill or other tools for "do it yourself" small projects?
- Brownie's is a convenient location to purchase city service items, such as a Fast Pass or Meter Card, as well as being the place to recycle latex paint and other hazardous materials, such as batteries and florescent lights?
- If you are a Nob Hill building/apartment owner you are eligible to receive discounts and to open a special House Account at Brownies?

All these convenient services and much more are at Brownies Hardware, 1563 Polk Street.

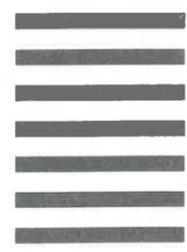
Finally, for new and renewed Nob Hill Association members, Brownies Hardware has generously provided each member with a 15% discount coupon, located in your new membership packet. If you haven't already received your new membership packet, please contact us.

(Syndi Seid is a Nob Hill Association board member and founder of San Francisco-based Advanced Etiquette Worldwide... a business dedicated to providing international business and social etiquette



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IN THE
UNITED STATES

BUSINESS ■ REPLY ■ MAIL
FIRST CLASS MAIL PERMIT NO. 12156 SAN FRANCISCO, CA



ROYAL CRUISE LINE
Excellence in Business Award

ROYAL CRUISE LINE WAS ESTABLISHED by P.S. Panagopoulos in 1971 for the purpose of constructing a fleet of deluxe cruise ships. Twenty years later, Royal Cruise Line was voted Best Cruise Line in the world by *Conde Nast Traveler Magazine*.

The extraordinary success of Royal Cruise Line is due only to the high standards of service and care for passengers, but to a pioneering concept to take cruising to West Coast passengers by making Europe a part of the cruise package. Since then, it has broadened its passenger base to include Mexico, Central America and has augmented its cruise repertoire with numerous itineraries throughout the world.

The company's excellence is demonstrated by its financial strength. In a two year period, gross revenues grew from \$199 million in 1991 to a projected \$324 million at the close of 1993. RCL employs 170

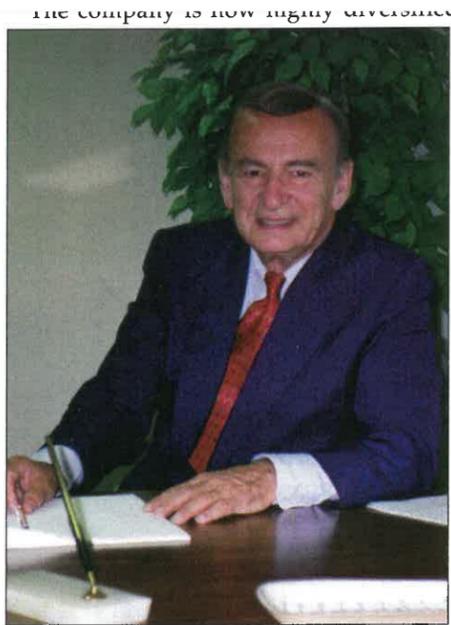


Jim Naik
President

people in San Francisco and some 100 local vendors supply the company with everything from advertising to travel agents. RCL's use of San Francisco International Airport for air transportation to port destinations, brings thousands of travelers through San Francisco on a weekly basis.

RCL is also a major contributor to such community organizations as the American Heart Association, San Francisco AIDS Foundation, San Francisco Child Abuse Council, San Francisco Ballet and San Francisco Opera. And not only does RCL contribute to these and dozens of other charitable organizations, it serves as an ambassador for San Francisco in the international business and travel community.

San Francisco Business
San Francisco Chamber of Commerce
465 California St., Ninth Flr.
San Francisco, CA 94104



Richard P. Essey
Chairman and CEO

The company is now highly diversified. TemPositions most recently entered the new area of outsourcing, handling both the staffing and management of companies' non-core departments.

In 1983, Essey read an article about companies that "pre-sort" U.S. mail to save postage for their clients. Essey has since built Zipcoders to employ 150 people, who handle over 3,000,000 pieces of mail per week.

When asked to sum up his management style—a style that has resulted in a remarkably stable employee base—Essey says, "family." The success of TemPositions is shared with the community through the TemPositions Community Service Fund and the Essey Family Fund. "The opportunity and ability to be able to contribute has proven to be one of the most rewarding aspects of my life," says Essey. "I look forward to expanding my philanthropic activities in the years ahead."



STEPHEN CORNELL
James R. Sylla Award

STEPHEN CORNELL, OWNER OF BROWNIES Hardware on Polk St., isn't your typical small retailer. Or, maybe he is. As chairman of the Small Business Network, legislative representative for the Council of District Merchants and past president of the Polk St. Merchants Association, Cornell passionately believes that "a small business person benefits from his or her community, and therefore should give back to it." Putting his belief to work, Cornell helped organize the Polk St. Fair and a Polk St. clean up and beautification project.

He has since branched out to promote the voice of small business. As a result of his open, non-ideological style, Cornell's input is sought by both local politicians and state legislators. Most recently, Cornell was active in the Business Coalition, a group of local business organizations that worked together to lobby City Hall to hold the line on tax increases. Colleagues praise Cornell for his "can-do" style. Cornell, himself, sees his biggest accomplishment as "developing a dialogue between small, medium and corporate businesses." "Big business does not now make unilateral decisions," says Cornell. "They are careful to consult small business interests before moving ahead." Cornell is active in the Public Affairs Committee of the San Francisco Chamber of Commerce and is on the board of Leadership San Francisco Council. He received the 1992 Distinguished Leadership Award, which is presented each year to an outstanding graduate of the leadership program.



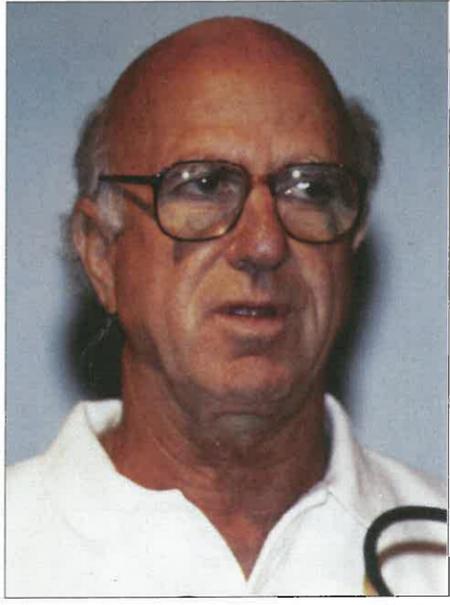
A voice for small business.

DONALD G. FISHER
Champion of Business Award

"VISION, IMAGINATION AND leadership make a successful business—but above all, it's a team effort." So says Don Fisher, who founded The Gap in 1969 with the opening of the first Levi's jeans specialty store on Ocean Ave. in San Francisco.

It was a milestone for Fisher, who has always said he'd "rather be lucky than smart." Clearly, he is both.

The original concept was to cater to the tastes of the mid-teen market. Backed with a \$63,000 family investment, which grew to \$175,000 with a bank loan guaranteed by Fisher's father-in-law, the shelves were soon stocked.



A successful business is a team effort.

The name was a take off on the "Generation Gap."

Although the early target market was young people, the convenience of a neatly organized store with exclusively Levi's products appealed to customers

of all ages. The Gap took off and the company now has 1,307 stores internationally: 876 are The Gap, 267 GapKids stores and 164 Banana Republics. In 1991, The Gap announced that Levi's products would no longer be sold; all merchandise would be under the company's own label.

Fisher is being recognized for his decision to consolidate The Gap's headquarters in San Francisco, which meant the addition of several hundred jobs to the city's rosters, and for his efforts in his work with the Committee on JOBS to revitalize the local economy. Among his other civic contributions, Fisher was a major investor in the group of Bay Area business executives who put together a winning bid to purchase the San Francisco Giants.

March 7 endorsements

The *Independent's* recommendations on all measures and races. **Page 12A**

Banner day for Lions

Galileo takes second city title in four years. **Page 6A**

Dining out with Laurie

See today's Neighborhood section for features on local restaurants.

SAN FRANCISCO'S LARGEST HOME-DELIVERED CIRCULATION

THE INDEPENDENT

RICHMOND/NORTHWEST EDITION

TUESDAY,

The Ayatollah of North Beach



THE HINCKLE FILE

BY WARREN HINCKLE

Prefatory political advisory: Whatever the newspapers recommend, anyone who votes for Proposition B next week is being played for a sucker. Prop. B would with one swoop ensure that Golden Gate Park will be dug up to build a parking garage (possibly the worst idea in town since the radioactive Sutro Tower) and put further humongous amounts of taxpayer money into the hands of the idle rich on the board of the California Academy of Sciences, which has been slow to pony up to repair its aging facility and is already sitting on tens of millions of yet unspent aquarium bonds from an earlier giveaway. And all this without even the offer of a discount for city residents. When the Academy board is willing to pay its way (as the adjoining de Young Museum board has finally done after many ballot defeats), it would then be in a moral position to ask for additional help from taxpayers; not now.)

QUICK pop quiz: What is the most famous Irish-American family since the Kennedys made both the *Blue Book* and the supermarket tabloids at the same time? Surely, none other than the McCourts, of Limerick.

There was a surprise birthday party of sorts for bartender Frank McCourt of the *Angela's Ashes* McCourt Limerick clan on a rainy Thursday last at the dreadfully English-named Whitehall Tavern on the

THE NEIGHBORHOOD

Giving a voice to small business



PHOTO: JUDI PARKS

'Amateur' lobbyists fighting the good fight for merchant issues

By Jean Choung
STAFF WRITER

Wearing a crisp white shirt and sporting well-groomed facial hair brushing his headset, Chris Dittenhafer leaned into his neat office desk and talked enthusiastically about the achievements and goals of the local group of small-store owners he currently heads.

The San Francisco Council of District Merchants Association — an umbrella group representing about 30 smaller merchant organizations citywide — has accomplished so many successes during Dittenhafer's three years of membership, and one and a half years as the group's president, that he can't begin to

name them all.

Dittenhafer, who works as vice-president of a bank during the day, volunteers most of his spare time to articulating the needs of small-store owners to city officials or at public meetings, such as city planning sessions.

The organization, formed in 1952, gives local merchants an outlet for voicing concerns about the city's changing landscape and laws in order to bring about changes that help the small-business community. About 15 to 25 participants, ranging in age from late 20s to late 70s and dressed in casual attire that contrasts with Dittenhafer's pressed suits, meet once a month

See **MERCHANTS**, page 2A



PHOTO: PIA TORELLI

FRIENDLY SERVICE:

Steve Cornell (top photo), the owner of *Brownie's Hardware* on Polk Street and a member of the *Council of District Merchants*, helps customer *Lew Summer* find a pipe fitting; Chris Dittenhafer (above) has served as the organization's president for the past year and a half.

\$110 MILLION BOND PLAN

Measures target damaged neighborhood parks for repair

Chron-E plans get thumbs from local candidates

INDEPENDENT ANNUAL

Near-unanimous agreement on merger among candidates for Democratic, Republican

By Edith Alderette
STAFF WRITER

Though they differ widely on matters of city growth, housing, and the homeless, candidates for the Republican and Democratic county central committees overwhelmingly oppose the controversial *Chronicle-Examiner* merger.

Forty Democrat and 17 Republican candidates for the two county central committees responded to the *Independent's* annual questionnaire, which polled contenders on a wide range of topics — from Proposition E to housing costs.

Despite differing opinions on most issues, Democrats unanimously opposed the merger prompted by last year's sale of the *Chronicle* to the Hearst Corporation. Reasons varied widely, from a fear of job loss for newspaper workers to questions of future predatory pricing by the Hearst Corp.

Fourteen of the Republican candidates responding to the survey — 82 percent — also opposed the merger.

Regardless of party affiliation, most candidates said that they

See **MERGER**, page 5A

MERGER CONSENSUS

DEMOCRATS

Should city take action?

GUARDIAN

THE SAN FRANCISCO BAY GUARDIAN

For Immediate Release
April 26, 2006

Contact: Deborah Giattina
(415) 255-3100

SMALL BUSINESS AWARDS

Our second annual Small Business Awards salutes local businesses.

As an independently owned and operated small business for the past 40 years, the *Guardian* values the contributions of small businesses. They create most of the jobs in San Francisco and they keep their money circulating locally. We find it encouraging that a burgeoning "Shop Local" movement is working toward creating a self-sustaining urban economy in the Bay Area, with food and fiber coming from nearby farms and services provided by small local business.

This year we honor the following businesses for being small and fiercely independent:

- **1906 Earthquake Survivor: Anchor Brewing Company**

Thanks to owner, Fritz Maytag, who brought Anchor Brewing in 1966, the company has lived to see its centennial. His secret to success is quality and staying small.

- **Chain Alternative: Brownie's Hardware**

Brownie's is an independent stalwart of the Polk Gulch area and the hardware business. They keep their customers coming back by providing quality service, community presence, and convenience.

- **Arthur Jackson Diversity in Business Award: Fabric8**

Arthur Jackson won last year's award for Community Service. He passed away last month, and we decided to create a special award in his memory. Just as Jackson helped thousands of locals from all walks of life get jobs, Fabric8 helps artists from a diverse array of local communities sell their art. Their Mission district shop is full of fun, affordable art and gadgets made by locals.

- **Small Business Activist: Comet Skateboards**

Comet Skateboards practices what it preaches. They design and manufacture their ecologically sound skateboards entirely in the Bay Area. With the non-profit organization Business Alliance for Local Living Economies, co-owner Don Shaffer is also a leader in the movement to create urban sustainable economies.

CELEBRATING OUR 40TH YEAR

San Francisco Business Survivors

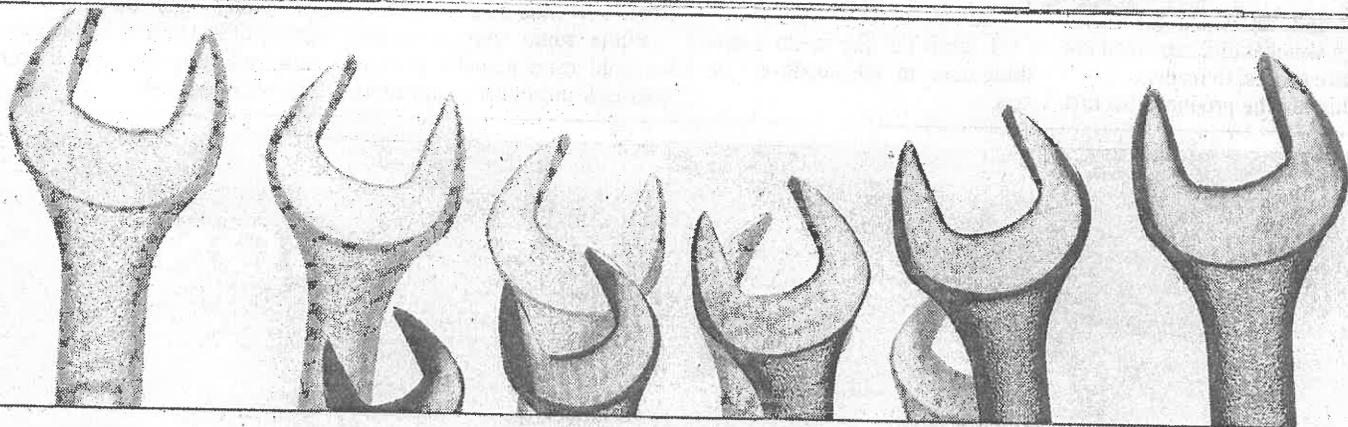
[Partial List]

Anchor Brewing	King-American Ambulance
Bank of America	Lee's Pharmacy
Bank of the West	Levi Strauss
Bar Pilots	Lewis M. Merlo Inc.
Benkyodo	M.G. West
Borel Private Bank & Trust	Maxferd Pawnbrokers
Boudin's Bakery	McAvoy-O'Hara
Brownie's Hardware	McRoskey Mattress
Bullock & Jones	Mission Iron Works
Caeto Fisheries	Molinari Salame
Capezio Dance Shop	Morgan Hotel
Center Hardware	New York Life Insurance Co.
Chapel of the Avenue	Ocean Sash & Door
Cherin's Appliances	Otis Elevator Company
Cliff House	Pacific Gas & Electric
D N and E Walter	Palace Hotel
De Wolf Realty	Patrick & Company
Del Monte Foods	Russell Hinton Co
Drewes Brothers Meats	S. & G. Gump Co.
Elixir Saloon	S. H. Frank Company
Eppler's Bakery	Sam's Grill
Examiner Newspaper	San Francisco Chronicle
Excelsior Roofing Company	Schmitt Heating
Fior d'Italia Restaurant	Schoenstein & Co. Pipe Organs
Fredricksen's Hardware	Schroeder's Café
G.H. Thompson & Co.	Selix Formalwear
Ghirardelli Chocolate	Sherman Clay Piano
Goodyear Rubber Co.	Shreve & Company
Haas & Haynie	St. Francis Hotel
Haas Brothers	Swinerton Builders
Halsted, N. Gray-Carew	Tadich Grill
Hamlin School	Thomas Swan
Heald's Business College	Uoki Market
Howe Furnace Company	Valente Marini Perata
J.A. Roebling & Sons	Wells Fargo
John's Grill	



BUSINESS

SECTION

Sunday,
December 7, 2008

CHECKBOOK | Hardware Stores

Independents, chains have different strengths

For those industrious enough — and brave enough — to take on do-it-yourself projects, a good hardware store that offers solid advice can save time, trouble and a lot of cursing. A low-priced store also can save lots of money.

The handy can take heart: There's plenty of good advice to be had at many Bay Area hardware stores. And good prices. But not necessarily at the same stores.

Bay Area Consumers' Checkbook magazine and Checkbook.org asked thousands of local consumers to rate their hardware-store experience. Checkbook then did an exhaustive price survey of 170 area stores, independent and chains alike. Some highlights:

► When it comes to advice, independents shine. A number were

rated "superior" on the quality of advice they provide by 80 percent or more of their surveyed customers. Just 28 percent of Lowe's and 16 percent of Home Depot customers gave those stores "superior" marks. Orchard Supply Hardware outdid the national chains — getting "superior" from 54 percent of its surveyed customers — but still lower than the best independents.

► In Checkbook's price survey, the big chains beat almost all independent stores. On average, compared were the prices found at all surveyed stores, Home Depot's prices were 18 percent lower, Orchard Supply's prices were 14 percent lower and Lowe's prices were 10 percent lower.

► For product variety, Bay Area consumers rated the big chains higher than most independents,

but the main difference was in the variety of building materials as opposed to other hardware products.

For specific products, Checkbook's shoppers found big price differences:

► Ten single-gang outlet workboxes ranged from \$5.40 to \$31.20.

► 50 feet of ½-inch, schedule L, rigid copper piping ranged from \$67.50 to \$194.50.

► A 16-ounce bottle of Elmer's Wood Glue ranged from \$2.98 to \$8.49.

A couple of other Checkbook findings of note for the Mr. and Ms. Fixits who want the best advice and the best prices: While chain stores on average were lower priced than independent stores, some independents offer 10 to 15 percent discounts for charging purchases to the store's charge ac-

count. That's enough to make many independents competitive with chains on price. And, for big projects that might run up bills of \$500 or more over a couple of weeks, some independents offer "contractor" discounts of 10 to 20 percent.

The chart below shows the top hardware stores in terms of customer satisfaction. For the next four weeks, Chronicle readers can read the full report and ratings of 170 Bay Area hardware stores at www.checkbook.org/chronicle.

Editor's note: The Chronicle is partnering with Checkbook, a nonprofit consumer group, to help you find the highest-rated services in the Bay Area.

Name	Address	City	Phone	County
Ace Ellis Hardware	5424 Martin Luther King Jr. Way #J	Oakland	(510) 653-4365	Alameda
Ace Hardware	325 Lincoln Ave.	Napa	(707) 255-4272	Napa
Ace Hardware	4920 McBryde Ave.	Richmond	(510) 233-1068	Contra Costa
Brownie's Hardware	1563 Polk St.	San Francisco	(415) 673-8900	San Francisco
Center Hardware	999 Mariposa St.	San Francisco	(415) 861-1800	San Francisco
Dale Hardware	37100 Post St.	Fremont	(510) 797-3700	Alameda
Encinal Hardware	2801 Encinal Ave.	Alameda	(510) 523-4821	Alameda
Grand Lake Ace Hardware	1221 Grand Ave.	Piedmont	(510) 652-1936	Alameda
Jackson's Hardware	435 DuBois St.	San Rafael	(415) 454-3740	Marin
Jim Corbet's Ace Hardware	1155 Magnolia Ave.	Larkspur	(415) 461-5330	Marin
Knight's Hardware	1650 Tiburon Blvd.	Tiburon	(415) 435-4603	Marin
Markus Supply Ace Hardware	625 Third St.	Oakland	(510) 832-6532	Alameda
Mclvor Hardware	43350 Ellsworth St.	Fremont	(510) 656-0211	Alameda
Minton's Lumber & Supply	455 W. Evelyn Ave.	Mountain View	(650) 968-9201	Santa Clara
Palo Alto Ace Hardware	875 Alma St.	Palo Alto	(650) 327-7222	Santa Clara
Pastime Ace Hardware	10057 San Pablo Ave.	El Cerrito	(510) 526-6615	Contra Costa
Peninsula Hardware	2676 Middlefield Road	Palo Alto	(650) 325-3491	Santa Clara
Pete's Ace Hardware	2569 Castro Valley Blvd.	Castro Valley	(510) 581-7633	Alameda
Pini Ace Hardware	1535 S. Novato Blvd. #A	Novato	(415) 892-1577	Marin
Southern Lumber	1402 S. First St.	San Jose	(408) 297-9663	Santa Clara
Walnut Creek Ace Hardware	2967 Ygnacio Valley Road	Walnut Creek	(925) 935-6500	Contra Costa
Wisnom's Hardware	545 First Ave.	San Mateo	(650) 348-1082	San Mateo

Exploratorium

from page 1

1993 and has a lease until 2010 and wants to stay, is expected to move to Pier 17 when the Pier 15 renovation begins.

The deep water eastern berth of Piers 15/17 will continue to be available for berthing large ships when needed, as well as water taxis, research vessels, etc.

Wilson Meany Sullivan, architect of the immensely successful makeover of the Ferry Building, is the development manager for this welcome transformation.

An early hurdle for The Exploratorium was cleared a couple of years ago. The Port's Waterfront Land Use Plan identifies some piers in the northern waterfront (including Piers 15/17) as Transitional Maritime Areas in which existing "maritime operations are encouraged until the area is determined to be no longer required or suitable for maritime uses exclusively." The Port undertook a comprehensive review process which concluded that the piers are no longer viable exclusively for maritime activities. Consultant Roger L. Peters authored the excellent "Pier 15/17 Exclusive Maritime Use Study" dated January 5, 2006.

Another requirement in the lengthy approvals process is that the Board of Supervisors must find a proposed project to be fiscally feasible. The Exploratorium won the Board's approval.

The City's Office of Major Environmental Analysis is conducting a full EIR (Environmental Impact Review), including a traffic study.

The museum's worldwide reputation has kept opposition

to its big project relatively low-key, but concerns have been expressed about the already heavy traffic on The Embarcadero and the number of buses which will bring more than 100,000 school children to the new site annually and how they can be kept safe, as well as their teachers and great numbers of other visitors.

Design and planning for the piers location is still under way. Museum staff and the development team hear comment from local organizations and individuals, including pedestrians and bicyclists who use the promenade – named after the late Herb Caen – in increasing numbers.

There have been several joint meetings of the Port Waterfront Design Committee and the Design Review Board of the Bay Conservation and Development Commission (BCDC). The next one is scheduled for July 7 at BCDC offices at 50 California Street at 6:30 pm.

As with all prospective lessors of Port property, The Exploratorium still has much to do before the Port Commission and the Board of Supervisors approve its lease and the museum can proceed with its plan for Piers 15/17.

A last word on the estimable museum – the prototype for interactive museums around the world: In 2005 at a world congress of science centers in Rio de Janeiro, The Exploratorium was voted by its peers as the Number One science center in the world, prompting an Exploratorium staff member to call its move: "A world-class location for a world-class museum.

– June A. Osterberg is a North Beach writer who follows the future of the city's waterfront.

Americans with Disabilities Act ...And the Plague of Small Business Lawsuits

By Marc Bruno

Fifteen small businesses in District 3 have recently faced lawsuits or the threat of lawsuits – many of them brought by a single attorney – under the federal act protecting the rights of the disabled. This law, the fed's most recent foray into the field of personal civil rights (and the only major act of its kind since the Civil Rights Act of 1964), is the Americans with Disabilities Act. It was put on the books after years of study by the U.S. Congress and two presidential commissions.

Signed into law by President George Bush, Sr., the ADA is full of loopholes. It exempts some of America's wealthiest industries,

a few lawyers. Otherwise known as "the plaintiff's bar," attorneys suing on behalf of allegedly handicapped plaintiffs have initiated drive-by lawsuits, looking for small businesses that seem not to comply with ADA requirements. Given the expense of a potential suit, store owners often give in to an attorney-generated letter threatening legal action, calculating it's less expensive to pay-up than to examine the law, make physical changes to the premises or defend themselves in court.

(WARNING: The "pay-up" doesn't equal permanent protection, because courts have found that the law imposes both fines – and separately – an equitable

Q & A with Stephen Cornell

Polk Gulch Advocate

Stephen Cornell is the owner of Brownies, the hardware store at the corner of Polk and Sacramento. Brownies was founded in 1905 by Edgar Brownstone. Steve's father, Leland, bought Brownies in 1950. Steve is a user-friendly, jack-of-all-the-hardware-trades. He's also an energetic community activist. Steve was president of the Small Business Commission for more than five years and is still active in the organization. He's also a highly visible member of the Small Business Network, the Council of District Merchants and the Polk Street Merchants Association. He regularly attends the meetings of these organizations and frequently sounds off with wit, wisdom and advice on how to make the Polk Street neighborhood better. The District 3 Herald interviewed Steve in his basement office in Brownies, a room decorated with classic photographs and maps of old-time San Francisco that attest to his love, not only of Polk Street, but all of San Francisco as well.

Herald: Steve you're a mover and shaker in Polk Gulch, what big changes have you seen in the neighborhood during your time here?

Cornell: A lot. I really grew up here – right here in the store. I was only nine or ten when my father brought me in and put me to work sweeping, stocking bins and making deliveries. I'm in my late 50s now, so I've been around for awhile. These days there are fewer core businesses here. We need more to make Polk Gulch a classic neighborhood in the old-time sense. I view Brownies as a neighborhood resource – a core business. Once we had more core businesses here serving the community – grocery stores, for example. And clothing stores – Where do people go to buy underwear and socks? We need more drug stores, There's only one shoe repair business. No more dime stores. Some of the basics are missing."

What are you doing about attracting some of these basics – these core businesses?

We're working to encourage them but it is slow going and, of course, there is always a turnover in businesses along the street. Right now business is fragile, it's bad – bad everywhere really – and it's difficult for new merchants to gain a foothold, but some are doing it and making it. I'm optimistic. But we still have our problems.

What are some of the problems?

The usual – neighborhood population turnover, aggressive panhandling, shoplifting and other petty crime. But things are getting better. Policing our street goes up and down depending on the city's budget and mood. At one time in the 70s we had two foot patrols. Now we have one. We have Phil walking the beat. He's a good cop and makes himself visible. We should have more.

business groups about the lawsuits, believes that unless a solution is found – and quickly – the colorful character of District 3's eateries and retail stores will be forever changed.

"It's all about money, not about the needs of the handicapped, and its being done on the backs of the hardest working people in District 3, small business owners. Spaces

hospitals, shopping malls, and, yes, even the smallest mom and pop stores.

But the ADA access requirements – the way a restaurant or retail store interfaces with the varied needs of the disabled – can be costly. And for those who fail to include a comprehensive ADA compliance plan before receiving notice of a private party lawsuit,

with more muscle. According to the Unruh Act, a minimum \$1,000 fine can be imposed for each access violation – and the courts are still fighting whether the fine is applicable for each incident or each barrier.

"If you're talking about barrier-based enforcement," notes Bravo, "like a ramp that's not wide enough, or too steep, that

So what is your vision of the future of Polk street?

I believe Polk has a great future but I don't visualize huge changes. We need to keep our "neighborhood-ness" and not give way to homogenization. We want to maintain our charm. But we don't want the neighborhood to become "charming" wherein all buildings look alike and the street takes on a phony uniformity like some places in the suburbs. Polk Street is decidedly not suburban. Our businesses look – and are – different, idiosyncratic, if you will,



Ereest Beyl

Give us a few examples of idiosyncratic businesses.

Well, I think Brownies is idiosyncratic and different. So are Swan Oyster Depot, the Holy Grail, Red Devil Lounge – even Good Vibrations in its own way.

Okay Steve, try this as a final question: What's your feeling about various city mandates for health care, sick leave, minimum wage etc. and how do these affect business on Polk Street?

There's not enough tape in that tape recorder for that kind of question but I'll give you a start. This is an expensive city not only to live in but to operate a business in. Why? When Dianne Feinstein was Mayor there were fewer than 8000 city workers. Today there are somewhere around 28,000. And the population of the city hasn't changed all that much. Why do we need that many city employees? What are they all doing? One thing they are doing is running up the cost of city government itself. Then these mandates: minimum wage at \$9.36 per hour – more than anywhere else in the state – sick leave, health care. All of these issues make the cost of doing business here higher than anywhere else in Northern California – in fact higher than most cities in the state. We need a level playing field so that we can make a decent profit and serve our neighborhood. How's that for a start?

That's a good start. Thanks for your thoughts Steve.



**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-041
Business Name: Good Vibrations
Business Address: 603 Valencia Street
District: District 9
Applicant: Jackie Rednour-Bruckman, Executive Vice President
Nomination Date: November 7, 2016
Nominated By: Supervisor David Campos

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

3416 22nd Street from 1977-1985 (8 years)
1210 Valencia Street from 1985-2003 (18 years)
603 Valencia Street from 2003-Present (13 years)
1620 Polk Street from 2003-Present (13 years)
899 Mission Street from 2010-Present (6 years)
189 Kearny Street from 2013-Present (3 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: November 7, 2016

Richard Kurylo
Manager, Legacy Business Program





Member Board of Supervisors
District 9

City and County of San Francisco

DAVID CAMPOS

November 7th, 2016

Re: Nomination of Good Vibrations to the Legacy Business Registry

Dear Rick Kurylo,

I am writing to nominate to the Legacy Business Registry --Good Vibrations, a sex-positive retailer that promotes sexual health. Good Vibrations not only offers goods, but also advocates for positive sexuality and safe sex for individuals of all genders and sexual orientations, with an emphasis on serving LGBT communities. Joani Blank, the founder of Down There Press and Good Vibrations, opened the first store 39 years ago in the Mission District, where it has remained as one of the oldest storefronts on the Valencia St. corridor.

Good Vibrations has been an innovator since its inception. It pioneered the concept of a clean, well-lit pleasure store in a non-judgmental environment where you can both shop for products and attend workshops. The store has a strong commitment to social change through education, community partnership, and ethical business practices. Good Vibrations has consistently participated in iconic San Francisco LGBT events such as SF Pride, Dyke March, the Queer Arts Festival, and independent film festivals. Good Vibrations has also been featured in local media outlets such as Kron-4 and the SF Chronicle as well as in national media such as The Huffington Post, Women's Health, Glamour, and Cosmopolitan. In addition, the store's business practices promote personal and professional development for women and LGBT individuals.

Good Vibrations is a legendary San Francisco business that is nationally recognized and that continues to make a positive impact locally. It is my honor and pleasure to nominate Good Vibrations to become part of the San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in black ink that reads "David Campos".

David Campos

October 7, 2016

Attention: Office of Small Business

Re: Legacy Business Registration Application

Greetings!

Enclosed please find a completed application, check, and various attachments about Good Vibrations. We would love to be nominated and approved for Legacy status because we are very proud to have been founded in San Francisco and continue to be part of the thriving, innovative, and cultural heritage that makes this beautiful city unique. Our Antique Vibrator Museum is included in many travel publications and guide books referencing unique destinations in SF. For almost forty years, Good Vibrations has been a must see location for people here in the United States and traveling from abroad because of our historical relevance involving feminist and sexual politics.

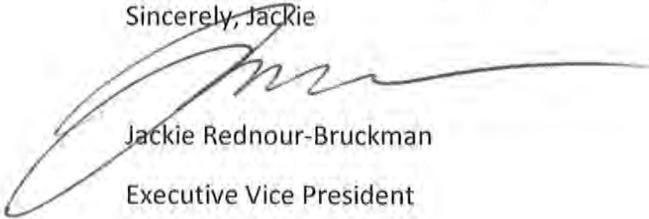
Recently Good Vibrations was honored at CatalystCon at the Burbank Marriott in Los Angeles CA as a pioneer and catalyst for advancing the conversation around sexual health, sex education, and sexual politics for four decades. We are very proud that Good Vibrations is referenced and pointed to in many gender studies and human sexuality courses throughout the United States and internationally.

We have opened other stores in the East Bay, Palo Alto, and the Boston area that continue the sex positive and education based customer service while maintaining four locations in San Francisco including our flagship store in the Mission District where we founded our business in 1977.

Dr. Carol Queen, our Staff Sexologist, has recently lectured at Boston University, MIT, Stanford, UC Berkeley, the Commonwealth Club, and the Battery Club as well as other prestigious establishments.

We look forward to hearing from you!

Sincerely, Jackie

A handwritten signature in black ink, appearing to read 'Jackie Rednour-Bruckman', with a long, sweeping horizontal line extending to the right.

Jackie Rednour-Bruckman

Executive Vice President

Good Vibrations

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
GOOD VIBRATIONS		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
JDEL KAMINSKY PRESIDENT & OWNER		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
FLAESHIP STORE - 603 VALENCIA ST. SF, CA. 94110		(415) 640-1156
ADMIN OFFICE - 1800 SUTTER ST. #700 CONCORD, CA 94520		EMAIL:
		jackie@goodvibes.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
WWW-goodvibes.com	GOOD VIBRATIONS	GOOD VIBRATIONS
APPLICANT'S NAME		
JACKIE REDNOUR-BRUCKMAN		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
EXECUTIVE VICE PRESIDENT		
APPLICANT'S ADDRESS:		TELEPHONE:
1800 SUTTER ST. SUITE #700 CONCORD, CA. 94520		(415) 640-1156
		EMAIL:
		jackie@goodvibes.com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0435329 - 01-001		

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3416 22nd Street	94110	1977
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1977-1985	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1210 Valencia Street	94110	Start: March 1985
		End: October 2003

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
603 Valencia Street	94110	Start: October 2003
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1620 Polk Street	94109	Start: 2003
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
899 Mission Street	94103	Start: 2010
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
189 Kearny Street	94108	Start: 2013
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

JACKIE REDNOUR-BRUCKMAN

Name (Print):

Date:

10/7/16

Signature:



GOOD VIBRATIONS®

Criterion 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Good Vibrations is a San Francisco heritage brand and premier retailer trusted for almost four decades to provide high quality products, education, and information that promotes sexual health, pleasure, and empowerment. We invented the concept of the clean, well-lighted vibrator store and we're proud to provide a safe, welcoming, and non-judgmental environment where customers can shop for sex toys, books, movies, and attend workshops. We also have the world's first only Antique Vibrator Museum located at our Polk St. Store in San Francisco where vintage items and promotional materials can be viewed that date back to when massagers were promoted for 'health' and 'vigor.'

Good Vibrations opened its first store in San Francisco's Mission District in 1977 and its flagship store has been located on Valencia St. since the mid 1980s. Following is a Good Vibrations company timeline:

- 1975: Joani Blank starts Down There Press, an independent publishing company for sexuality/sexual health books
- 1977: First GV store and Vibrator Museum opens in San Francisco's Mission District
- 1985: GV mail order catalog launched offering books, vibrators, and other toys
- 1990: Dr. Carol Queen joins Good Vibration
- 1994: GV opens a second location in Berkeley, Ca
- 1996: the Good Vibrations website and ecommerce store, www.goodvibes.com is launched
- 1997: GV launches our After Hours classes at GV stores, workshops where professionals lead guided forums on a wide range of sexuality topics
- 2000: GV launches "Pleasure Parties", in-home, Tupperware style parties
- 2002: GV opens Polk Street location in San Francisco
- 2006: GV opens Brookline, MA location
- 2006: GV launches IXFF, the Independent Erotic Film Festival (renamed The Quickies)
- 2006: we launch GVU (Good Vibrations University), our nationally renowned training program for non-GV adult stores
- 2007: GV launches Women Like Me program and Triangle Project
- 2008: GV launches Student Union programs
- 2009: GV launches the first adult Brand Ambassador Program, a viral marketing initiative where bloggers, tweeters, sex pundits and customers from across the country review GV products
- 2009: GV wins "O" Award for best online retailer
- 2009: Dr. Carol queen receives "O" Award for Outstanding Achievement
- 2009: GV partners with legendary Lesbian Cruise and vacation company, Olivia to bring Pleasure Parties to the high seas
- 2009: Jackie Strano takes the post of COO now Executive VP at GV

- 2009: GV launches Ecorotic™ green sex initiative
- 2009: GV branded long-time non-profit partnering campaign the GiVe, their first national corporate giving program benefiting 4 non-profit organizations each year
- 2010: store in SOMA opens at 899 Mission Street
- 2012: Oakland store opens on Lakeshore Avenue
- 2013: Kearny Street and Palo Alto locations open
- 2016: friendly acquisition of Camouflage, an adult boutique in Santa Cruz
- 2016: Good Vibrations opens in Cambridge, Massachusetts in Harvard Square

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The business has not ceased operations in San Francisco since 1977.

c. Is the business a family owned business? If so, give the generational history of the business.

The business is not a family owned business.

d. Describe the ownership history when the business ownership is not the original owner or a family owned business.

The business is not family-owned however it is a single-proprietorship, as it was from 1977-1992. In 1992-93, Joani Blank, the original owner, sold the business to the employees creating a worker cooperative. The cooperative was dissolved in 2006 by the shareholders and became a C-Corp. In 2007, the business was sold to GVA-TWN. Joel Kaminsky purchased the business from GVA-TWN in 2008 and once again created a sole-proprietorship that exists to present day. In 2009, Jackie Rednour-Bruckman returned to Good Vibrations to manage day-to-day operations as Executive Vice President. Jackie is a former member of the worker-owner cooperative from the early 1990s.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

See included documentation.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The building has recently had a façade improvement, however the south side of the building in which the store is located is on Clarion Alley, a street famous for its political and cultural murals and street art. Tourists heavily traverse this area and organized guided art walks with participants from all around the world, giving Good Vibrations plenty of exposure at this location. Valencia Street is also the main thoroughfare of the Mission District and is central to the nightlife, shopping, and restaurant culture of the neighborhood, with Good Vibrations holding a prominent storefront location.

Criterion 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

The Mission District, and in particular Valencia Street in San Francisco, became a feminist and lesbian haven in the late '70s and early '80s with locations like Good Vibrations, Artemis Café, Old Wives Tale Bookstore, Oseito bathhouse, and Amelia's. Only Good Vibrations remains.

Good Vibrations is a woman friendly, inclusive, and diverse education based retailer providing high-quality, sex-positive products and non-judgmental, accurate and trusted sex information through our clean and comfortable stores, web site, wholesale private label division, in order to enhance our customers' sex lives and promote healthy attitudes about sex overall. We want to help make the world more sex positive and shame free around sexual health and sexuality.

Good Vibrations recognizes that sexuality touches on every aspect of our lives and that many people face challenges around positive sexual expression. Their goal is to help everyone we come into contact with to discover ways to experience sexual pleasure, health, and well-being. Since sexual diversity is a core component of the human experience and each person's sexuality will change over the lifespan, we welcome all forms of consensual sexual expression, desire, and fantasy.

Good Vibrations also has locations in SOMA, Union Square, and Upper Polk Street, where it has been for 14 years and is one of the few remaining anchor tenants in the Russian Hill area. This location is also home to the Antique Vibrator Museum, which is a travel destination having been listed on many different travel guidebooks and websites.

b. Is the business (or has been) associated with significant events in the neighborhood, the City, or the business industry?

Good Vibrations is heavily involved in many events in the neighborhood as well as across the City. Good Vibrations participates in SF Pride, the Dyke March, and Trans March as sponsors as well as vendors, and co-hosts events at the nearby Roxie Theater, Women's Building, and Theater Brava. Good Vibrations is also a destination on the LitCrawl festival on Valencia Street, with many other bookstores, shops and bars on Valencia Street participating as well. The Fresh Meat Transgender Performance Festival, QWOCMAP, Transgender Film Festival, Queer Arts Festival, San Francisco International Gay Film Festival, and more are all sponsored by Good Vibrations annually.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, historical documents?

Good Vibrations has been voted Best of the Bay from the SF Bay Guardian, and received other accolades from City and State officials over the years. Some of those accolades include Proclamations from San Francisco City Hall and the California State Assembly. Other publications include: Susie Bright's memoir *Big Sex Little Death*. The business was also featured in KRON-4 Documentary *Sex In The City: A History of Sex in San Francisco*. Other publications include: The LA Times, The Boston Phoenix, SF Chronicle, The Huffington Post, Essence, Esquire, The Boston Globe, Playboy, Glamour, the Village Voice, Elle, Bust, the New York Post, Redbook, Self Magazine, Women's Health, Men's Health, Men's Fitness, Cosmopolitan, and various weekly publications throughout the country. News media that the business has been mentioned include Nightline, MSNBC, and various indie documentaries as a backdrop and location.

Good Vibrations has been a media source for sex-positive information on premium sex toys, books and videos for almost 40 years.

d. Is the business associated with a significant or historical person?

The original owner of the business, Joani Blank, is a well-known feminist radical who revolutionized the concept of the sex-positive feminist sex toy store. Joani has set a model for the industry of sex toy shops and has helped in training women in this sector, leading to the proliferation of stores across the

country. Joani helped kick off the sex positive feminist revolution that helped usher in third and fourth wave feminism in the United States.

The business employs a Staff Sexologist, Dr. Carol Queen, who has been with the company for 25 years. Dr. Queen has lectured and taught at prestigious universities such as UCSF, UC Berkeley, Mills, Harvard, MIT, Boston University, Stanford, SF State, SF City College, California Institute of Integral Studies, and Hastings. She is also a member of the Sisters of Perpetual Indulgence group and has long been one of the public faces of Good Vibrations.

e. How does the business demonstrate its commitment to the community?

Good Vibrations strives to be an agent for social change, through the lenses of sexuality, diversity and ethical business practices. Both within our organization, and throughout the communities we serve, we are committed to fostering respect, promoting supportive communication, providing access to educational resources and strongly advocating for women in leadership roles.

For almost 40 years Good Vibrations has partnered with hundreds of local and national nonprofit organizations. By donating products, advertising and sponsorship for fundraisers, along with a percentage of retail sales, the company has provided much needed support for women's shelters, HIV/AIDS research, art programs, LGBT benefits, Breast Cancer awareness and much more.

Good Vibrations is known for our educational workshops like our Paid and Free workshops and classes, our extensive Sexual Health Outreach Workshops (SHOW) program and many other outreach events we do in communities at large around sex education and sexual health.

Through our Give Program, our Partnership for Social Change, we have partnered with hundreds of nonprofits over the years and raised thousands of dollars for entities like The Transgender Law Center, Pulse Orlando, Planned Parenthood, Stop AIDS Project, Shanti, and Asian Pacific Wellness Center to name a few. In the past year, Good Vibrations has raised almost \$10,000 for the Orlando Victims Fund and over \$6,000 for the Transgender Law Center based in San Francisco.

Good Vibrations has sponsored several signature SF events over the years including SF Pride, SF International Gay Film Festival among hundreds of other small and big events throughout the calendar year.

The Good Vibrations earth-friendly Ecorotic™ collection offers all-natural and organic products, as well as longer lasting items that have less environmental impact, such as toys made from superior materials and rechargeable vibes. Many sex toys contain phthalates, a plastic softener banned from children's toys, both in the United States and Europe, for toxicity. Good Vibrations believes that if they shouldn't be in children's toys, they shouldn't be in toys for grown-ups either. In 2007, Good Vibrations eliminated all phthalates-containing products from their inventory. Customers can rest assured that all Good Vibrations Ecorotic™ products are safe and phthalate-free.

f. Provide a description of the community the business serves.

Good Vibrations was founded by a woman in support of personal and professional development for women in leadership. The business is also very inclusive of all orientations and genders as outlined in their Sex and Gender Policy.

At Good Vibrations, we believe that sexual pleasure is everyone's birthright. We believe that sexual pleasure is an important part of all of our lives, and that everyone should be able to live the sex life that's right for them. We take it as our mission to respond to all forms of sexual shame and support people as they discover their authentic sexual selves.

We believe that any adult consensual sexual activity is something to affirm and celebrate. We do not judge anyone's sexual preferences or choices, so long as those choices and activities are between adults and consented to by everyone involved or affected.

Ongoing education is essential to our mission. In order to be the best possible resource for our customers, we constantly strive to have a better understanding of sexual variation and to advance our own knowledge of sexual pleasure and desire.

To provide an environment that is supportive of our customer's needs, we understand that our Sex Educator-Sales Associates must maintain an open and respectful attitude and to model sex-positive, non-judgmental communication at all times.

g. Is the business associated with a culturally significant building/structure/site/ object/or interior?

The building in which the store is located is a major storefront on the Mission District's Valencia Street, and is also on the corner of Clarion Alley, which is an integral part of the Mission's history of art and culture.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Good Vibrations has been a mainstay in the community in which it serves for almost 40 years and has been central to the cultural landscape of the San Francisco LGBTQ community as well as the neighborhoods in which the various stores are located in. The business is partnered with many health and wellness organizations throughout the City and provides education on sexuality and sexual health as well. Should the business ever be relocated from its flagship location, Valencia Street would be losing one of its oldest, if not the oldest retail storefront on the commercial corridor. In addition to the aesthetics of a storefront, the community would also be losing a valuable resource that is involved in the planning and co-hosting of events that are long-standing traditions in San Francisco. The community would also lose 25 employees that work at the various locations in San Francisco.

Criterion 3

a. Describe the business and the essential features that define its character.

The initial idea of Joani Blank was to provide a safe, warm, and welcoming place for women and everyone to buy personal pleasure products, books, and information. The business presents itself as a high-end boutique with a highly trained staff that can advise customers on sexuality, sexual health and practices, as well as trusted information. The store is very clean and well lit, free of the stigma and shame that sometimes is correlated with adult boutiques.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

In addition to our support of women's sexual desire and potential, we recognize the critical contribution women make as business leaders in industry, our workplace and society. We strive to create a working environment in which the contribution of all genders is recognized and valued equally.

Good Vibrations is an Equal Opportunity Employer. They have zero tolerance for harassment or discrimination of any kind. The aforementioned Sex and Gender policy is built into the company handbook and company culture.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.). Does the building occupied by the business relate to the immediate neighborhood?

The interior of the business has been upgraded over the years to include new floors and new lighting, keeping with the influx of boutiques and specialty shops that Valencia Street has now become known for. The exterior of the business faces Valencia Street as well as Clarion Alley, which is adjacent and has an ever-changing façade of murals and street art that heavily define the Mission District.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Although the ownership has changed over the years, the logo and elemental branding of the business has not been changed since the 1980s. The core values, mission and quality of the brand remains unchanged over the course of 40 years in business. The commitment to the LGBTQ community events and institutions has always fit in with the company culture and has not changed since the inception of the business. Please see supplemental documents.

GOOD VIBRATIONS®

Historical Narrative Guide

Good Vibrations has been in operations for almost 40 years starting with the first location in the Mission District of San Francisco in 1977. Joani Blank opened the first store in San Francisco after founding a sex education publishing press called Down There Press in 1975. She was a licensed family and marriage therapist and found that many of her clients' issues involved access and information around sexual arousal and sex and body positivity. She would recommend couple's and women to go buy a vibrator but the only locations available were the typical peep show type of locale that only men frequented. An idea for retail store was born so Joani could provide a safe, warm, and welcoming place for women and everyone to buy personal pleasure products and books and get information. Little did she know that by opening that first store, Joani Blank kicked off the sex positive feminist revolution that helped usher in third and fourth wave feminism in the United States. Recently it came to our attention that many women and gender

The Mission District and in particular, Valencia Street in San Francisco became a feminist and lesbian haven in the late 70's and early 80's with locations like Good Vibrations, Artemis Café, Old Wives Tales Bookstore, Oseito bathhouse, and Amelia's. Only Good Vibrations is still left. Good Vibrations has always partnered with local businesses and non-profits and been community focused and socially conscious. Groups like the Stop AIDS Project and Glide Memorial Church as well as many orgs that service low income women and homeless populations have been recipients of our donation and partnership program as well as Planned Parenthood and SF Women Against Rape and thousands of others throughout the years. We have sponsored film festivals and street festivals and SF Pride and other well-known SF institutions. The Valencia Street store is our busiest location and our heritage flagship location situated near Clarion and Sycamore Alley known famously for their political murals and street art that hosts several tours each day. Tourists come from all over the world to see our Valencia Street location and see for themselves the original destination that started it all.

We are featured in many guide books as a must see destination and been intricately involved in the artist and LGBT and socially active groups of the City as a hub and community outpost and anchor tenant as waves of longtime residents have come and gone and possibly returned again. We were a destination on the most recent LitCrawl event and co-host and sponsor many events at the Roxie theater nearby, the Women's Building, and Theater Brava, Fresh Meat Transgender Performance Festival, QWOCMAP, and many more.

Good Vibrations employs app. 22 employees in SF and several more long term staff members from other locations continue to call San Francisco home and still live there. The company has about 60 staff members but SF is still where most staff members work and live. We have a diverse staff and are extremely proud of our company culture and our Sex and Gender Policy.

We are proud to offer regular full time employment with benefits to the LGBT community who often don't find a welcoming place to work and in turn we provide that space for our customers who love feeling the inclusive and welcoming nature of our stores.

We are actively involved in all of our merchant associations and the SF Travel Bureau and various neighborhood groups and activities especially having a location near Dolores Park and close to many well-known startups and social media outposts.

One of our beloved staff members, Dr. Carol Queen who has worked at Good Vibrations for 26 years. She is the Staff Sexologist and Curator of our Antique Vibrator Museum and she does all the immersion trainings of our staff members especially the retail ones who interface directly with customers. We give our staff more training on human sexuality that most medical doctors receive in medical school. Dr. Queen has lectured and taught at the following Universities- UCSF, UC Berkeley, Mills, Harvard, MIT, Boston University, Stanford, SF State, SF City College, Cal. Institute of Integral Studies, Hastings, and many more throughout the area. Dr. Carol Queen is an honorary saint in the Sisters of Perpetual Indulgence group and has long been one of the public faces and spokespersons for Good Vibrations.

Executive Vice President, Jackie Rednour-Bruckman aka Jackie Strano has been part of the arts and activist scene in SF for decades and starting with benefit shows that they produced with their old band, The Hail Marys, they have played every major club in the city as well as served temporarily on the SF Pride Board. They have played benefits for SF Dyke March, SF Pride, SF Trans March and starting back in the early 90's with Brownie Mary benefits on up to present day, Rednour-Bruckman has been a tireless advocate for LGBT youth especially LGBT Youth of Color and has created a family via foster-adopt by adopting three sons including an older gay son from foster care. Recently Good Vibrations supported Jazzie's Place, one of the nation's only homeless shelters for LGBT homeless. Good Vibrations also raised almost \$10k for the Orlando victim's family fund and over \$6k for the Transgender Law Center based in SF.

Good Vibrations continues to feature Education as the cornerstone of the brand and we are constantly asked to lecture and be part of panels in local universities and groups (like Planned Parenthood and Asian Pacific Wellness Center) to do outreach and sensitivity trainings around sex education and gender inclusivity and sex positivity. Lately we have conducted seminars at Kaiser and asked to come up with curriculum at places like Cal. Institute of Integral Studies. We have received proclamations from the City and State and are proud of our legacy of always being a safe space to walk through the doors and have available resources and trusted information and quality products.

We would be very proud to be featured as a San Francisco Legacy Business. Being an anchor tenant in the Mission District and especially staying on Valencia St. would help preserve the historical significance of a neighborhood that has seen intense change especially over the last 5 years. Rents have increased and condos and investors are taking over where once stood businesses who were vital for employment, culture, local events, and contributing to the overall uniqueness of the City. As mentioned before, we are very involved with all the local non-profits and arts and events happening in the City. We have sponsored and partnered with the SF Bay Guardian (making a small comeback after 50 years) and Mission Local, and FunCheap SF and more to provide unique experiences that are not cookie cutter events found in any other city. Independent authors and indie publishers enjoy our hospitality when we plan receptions and gatherings and also co-host comedy and music nights at various watering holes.

For more info: <http://www.goodvibes.com/s/content/c/GiVe-Donations-Sponsorship>

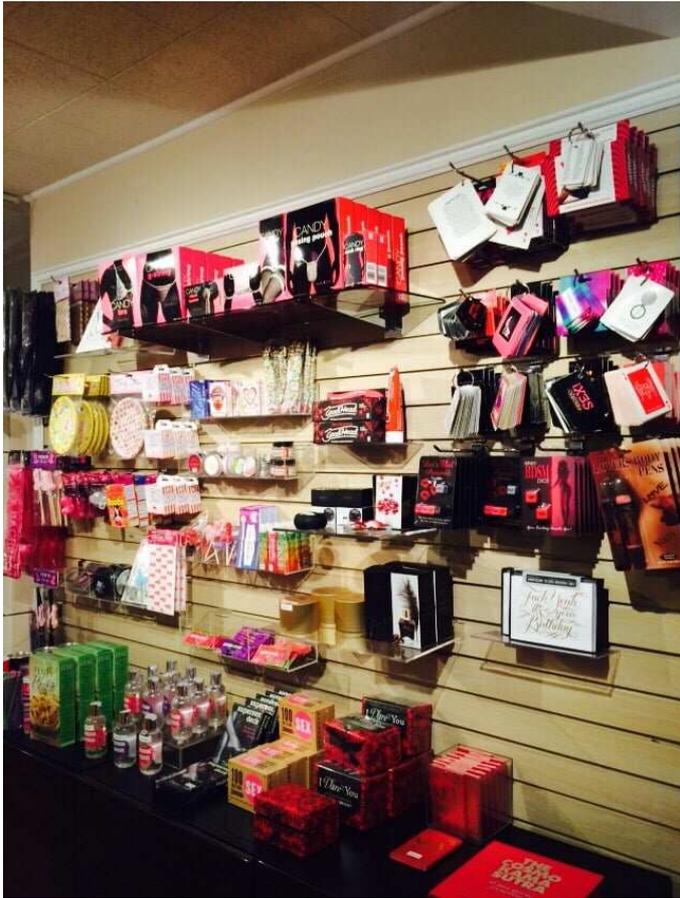
Valencia Street





Mission Street









Polk Street







Union Square



Photo by Amanda Harris for Good Vibes 2014





Photo by Amanda Harris for Good Vibes 2014

Good Vibrations Legacy Business Application Supplemental Information

Links to news articles and publications featuring Good Vibrations and Staff

<https://avn.com/business/articles/novelty/good-vibrations-founder-joani-blank-dies-693724.html>

<http://missionlocal.org/2016/08/founder-of-good-vibrations-sex-store-dies/>

<http://www.modernluxury.com/san-francisco/story/good-vibrations-founder-joani-blank-feminist-pioneer-and-vibrator-designer-has-d>

<http://sanfrancisco.cbslocal.com/2016/08/22/sex-pioneer-good-vibrations-founder-joani-blank-dies/>

http://www.salon.com/2016/01/13/david_bowie_rock_star_groupies_and_the_sexually_adventurous_70s_labeling_us_as_victims_in_retrospect_is_not_a_very_conscious_thing_to_do/

<https://www.wired.com/2016/02/silicon-valley-wants-to-disrupt-orgasms-with-science/>

<http://www.upworthy.com/these-savvy-women-are-redefining-the-sex-shop-and-business-is-taking-off>

<http://www.forbes.com/forbes/welcome/?toURL=http://www.forbes.com/sites/janetwburns/2016/02/26/sexperts-agree-for-a-blissful-2016-mix-high-tech-and-low-key&refURL=http://www.goodvibes.com/s/content/c/Good-Vibes-Press&referrer=http://www.goodvibes.com/s/content/c/Good-Vibes-Press>

<http://www.dailycal.org/2016/03/11/back-and-forth-good-vibrations-sex-toys-and-education/>

<http://www.cosmopolitan.com/sex-love/news/a43169/the-best-porn-sites-for-women/>

<http://www.glamour.com/story/dead-vagina-syndrome>

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<http://www.cosmopolitan.co.uk/love-sex/sex/g4546/sex-positions-with-sex-toys/>

http://www.askmen.com/dating/dating_advice/worst-online-dating-behaviors.html

<http://www.sfchronicle.com/entertainment/article/This-is-the-age-of-consent-and-no-means-no-8389766.php>

<http://www.glamour.com/story/female-ejaculation>

<https://www.bayarea.com/play/antique-vibrator-museum/>



San Francisco Congress

Nurse Healers - A Futuristic View

by Louise Billotte

Rumblings of reform are being heard these days within one of this country's most entrenched power structures -- the American medical establishment. The front lines of change are filling with people who prefer to call themselves healers, rather than doctors or nurses, a group which is not really out to slay the diseased dinosaur, but to point it in a new direction. Last weekend, more than 400 people crowded into a small ballroom at the San Francisco Hilton to discuss some of these new directions at the First Congress of Nurse Healers.

It was an exciting conference, but if its message was revolutionary, its spirit was reformist. Moreover, its basically middle-class outlook did not allow for the deep changes needed to challenge our medical hierarchy. "Nurse Healers - A Futuristic View" was organized by Effie Poy Yew Choy, PhD and RN, who is head of the East West Academy of Healing Arts in San Francisco, and by Dolores Krieger, PhD and RN, a profes-

sor of nursing at New York University.

Nurses came to the conference from all over the U.S. and from Canada and Mexico, from big hospitals and from barrio health programs. Some were already convinced that there is a profound crisis in our health-care system which must be met by profound changes. Others were still making up their minds. Most agreed that our system is disease-oriented, that it must become health-oriented, and that the techniques for change must come from outside the traditional body of Western scientific lore.

They also agreed that these changes will seem threatening to the medical establishment. Speaker after speaker described the alienation nurses experience trying to work within the value-system of the establishment -- where the side of effects of drugs are often as harmful as the symptoms they are meant to treat, where machines do work that humans were meant to do, where the food is unhealthy, where rigid hierarchical structures tend to discriminate against the very women who have the basic responsibility of healing patients.

NYU nursing professor Martha Rogers, charged that the medical establishment is hopelessly out of touch with reality. Atomic and particle physicists, meanwhile, are finding that the nature of the universe is what mystics and non-Western Scientists have been talking about for thousands of years. The reality which medical science continues to ignore, according to Rogers, is that "we are all interacting energy fields. We, and the world are an open and not a closed system."

The real inspiration for the conference was Dolores Krieger, one of its organizers. Krieger, a short, stocky, radiant woman, has done extensive research with her students using visualizations and extra-sensory perception as healing techniques. She has also pioneered the use by nurses of a very ancient healing technique, sometimes known as The Laying on of Hands.

Laying on of Hands is often associated with faith healing, and indeed, to the beholder, the practice looks like magic. In fact, it is an ancient scientific technique, although the complexities of the procedures and the results are not always mathematically quantifiable. The science comes from a body of knowledge which we call mystic. There are various techniques of healing by touch, and all of them attempt to restore the energy balance of the diseased person.

Krieger calls the technique which she developed, along with Dora Kunz, president of the Theosophical Society in America, Therapeutic Touch. Krieger says she is no longer sure that this technique can rightly be called Laying on of Hands: "Laying on of Hands implies faith on the part of the patient. People open themselves up as a vessel to god. With Therapeutic Touch, no faith is necessary on the part of the patient." The practitioner, however, must believe in what she is doing and be cognizant of the dangers involved in releasing certain kinds of energies.

People who have been treated by Krieger report that during the process they feel great warmth, even heat, surrounding their bodies.

Like most holistic practitioner, Krieger doesn't claim to "cure" disease. "You can 'cure' cancer, heart attacks, but if you don't fill in with the basic needs, your patient gets another illness, so

where's the cure?"

Nonetheless there are people at the conference who testify to having been cured by Krieger. Krieger herself describes to me how just the night before, dancer Anna Halpern, who was performing barefoot, got a large piece of glass in her foot, which bled so profusely she was unable to stop the flow. Krieger worked on her, the bleeding stopped and the glass came out easily and by itself.

In the hall, outside the conference room and not officially part of the conference, Anni Coven, a young RN, is demonstrating another therapeutic touch technique, this one developed by a man named John Thie, and naturally, I'm anxious to experience it. I vaguely expect a kind of touchy, feeling massage. Instead, Coven tells me simply to stretch out one arm. She presses down as hard as she can, I am to resist with my strength. She repeats the exercise several times on each arm, turning it in various directions, bending the elbow, then straightening each arm. In some positions my arm is strong and easily able to resist her push. In others I am weak, she easily pushes down my arm. The weakness, Coven tells me, is the result of blockage of the lymph flow at certain points.

She then presses lightly with her fingertips at several points on my rib cage. The area is sensitive, slightly ticklish, which is an indication of blockage. When she has finished, we test my strength again. And lo! I am easily able to resist her push. When I stand up I feel quite wonderful -- cleansed and healthy.

Dolores Krieger, insists she has never had any problem working within the system, which she claims has been incredibly supportive of her work. In fact, she is hoping that nurse healers will soon have official recognition from the American Nursing Association. Other, younger nurses, are leaving the profession, to work in holistic health centers or on their own.

Anni Coven is one RN who has given up on traditional nursing. She has for the past several years worked in a large hospital. She will continue to work as a healer, but does not feel this is possible (for her at least) within the hospital establishment.

I suggested to Krieger and to a number

Continued on page 13

She's Bringing You Good Vibrations

by Adi Gevins

A head-spinning display of exotic-looking implements filled the small storefront window. Most of the plastic and metal appliances appeared to be small mixmasters, osterizers or electric hair brushes with special attachments. One had two small metal claws.

The woman inside looked up from her papers and flashed me a wide grin as I expressed my surprise and delight at the quantity and variety of her wares. "There are many factors to consider when choosing a vibrator," she told me, "weight, size, noise, durability, price, how powerful it is, and then there's an unidentifiable aesthetic thing, the thing that makes you really love your particular vibrator; of course the most important thing is what you're going to use it for." That made me giggle. Of course, I know what most everyone uses a vibrator for, but frankly it wasn't immediately apparent to me how some of these contraptions could be used for sexual stimulation. "Very easily," Joani Blank told me with a smile.

Joani, 39, is a trained public health educator, a licensed marriage and family counselor, a sex therapist and a vibrator aficionada. Nine weeks ago she opened a store called, appropriately enough, Good Vibrations. The store, located at 3416 22nd Street (near Guerrero) in San Francisco's Mission District, is probably the first in the world devoted entirely to what Joani affectionately describes as "the art and science of buzzing off."

Last year Joani wrote and published a small book entitled *Good Vibrations, The Complete Woman's Guide to Vibrators* (Down There Press, \$1.85). In the course of working on that treatise, she found that vibrators are even less easily available than she had thought. On research

trips to her local drug and department stores, she found that "small appliance" counters stocked few if any vibrators, usually of the plastic, battery-operated, dildo-shaped variety (\$1.50-\$7.00 at Good Vibrations), which Joani maintains are far inferior to the more expensive (\$10.50-\$24.00) electric types she also stocks.

She considers the other alternative, "adult bookstores," to be both a financial ripoff (the model that Joani sells for \$1.50 frequently goes for over \$5.00) and an almost unconquerably abysmal experience. "I finally just decided to open a store myself and make it the kind of place where I'd like to go and buy a vibrator. I consider myself an access place," she continued. "One of the things that makes me accessible is I'm a woman and it's a woman-owned business."

The oriental carpet, piles of pillows on the floor, the ferns, macrame and weavings decorating the walls, and the smiling warmth of Joani herself certainly create a unique and non-threatening environment. The main attractions are, however, the stock of more than thirty kinds of vibrators and the availability of Joani for information, consultation and the informal advice that is necessary for most potential customers who, like myself, have never even imagined the variety of vibrators she'll encounter inside.

"It's like going to a store and buying ice cream without even knowing what flavors they have," Joani sympathized. "If I'd never eaten ice cream before, I might want to go and have a few tastes." Good Vibrations is equipped with a small try-out booth where tastes are available. "But I don't encourage real masturbation trips here," she cautioned me.

Joani hopes that her *Good Vibrations* (both the store and the book) will help dispel some common misconceptions

about vibrators. "They're sexual toys, and they're to be used for enhancement," she lectured me. "It's true that some women who've never had orgasms before have their first and only orgasms with vibrators, but that's a relatively small percentage. Usually they're used to enhance the sexual experiences you have, either with yourself or with a partner."

Joani considers her store to be "especially for, but not exclusively for, women." Most of the misconceptions she has to deal with come from heterosexual men. "The thing I find the hardest to deal with about men's attitudes... is a feeling that 'it's me or the vibrator,'" she told me. "Even guys who are planning on using it in their sex play with their partners are really concerned that she'll enjoy the vibrator more than him... I use a lot of my energy, when men are shopping here, debunking that mythology."



Joani Blank displays some of the goodies from her Good Vibrations store

There is another myth that Joani is eager to dispel from our consciousnesses. "Some women stay away from vibrators because they are mechanical. They're the same people who don't eat food with additives, it's sort of a principle thing with them."

I expressed my sympathy with that point of view as I continued to examine the assorted merchandise. There were vibrators that look like electric hammers (the "wand" type, "The only decent vibrator for two people to get off on at once," Joani commented), over-the-hand models (nice because you're touched by fingers, not nice because your hand tickles and goes numb), brush-shaped numbers (three models have attachments especially designed for clitoral stimulation) and the more familiar egg-shaped and dildo shaped battery-operated machines.

"It's a silly attitude," she counseled me. "Vibrators are just like fingers or tongues, or penises or anything that you might use to stimulate your genitals with. The only difference is that they have more endurance and move faster. I mean it's a technicality that you have to plug them into the wall to make them do that."

It was past time to leave. As I reluctantly bid farewell to my new battery-operated and electrical friends and headed for the door Joani's voice rang out behind me. "Come again," she said, "as we say in the sex business."

Good Vibrations is open Wednesday through Saturday from noon until six p.m. In addition to the largest selection of vibrators you'll probably ever see in your life, Joani sells her own books (*Good Vibrations, The Playbook for Women about Sex, The Playbook for Men about Sex*) and other relevant books by women. She also has a line of crocheted "vibrator cozies" to personalize your lovable piece of plastic and make it more comfortable to hold. In addition the store houses an antique vibrator museum featuring wierd and wonderful items that people have been turning on, and getting turned on by, since 1901. If you ignore my advice and decide to forgo the experience of meeting Joani Blank, a mail order catalogue is available.

ADULT READING
GO AHEAD, ENJOY YOURSELF

TOO EMBARRASSED TO BUY A SEX TOOL?



THE WOMEN BEHIND OPEN ENTERPRISES

AARON ASA

Remember the first time you bought a package of rubbers? A sick feeling rose in your gut, knowing the person behind the counter knew what you needed. Now imagine taking your lover (the one who puts that sparkle in your eye) to an adult book store to shop for "marital aids" with the nonchalance of shopping for a head of cabbage. No way!

In March 1977, Joani Blank, a sex therapist with a Master's in Public Health Education changed that. She opened the sex toy store, Good Vibrations. Good Vibrations, according to The San Francisco Examiner, is comfortable, unembarrassing, and "retentlessly wholesome" with no resemblance to the typical "adult book store".

Joani Blank says, "Traditionally, it's been a very male-dominated

industry and stereotypical of what men think women want sexually." Could this have something to do with the lack of women entering the typical adult book stores? It might. Unlike other "adult" stores, most Good Vibrations customers are women ranging from 25 to 45. The difference is the atmosphere. Clean carpets, well-lighted rooms and clerks (women) who have the "belief that access to accurate sex information will help us build intimate and satisfying relationships, educate our children, and overcome fear and prejudice."

"The first time I visited Good Vibrations," writes William Henkin, "I felt both titillated and awestruck. ...this was a sex store, without guilt or apology. ...it's air was a bit holy."

Okay, so you can't fly to San Francisco just to visit a "holy" sex store, but Open Enterprises, Inc. an offshoot of Blank's original store, offers two catalogs via mail. Now cooperatively owned by a staff of 18 worker-owners, Open Enterprises, Inc. offers the same atmosphere in the catalogs. No need to worry about nosy mail carriers either. With the security of a confidential mailing list and brown paper envelopes, we can toss embarrassment aside. But it's not just the brown paper that protects our egos, it's the whole attitude toward sex.

Open Enterprises is telling us (whether we are men or women): that sex is okay. Sex is fun. It doesn't have to be dehumanizing.

Go ahead, enjoy yourself.

The Sexuality Library, a catalog of books and videos, pulls no punches. Yet alongside titles such as: How to Enlarge Your Penis, The Leatherman's Handbook, and Field Guide to Outdoor Erotica, one finds female and family-centered works such as: For Yourself: The Fulfillment of Female Sexuality, Family Book About Sexuality, and A Kid's First Book About Sex.

My favorite part of the catalog is the eight video ratings with icons next to each title. This gives the customer an overview of their purchase: an "underground or art picture not available through commercial X-rated outlets," a firecracker that "makes up for weak film making with killer sex scenes," a film with "unconventional sexual content" or "women-centered..." focusing on "women's arousal and satisfaction." An explanation key lists typical complaints of customers and suggests solutions.

For example, if a customer finds a film "Too shocking and offensive," they are encouraged to avoid titles that have the "non conventional" rating.

If you're more comfortable with your sexuality, curious or looking for more than film or books, you'll want to check out Open Enterprises second catalog, "Good Vibrations, Catalog of Toys". Although this catalog also contains videos with prospective ratings, the thrust of this one is "toys."

Although one can find the less conspicuous, "Whale and Dolphin - elegant, sculptured dildos" that "look as good on the coffee table as they do in the boudoir" don't look to this catalog to hide your sexuality.

The first time I visited Good Vibrations, I felt both titillated and awestruck... this was a sex store without guilt or apology. Its air was a bit holy.

FOR MORE INFORMATION:
CALL: (415)974-8990
FAX: (415)974-8989
WRITE:
OPEN ENTERPRISES, INC.,
938 HOWARD ST.,
SUITE 101,
SAN FRANCISCO, CA
94103
VISIT: 1210 VALENCIA
STREET, SAN FRANCISCO
CA 11AM-7PM

GUARDIAN

Best Place to Rub Sweaty People Together

Forget the snazzy decor, even the weird porno art shows. **Good Vibrations** is a favorite hanging-out spot because of its amazing in-store events, which have been coming fast and furious lately. Standing room only doesn't describe it — for events like the premiere of dyke porn masterpieces *Hard Love* and *How to Fuck in High Heels*, the store packs the pervs in so tight the room gets as hot and moist as the inside of a cyberskin vagina. More than just stores, both **Good Vibrations** locations have become a source of education and "perv-formance art." Carol Queen, Shar Rednour, and Fairy Butch can be found imparting their wisdom to capricious crowds. The store also features an amazing selection of erotica, art books, and how-to guides, not to mention being the best place to rent transsexual porn set in the 1950s. Oh yeah — and it has lots and lots of toys, from strap-ons to the waterproof "submersible" vibrator. The knowledgeable staff will help anyone, no matter how sweaty. 1210 Valencia, (415) 974-8980; 2504 San Pablo, Berk. (510) 841-8987.

BEST OF THE BAY

Best Place for Sex Toys

Good Vibrations offers an un-intimidating atmosphere for sex-toy shopping. It has a great selection of everything you might need: vibrators, dildos, videos, books, whips, and everything in between. The store layout allows you to examine and handle the toys while making your selection. The staff is always available to answer any questions you might have and explain the different products. 1210 Valencia, S.F. (415) 974-8980; 2504 San Pablo, Berk. (510) 841-8987.

Best Resource for Brides-to-Be

Worrying that your friend is about to walk down the aisle without the right gear in hand? Send those newlyweds over to **Good Vibrations** for some toys that are sure to keep their love lives hot and pumping. **Good Vibrations** has a enough sex toys, books, and videos to keep any couple happy. 1210 Valencia, S.F. (415) 974-8980; 2504 San Pablo, Berk. (510) 841-8987.

West Berkeley Best Sexual Resource Center

At the Dwight corner stands everybody's favorite sexual resource center, **Good Vibrations**. 2504 San Pablo, Berk. (510) 841-8987.



Juggin' jelly dildos, Batman! In addition to being a great place to pick up a gelatinous Johnson, **Good Vibrations** is also the Best Place to Rub Sweaty People Together.

GUARDIAN PHOTO BY FABRICA



Founder of Good Vibrations Sex Store Dies



The Good Vibrations store at 603 Valencia St. on the corner of 17th and Valencia streets.

By [Joe Rivano Barros](#) Posted August 10, 2016 6:00 am

Joani Blank, the founder of the Good Vibrations sex store, which opened its doors in the late 1970s in the Mission District and later added stores in the Bay Area and on the East Coast, died on Saturday at the age of 79.

Her daughter, Amika Sergejev, [wrote on Facebook](#) that Blank had been diagnosed with pancreatic cancer in June of this year and “chose to have a Celebration of Life rather

than a funeral” late last month. After that celebration, Sergejev wrote, Blank “was able to say her goodbyes” to friends and family before facing “a rapid decline” in her condition.



Joani Blank shortly after establishing the first Good Vibrations in 1977. Photo courtesy of Joani Blank.

“This fierce revolutionary woman has taught us all so much,” Sergejev wrote on Facebook. “She has done so many things in her full days here on earth and I know you all have stories.”

Blank started the first Good Vibrations at 22nd and Dolores in 1977 to offer an alternative to the seedy and male-dominated sex shops that were once the norm.

“Over and over, women would say they were afraid to go into one of those places,” said Carol Queen, the staff sexologist at Good Vibrations and an employee there for 26 years. “[Even] men would pop in and say, ‘Is it okay if I shop here?’ They would basically say, ‘I don’t like those places either.’”

Queen is the longest currently serving employee at the store chain, hired in 1990 after meeting Blank at a sexuality workshop in the Bay Area. Though not one of the earliest employees, Queen serves as the resident historian and said Blank started the chain after working with women who weren’t having orgasms.

“Joani was already very much involved in the sexual education world when the idea for Good Vibrations came to her,” she said.

Blank had been working at UCSF's medical school with "women who were not orgasmic" and encouraged them to explore vibrators. She wanted to create a new shop with well-informed staff members willing to speak frankly about sex and pleasure.

"And it was always in the Mission District," she said. "[The neighborhood] was at the time the heart of quote-unquote women's places."

"The Mission District and Valencia Street — that was it," said Jackie Rednour-Bruckman, the vice-president of Good Vibrations. Rednour-Bruckman started at the store in 1993, a year after Blank sold the store to its workers. Blank then left Good Vibrations, and it became a worker-owned co-operative.

She remembers the small store at the corner of 22nd and Dolores streets being near the other women-centered and women-owned businesses on Valencia Street. Those included the Old Wives Tales bookstore, the Oseno bathhouse, Artemis Cafe, Amelia's Bar, and the Women's Building.

All except the Women's Building and Good Vibrations have since shuttered.

The store was "like a tool lending library" focused on providing vibrators, sex education materials, lube, and other toys, Rednour-Bruckman said.

There was an emphasis on high-quality products. Queen said she remembers staff members testing "every single vibrator" to ensure they were in working order. Faulty units were sent back to incredulous manufacturers.

"They would say, 'No one else does this, what are you doing?'" Queen said. Blank would reply that she had regular customers who relied on her, and "if their vibrators don't vibrate, how do you think that's going to work?"

Blank went on to invent her own strap-on model vibrator, the butterfly vibrator, that emphasized clitoral stimulation that "predated many of the clitorally focused vibrators of today," Queen said. She also founded a publishing house, Down There Press, with a focus on sexuality and even wrote [a book about sex for kids](#).

She was a thinker, Queen said, with an outsized personality that turned some off but attracted a "core group" of Good Vibrations employees who have stayed in touch.

"She had thoughts flying around her head all the time," she said. "She was comfortable talking about her personal feelings as well as more externalized things, and so she could be both really inspiring and really intense to be around. Her brain just didn't stop."

Good Vibrations emerged from Blank's commitment to sexuality as social justice, Queen said. Blank "really believed that if people were uptight about sexuality, it would affect other parts of their life," she said. She started running the store with a "democratic management" style before turning it into a co-op, holding large staff meeting where

employees “could stand up to Joani and say they wanted [the store] to be different, and often she would answer to that.”

“She asked her staff members to set their own salaries,” Queen added. “For a batch of women who were in business for the first time, it was a challenging exercise, which is why I think she did it. She wanted people to value themselves.”

To that end, Blank helped others get their own sex shops started and pushed for female entrepreneurship by giving advice, sharing vendor lists, and providing funding, Rednour-Bruckman, the Good Vibrations vice-president, said.

“Her original vision was to have a store in every city,” she said, not a Good Vibrations per se, but a local outlet for sex education. Babeland in Seattle, Come As You Are in Toronto, and Feelmore in Oakland were started with her guidance or assistance, Rednour-Bruckman said, among other ventures Blank may have kept under wraps.

She did the same in the realm of social justice, sharing “books and resources” and getting “young people on that track” of activism, Rednour-Bruckman said. She stayed abreast of modern social movements like Black Lives Matter and women in prison, Rednour-Bruckman said, and got involved with the co-housing movement in the early 1990s.

She also stayed intermittently connected to the company after leaving, Rednour-Bruckman said.

“Every so on she’d pop into different stores and introduce herself,” she said. “She’d be in her late 70s and showing her latest tattoo [to the employees].”

The business went from a worker-owned co-op to a traditional company in 2006, and was sold to adult product distributor GVA-TWN in 2007 to stave off death from internet giants like Amazon, which could deliver sexual products to people’s doors without the overhead of brick-and-mortar locations.

A year later, it was sold to Joel Kaminsky, who was a top executive at GVA-TWN before leaving to focus full-time on Good Vibrations. It’s now solely owned by Kaminsky, with top long-time staff serving as top executives.

The chain operates eight stores, with seven in the Bay Area and one in Boston. The Mission District location at the corner of 17th and Valencia streets isn’t the original, but is closer to the “women’s row” of businesses that dominated the area in the 1970s. Its workers mourned Blank’s passing.

“Joani’s work has made possible all the sex education that I’m able to share,” said Jukie Schweit, the manager of the Valencia Street store. “I mourn the loss of this feminist pioneer and pleasure activist. What an incredible legacy and inspiration!”

Rednour-Bruckman, for her part, said Good Vibrations still differentiates itself from other sex stores by emphasizing the expert advice and “stellar service” to curious customers that Blank introduced.

“Her mission was to bring pleasure to people and to have a safe space for women to come and get vibrators,” Rednour-Bruckman said. “And [that mission] is still alive today.”

Good Vibrations Founder Joani Blank, Feminist Pioneer and Vibrator Designer, Has Died

Lamar Anderson | Photo: Courtesy of Joani Blank | August 8, 2016

Journalist Laura Miller, who worked at the first Mission store, remembers the early days.

Joani Blank, who introduced San Francisco to the concept of the frank, non-skeezy sex shop when she opened the first Good Vibrations in 1977, died on Saturday. She was 79. Blank's daughter, Amika Sergejev, [wrote on Facebook](#) that her mother had only been diagnosed with pancreatic cancer in June and quickly "got down to business and handled logistics and preparations." In the days before her death, Blank and her family held a "celebration of life" in lieu of a funeral.

Today, Good Vibrations is a small empire in the Bay Area, with seven shops (plus the one in Brookline, Massachusetts), but in 1988, when journalist Laura Miller worked there, it was a sleepy Mission district shop. "It was almost never busy, except on weekends," says Miller, who went on to cofound Salon and is now a New York-based literary critic. "We'd have these long conversations with the customers. It felt like meaningful work—answering questions for people that they felt they couldn't ask their doctors."

Before founding Good Vibrations, Blank had worked in the sex counseling program at UCSF (the homework: learning to masturbate) and founded small publisher Down There Press. But vibrators weren't easy to come by—you had to brave a sleazy adult bookstore or take a chance on something in the back of a magazine. "The places to get them were pretty icky," Blank [told San Francisco](#) last year.

With \$4,000 in savings, she opened the first Good Vibrations in a 200-square-foot storefront in the Mission. It was the second feminist vibrator store in the U.S. (Manhattan's Eve's Garden had, er, come first, in 1974.) "But Eve's Garden didn't let men in, or they had to be with a woman," remembers Miller. "That shop was about the idea that women needed to be protected from men when they were exploring their sexuality. Our market was women, but we welcomed men into the store."

The Good Vibrations sales approach was one of radical unflappability. "The model was always to treat every question or concern that customers had, and everything they were interested in, as perfectly normal and wholesome, and to give them plenty of information," says Miller. No hokey gimmicks, air quotes, or euphemisms about "massage." Blank also placed a big emphasis on quality control, turning down cheap plastic or rubber products that broke down or just got...gross. Their No. 1 seller? The Hitachi Magic Wand. Blank was also a vibrator designer in her own right, devising the strap-on butterfly model.

Thanks to her selectivity, Good Vibrations became an outlet for "a lot of the first sort of entrepreneurial people to make high-quality sex toys," remembers Miller, "and they were usually run by women." (Miller's main association with the first store was a pervasive odor of vanilla, the scent wafting off a line of high-quality pastel dildos. "I'd walk in there and get hungry and want to eat cookies," she says, laughing.)

Miller's job was in advertising and publicity. Getting into the local press was easy ("All the alt weeklies wanted to do a story about something happening at a vibrator store"), but placing ads in national magazines was trickier. *Harper's* accepted ads (tagline: "Sex toys, books, and videos that won't insult your intelligence), as did *Utne Reader*. The *New Yorker* did not. "It was a weird line to walk," says Miller.

A few years into Miller's stint at Good Vibrations, Blank decided to "give the business away" to her workers. She transitioned the parent business, Open Enterprises, to a worker-owned and operated cooperative. Decisions were made by vote, there were committees to handle parts of the business, and people generally knew how much their colleagues made. "She was a really inclusive person—she would make you feel like you were part of something instantly," says Miller. "She was very invested in socially conscious business models."

In 2006, years after Blank left, Good Vibrations switched back to a traditional business structure, and in 2007, under pressure from online competition, it [sold itself](#) to midwestern adult empire GVA-TWN. The following year, GVA executive Joel Kaminsky bought the business himself and hired one of the original worker-owners, Jackie Rednour-Bruckman, to run it.

Today, Good Vibrations feels downright mainstream, and that acceptance is the result of the conversation Blank and her staff started back in 1977, with each customer who walked in the door. "It's hard to understand now because these things are so widely accepted—people talk about vibrators on TV—but it was something people had shame about and was kind of unmentionable," says Miller. Or, as Blank put it to *San Francisco* last year, "When celebrities start talking about their expensive vibrators, it's good for everybody."



Joani Blank, who helped make the world safe for pleasure-seeking women, founded San Francisco's hometown sex-toy store. She also designed vibrators, including the Butterfly.



Blank in 2015.
Photo: Cody Pickens

***Update, 8/15/16:** This story has been updated to acknowledge the current owner of Good Vibrations, Joel Kaminsky, who bought it in 2008. We regret the omission.*



The Buzz on San Francisco's Antique Vibrator Museum

By [Eloise Porter](#)

Posted on [Sep 6, 2016](#)[Sep 9, 2016](#)

Before stepping foot inside of Polk Street's Good Vibrations, I imagined the Antique Vibrator Museum, located inside, to be something akin to a museum of medieval torture devices. Don't ask me why — there's just something about "antique vibrators" that made me think of rusty pieces of invasive equipment. I pictured daunting metal contraptions with bells and whistles and sharp edges — contraptions that required white gloves and magnifying glasses.

Vibrators were, after all, meant to cure women of "hysteria." They were originally intended for use by doctors for medical purposes, not sexual pleasure, so it's no wonder I had a bit of a prejudice before entering. I'd be remiss to say I was entirely wrong (there was a good amount of rusting), but at the end of the day they're still reminiscent of the same devices we've all got inside our bedside table drawer.



Dr. Carol Queen leading a tantalizing tour (Good Vibrations).

And yet, the vibrators of today are anything but medieval torture devices. Pale pink and light blue, soft and squishy, in the shape of bunny rabbits and butterflies, 21st century vibrators are meant to appeal to young women and essentially say, “I’m pretty and nonthreatening and meant for your pleasure.” But years ago, when vibrators first came into existence, they weren’t intended for popular (or sexual) use. The history of the vibrator is a long and fascinating one and, not surprisingly, pretty misogynistic. Staff sexologist and curator of the museum, [Dr. Carol Queen](#), met me one Saturday afternoon to show me around the cabinet of wonders and enlighten me on the lengthy history of the vibrator.



A look around the museum's interior (Good Vibrations).

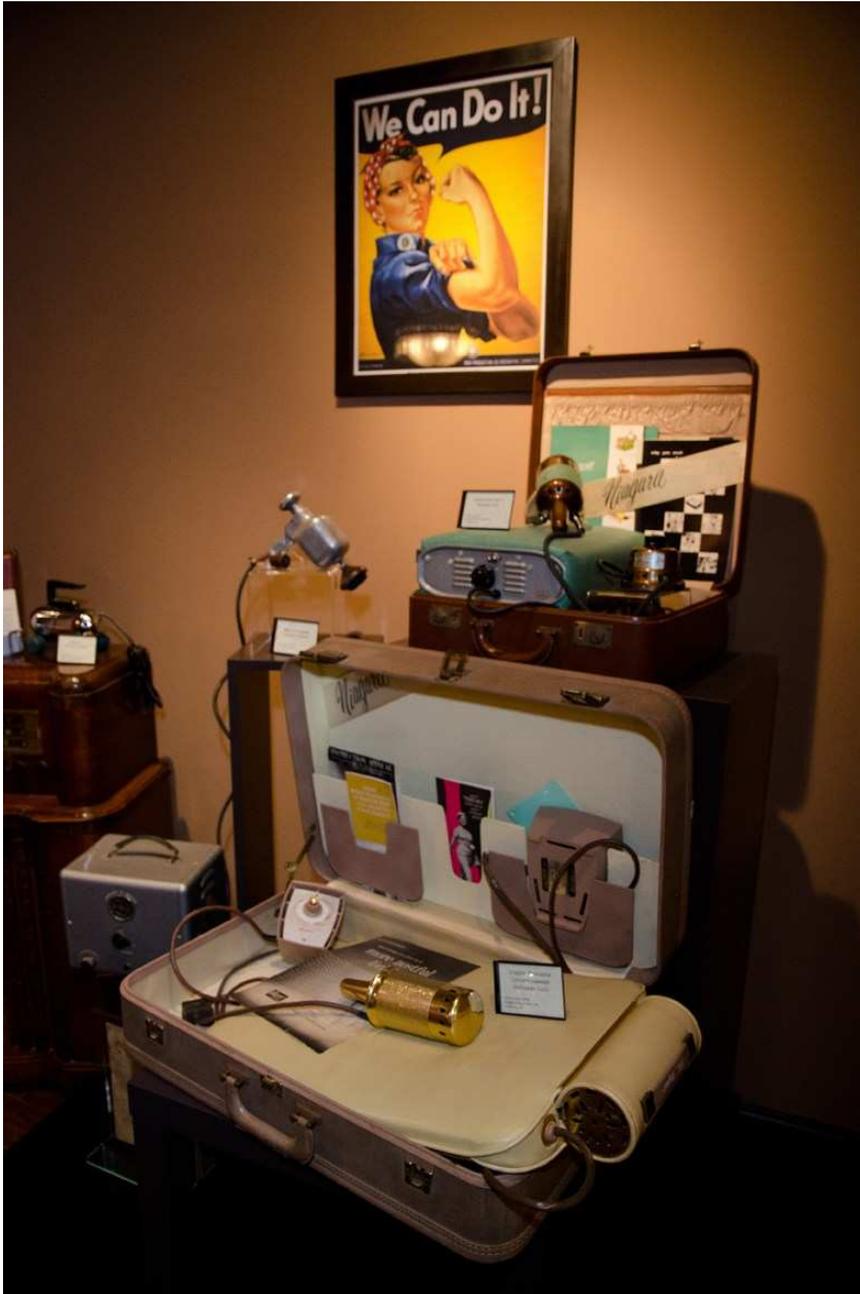
So here goes: back in 200 AD, physician and philosopher Galen began using “genital massage” to treat hysteria, a medical term that describes mental or emotional distress in a woman (god forbid she was just horny). The term came from “hyster,” the Latin word for “uterus,” and Galen literally thought the uterus would wander around within body “like a badger roaming around in its den” (no really — Dr. Carol told me this was an actual quote from contemporary science writer Mary Roach in her book *Bonk*, about the science of sex research). Hysteria was removed from medical textbooks in 1952, but until then, it was seen as a legitimate ailment and was cured by “massage” and then — you guessed it — the vibrator (because those poor doctors’ hands got tired from all that work). The vibrator, therefore, wasn’t seen as a sexual instrument until the

At the turn of the 20th century, vibrators were marketed in women's magazines as a health and beauty aid, not to mention weight-loss device and even as a cure for tuberculosis (Dr. Carol specifically asked me to tell my readers that you *cannot* cure diseases with vibrators, but to have fun using them to ease symptoms). Want glowing skin? Buy the Vibrosage! Sick of those pesky headaches? Have a little session with your Rex-Ray! Fun fact: in 1917, there were more electric vibrators than electric toasters in American homes.



Vibrators of the 1920s (Good Vibrations).

It wasn't until late 1910 that vibrators started appearing in erotic films and photography, eradicating them from "respectable" publications and turning them into the oft-blushed-about devices we know and love today. When the world (read: *men*) caught on to what women were *really* using these devices for (I'll give you a hint: it wasn't for facial massages), they were advertised less and treatments for hysteria came to a halt.



Yes, we can do it! A lifestyle display from the 1950s (Good Vibrations).

After being humiliated by a department-store clerk in 1974, Dell Williams famously opened the first female-friendly sex shop in New York, Eve's Garden. Shortly after that, Joani Blank opened Good Vibrations and began distributing the orgasm-inducing

machines and collecting the vintage ones you can check out on Polk Street today (at what is the largest collection of vibrators open to the public). Spanning from the early 20th century through the 70s, these devices and oftentimes their packaging and magazine ads, tell the story of women's sexuality. Head into the Polk Street location and take a guided tour with the immensely knowledgeable Dr. Carol (or a trained docent) every third Sunday from 3-4 p.m. There's also a free class afterward that you can sign up for [here](#). You'll learn a thing or two about the history of vibrators, and may even leave with one of your very own (circa 2016, of course).

So, there it is — the long and storied history of vibrators. No, they're not medieval torture devices but some might find that trying to buy one at any place *except* female-friendly shops like Good Vibrations would be a torture in and of itself.

Information from Dr. Carol's tour comes from Rachel Maines' book [The Technology of Orgasm](#).

Certificate of Honor

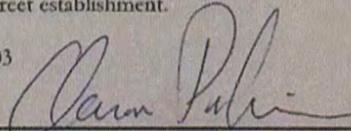
BOARD OF SUPERVISORS City and County of San Francisco

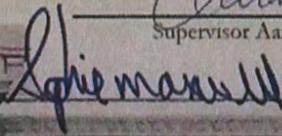
The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

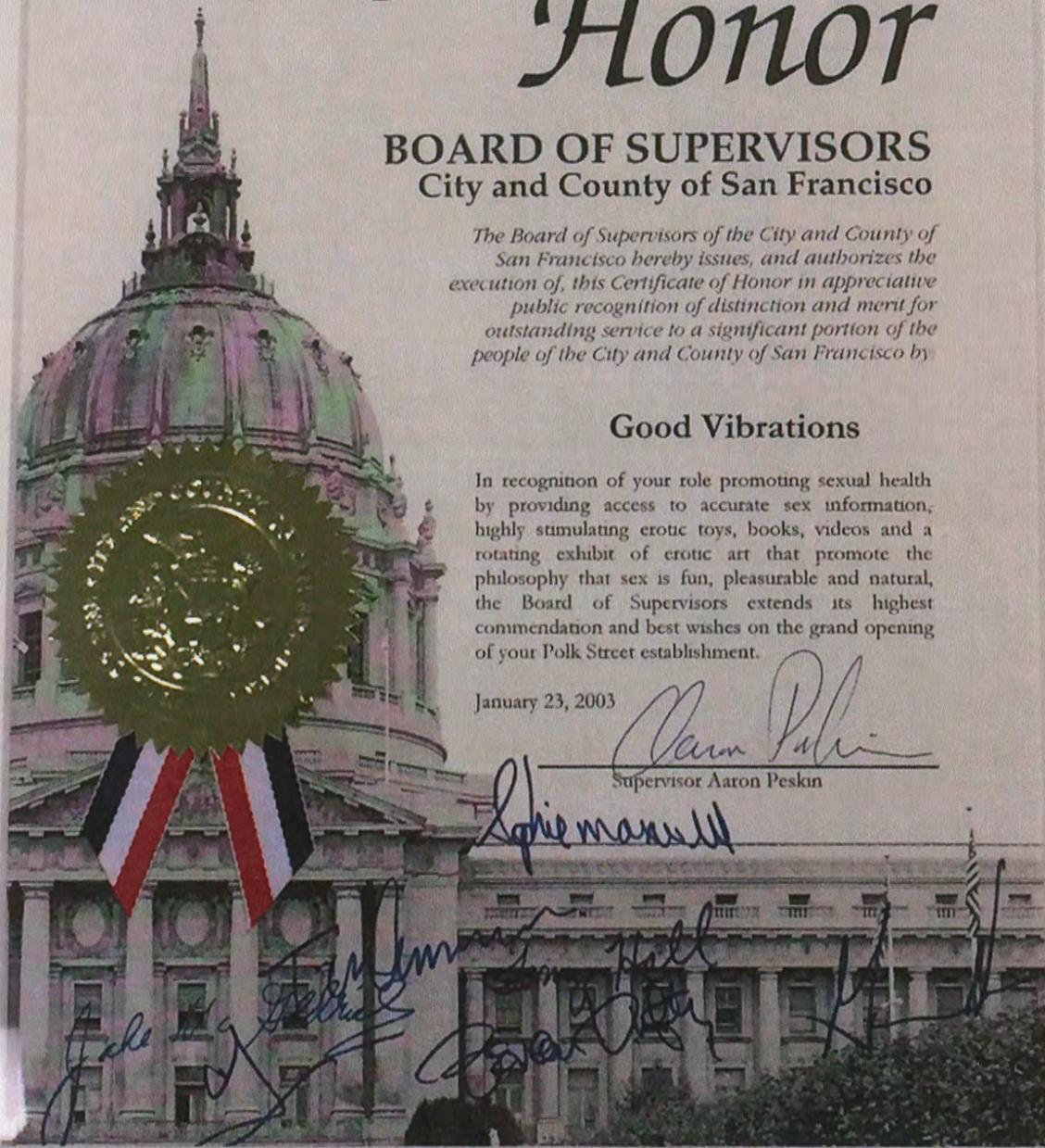
Good Vibrations

In recognition of your role promoting sexual health by providing access to accurate sex information, highly stimulating erotic toys, books, videos and a rotating exhibit of erotic art that promote the philosophy that sex is fun, pleasurable and natural, the Board of Supervisors extends its highest commendation and best wishes on the grand opening of your Polk Street establishment.

January 23, 2003


Supervisor Aaron Peskin





CALIFORNIA LEGISLATURE

Assembly

CERTIFICATE OF RECOGNITION

Good Vibrations

It is my great pleasure to join you as you celebrate the holiday season at the Good Vibrations 2006 Holiday Ball: Goodie Shoppe! I join with you as you frolic and play on this annual evening of fun and debauchery. I commend your work as you help others to keep sex safe and fun. Happy Holidays!



A handwritten signature in blue ink that reads "Mark Leno".

MARK LENO
Assemblyman, 13th District
December 14th, 2006

CALIFORNIA LEGISLATURE

Assembly

CERTIFICATE OF RECOGNITION

Good Vibrations

It is my great pleasure to join you as you celebrate the holiday season at the Good Vibrations 2004 Holiday Ball: Kinky Circus! I join with you as you frolic and play on this evening of fun and debauchery at this circus soiree I commend your work as you help others to keep sex safe and fun. Happy Holidays!

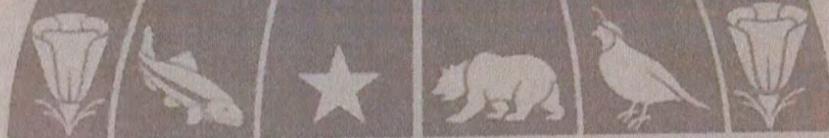


A handwritten signature in blue ink that reads "Mark Leno".

MARK LENO
Assemblyman, 13th District
December 16th, 2004

California State Assembly

Certificate Of
Recognition



PRESENTED TO:

Good Vibrations, Polk Street

IN HONOR OF:

Your Joining the Merchants of Polk Street. The addition of a Community-Minded New Business to This Area is a Valued Contribution to the Growth of the Local Economy for the City of San Francisco. Congratulations!

January 23 2003



Chris Lewis

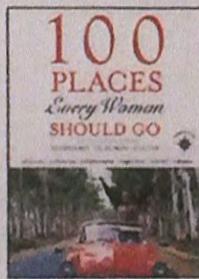
MEMBER OF THE ASSEMBLY

13th ASSEMBLY DISTRICT

CALIFORNIA STATE LEGISLATURE



Good vibrations



*has been named one of the
100 Places Every Woman Should Go*

by

*Travelers' Tales author
Stephanie Elizondo Griest*

SF LGBT Community Center Certificate of Appreciation

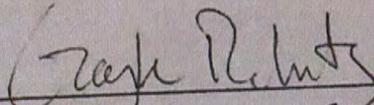
Gratefully acknowledges
Good Vibrations

for outstanding contributions and continued support

Awarded: April 18, 2010



The CHARLES M. HOLMES CAMPUS of
THE **CENTER**



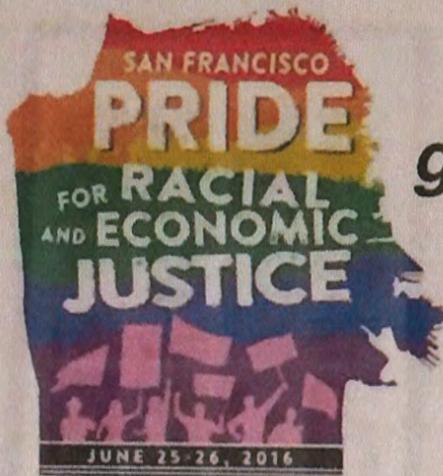
Gayle Roberts, Director of Development

**SAN FRANCISCO
PRIDE** sfpride.org

**CERTIFICATE OF
APPRECIATION**

presented to

Good Vibrations



*Thank you for your
generous support of
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Celebration!*



IXFF: GOOD VIBRATIONS INDEPENDENT EROTIC FILM FESTIVAL

Since 2006 Good Vibrations has brought underground films to the masses with our Annual Amateur Erotic Film Festival, a fun and eyebrow raising affair where amateur filmmakers can see their short erotically themed pieces on the big screen. What began as a small Bay Area film competition has evolved into a large national independent film festival featuring aspiring student and amateur filmmakers from the U.S. and beyond with showings in San Francisco, California and Brookline, Massachusetts with more cities on the way. The Amateur Erotic Film Festival is one of Good Vibrations largest yearly events and always includes a special VIP reception where filmmakers and stars mingle with fans and local celebrities. The films themselves have been judged by experts both inside and out of the porn industry, and are chosen based on film quality, sex-positivity, and creativity. Dr. Carol Queen hosts the evening and has shared the stage with San Francisco celebrity and host of Comcast Tv's Out Spoken, Tim Gaskin as well as Peaches Christ, the infamous hostess of San Francisco's famed Midnight Mass movie series. The festival itself has received praise and recognition from major news outlets on both coasts and continues to grow each year. Winners from past festivals have gone on to create their own film production companies or changed from erotic filmmakers to mainstream players, but they can all say their first major screening occurred at the legendary Castro Theatre in San Francisco when their entry was accepted to our film festival.

GOOD VIBRATIONS SUPPORTS THE ARTS

Since its inception, Good Vibrations has always had close alliances with the San Francisco arts community and beyond. Our Polk Street retail location features a Fine Arts Gallery in a private room in the rear of the store that has showcased local and nationally recognized artists such as San Francisco activist and painter Debra Walker, and celebrated photographer Duane Cramer as well as international mixed media artist, Carlotta Lincoln. Good Vibrations also hosted the San Francisco premiere of Margaret Cho's directorial debut, Bam Bam & Celeste at the Castro Theatre as well as hosting our own annual film festival. In addition to our art and culture events we've also embarked on many collaborations, sponsorships, and donations to arts groups such as Frameline, Artists Television Access, the California Film Institute, San Francisco Artist Resource Center, Femina Potents Art Gallery, Impact Theatre, and many others.

ecorotic

GOOD VIBRATIONS LAUNCHES ECOROTIC™

New Collection of Eco-friendly Products for Earth Day

SAN FRANCISCO (April 08, 2009): Good Vibrations (www.goodvibes.com), the legendary San Francisco-based company that takes pride in providing accurate information on sexuality and toys for grown-ups, announces their new Ecorotic™ collection just in time for Earth Day.

Said Dr. Carol Queen, Good Vibrations' staff sexologist and company spokesperson, "Sex is part of our lives, so any issue that concerns us out of the bedroom has implications inside it: if we recycle, buy local produce, watch our carbon use, and think ecologically in other ways, it makes sense to do the same when we make sexual choices. Our wellbeing and that of the earth *are* connected, so consider where you can go Ecorotic™!"

The Good Vibrations earth-friendly Ecorotic™ collection offers all-natural and organic products, as well as longer lasting items that have less environmental impact, such as toys made from superior materials and rechargeable vibes. Many sex toys contain phthalates, a plastic softener banned from children's toys, both in the United States and Europe, for toxicity. Good Vibrations believes that if they shouldn't be in children's toys, they shouldn't be in toys for grown-ups either. In 2007, they eliminated all phthalates-containing products from their inventory. Customers can rest assured that all Good Vibrations Ecorotic™ products are safe and phthalate-free.

Founded in an ethical culture, Good Vibrations is a socially-conscious business. From vendors with fair labor practices to lubes and toys made with natural or vegan ingredients, Good Vibrations hopes to provide their customers healthy products that are as good for the planet as they are for your sex life.

"What makes sex green?" added Dr. Queen, "In the first place, most people have sex in ways that use the earth's resources lightly, with a way smaller carbon footprint than taking a drive." Good Vibrations suggests that even when you use manufactured toys and products, you do it in a "greener," more healthy and sustainable way:

- Be a "localvore" in bed as well as at the dinner table, using products that were manufactured and acquired nearby rather than being shipped overseas.
- Choose natural materials and organic ingredients.
- Get long-lasting toys that won't go to the landfill anytime soon.
- Look for items with little, or recyclable, packaging.

EARTH DAY GIVEAWAY

To celebrate Earth Day and the Ecorotic™ launch, Good Vibrations will be giving away collections of eco-friendly sex toys and goodies (valued at over \$500). Visit www.goodvibes.com and enter to win online or visit at any Good Vibrations retail store (<http://www.goodvibes.com/content.jhtml?id=626>). In addition, Good Vibrations is partnering with Gay.com and BrokeAssGourmet.com on this promotional giveaway. Be sure to visit www.gay.com and www.brokeass.com to enter. Eco-collections include toys, books and personal products from:

- NobEssence (sustainable harvested exotic wood pleasure toy)
- Xhale (borosilicate glass pleasure toy)
- Njoy (Stainless Steel pleasure toy)
- Chronicle Books (books on green living)
- Sliquid Organics (natural lubricant)
- Hathor Aphrodisia (natural flavored lubricants)
- LELO (rechargeable vibrators)

We make it easy to meet other gay people and get the gay angle on current events. Join for FREE, create a profile, and enjoy getting your gay on. www.gay.com

FAST FACTS

1. that the clitoris has 8,000 nerve endings, as much as the entire penis, in an area the size of a pea.
2. that Good Vibrations has a PhD on staff to help guide our SESA training, education programs, Free classes, and cultural events.
3. Good Vibrations' SESAs, which stand for Sex Educators/Sales Associates, receive over 40 hours of sexuality training and continuing sex ed classes to make sure our customers receive the most accurate and up-to-date information available.
4. you burn about 200 calories during 30 minutes of active sex.
5. the first couple to be shown in bed together on prime time television were Fred and Wilma Flintstone.
6. The vibrator was originally used as a medicinal treatment for female "hysteria" during the 19th century. The vibrator-induced orgasms helped doctors dissipate hysteria's anxiety-related symptoms.
7. The average size of an erect penis is 5 inches, and the average flaccid penis measures about 3 inches.

8. The condom made originally of linen was invented in the early 1500's. Casanova used linen condoms.
9. During World War II, condoms were used to cover rifle barrels from being damaged by salt water as the soldiers swam to shore.
10. The clitoris and men's nipples are the only body parts whose only function is sexual pleasure.
11. Most of the clitoris is beneath the surface- the legs extend in like a wishbone.
12. The word "vanilla" comes from the Spanish word for "little vagina" perhaps motivated by the sheath-like shape of the pod.
13. 68% of married men over 70 and 56% of married women over 70 are sexually active.
14. Condoms have a 5 year expiration date. It's printed on every condom wrapper.
15. Kissing prevents cavities by increasing the flow of saliva, which washes the teeth clean.
16. The most ejaculatory orgasms ever recorded in 1 hour for a man is 16.
17. The record for the most orgasms experienced in an hour is held by a woman. 134!
18. The farthest a woman has been recorded to ejaculate is about 9'29" (3 m).
19. Circumcision for Christian males became widespread after doctors claimed it helped curb masturbation.
20. Texas law makes it illegal for a woman to own more than six sex toys.
21. The first known sex film was made 1894 –only three years after the invention of moving picture shows.
22. A man produces 3 million new sperm cells every hour of his life.
23. Your hands have over 72,000 nerve endings, making them one of your more sensitive sex tools.
24. The 3 most arousing colors are red-orange, dark blue and violet.
25. In one study, the combined smell of pumpkin pie and lavender resulted in a 40% increase in penile blood flow.
26. Breathing deeply during sex can increase arousal and heighten orgasm.

27. Women are 30% more sexually active at the full moon.
28. Eating melon, pineapples, strawberries and kiwi fruits are all reputed to sweeten the taste of semen.
29. According to a Redbook poll, 58% of women and 28% of men have faked an orgasm.
30. A recent Good Vibrations poll revealed that Republicans are kinkier than Democrats when it comes to Having Sex Outdoors, Engaging in Role-Play, and regularly using sex toys!

GOOD VIBRATIONS EDUCATION AND OUTREACH

Ask Our Doc

Good Vibrations offers a variety of free in-store workshops called "Ask our Docs" wherein our staff PhD explores a topic and offers insights and answers to your most personal questions. Dr. Queen is Good Vibrations Sexologist and Chief Cultural Officer, the director and co-founder of the Center for Sex & Culture, and a noted essayist and novelist. www.carolqueen.com

Triangle Project: Good Vibrations Partnership with the LGBT Community

Tired of meeting week after week in the same space? Looking for something fun and informational to add to your agenda? The Triangle Project, Good Vibrations new LGBT program, offers an exciting venue to individuals, groups and non-profit organizations. With dynamic programs designed specifically to meet your needs, The Triangle Project continues Good Vibrations long-standing tradition of building strong community partnerships. Good Vibrations offers a rich array of resources and experienced leaders for customized, topic or theme-based events focusing on coming-out, safe sex, relationships, sexual needs of seniors, fun-filled seminars on masturbation and pleasure parties.

GV EDUCATION PROGRAMS AND AFTER HOURS WORKSHOPS

Good Vibration's Off-Site Sex Education (OSSE) program is a fabulous adventure in sex education. Our workshops are designed with interactivity in mind – by facilitating discussions and sharing information, we aim to help people learn more about sex and sexuality-related topics. In the spirit of having fun and helping folks get accurate sex information, we've transformed our knowledge and skills into learning events -- fun workshops with a meaningful purpose. Each workshop gets the group engaged; packed with brainstorms, exercises, and thought-provoking discussions, participants get both an education and a positive outlook on sex while having a great time.

Our presenters provide answers to tough questions, present up-to-date and accurate sex information, promote pleasure, and have the time of their lives doing it. We do our workshops

for college classes, high schools, conferences, numerous service organizations as well as counselors, therapists and educators from different fields. All presenters are highly trained sexuality educators, coming from a wide range of backgrounds, so we can provide workshops on many different topics.

Our sex education comes from a pro-sex stance and sex positivity is the primary goal. We pride ourselves on the fact that our events are inclusive, geared towards many levels of understanding, and cover a wide range of sexual interests and activities. Diverse groups whose members come from a variety of backgrounds and needs are within our audience spectrum. All presentations are custom-tailored to the needs of the audience -- the event always fits the crowd.

Workshops

Listed below are some of the major workshop topics as well as specialties and populations we can work with. We're happy to discuss your objectives and the educational needs of your group to create the learning event best for you. Take a look and contact us to find out more.

Major Workshop Topics Include:

- Pleasure Physiology and Sex Toys
- Safer Sex
- Transforming Attitudes/Sex Positivity
- Sexual Communication
- Masturbation
- Female Sexuality
- Male Sexuality
- Gender 101
- Body Image and Sexuality
- Sexually Transmitted Infections/Diseases

Special topics include:

- Anal Sexuality
- Disclosing Your Status (HIV and other STDs)
- Fetishes and Fantasies
- Gay Sexuality
- Trans Sexuality
- G-Spot Stimulation
- Lesbian Sexuality
- Living With STD's/STI's
- Porn
- Positions and Toys for Plus Sized Partners
- Pregnancy Prevention
- Sex & Pregnancy
- Sex and Aging for Women
- Sex Club Etiquette
- Sexual Dysfunction

- Sexuality in Communities of Color
- Talking to Teens about Sex

Populations we love to work with:

- Communities of Color
- Medical and Mental Health Professionals
- Mothers
- Queer/Trans Folks
- Sex Educators
- Sex Workers
- Therapists and Helping Professionals
- Women
- Young Adults
- Young Adult Service Providers

GiVe

Through our Give Program, our Partnership for Social Change we have partnered with hundreds of non-profits over the years and raised thousands of dollars for entities like The Transgender Law Center, Pulse Orlando, Planned Parenthood, Stop AIDS Project, Shanti, and Asian Pacific Wellness Center just to name a few.

GOOD VIBRATIONS ANNOUNCES NEW PHILANTHROPIC INITIATIVE *Adult Toy Store's GiVe™ Program Offers New Approach to Giving Back to the Community*

SAN FRANCISCO (December 2, 2009): Good Vibrations, the legendary San Francisco-based retailer (www.goodvibes.com), is pleased to announce their new corporate giving initiative, **GiVe™**.

For over 30 years Good Vibrations has partnered with hundreds of local and national non-profit organizations. By donating products, advertising and sponsorship for fundraisers, along with a percentage of retail sales, the company has provided much needed support for women's shelters, HIV/AIDS research, art programs, LGBT benefits, Breast Cancer awareness and much more.

The campaign begins this holiday season with the first beneficiary being the San Francisco AIDS Foundation. Says Good Vibrations' COO, Jackie Strano, "For over three decades Good Vibrations has been giving back to the community. We just hadn't made it an official part of our business model. It's our hope that coupled with the efforts, enthusiasm and creativity of our charity partners, the GiVe™ program will drive change and make a difference locally and at large."

Good Vibrations strives to be an agent for social change, through the lenses of sexuality, diversity and alternative business practices. Both within their organization, and throughout the communities they serve, Good Vibrations is committed to fostering respect, promoting supportive communication, providing access to educational resources and strongly advocating for women in leadership roles.

How GiVe™ Works: Each quarter, Good Vibrations will partner with a different nonprofit organization and encourage their customers to contribute directly to them at check-out

GOOD VIBRATIONS

Gi♥**e**

Partnerships for Social Change

In the wake of the tragedy on June 12th at the Pulse Nightclub in Orlando, Florida, Good Vibrations is donating \$2500 to an emergency fund that is aiding victims' families with funeral and medical costs.

Please donate and help us support Equality Florida, a local LGBTQ non-profit coordinating directly with The Pulse Nightclub to aid the victims and their families.

100% of your donation will go directly to the emergency fund. Thank you for your support!

#WeAreOrlando #WeArePulse



 **Equality Florida Action, Inc.**
Securing Equality & Justice for Florida's Lesbian, Gay, Bisexual & Transgender Community
an Internal Revenue Code Section 501(c)(4) organization

GOOD VIBRATIONS

Gi♡e

Partnerships for Social Change

National Breast Cancer Coalition

The
Breast
Cancer
Deadline

2020

Good Vibrations is proud to Partner with the **National Breast Cancer Coalition**, a non-profit organization that collaborates with the scientific community to implement new models research. NBCC also lobbies to increase federal funding for continued breast cancer research and increase access to quality health care for all women.

If you prefer to donate to a local charity, your contribution will benefit:



Planned Parenthood is a trusted health care provider, an informed educator, a passionate advocate, and a global partner helping similar organizations around the world. Planned Parenthood delivers vital reproductive health care, sex education, and information to millions of women, men, and young people worldwide

GOOD VIBRATIONS

Give

Partnerships for Social Change

Transgender Law Center works to change law, policy, and attitudes so that all people can live safely, authentically, and free from discrimination regardless of their gender identity or expression.

For TLC and their clients, authenticity is both a standard for how the organization functions and the ultimate product of its work. For the people they serve, the freedom to live how they want to live, self-defined and self-determined, is the ultimate goal of their engagement with Transgender Law Center and the trans movement.

Transgender 
Law Center
Making Authentic Lives Possible



**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-042
Business Name: Joe's Ice Cream
Business Address: 5420 Geary Blvd.
District: District 1
Applicant: Sang Bank Kim and Sohyang Kim, Owners
Nomination Date: November 4, 2016
Nominated By: Supervisor Eric Mar

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

5351 Geary Blvd. from 1959-2010 (51 years)
5420 Geary Blvd. from 2010 to 2016 (6 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: November 7, 2016

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 1



City and County of San Francisco

ERIC MAR

Legacy Business Program
City and County of San Francisco
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

November 4, 2016

Re: Joe's Ice Cream's Application to the Legacy Business Registry

I am writing this letter in strong support of Joe's Ice Cream's application to be designated as a Legacy Business. Since 1959, Joe's Ice Cream has served the Richmond District a premier dessert destinations for our neighborhood and one of the community businesses that generations San Francisco residents have supported. I and my family have been regular customers since 1984. For many, Joe's Ice Cream brings back memories of graduation parties, sports team gatherings, birthday celebrations, first dates and many other special occasions.

The story and continued legacy of Joe's Ice Cream is more-than-meets-the-eye with its vintage décor and traditional ice cream flavors. Though 4 generations of families have owned the establishment since its founding, each has added to the character, tradition and legacy of the shop. Joe's Ice Cream was designed as a classic parlor complete with black vinyl stools, classic formica counters and other fixtures which are now signature to the identity 56 year of the business.

Due to a surge in rent, the business relocated to the present location on 18th Avenue/Geary, located just half-a-block from its original location. The current owners, Sean and Alice Kim, have owned the business since 2012 and have continued the legacy of an establishment that is loved ice-cream connoisseurs young and old alike.

Joe's Ice Cream is a gem of the Richmond District. The business also has a stellar record of supporting students, schools and the greater community. From school fundraisers to ice-cream demo's and free ice cream cones for strong academic performance, Joe Ice Cream has been committed to supporting generations of students in the neighborhood. I am proud to nominate Joe's Ice Cream as the Richmond District's next legacy business.

Sincerely,

A handwritten signature in blue ink that reads "ERIC MAR".

Eric Mar
Supervisor District 1

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:
Joel's Ice Cream

BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)
Sohyang Kim Sang Baek Kim

CURRENT BUSINESS ADDRESS:	TELEPHONE:
5420 Geary Blvd. San Francisco, CA 94121	(415) 751-1950
	EMAIL:
	gartz21@hotmail.com

WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.joesicecream.com	www.facebook.com/joes-ice-cream	www.yelp.com/biz/joes-ice-cream-san-francisco

APPLICANT'S NAME	
Sang Baek Kim	<input type="checkbox"/> Same as Business

APPLICANT'S TITLE
owner

APPLICANT'S ADDRESS:	TELEPHONE:
319 18th Ave. San Francisco, CA 94121	(415) 827-4220
	EMAIL:
	gartz21@hotmail.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
5351 Geary Blvd.	94121	1959
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1959-2010	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
5420 Geary Blvd.	94121	Start: 2010
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Sang Baek Kim

Name (Print):

12/24/2016

Date:



Signature:

Joe's Ice Cream Historical Narrative

Criterion 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquarterd location) and the opening dates and locations of all other locations.

In 1959, Joe Politz started Joe's Ice Cream at 5351 Geary Blvd. Joe contributed passionately for the first five years to create the unique aura and characteristics that Joe's Ice Cream maintains to this day. Joe designed the interior in a classical style with black vinyl stools and Formica counters. When he started the business, the place only had an order of about two cans of cream and milk jugs a week. By the time he sold the place in 1964, the order had jumped up to over 20. Joe used the milk cans to create an air of prosperity for Joe's before business began to really pick up. As Joe said, "I save up 40 or 50 of these jugs and put them out in front of the store in the morning. People would come by and say, 'Hey, you must really be doing well to need such a large order!'"

Joe turned a business that was barely getting by into a highly successful institution. He expanded the business by selling sandwiches as well as ice cream.

In 1964, Mike Baum took Joe's over from Joe Politz and managed the shop for 15 years until he retired in 1979 and sold the business.

In 1979, Mutsuhiko Murashige bought Joe's and ran the business with his wife, Aki Murashige, for the next 33 years.

Mutsuhiko Murashige bought Joe's Ice Cream when he immigrated to San Francisco from Japan. Before immigrating to America, Mutsuhiko received a college degree in food science where he learned about frozen refrigeration and how it could change food. When his friend found out about Baum's retirement and mentioned it, Mutsuhiko thought that it was a good opportunity and decided to take Joe's over. Aki, who was raised in Japan and already married to Mutsuhiko, immigrated to the USA in 1979 and started working at Joe's Ice Cream just one month after arriving in San Francisco. Aki helped out by tending the grill and serving up sandwiches and hot dogs. Their son Satsuki, also helped out, starting from when he was a teenager.

Joe's Ice Cream moved from 5351 Geary Blvd. to its current location at 5420 Geary Blvd. due to a significant surge of rent. In 2010, Joe's faced the biggest crisis in its history. With an increase in rent, Mutsuhiko Murashige and his wife Aki Murashige had to decide on whether to close their shop at the corner of 18th Avenue and Geary Boulevard or to move to a new location. They didn't want to see Joe's Ice Cream gone forever out of the neighborhood, so they opted for the latter. Luckily, Mutsuhiko found a vacant space where Joe's Ice cream currently is today, which was just half a block away from the original Joe's Ice Cream.

In 2012, the current owner Sang Bank Kim (known as Sean) and his wife, Sohyang Kim (known as Alice) took Joe's over at its current location when Mr. and Mrs. Murashige retired.

Sean and Alice Kim inherited all of Joe's classical recipes and continued its homemade traditions. They enhanced the homemade style grill menu to further enrich the great family experience. Kim's family moved to the neighborhood a block away from Joe's in 2013, and became actively involved in community activities with their three children.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

There are no circumstances in which the business ceased operations in San Francisco for more than six months.

c. Is the business a family owned business? If so, give the generational history of the business.

Joe's has had four separate owners since it was founded in 1959. It's presently a family owned business with husband and wife Sang Bank (Sean) Kim and Sohyang (Alice) Kim as the current owners.

d. Describe the ownership history when the business ownership is not the original owner or a family owned business.

In 1959, Joe Politz started Joe's Ice Cream at 5351 Geary Blvd. In 1964, Mike Baum took over and managed the shop for 15 years until he retired and sold the business. In 1979, Mutsuhiko Murashige bought Joe's and ran the business with his wife, Aki Murashige, for the next 33 years. In 2012, the current owner Sang Bank Kim (known as Sean) and his wife, Sohyang Kim (known as Alice) took over Joe's Ice Cream.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

A Certificate of Payment of Sales and Use Tax show the period of operation from 6/10/1964 to 5/14/1979 under 2nd owner of Michael & Ida Baum. A Certificate of Release of Buyer and a Business Tax Registration Certificate show the change in ownership of Joe's Ice Cream in 1979. A Bill of Sale and a Business Tax Registration Certificate show the ownership change in 2012.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

When Joe's Ice Cream moved to the current location at 5420 Geary Blvd., the interior design was focused on keeping Joe's historical and traditional atmosphere. The original menu boards and the "home-made ice cream" signs were brought to the new location. The original hot fudge warmer and the cone cote dipping machine are still used on the site. The black vinyl stools were moved from the original location, and the Formica counters that are built around the grill carry along the traditional and friendly dining experience.

Criterion 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Joe's has provided a meeting place and social gathering for several generations of local people. Local families gathered at Joe's and share their stories and memories after sports games, school activities and celebration events on weekend and holiday afternoons. Also, Joe's was popular place for first dates for young couples. Since Joe's is the oldest independent ice cream parlor in the Richmond District, Joe's became the traditional place where parents and grandparents brought their children and grandchildren to share their experiences with long-forgotten but classic flavors such as rum raisin, maple nut, black walnut, root beer swirl, etc., which Joe's has kept since 1959.

b. Is the business (or has been) associated with significant events in the neighborhood, the City, or the business industry?

Joe's has always been a destination in the neighborhood for civil rights and political figures. In 2012, Supervisor Eric Mar held a meeting at Joe's Ice Cream to introduce his policy to his constituents. And Supervisor candidate Marjan Philhour held election campaigns at Joe's in 2016.

Every year, Joe's has joined in annual ice cream fundraising event for MYEEP (Mayor's Youth Employment and Education Program), which provides job readiness training, employment opportunities, academic support and personal development to San Francisco youth challenged in their attempt to access employment.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, historical documents?

Under Mutsuhiko's management, Joe's Ice Cream was selected by SF Weekly as the best ice cream store in San Francisco in 1999, 2000, 2001, 2002 and 2006.

Joe's has been widely referenced in local media outlets such as the San Francisco Chronicle by Sam Whiting, the Richmond Review by Christina Li and SF Weekly by Gary Wolf in 1993. In 2004, Matthew Hirsch and Liam O'Donoghue of the Guardian awarded Joe's the best '50s time warp, meaning the business began in the 1950s and is still going strong and contributing to San Francisco's retro '50s feel.

d. Is the business associated with a significant or historical person?

Pulitzer Prize winner T.J. Stiles mentioned Joe's as a favorite neighborhood hangout place in the interview with San Francisco Chronicle. T.J. Stiles won a Pulitzer Prize for his biography of Cornelius Vanderbilt.

Actor and comedian Robin Williams, known for his fast-paced, improvisational performance style and for his performances in films like Good Will Hunting and Dead Poets Society, occasionally visited Joe's and enjoyed its frozen desserts.

e. How does the business demonstrate its commitment to the community?

Joe prided himself on hiring neighborhood kids from broken homes, making sure that they opened bank accounts he could deposit part of their pay into for their families.

Joe's Ice Cream has supported local schools by participating in their fundraising programs, donating the "ice cream tour." On the tour, the owners of Joe's Ice Cream demonstrate how Joe's makes ice cream with their facilities and equipment. People on the tour get to try different flavors. The tour program started with owners Mutsuhiko and Aki Murashige at neighborhood school such as Argonne, Alamo and Lafayette elementary schools. Today it has been extended to more than 15 local schools.

Joe's Ice cream also directly works with the local schools through a family night as another way of fundraising. Local schools, such as Argonne Elementary School, can have a family night in which Joe's Ice Cream gives back 15% of sales to the school. George Washington High School seniors also raise funds for their proms by having an Ice Cream Day at Joe's.

Joe's also helps local schools and educational institutions to motivate their students by Joe's award program. Joe's sets up special account for local schools or educational institutions to award their students with coupons. Students who outperform others or achieve certain goals get coupons as an award, which they bring in to the store for a free ice cream cone.

Thanks to Joe's Ice Cream's longstanding support of the community and steadfast commitment to customer service, Joe's Ice Cream was honored as the 11th Senatorial District Small Business of the Year on November 9, 2013. This award by Senator Mark Leno recognizes Joe's for providing valuable products and services to the people of San Francisco, and applauds it on its long history of community support.

f. Provide a description of the community the business serves.

The Richmond District is located in the northwest quadrant of San Francisco. The district is bounded on three sides by natural features or green space: the Presidio and Lincoln Park to the north, the Pacific Ocean to the west, Golden Gate Park to the south and Arguello Boulevard to the east.

The Richmond District is one of San Francisco's largest and most varied neighborhoods. Formerly a predominantly Irish-American area, the district has evolved over the last thirty years into a neighborhood where no ethnic group constitutes a majority, although a sustained influx of Chinese immigrants has given many parts of the neighborhood a heavily Asian influence.

g. Is the business associated with a culturally significant building/structure/site/ object/or interior?

Joe's still keeps the San Francisco's retro '50s atmosphere which include the original wooden menu board, several original product signs, the original hot fudge warmer, the cone cote dipping machine, black vinyl stools around the Formica counters. Thanks to these characteristics, Joe's was awarded the best '50s time warp by the Guardian in 2004.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If the business were to be sold, relocated or shut down, the community would lose a unique and long standing element of Richmond District. Joe's has been serving the Richmond community for over 57 years. During that time, Joe's had to close for relocation once. During the closure, locals expressed loss and frustration even though Joe's opened several weeks later at their current location (5420 Geary Blvd.) right across the street from the original location (5351 Geary Blvd.). Another ice cream store that moved into the neighborhood did not fare as well as Joe's.

Criterion 3

a. Describe the business and the essential features that define its character.

Joe's has been serving the Richmond community for over 57 years. Joe's has provided a meeting place and social gathering for several generations of local residents. Local families gather at Joe's, and the business is a popular location for dates. Since Joe's is the oldest independent ice cream parlor in the Richmond District, it has become the traditional go-to place for families.

An important feature that defines the character of Joe's Ice Cream are the multitude of traditional and unique flavors. Joe Politz introduced a new ice cream flavor every day. He was the first person to introduce bubble gum ice cream into the neighborhood. One day Joe spotted some man needed to sell the left over big gumballs that are put in gumball machines and wanted to help him. So Joe ended up buying 100 pounds of them. He didn't know what to do with those gumballs, so he decided to make bubble gum ice cream.

Mutsuhiko kept the same classic ice cream recipes the original Joe had made since the 1950s. In addition to the classics that Joe had introduced – such as rum raisin, black walnut, butter brickle, and root beer swirl – Mutsuhiko added new Asian-inspired flavors such as green tea, Thai tea, ginger, mango and wasabi. Mutsuhiko made all the ice cream himself the same way it had always been done.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Joe's still keep the same recipes from Joe Politz, serving over 40 flavors and making ice cream on site. Joe's Ice Cream continues to serve Joe's Its-It and chocolate coated bananas, as well as Joe's long forgotten but classic flavors such as bubble gum, rum raisin, maple nut, black walnut and root beer swirl.

The current owners maintain the tradition started by Joe Politz of strongly supporting the local community. The owners frequently hire local students as the mean of supporting them financially and providing them with real life job experience. Also, Joe's supports local schools and other educational institutions by encouraging young people to achieve their goals by establishing award programs that provide ice cream treats to motivate the children. Sean and Alice Kim's efforts to contribute to the community also include tours of its facilities that benefit local schools that sell the tours as fundraisers. Every year, Joe's has sent out invitation letters to over 15 local schools to join the tour program. As another way of supporting local schools, Joe's holds the family night event, and donates some portion of the sales from that event to the participating school.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.). Does the building occupied by the business relate to the immediate neighborhood?

Joe's still keep same recipe from Joe Politz, serving over 40 flavors and making ice cream on site. Joe's keeps serving Joe's Its-It and chocolate coated banana as well as Joe's long forgotten but classic flavors. Joe's still keeps the San Francisco's retro '50s atmosphere which include the original wooden menu board, several original product signs, the original hot fudge warmer, the cone cone dipping machine and black vinyl stools around the Formica counters.

Because of Joe's Ice Cream's traditional and classic atmosphere, it was used as a movie set in 2014. The filmmaker was looking for an antique ice cream parlor and thought Joe's was a perfect setting for the film.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

The current owner has kept, and intends to keep, the original recipe, same flavors and the same process and method of making and serving ice cream, as well as the interior and exterior of the business site.

STATE OF CALIFORNIA
STATE BOARD OF EQUALIZATION
DEPARTMENT OF BUSINESS TAXES

Certificate of Payment of Sales and Use Tax

(Sections 6811 and 6812 Revenue and Taxation Code)

Please refer to account number
in all correspondence.

Name of Seller Michael & Ida Baum Account No. SR EH 19-173050

Address 5351 Geary Blvd.
S. F. Ca.

Period of Operation—From 6/10/1964 to 5/14/1979
(Both dates inclusive)

The State Board of Equalization does hereby certify that its records disclose as of this date, that no taxes, interest, or penalties accruing under the provisions of the California Sales and Use Tax Law and, where applicable, Uniform Local Sales and Use Tax Ordinances and Transit District Transactions (Sales) and Use Tax Ordinances are due from the above-named seller for the period of operation set forth above; and that there is no requirement that any purchaser or purchasers withhold any amount for payment of such taxes, interest, or penalties from the purchase price paid or to be paid to said seller for his business or stock of goods.

This certificate is given solely for the protection of the purchaser or purchasers of the business or stock of goods and does not release the seller from any taxes, interest, or penalties.

Dated at San Francisco, Ca.

this 25th day of May 19 79

STATE BOARD OF EQUALIZATION

By W. Lebett

For District EH

- Purchaser (See Reverse)
- Seller
- Escrow Holder
- Hq. Collection Unit

STATE OF CALIFORNIA
EMPLOYMENT DEVELOPMENT DEPARTMENT

Tax Administrator
Employment Development Dept.
Employment Tax Division
P. O. Box 6879 (801 Turk Street)
San Francisco, California 94101

CERTIFICATE OF RELEASE OF BUYER

(Section 1733 Unemployment Insurance Code)

SELLER

Account Number - 169-9990-6
Michael & Ida Baum dba
Joe's Ice Cream
5351 Geary Blvd.
San Francisco, CA

BUYER

Account Number - None
Mutsuhiko Murashige

The Employment Development Department does hereby release the buyer of the business of the above-named seller of liability for any unpaid contributions, penalty and interest due pursuant to the Unemployment Insurance Code and any liability for State income taxes required to be withheld pursuant to Section 18806 of the Revenue and Taxation Code, penalty and interest thereon, for all periods to and including May 16, 1979.

This certificate is given solely for the protection of the buyer and does not release the above-named seller from any obligation imposed by the Unemployment Insurance Code or the Personal Income Tax Law.

Dated at San Francisco, ETDO 798

this 25th day of May 1979



EMPLOYMENT DEVELOPMENT DEPARTMENT

By Helen Lam (for)
Tax Administrator/Auditor-in-Charge

San Francisco, ETDO 798 Employment Tax District Office

Mail to Business

Phone 751-1950

All papers will be mailed to address you designate in this box.

COUNTY CLERK'S FILING STAMP
 ENDORSED
FILED
 MAY 9 1979
 CARL M. OLSEN, Clerk
 P. W. MURPHY
 Deputy Clerk

Fictitious Business Name Statement

The following person (persons) is (are) doing business as:
JOE'S ICE CREAM

at (*) 5351 Geary Blvd. San Francisco, CA 94121
FICTITIOUS BUSINESS NAME
BUSINESS ADDRESS

1 (**) Mutsumiko Murashige
FULL NAME—TYPE/PRINT
2563-41st Ave.
RESIDENCE ADDRESS
San Francisco, CA 94116
CITY

2 Aki Murashige
FULL NAME—TYPE/PRINT
2563-41st Ave.
RESIDENCE ADDRESS
San Francisco, CA 94116
CITY

3 _____
FULL NAME—TYPE/PRINT

RESIDENCE ADDRESS

CITY

4 _____
FULL NAME—TYPE/PRINT

RESIDENCE ADDRESS

CITY

(* * *) This business is conducted by Co-Partners
INDIVIDUAL, CO-PARTNERS, CORPORATION, LIMITED PARTNERSHIP, BUSINESS TRUST, ETC.

Signed Mutsumiko Murashige Type or print signature _____

This statement was filed with the County Clerk of the City and County of San Francisco, California, on the date indicated by file stamp above.

Certification

I hereby certify that the foregoing is a correct copy of the original on file in my office.

File No. 38177

Statutory Filing Fee — \$10.00

Submit Original and all 3 Copies

By Carl M. Olsen
COUNTY CLERK

P. W. Murphy
DEPUTY



TO BE PUBLISHED IN

SAN FRANCISCO BANNER
 419 PRESIDIO AVE., SAN FRANCISCO • 922-2780
 Weekly Since 1893

SEE REVERSE SIDE FOR INSTRUCTIONS

Statement expires 5 years from December 31 of year in which filed and must be Renewed then with a new Statement.

Mailing address:
 P.O. BOX 18245, SAN FRANCISCO, CA 94118

BILL OF SALE

Escrow No.: 12-8121565-LC

For a valuable consideration paid and received **MUTSUHIKO MURASHIGE and AKI MURASHIGE**

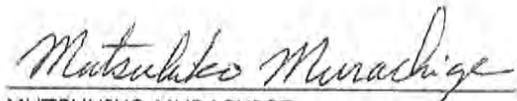
hereby sells and conveys to **JOE'S ICE CREAM, LLC**

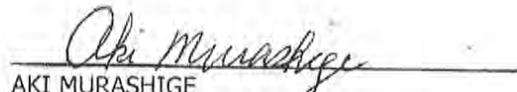
his executors, administrators and assigns the following property:

The tangible and intangible assets described as FURNITURE, FIXTURES & EQUIPMENT, LEASE VALUE, GOODWILL, LEASEHOLD IMPROVEMENTS, and COVENANT NOT TO COMPETE of that certain ICE CREAM PARLOR and RESTAURANT business known as "JOE'S ICE CREAM" located at 5420 GEARY BLVD., SAN FRANCISCO, CALIFORNIA.

Sellers for his heirs, executors and administrators, covenants and agrees to warrant and defend this sale of said property, goods, and chattels, against all and every person and persons claiming the same.

CLOSE OF ESCROW DATE: April 4, 2012


MUTSUHIKO MURASHIGE


AKI MURASHIGE

READ AND APPROVED:

JOE'S ICE CREAM, LLC

BY: SANG BAEK KIM, PRESIDENT

BILL OF SALE

Escrow No.: 12-8121565-LC

For a valuable consideration paid and received **MUTSUHIKO MURASHIGE and AKI MURASHIGE**

hereby sells and conveys to **JOE'S ICE CREAM, LLC**

his executors, administrators and assigns the following property:

The tangible and intangible assets described as FURNITURE, FIXTURES & EQUIPMENT, LEASE VALUE, GOODWILL, LEASEHOLD IMPROVEMENTS, and COVENANT NOT TO COMPETE of that certain ICE CREAM PARLOR and RESTAURANT business known as "JOE'S ICE CREAM" located at 5420 GEARY BLVD., SAN FRANCISCO, CALIFORNIA.

Sellers for his heirs, executors and administrators, covenants and agrees to warrant and defend this sale of said property, goods, and chattels, against all and every person and persons claiming the same.

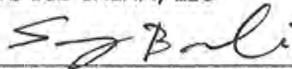
CLOSE OF ESCROW DATE: April 4, 2012

MUTSUHIKO MURASHIGE

AKI MURASHIGE

READ AND APPROVED:

JOE'S ICE CREAM, LLC



BY: SANG BAEK KIM, PRESIDENT

BUSINESS TAX REGISTRATION CERTIFICATE

CITY AND COUNTY OF SAN FRANCISCO

ACCOUNT NO.	LOC.	CLASS	CLASSIFICATION DESCRIPTION	EFFECTIVE DATE
117795	000	08	RETAIL SALES	05/15/79
BUSINESS NAME			BUSINESS LOCATION	
JOES ICE CREAM			531 GEARY BL	

OWNER MURASHIGE MUTSUMI
DBA JOES ICE CREAM
CARE OF
MAILING ADDRESS
CITY-STATE

2563 41ST AV
SAN FRANCISCO CA 94116

DATE ISSUED 05/31/79

THAD BROWN
TAX COLLECTOR



DEM W40756

EDP FORM TC-03 8-79 REVISED

NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS-107 CITY HALL, SAN FRANCISCO, 94102-READ REVERSE SIDE

BUSINESS REGISTRATION CERTIFICATE FY 2010-11

02-28-2011

06-30-2011

CERTIFICATE NO. 117795	LOC 001	CLASS 08	CLASSIFICATION DESCRIPTION RETAIL SALES
BUSINESS NAME JOE'S ICE CREAM		BUSINESS LOCATION 5351 GEARY BLVD	

TAXPAYER'S SIGNATURE: _____

01-25-2010

DATE ISSUED:

OWNERSHIP MURASHIGE MUTSUHIKO
 DBA JOE'S ICE CREAM
 MAILING ADDRESS 5351 GEARY BL
 CITY - STATE SAN FRANCISCO CA 94121-2322

George W. Putris

GEORGE W. PUTRIS
TAX ADMINISTRATOR

MUST BE POSTED CONSPICUOUSLY AT THE BUSINESS LOCATION

READ REVERSE SIDE. NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS - P.O. BOX 7425, SAN FRANCISCO, 94120 - 7425

81018 10201 0201 01018

81018 10201 0201 01018

BUSINESS REGISTRATION CERTIFICATE FY 2011-12

05-31-2012

06-30-2012

CERTIFICATE NO. 117795	LOC 001	CLASS 08	CLASSIFICATION DESCRIPTION RETAIL SALES
BUSINESS NAME JOE'S ICE CREAM		BUSINESS LOCATION 5420 GEARY BL	

TAXPAYER'S SIGNATURE: _____

DATE ISSUED: 05-24-2011

OWNERSHIP MURASHIGE MUTSUHIKO
 DBA JOE'S ICE CREAM
 MAILING ADDRESS 5420 GEARY BL
 CITY - STATE SAN FRANCISCO CA 94121-2307

George W. Putris

GEORGE W. PUTRIS
TAX ADMINISTRATOR

MUST BE POSTED CONSPICUOUSLY AT THE BUSINESS LOCATION

READ REVERSE SIDE. NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS - P.O. BOX 7425, SAN FRANCISCO, 94120 - 7425

BUSINESS REGISTRATION CERTIFICATE

ISSUE DATE

EXPIRATION DATE

04-10-2012

06-30-2012

CERTIFICATE 467766	LOC. 001	CLASS 08	CLASSIFICATION DESCRIPTION RETAIL SALES
BUSINESS NAME (DBA) JOE'S ICE CREAM		BUSINESS LOCATION 5420 GEARY BLVD	
OWNERSHIP JOE'S ICE CREAM LLC		TAX PAYER SIGNATURE	

FY 2011-12

SANG KIM
 5420 GEARY BOULEVARD
 SAN FRANCISCO CA 94121-

George W. Putris

GEORGE W. PUTRIS
TAX ADMINISTRATOR

CITY AND COUNTY OF SAN FRANCISCO - OFFICE OF THE TREASURER & TAX COLLECTOR

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION



JOE'S ICE CREAM



06/24/2012







HOT FUDGE

**CONE DIP
COATING**



SUNDAES
 LARGE 7.05
 SMALL 5.25
 BANANA SPLIT 9.45

SHAKES 5.25

FLOAT 4.60 PLUS TAX

- BANANA
- Bubble Gum
- CAFFERIO
- Chocolate
- Chocolate Chip
- Chocolate Chip Mint
- Chocolate Fudge
- COCONUT
- COOKIE N' CREAM
- COOKIE DOUGH
- COFFEE

- COFFEE CRUNCH
- DULCE DE LECHE
- EARL GREY
- GINGER
- GREEN TEA
- Irish Coffee
- MANGO
- Maple Nut
- MINT OREO
- Mocha Chip
- MOCHA FUDGE
- WASABI

- PEANUT BUTTER CHOC
- Peppermint Stick
- Pistachio Nut
- Raspberry Cheese Ck
- Rocky Road
- Root Beer Swirl
- Rum Raisin
- SALTED CARAMEL
- STRAWBERRY
- THAI TEA
- Toasted Almond
- VANILLA

CONES
 JUNIOR 2.55
 SINGLE 3.10
 DOUBLE 5.15
 TRIPLE 6.70

EXTRAS
 NO SUGAR Nuts .50
 Whip Cream .50
 CHOCOLATE DIPPED CONES
 SINGLE DOUBLE

CHOCOLATE COATED BANANAS 2.10
JOE'S "IT" 3.50
 A FROZEN TREAT

- Sherbets
- LIME
- Orange
- Pineapple
- Rainbow
- SORBET
- MANGO
- YUZU

JOE'S HAT



FLAVOR OF THE MONTH
 PUMPKIN

WE RESERVE THE RIGHT TO REFUSE SERVICE TO ANYONE



OUR HAND PACKED ICE CREAM SOLD BY WEIGHT

HALF PINTS
8 OZ.
4.90

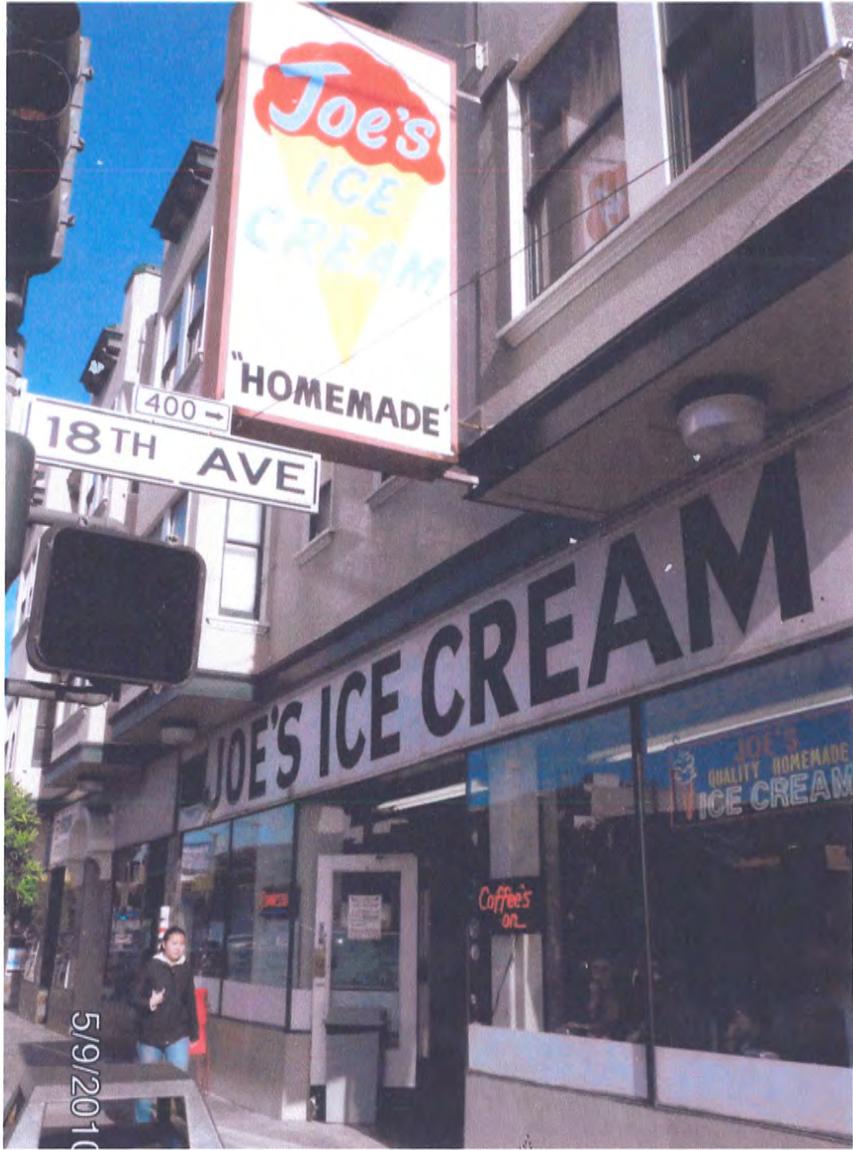
PINTS
12 OZ.
6.35

QUARTS
1 1/2 LBS.
10.05

HALF GALLONS
3 LBS.
15.75

Please be informed that

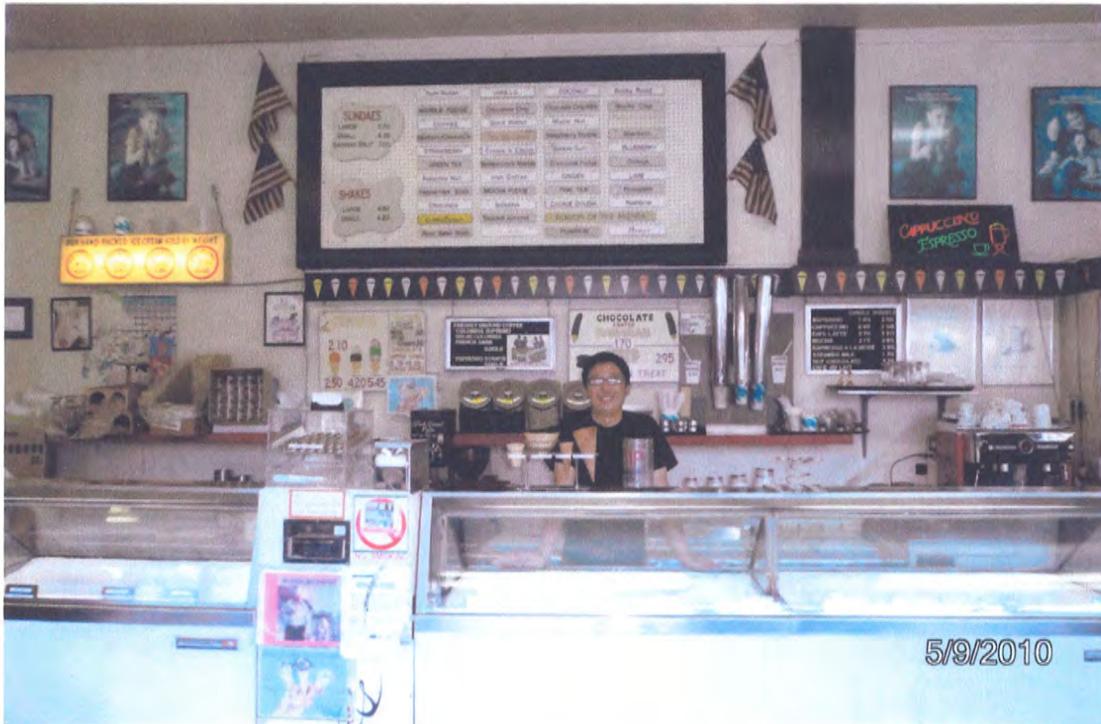




Original Location Exterior Photo – Joe's Ice Cream at 5351 Geary Blvd on 05/09/2010



Original Location Exterior Photo – Joe's Ice Cream at 5351 Geary Blvd on 05/09/2010



Original Location Interior Photo – Joe's Ice Cream at 5351 Geary Blvd on 05/09/2010



Current Location Exterior Photo – Joe's Ice Cream at 5420 Geary Blvd on 05/25/2010



Current Location Interior Photo – Joe's Ice Cream at 5420 Geary Blvd on 05/28/2010

Lafayette Elementary School's 9th Annual Auction

Item Number: 375

A Tour of Joe's Ice Cream for 3-7 kids

Go behind the scenes and see how ice cream is made at Joe's, a Richmond treat since 1959. After the tour, each child will enjoy a junior scoop of ice cream. Yum!

Category: WOW!

Value: \$100.00

Donor: Joe's Ice Cream

Donor Contact: 5420 Geary Blvd San Francisco, CA
phone:415-751-1950
email:allie4073@hotmail.com

Expires: 2016-03-31

Restrictions: Need to schedule in advance

Authorized Signature: _____

**Ice Cream Tour for Local School– Joe's Ice Cream at
5420 Geary Blvd on 03/31/2016**



ARGONNE
FRIENDS & FAMILY
at JOES ICE CREAM

Celebrate the end of summer session
and fuel up for the Argonne Walkathon
with ice cream & dinner from the grill
at Joe's Ice Cream on Geary

Thursday July 28th
2pm-8pm

20% of sales
go back to
Argonne

Thanks
to the
PTO

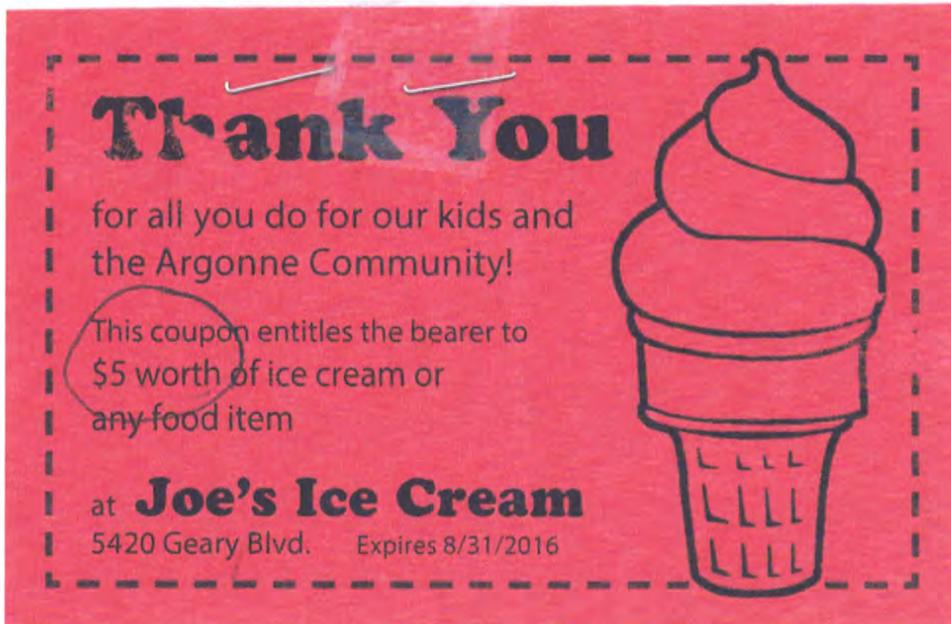
**Host Family Night Event and Support for Local School –
Joe's Ice Cream at 5420 Geary Blvd on 07/28/2016**



Ice Cream Tour for Local School– Joe's Ice Cream at 5420 Geary Blvd on 07/08/2016



**Award Program for Local School – Joe's Ice Cream
at 5420 Geary Blvd on 2015**



**Award Program for Local School – Joe's Ice Cream
at 5420 Geary Blvd on 2016**

ICE CREAM FUNDRAISER



Buy Ice Cream at any of the locations below on July 29th and the proceeds will support educational scholarships and leadership retreats for high school youth in San Francisco!



**FRIDAY
JULY 29TH
2016**



LOCATIONS:

MITCHELL'S ICE CREAM

(688 San Jose Ave. - 11am-11pm)

JOE'S ICE CREAM

(5420 Geary Blvd. - 11am-11pm)

SWICH

(2045 Irving St. - 12pm-9pm)

More locations to come!

FOR MORE INFORMATION CONTACT INFO@MYEFP.ORG OR (415) 232-7944

**Support Community Fundraise – Joe's Ice Cream at
5420 Geary Blvd on 07/29/2016**



**Filming Movie at Joe – Joe's Ice Cream at 5420
Geary Blvd on 10/07/2014**



Host Navy Band Performance— Joe's Ice Cream at 5420 Geary Blvd on 10/07/2016



Host Navy Band Performance— Joe's Ice Cream at 5420 Geary Blvd on 10/07/2016

SF Weekly

May 18-24, 1999 \$5.00

Y2K? OK! Your ultimate guide to millennium survival

Volume 18, Number 15



Best All-American Ice Cream

Joe's Homemade Ice Cream
5351 Geary (at 18th Avenue),
751-1950

There's been an ice cream parlor on this corner since the end of World War II, though Joe, the original owner, hasn't been around since the 1970s. But the atmosphere and homemade ice cream recipes are exactly the same: Mutsuhiko Murashige has been replicating both for more than 20 years now. (The Japanese immigrant decided to stick with the name "Joe's" since that's what the regulars at the lunch counter were used to, and "Mutsuhiko's" is hard to say with a mouthful of hot fudge.)

Mutsuhiko makes the ice cream himself, in a little glassed-in room where patrons can watch him churn the cold treat. His wife tends the grill, serving up daily "blue plate" specials, like meatloaf and mashed potatoes for four bucks. But the ice cream is what keeps people coming: Mutsuhiko stocks 50 flavors in the coolers, including classics like Rum Raisin and Peppermint Stick, which were popular in the 1940s but are now mostly forgotten, plus Root Beer Swirl, Bubblegum, and Butter Brickle. On holidays, look for eggnog or pumpkin ice cream — in fact the latter became so popular that Mutsuhiko now makes it year round.

Best Of San Francisco
1999

SF WEEKLY

May 17 - 23, 2000



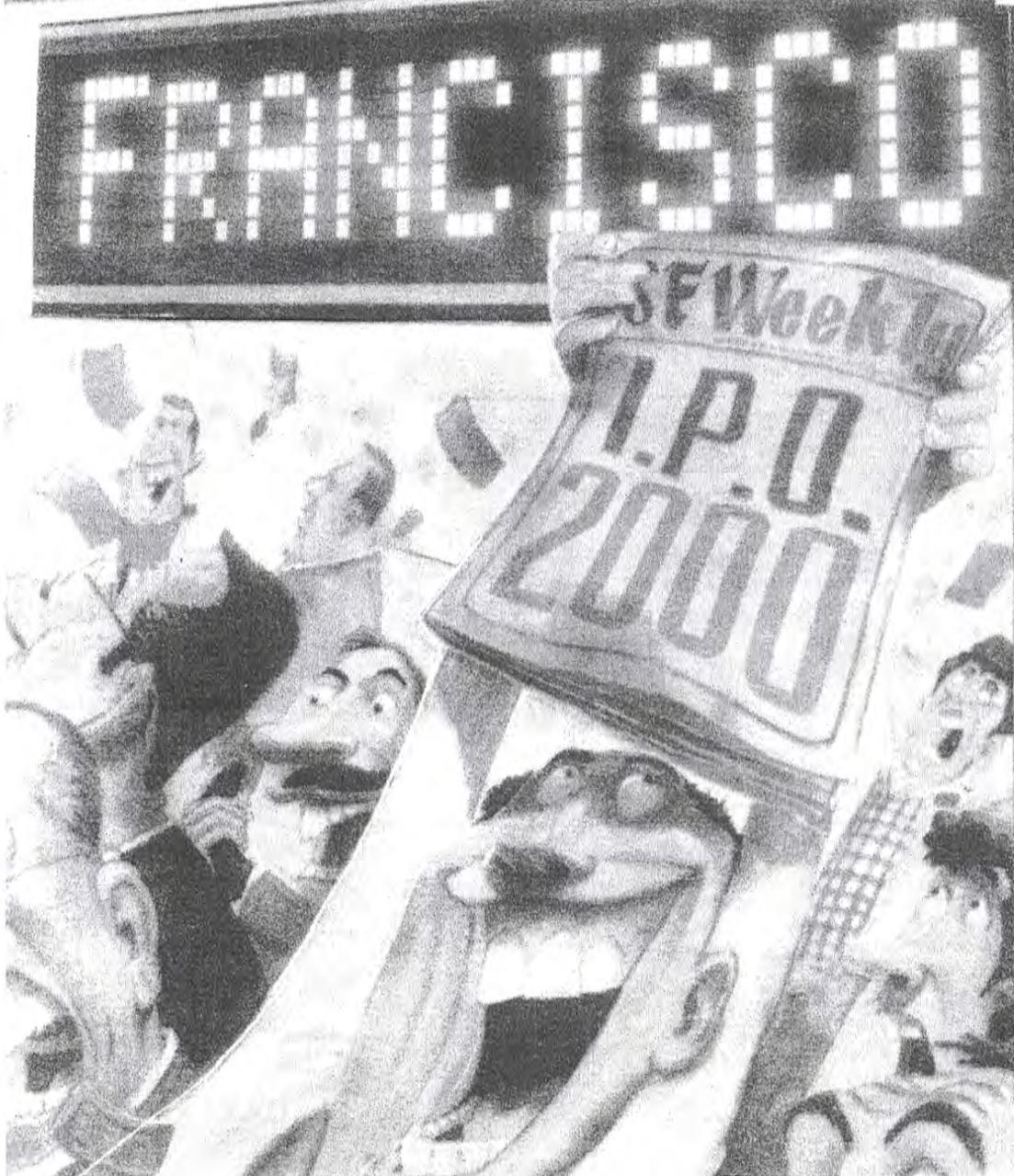
Best Ice Cream

Joe's Ice Cream
6351 Geary (at 18th Street),
751-1950

Mutsuhiko Murashige has mastered all



the standards of the all-American treat while adding a few improvements of his own. At Joe's, one can indulge in a green tea sundae or two scoops of adzuki bean ice cream. Murashige immigrated to San Francisco from Japan and bought the little Richmond District ice cream parlor that had been selling cones since World War II. He didn't change the name because Joe's was easy for customers to remember and pronounce. But Murashige did challenge their taste buds, offering 50 very distinct and different homemade flavors. In a small glass booth, Murashige churns the ice cream himself. His teenage son helps out as the soda jerk, while his wife tends the grill, serving up daily specials from meatloaf to a curry chicken rice bowl. Murashige offers the very newest in fusion flavors and some of the oldest. His ice cream parlor is like a museum where you can not only touch, but eat, the displays. Long-forgotten but classic flavors, like rum raisin, butter brickle, and root beer swirl, are made fresh daily; the recipes were passed down by Joe's previous owners. Murashige also makes seasonal favorites, like pumpkin and mango ice cream. And as simple as it may sound, chocolate chip is highly recommended. Most important, the scoops are generous.



SF

WEEKLY



Best Ice Cream

Joe's Ice Cream

5351 Geary (at 18th Avenue), 751-11

Get your scoops of 42 homemade flavors while you can, as a non-renewable lease may force the Murashige family from the popular Richmond District ice cream parlor and grill that has been a landmark on the corner of Geary and 18th since World War II. Mutsuhiko Murashige bought Joe's when he immigrated to San Francisco from Japan in the late 1970s, preserving the original recipes of now long-forgotten but classic flavors like rum raisin, butter brickle, and beer swirl. Murashige, who makes all the ice cream himself on site in a glass booth visible to everyone, also added some of his own Asian-inspired flavors. His wife, Al, cooks at home the azuki beans that Murashige uses in the ice cream.

Beginning in 1945, the parlor was the original Bud's Ice Cream, until Bud's relocated and Joe took over in 1959. When Murashige bought the store in 1979, he decided to keep the name "Joe's."

The real Joe is still alive and stops by occasionally for a cone. Murashige and his wife hope to relocate somewhere else in the Richmond District when their lease expires next year and continue serving homemade flavors - like fresh mango in the summer, pumpkin in the fall - until they are ready to retire. But they may have to quit sooner.

SF

WEEKLY

May 15 - 21, 2002

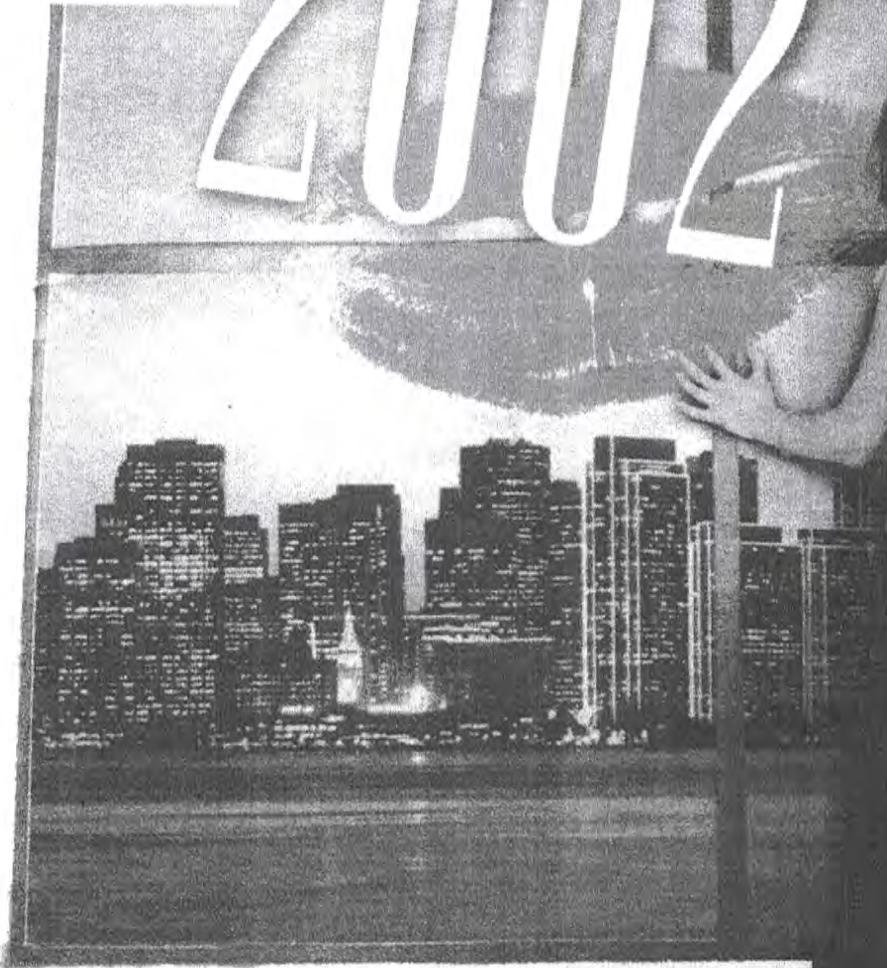
FREE

Volume 21, Number 15

sfweekly.com

Best of SAN FRANCISCO

2002



Best Ice Cream

Joe's Ice Cream

5351 Geary (at 18th Avenue)
(415) 751-1950

There is reason to rejoice in these difficult times. As topsy-turvy as the world may be, one thing is certain: You can count on the ice cream at Joe's to comfort the taste buds and soothe the soul. The recipes and homemade blending techniques have gone unchanged for the better part of a half century. And it will continue to be so, despite the recent threat that Joe's would lose its lease. Some last-ditch negotiation and a souring economy saved this Richmond District landmark from being turned into an upscale restaurant.

"We were lucky. The restaurant people backed off and we could stay," says longtime owner Mutsuhiko Murashige, who bought Joe's in 1979 when he emigrated from Japan and who has kept the same classic ice cream recipes the original man named Joe had made since the 1950s.

Unlike that other local family-run ice cream landmark, Mitchell's, which has diverted into the overladen, overly sweet Ben & Jerry's model, Joe's flavors maintain a refreshing simplicity. In addition to the classics like black walnut, lemon chiffon, butter brickle, and root beer swirl, Murashige has added Asian-inspired flavors such as Thai tea, ginger, and mango. But he makes it all himself, in the same way it has always been done. The lease reprieve aside, however, all good things must come to an end.

"The time is coming to retire," says Murashige, who will be 62 and will have logged three decades of running Joe's when his new five-year lease expires.

"I want to pass it on. I want to find someone with youthful energy for Joe's Ice Cream, who understands that we've become unique by staying the same." Amen.

*F*ALL IN LOVE WITH THE CITY
... AGAIN

SF

WEEKLY

BEST OF
SAN FRANCISCO® 2006
LOSE YOURSELF IN THE CITY

BEST ICE CREAM

Joe's Ice Cream

5351 Geary (at 18th Avenue), 751-1950

Ice cream — like burritos, pizza, and burgers — has its partisans. Some like it sweet, some like it creamy, and some like it not at all (freaks). In the sweet camp you'll find supporters of the Mission District's venerable Mitchell's, which we like well enough when we're at that end of town. But we're more firmly ensconced in the creamy camp, and for that there's no better place than Joe's Ice Cream in the Richmond District. The somewhat grungy stools-and-counter-style diner has a great back story — the owners, Mutsuhiko and Aki Murashige, bought it in 1979 and still stand behind the counter — but the front-page news is the cold stuff. In addition to banana splits, shakes, Joe's Its (homemade versions of the Its-It ice cream sandwich), chocolate-dipped bananas, frozen yogurt, sandwiches, and burgers, the Murashiges make ice cream right there in the shop in an array of flavors to make your mouth water. Beyond the traditional choices and the local favorites (pumpkin, rainbow sherbet, peanut butter chocolate), there are several mavericks, among them blueberry cheesecake (tangy), Thai iced tea (surprisingly smooth), and the shining star, green tea, a vivid and velvety concoction that makes the perfect follow-up to dim sum or sushi. Get a quart hand-packed for \$8 or a half-gallon for \$12 — and don't forget that Joe's takes only cash.

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May 17 - 23, 2006

FREE

Volume 25, Number 18

sfweekly.com

GUARDIAN



THE NATION'S ORIGINAL 26TH ANNUAL BEST OF THE BAY

Best 1950s Time Warp

Saunter into **Joe's Ice Cream and Cafe**, order a giant-size scoop of homemade ice cream, and take a seat in one of the cracked red leather booths by the window. What with the vintage American diner trappings and the view of the Alexandria's retro marquee, you'll swear you've gone back in time. A lot of diners in the city go for that retro '50s feel — Mel's and Fog City Diner come to mind — but who wants to pay \$12 for a greasy hamburger served up by a surly 19-year-old who's had to listen to "Rock around the Clock" one time too many when you can soak up a slice of genuine San Francisco '50s history at Joe's? Neither the menu nor the interior of the place has changed much since Joe opened up the place in 1959, but a few Asian-style flavors, like green tea , have crept on to the ice-cream menu. Ice-cream traditionalists, however, will be happy to find old-school flavors like , peppermint stick, and fudge ripple among newfangled selections like cookies and cream. 5351 Geary, S.F. (415) 751-1950.



Joe Politz



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Joe Politz

The "Joe" of Joe's Ice Cream owned the Richmond district creamery less than five of its 57 years of business, but had perhaps the biggest influence.

Joe Politz put in the black vinyl stools and the formica counters; he expanded the business by selling sandwiches, and turned a business that was barely getting by into a highly successful institution. We chatted with Joe on the phone and found it was no problem to get him started on his tenure at Joe's Ice Cream.

"It was called Jay's when I bought it around 1960. I was just 23 years old at the time. The place only had an order of like two cans of cream---big milk jugs ---a week. By the time I sold the place in 1964 we were getting over 20."

Joe used the milk cans to create an air of prosperity with the business before it actually got in the black. "I save up 40 or 50 of these jugs and put them out in front of the store in the morning. People would come by and say, "Hey, you must really be doing well to need such a large order!"

He modified a black Volkswagen Bug to promote the business, attaching a huge ice cream cone to the roof and taking out the front seat to deliver orders to restaurants. "We did really well selling spumoni to Italian restaurants."

Other promotions included a new ice cream flavor every day. "I think I was the first to invent bubble gum ice cream. Some guy wasn't selling these big gumballs for use in gumball machines and I ended up buying like 100 pounds of them. And I said, "What the heck am I going to do with these?" His inventiveness also created a true watermelon sherbet---complete with black seeds! "It took off," he laughed.

Joe prided himself on hiring neighborhood kids from broken homes, making sure they opened bank accounts that he'd deposit part of their pay into for their families. He recalled taking the staff out to Sunday meals at the "Flying Saucer" restaurant a few blocks down Geary. He remembered Herman's Delicatessen, and when the donut shop across the street was "Stanley's Stationary".

Joe sold the store to Mike and Ida Baum and ran D&M Liquors on Fillmore Street for 35 years before retiring in September 2001. He's happy the current owners, Aki and Mutsuhiko Murashige, have a new five-year lease and that the tradition continues. "I just had a lot of fun there."



Image credits: 1) Joe's Ice Cream, 18th Avenue and Geary Boulevard, October 2001, (WNP photo).

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SFGATE <http://www.sfgate.com/magazine/article/From-Joe-s-to-Joe-s-Taking-a-good-look-at-that-2890337.php>

From Joe's to Joe's / Taking a good look at that old-time stretch of Geary

By Sam Whiting Published 4:00 am, Sunday, August 12, 2001

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Chronicle / Deanne Fitzmaurice

IMAGE 1 OF 3

Customer Eileen McCauley has a hot dog and a laugh with owner, Aki Murashige at the counter of Joe's Ice Cream shop on San Francisco's Geary Street. CHRONICLE PHOTO BY DEANNE FITZMAURICE

There isn't a Joe at Joe's Ice Cream or Joe's Pharmacy, and there isn't a Jeff at Jeff's Jeans. Einer sold his diner, and the other owners have changed. But nothing else has. Throw in Rick's Barber Shop and Dave Sullivan's Sport Shop and the two blocks between Joe's and Joe's may have San Francisco's thickest density of old-fashioned stores named for the men who opened them.

For nostalgia-phobes, this won't be reason enough for a trip out to the fog between 18th and 16th avenues, but the hot dogs at Joe's Ice Cream will be. They are the reason Eileen McCauley comes in from out by the ocean to take a center stool among the 10 that face the rotated-air oven where the dogs are cooked to crisp perfection.

"They are very nice people and it's a very clean place and I like the hot dogs," says McCauley, who has been coming to Joe's "for too long," she says. "Before these people were the owners."

That takes it back to before 1979, when Aki and Mutsuhiko Murashige bought it from Mike and Ida Baum, who ran it for 10 years without changing the name. They bought it from Joe Politz, who did change it from Jay's Ice Cream.

Aki works the grill at Joe's. Mutsuhiko makes the ice cream. Their son Satsuki, 21, scoops it. Politz, who now owns D&M (Dad and Mom) Liquors on Fillmore and Sacramento, comes by to make sure the Formica is still on the counters, and the worn black

vinyl on the stools.

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"They haven't changed a thing," he says, noting that the pink wall phone has no dial. "I put that in in 1960, God help us," says Politz. "You can't dial out. That's why I put it in."

Next door to Joe's is Rick's Barber Shop, a two-chair affair that has a "grand opening" banner out front. "We put it up nine years ago. It's working," says Rick Velasco, administering a buzz cut to a fellow while a woman in the next chair gets the identical cut.

Rick's is brand-new compared to Dave Sullivan's Sport Shop a few abandoned storefronts away. Dave is retired but his son Greg runs the store. Asked how long it has been there he says "59 years," as if that were no big deal. He considers it much more important that Dave Sullivan's was the first store in the city to specialize in the unusual combination of fishing tackle and ski equipment.

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Framed on the wall are 49er jerseys signed by quarterbacks Joe Montana and John Brodie. But if the store has been there 59 years, where are Y.A. Tittle's and Frankie Albert's jerseys?

"Now you're going way back," he says.

On the corner of 17th Avenue is a Royal Ground Coffee and inside a mural shows a cable car wending down a hill. Only on close inspection does it show a Royal Ground on every corner, probably a slap at Starbucks since the mural was just painted this year.

An older mural, and one without irony or reference to retail culture, is at the Russian Renaissance restaurant across 17th and two doors up. A series of wall paintings tell the history of Russia in snowy scenes with sleighs and Cossack hats. It took Sergei Smirnov 10 years to paint and has been there since 1965.

Jeff's Jeans was named for Jeff Morris, son of Mervin Morris. Mervin already had a store named after himself, misspelled as Mervyn's. That chain has outlasted Jeff's, which grew to about 12 stores before shrinking back to just the original.

Anyone who likes the white, Saarinen-esque molded plastic seats in Jeff's Jeans will love the interior of Joe's Pharmacy on the opposite corner of 16th. There's an Rx sign with a mortar and pestle over the door, and inside the walls have those daisy designs popular in the mid-'60s.

This is exactly how Joe Rotenberg left it when he retired and sold the business to Tony Bastian in 1985.

Joe's is the opposite of Walgreens. Joe's doesn't sell magazines or cameras or boom boxes. Everything on the shelves is pharmaceutical and there isn't much of it. A stick of deodorant has three inches of empty space around it.

Bastian himself can be seen behind the counter mixing up the medicine, calling his customers by first name. The scene would be timeless if he were wearing a white smock with buttons up the neck.

From Joe's Pharmacy, there's nothing worth crossing to the north side of Geary for, unless you're in the market for an eye-opener. The red neon above the door at McKenzie's says "open from 6 a.m."

"Cabdrivers have to go someplace when they get off too," explains the morning bartender.

Otherwise, stay on the south side, turn around and walk two blocks back for a toasted almond cone at Joe's Ice Cream. After 41 years, this Joe's is down to its last. The building has been sold and Murashige says he has to be out in 11 months.

He is looking for another space but it won't be the same Joe's without the original counter and stools, and this old-time stretch of Geary won't be the same without Joe's Ice Cream and Joe's Pharmacy as bookends.

The two blocks of Geary Boulevard between 18th and 16th avenues may have more shops with men's names than any other strip in the city:

Joe's Ice Cream: 5351 Geary Blvd.; (415) 751-1950.

Rick's Barber Shop: 5349 Geary; 668-7670.

Royal Ground Coffee: 5301 Geary; 751-5282.

Russian Renaissance Restaurant: 5241 Geary; 752-8558.

Jeff's Jeans: 5201 Geary; 221-1802.

Joe's Pharmacy: 5199 Geary; 751-2326.

McKenzie's: 5320 Geary; 379-6814.

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HEARST

Beloved ice cream shop re-opens at new locale

by Christina Li

The sign listing its 42 homemade flavors continues to hang in back of the ice cream counter and the familiar old-fashioned black stools still remain in the parlor, but there is something noticeably different with the well-known Joe's Ice Cream.

With an increase in rent, Mutsuhiko Murashige and his wife Aki Murashige, the owners of Joe's Ice Cream, had to decide on whether to close their shop at the corner of 18th Avenue and Geary Boulevard or to move to a new location - they opted for the latter.

Aki said she and her husband's first goal was to find a space for their shop in the Richmond District.

"I didn't want to see that Joe's is gone forever out of this neighborhood," she said.

Aki mentioned it was a matter of luck that her hair stylist filled her in on the vacant building that was just half a block away from the original Joe's Ice Cream.

It was not too long afterward when Mutsuhiko stepped into the shop and saw walk-in freezers and walk-in refrigerators in very good condition.

"I said, 'wow, this is it. This is the one,'" he said.

Jennifer Harper, the nanny of two 5-year-old girls, said that when she first took care of them, they walked to get ice cream but realized Joe's Ice Cream was closed.

"When (the girls) saw that it was closed, they were actually pretty upset," Harper said. "We read the sign and it said that it'd be open in a few weeks, so I explained to them that they were just going to reopen across the street and they were excited."

In early June, after five months of work and renovations, Joe's Ice Cream opened its doors to familiar faces at its new site at 5420 Geary Blvd.

Longtime patron and Richmond District native, Ed Fernandez, said he knew Joe's Ice Cream when it was on the corner of 18th Avenue. He believes the new space offers more room for customers to bring their children in to eat food from "Joe's Grill."

"Joe's Grill" serves American food, including hot dogs, hamburgers, grilled cheese and B.L.T. sandwiches.

"I'm glad they're here," Fernandez said. "I think they have a lot of people coming in. This place has a better ambiance."

The Murashiges have come a long way with their shop since it first opened as Bud's Ice Cream in 1945. In 1959, Joe Politz renamed his store to "Joe's Ice Cream." Soon after, Mike Baum took over and worked at the shop for 15 years until he was ready to retire in 1979.

Before immigrating from Japan to America, Mutsuhiko received a college degree in food science where he learned a lot about frozen refrigeration and how it can change food.

Mutsuhiko said his friend knew about Baum's retirement and mentioned that it was a good opportunity.

"I studied this kind of thing in Japan, so therefore I said, 'OK, sure we'll take over,'" he said.

Aki, who was raised in Japan and already married to Mutsuhiko, immigrated to the United States in 1979 and started working at Joe's Ice Cream just one month after arriving in San Francisco.

"My background has nothing to do with business," she recalled. "I was not so familiar with American food, especially hamburgers and hot dogs, so I had to draw pictures."

After taking over the shop, Mutsuhiko and Aki were given the recipes of 42 ice cream flavors from the previous owners.

Although Mutsuhiko and Aki try to keep the flavors as original as possible, there are times when they must alter the ingredients to best serve their customers' taste buds.

"A lot of the ice cream is kind of popular, then it fades away," Mutsuhiko said. "For example, we used to have butter brickle ice cream. It's very sweet - English toffee kind of flavor - with butter brickle candy inside. Then it got less and less response, so I said, 'right now coffee ice cream is very, very popular,' so I started making coffee ice cream with butter brickle candy inside, called coffee crunch. Then, it started selling again."

Now, after owning Joe's Ice Cream for 31 years, Mutsuhiko said he is at his retirement age, but that his job will only be completed after one more accomplishment.

"I want to pass (Joe's Ice Cream) along to somebody willing to keep it here in this neighborhood," he said. "I have to find the right person."

As for the change in location, Mutsuhiko said he has gotten very positive reactions from his customers and that 99 percent of them like the new location.

Despite the move across Geary, many generations of customers still stop by Joe's Ice Cream for a quick bite to eat or for a scoop of homemade ice cream.

"They brought in their grandson," Mutsuhiko said, as he pointed to Xavier Giovanelli and his wife. "I've seen four generations of families come here all sitting together."

Giovanelli, who has been going to Joe's Ice Cream for more than 30 years, said his guardian angel draws him to the shop. He also noted that Mutsuhiko is a very humble and gentle man. "He's one of those rare people who have a calm demeanor," Giovanelli said.

"He's been very fair with his ice cream. I wish him a lot of luck."

Joe's Ice Cream is located at 5420 Geary Blvd. It is open from 11 a.m. to 10 p.m. Sunday through Thursday, 11 a.m. to 11 p.m. Friday and Saturday, and is closed on Mondays. For more information, call (415) 751-1950 or visit the website at www.joesicecream.com.



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San Francisco for Sugar Fiends: 18 Essential Bakeries, Ice Cream Shops, and More

Posted by **Fodor's Editors** (http://www.fodors.com/news/feditors/) on November 17, 2009 at 2:57:31 PM EST | [Post a Comment \(#post-a-comment\)](#)

San Francisco's endless hills can be daunting, especially across several days of sightseeing. How does one stay energized in this challenging touristic landscape? Sugar, of course! And coffee! Here our our favorite pit stops all over the city.

Union Square, Financial District, and Chinatown

The chameleon Sugar Café (679 Sutter St., near Taylor St., 415/441-5678) is a smart breakfast and lunch spot by day and a sleek, savvy cocktail lounge and dessert destination by night. In the luxe bar, complete with film screenings, customers sip a ginger martini or Bacardi mojito while enjoying a slice of chocolate espresso cake or roasted baby bananas with rum raisin-caramel and vanilla ice cream. If your sweet tooth strikes midday, you can still get the decadent desserts but not the libation.



In contrast, Chinatown's Eastern Bakery (720 Grant Ave., near Sacramento St., 415/982-5157) doesn't change, and hasn't for decades. It's the neighborhood's oldest bakery and best-known outpost for traditional mooncakes, in some two dozen styles, from winter melon to yellow bean to coconut. If you're not tempted by mooncakes, try the tiny egg custard tartlets or the coffee crunch cake, with coffee-flavor pastry cream between the sponge-cake layers and crunchy toffee on top.

Soma, Civic Center, and Hayes Valley

For high-style desserts in Hayes Valley, head to Citizen Cake (399 Grove St., at Gough St., 415/861-2228), where star pastry chef Elizabeth Falkner turns out such creative concoctions as upside-down pineapple parfait and rosebud crème brûlée. For a quick sweets fix, cruise the small pastry counter next door and then grab a seat and enjoy your cookie, cupcake, brownie, or wedge of cake with a potent coffee.

If you don't have time to sit, head to the nearby Miette Confiserie (449 Octavia St., near Hayes St., 415/626-6221) and sample their ladylike cakes—try the best-selling gingerbread cupcakes topped with a swirl of cream-cheese frosting, or get a couple of their cream-filled macaroons to nibble as you stroll.

SoMa's Patisserie Philippe (655 Townsend St., between 7th and 8th Sts., 415/558-8016), good for both walkabout and sitdown, is no slouch either when it comes to perfect French macaroons—or to tarts, cakes, pastries, and more, for that matter.

The Waterfront

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If you're a fan of cupcakes and the color pink—pink walls, take-out boxes, frosting—you'll find a rosy spot at Kara's Cupcakes (900 North Point St., Ghirardelli Sq., 415/351-2253), where a long glass case holds about a dozen different kinds of the frosted mini-cakes, including chocolate velvet (chocolate cake with chocolate buttercream), java (chocolate cake with espresso buttercream), coconut (vanilla or chocolate cake with coconut cream-cheese frosting), and sweet vanilla (vanilla cake with vanilla frosting). Kara has thought of the perfect beverages to accompany your cupcakes, too: cold milk or hot French-press coffee.

Or, go traditional and stop at the Ghirardelli Ice Cream and Chocolate Shop (900 North Point St., Ghirardelli Sq., 415/474-3938) where you can first see equipment that was used to make chocolate in 19th-century San Francisco and then sit down to a luscious hot fudge sundae, banana split, or cup of hot cocoa topped with whipped cream.

North Beach, Nob Hill, and Russian Hill

Jacqueline Margulis makes only one thing at her small, charming Café Jacqueline (1454 Grant Ave., between Union and Green Sts., 415/981-5565): tall, airy, gorgeous soufflés, both savory and sweet. She changes the menu regularly, offering such irresistible classics as bittersweetchocolate, strawberry, or Grand Marnier, all of them with creamy centers, in the classic French style.

And speaking of creamy, grab a buttery scoop of gelato at the venerable Gelato Classico (576 Union St., between Stockton St. and Grant Ave., 415/391-6667), a slim spot with just a counter and no place to sit. The gelato is thick and soft and scoops perfectly into little cups to ease eating as you walk. Every flavor—and there are many—looks delicious, and the patient staff hands over a taste to curious customers—which, face it, is everyone. The coppa mista, a wild swirl together of vanilla, chocolate, pistachio, and rum gelatos, is a house specialty, and a good way to satisfy the craving for multiple flavors.

The Mission, The Castro, and Noe Valley

The Mission has ice cream in every flavor imaginable. Bombay Ice Creamery (552 Valencia St., near 16th St., 415/861-3995) dishes out dreamy cardamom or pistachio.

Bi-Rite Creamery (3692 18th St., near Valencia St., 415/626-5600) balances orbs of salted caramel or coffee toffee in organic cones. And the venerable Mitchell's (668 San Jose St., at 29th St., 415/648-2300) has been scooping out creamy lemon custard and Mexican chocolate for over 50 years.



For something baked, you'll find plenty of choices at Tartine Bakery (600 Guerrero St., at 18th St., 415/487-2600), where the staff pulls devil's food cakes, lemon bars, banana cream tarts, brownies, and shortbread from the oven daily.

And if doughnuts and coffee are your thing, don't waste a minute getting to Dynamo Donut & Coffee (2760 24th St., between Potrero and York Sts., 415/920-1978), where you can kick the classics up a notch and dunk a dulce de leche doughnut in a cup of French-press coffee.

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It seems like everything at the utterly French Pâtisserie Delanghe (1890 Fillmore St., at Bush St., 415/923-0711) is wonderfully light, buttery, and/or crispy—the croissants, the Danishes, the macaroons, the strawberry cakes with whipped-cream frosting, the éclairs. You can't linger here—there's only a chair or two—so nab something portable.

Or, if you want to rest your feet, continue up Fillmore Street to Bittersweet (2123 Fillmore St., between Sacramento and California Sts., 415/346-8715), a chocolate emporium-café where you can sit and enjoy a drink, a pastry, or a confection, every one of them delivering a healthy dose of chocolate.

You can also get a chocolate fix at the lively Mamacita (2317 Chestnut St., near Scott St., 415/346-8494), a modern Mexican restaurant that serves a rich budin de cocoa ahogado en cajeta (chocolate pudding with candied peanuts, caramel sauce, and dulce de leche gelato) and cinnamon-and-sugar-dusted churros with hot chocolate.

Haight, Richmond, and Sunset

Out in the Richmond, you would be hard pressed to find a longtime resident who didn't spend some of his or her youth in the truly kitschy Toy Boat Dessert Cafe (401 Clement St., between 5th and 6th Aves., 415/751-7505), where Double Rainbow ice cream competes with a battalion of vintage toys.

No toys compete with the scoops at the funky Joe's Ice Cream (5351 Geary Blvd., at 18th Ave., 415/751-1950), and no Joe is there now, either. But Mutsuhiko and Aki Murashige have been keeping Joe's name honest since 1979, when they bought the business. They fashion thick milk shakes, make a mean banana split, and put together their own It's-It, San Francisco's iconic ice-cream sandwich—all with their house-made ice cream.

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Joe's Ice Cream moves and explodes in popularity

RESTAURANTS S.F. ice cream shop crossed the street after 50 years and got more popular

By Sam Whiting Published 4:00 am, Friday, August 20, 2010

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Nash Garvens (l to r), 3, of San Francisco surveys the selection of ice cream while Satsuki Murashige greets him at Joe's Ice Cream in San Francisco, Calif. on Tuesday August 10, 2010.



When Joe's Ice Cream got priced out of its corner storefront after 50 years, the owners brought it all - even the pink wall phone and the black rotary dial - to their new home in an empty bagel shop across the street.

The new location, midblock on Geary between 18th and 19th avenues, wasn't as visible, but they made sure it was the same on the inside: the lunch counter with Al Murashige grilling the hot dogs and meticulously putting together the sandwiches; the ice cream made by her husband, Mutsuhito; the scooping and sundae preparation by their son, Satsuki. They also hauled their signage across Geary to prove that the prices hadn't changed, and unbolted their counter stools to rebolt them to the new floor.

Just one thing was different - the crowds. Finally, after all these years of limping along.

"Our fear was that we wouldn't make it, but once we opened, surprisingly lots of people come," says Aki.

"It is definitely twice as busy," adds Satsuki.

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On a Saturday night at 8 p.m, there is a line out the door, which, this being the Richmond District, means people are standing in the summer fog with wind-chill that feels like the high 40s, in order to cool down further with ice cream.

Business models can't explain this. Usually when a shop moves, particularly one as old-timey as a lunch counter, the prices rise, the charm drops and the customers dwindle.

"We had very big anxiety," says Aki, who met her husband in Japan, where they grew up. "We had only two choices - close our door and retire, or relocate. When we chose to relocate, we had sleepless nights." On the plus side, the new spot would shorten their commute by half a block to the family home 26 blocks out on Geary Boulevard.

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After closing the old shop in early May, they reopened at the new location for Memorial Day weekend, and the loyalists were eager. That Saturday was the best the family has had in 31 years.

Their luck held

"Many people in the restaurant business believe that when you move, it is bad luck," says Peter Greene as he sits in the window of the new Joe's, looking directly across at the old Joe's, its sign still there, with butcher paper covering the windows. Greene lives on Twin Peaks, and Joe's is the only ice cream he eats.

"They've kept the quality and the feel of the old place and yet they've modernized it to make it much more appealing," Greene says. "I'm very glad they're still in business."

Joe's is open six days a week, 11 a.m. to 10 or 11 p.m., and a family member is always there. If you stop in for lunch, you might find all three. The menu board highlights Joe's Specials, not to be confused with Joe's Special. One Joe's specialty is a hot dog sandwich, butterflied and grilled and served on a toasted bun with melted cheese and chopped red onions, with fries on the side.

Across the aisle, each scoop of ice cream is built slowly, like a snowman, so it holds together on its cone. Mutsuhito, whom most people call Joe, delivers his with a slight bow. Satsuki, whom some call Little Joe, wears more of a bemused look. He is the night man, and he's served some characters in his career here.

Asked how long that has been, Satsuki says, "How long have I been alive?" His parents bought the shop 31 years ago and their only child came along a year later. This is the only job that he has known. He worked here through high school at Lowell and through both City College and San Francisco State, where he earned his bachelor's degree in cinema.

He graduated three years ago and works as a freelance camera assistant. He also scooped 40 cones for a music video shot in the old store.

"Every customer who finds out I'm a filmmaker suggests there's a cinematic story about Joe's," he says, while dipping into the toasted almond. "If there is a film here, I'm not the one to make it. It's a case of being too close to the subject."

'Family operation'

The authenticity of the new Joe's was put to the test on a gray August Thursday when a Richmond native named George Photopoulos came in and sat at the counter to order a hot dog sandwich. He went to Washington High School with Joe Politz, the original Joe of Joe's.

"It's a family operation, which I like," says Photopoulos, 75, a retired grocer. "People are very courteous and it is very reasonable." He has noticed just one change. "The stools somehow seem lower."

A while ago, Joe Politz and his wife, Gerry, made the drive down from Novato just to see the new Joe's. "It looks really good. I was impressed," says Politz, who told the Murashiges that "you spent some bucks there and did the right thing."

Before heading back, Joe and Gerry each had a single scoop of Rocky Road.

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