



# SAN FRANCISCO PLANNING DEPARTMENT

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## Legacy Business Registry Case Report

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HEARING DATE: SEPTEMBER 21, 2016

*Filing Date:* August 22, 2016  
*Case No.:* 2016-010958LBR  
*Business Name:* The Booksmith  
*Business Address:* 1644 Haight Street  
*Zoning:* NCD (Haight Street Neighborhood Commercial District)/  
40-X Height and Bulk District  
*Block/Lot:* 1230/011  
*Applicant:* Christin Evans  
1644 Haight Street  
San Francisco, CA 94117  
*Nominated By:* Supervisor London Breed, District 5  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

### BUSINESS DESCRIPTION

The Booksmith is an independent bookstore in the Haight-Ashbury that has served as a literary mecca for neighborhood residents, tourists, and book lovers since 1976. Located on Haight Street between Clayton and Cole Streets, The Booksmith is housed within a one-story commercial building and is well-known for its leading events program that continues to feature prominent figures in the fields of art, journalism, and literature. The business was one of the first bookstores to offer a community Book Swap event, regularly opens its doors to neighbors and community groups for meetings and events, and attracts hundreds each month through its popular fanfiction event, "Shipwreck."

### STAFF ANALYSIS

#### *Review Criteria*

1. *When was business founded?*  
1976
2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

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

- i. The Booksmith has operated for 40 years.
- ii. The Booksmith has contributed to the Haight-Ashbury community's history and

identity by serving as a neighborhood book store, literary mecca, and venue for high quality literary programming.

- iii. The Booksmith is committed to maintaining the physical features or traditions that define its tradition of bookselling and literary programming.

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

Yes. The business is associated with the traditions of bookselling and organizing literary events.

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

Yes. 1644 Haight Street is associated with significant architecture. It is a representative example of a 1920's utilitarian commercial building and is located within the proposed Article 10 Haight-Ashbury Historic Landmark District (added to the Landmark Designation Work Program in August of 2016).

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

Yes. The 1926 structure is considered a "Category A Building" and is located within the California Register-eligible Haight-Ashbury Historic District. It was also identified in the Neighborhood Commercial Buildings Historic Resource Survey (pending approval by the Historic Preservation Commission) as a contributor to a California Register-eligible district.

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. *American Bookseller Magazine*, 1998; *Bookselling This Week*, 6/6/1994, "How Much is That Author in the Window?" published by the American Booksellers Association; *SF Gate*, 3/24/2002, "Indy Booksellers Reach Crossroads," by Hillel Italie; *SF Business Times*, 8/17-23/2016, "Duo seeks to turn bookstore decline into fiction," by Sarah Duxbury; *The New York Times*, 12/5/2010, "A Reader's San Francisco," by Gregory Dicum; *San Francisco Chronicle*, 6/26/2011, "Indie bookstores offer greater sense of community," by Katherine Seligman.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 1644 Haight Street

#### **Recommended by Applicant**

- Stock of quality books featuring traditional and emerging literary works
- General interior layout, including window displays and front table displays
- Shelf-talkers (hand written staff book reviews)

#### **Additional Recommended by Staff**

- Storefront system, including recessed entryway, terrazzo flooring at entry, vertical and horizontal single pane windows, cornice, and tile and wood siding

*Filing Date:* August 22, 2016  
*Case No.:* 2016-010959LBR  
*Business Name:* Dog Eared Books  
*Business Address:* 900 Valencia Street  
*Zoning:* NCT (Valencia Neighborhood Commercial Transit)/  
50-X Height and Bulk District  
*Block/Lot:* 3608/075  
*Applicant:* Kate Rosenberger  
900 Valencia Street  
San Francisco, CA 94110  
*Nominated By:* Supervisor David Campos, District 9  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## **BUSINESS DESCRIPTION**

Dog Eared Books is an independent book store located on Valencia Street between 20<sup>th</sup> and Liberty Streets in the Mission District. The business has served as a neighborhood gathering spot for the literary and artistic community for over two decades, offering a variety of eclectic new and used books that reflect the interest of surrounding residents. The book shop features local publishers and emerging authors, and offers readings, book groups, release parties, and other literary events that contribute to the city's literary heritage. It opened in 1992 when Valencia Street was a lesbian enclave and home to small, unique shops that sold handmade and homemade goods. The business is located at the ground floor of a three-story residential over commercial building that is a contributor to the Article 10 Liberty Hill Historic District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*  
1992
2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Dog Eared Books qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Dog Eared Books has operated in San Francisco for 24 years, but has contributed to the identity of the Mission District and faces a significant risk of displacement.
- ii. Dog Eared Books has contributed to the history and identity of the Mission District and the literary community that formed along Valencia Street in the 1990s and which continues today.
- iii. Dog Eared Books is committed to maintaining the physical features or traditions that define its tradition of bookselling.

While Dog Eared Books is less than 30 years old, the business is at risk of being displaced. The closure of Dog Eared Books would represent a significant loss to the neighborhood and literary community of Valencia Street and the Mission District.

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

Yes. The business is associated with the traditions of bookselling and organizing literary events.

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

Yes. The building is considered a "Category A Building" by the Planning Department for its architectural significance as a contributor to the Article 10 Liberty-Hill Historic District. The 1904 Italianate-style building is located in a historic commercial corridor on Valencia Street that belongs to one of the city's earliest residential suburbs and largely intact 19<sup>th</sup> century middle class neighborhood.

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

Yes. The building is considered a "Category A Building" for the purposes of CEQA and is a contributor to both the Article 10 Liberty-Hill Historic District and the California Register Liberty-Hill Historic District.

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. *The New York Times*, 12/1/2010, "A Book Lover's San Francisco," by Gregory Dicum; *CBS Local*, 4/6/2015, "Best Used Bookstores In the Bay Area"; and *SF Gate*, 3/17/2016, "Dog Eared Books to open satellite store in S.F.'s Castro District," by John McMurtrie.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 900 Valencia Street

#### **Recommended by Applicant**

- "Brick-and-mortar-style" bookselling in present location
- Friendly and neighborhood-oriented customer service
- Community involvement, including donations to local schools

#### **Additional Recommended by Staff**

- Commercial storefront from 1904-present, including fixed vertical windows and glass door with transom
- "Book mural" on exterior front façade
- Offering of eclectic books that reflect neighborhood interests and feature emerging authors and local publishers
- Community-building literary events

*Filing Date:* August 22, 2016  
*Case No.:* 2016-010963LBR  
*Business Name:* Green Apple Books  
*Business Address:* 506 Clement Street  
*Zoning:* NCD (Inner Clement Street Neighborhood Commercial)/  
40-X Height and Bulk District  
*Block/Lot:* 1427/014  
*Applicant:* Pete Mulvihill, Co-Owner, CEO  
506 Clement Street  
San Francisco, CA 94118  
*Nominated By:* Supervisor Eric Mar, District 1  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## **BUSINESS DESCRIPTION**

Green Apple Books is a 49-year-old independent bookstore and literary destination in the Richmond District. Located on Clement Street between 6<sup>th</sup> and 7<sup>th</sup> Avenues in a two-story commercial building, the business offers a large selection of new and used books, magazines, and music, and is considered a regional leader among bookstores. An anchor of the commercial corridor that has formed along Clement Street in the Richmond, Green Apple Books is also known for its note-worthy business practices. Its workers are unionized and it provides an example of successful succession planning, as three of its long-time employees have taken ownership of the business in recent years.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

1967

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

Yes, Green Apple Books qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Green Apple Books has operated for 49 years.
- ii. Green Apple Books has contributed to the Richmond community's history and identity by serving as a long-standing neighborhood bookstore and literary destination for San Franciscans and visitors.
- iii. Green Apple Books is committed to maintaining the physical features or traditions that define its tradition of bookselling.

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

Yes. The business is associated with the tradition of bookselling.

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

No. Based on the information on file at the Planning Department, neither the business nor the building is associated with significant events, persons, or architecture.

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

No. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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. *Hoodline*, 3/27/2016, "A Conversation With Pete Mulvihill of Green Apple Books"; *The New York Times*, 10/28/2015, *San Francisco Chronicle*, 3/6/2016, "Green Apple Books"; "36 Hours in San Francisco," by Bonnie Tsui; *Sunset Magazine*, 05/2015, "Travel Insider Tips: Green Apple Books"; *SF Gate*, 4/15/2014, "Le Video survives thanks to partnership with Green Apple Books," by Joe Garofoli; *Publishers Weekly*, 3/28/2014, "Green Apple Named PW Bookstore of the Year," by Judith Rosen; 09/2014, "Sustaining San Francisco's Living History: Strategies for Conserving Cultural Heritage Assets," by San Francisco Heritage; *The Wall Street Journal*, 1/9/2013, "Bookstore Finds Novel Ways to Succeed as an Independent," by Shira Ovide.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 506 Clement Street (primary location)
- 1231 9<sup>th</sup> Avenue (second location, opened 2014)

#### **Recommended by Applicant**

- Wooden bookcases, nooks and alcoves, shelf-talkers, mask collection, original gas light fixtures, and handmade signs in the interior of 506 Clement Street
- Vibrant selection of new and used books

#### **Additional Recommended by Staff**

- "Green Apple Books" neon sign (installed in 1983) located on primary façade of 506 Clement Street

*Filing Date:* August 22, 2016  
*Case No.:* 2016-010965LBR  
*Business Name:* Henry's House of Coffee  
*Business Address:* 1618 Noriega Street  
*Zoning:* NCD (Noriega Street Neighborhood Commercial District)/  
40-X Height and Bulk District  
*Block/Lot:* 2026/024  
*Applicant:* Hrag Kalebjian, President  
1618 Noriega Street  
San Francisco, CA 94122  
*Nominated By:* Supervisor Katy Tang, District 4  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Henry's House of Coffee is a family-owned coffee roaster and coffee shop located on Noriega Street between 23<sup>rd</sup> and 24<sup>th</sup> Avenues in the Sunset District. Housed within a two-story residential-over-commercial property built in the Storybook period revival architectural style, the business represents three generations of coffee roasting tradition. Master coffee roaster, Henry Kalebjian, learned the Armenian style of coffee roasting at the age of twelve from his father in Lebanon. Upon settling in San Francisco during the early 1970s, Henry purchased House of Coffee from a fellow Armenian entrepreneur, and expanded the shop's coffee roasting functions. One of the first coffee roasters in San Francisco, Henry's House of Coffee now sells wholesale to retail groceries, neighborhood coffee shops, and fine dining restaurants. Henry's son, Hrag, has joined the operation in recent years and plans to keep the family tradition alive well into the future.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1965

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

Yes, Henry's House of Coffee qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Henry's House of Coffee has been in operation since 1965 (the business operated under the name, "House of Coffee," from 1965-1983).
- ii. Henry's House of Coffee has contributed to the Sunset community's history and identity by serving as a neighborhood coffee shop and offering high quality roasted

coffee beans for purchase.

- iii. Henry's House of Coffee is committed to maintaining the physical features or traditions that define its art of coffee roasting and serving.

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

Yes. The business is associated with the art of coffee roasting and serving.

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

Yes. The property is associated with significant architecture. It was built in 1935 as part of an early residential tract designed and developed by Marian Realty Company (owned by Oliver and Arthur Rousseau) and Whittney Investment Company, and is emblematic of Storybook period revival style architecture. The property's ground floor was altered midcentury as part of a block-wide conversion from residential to mixed use. The property was identified as a Category A Building and a contributor to a California Register-eligible district in the Neighborhood Commercial Buildings Historic Resources Survey (pending approval by the Historic Preservation Commission). The property belongs to a cluster of 18 Storybook-style buildings along Noriega Street.

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

No. The property has, however, been identified in the Neighborhood Commercial Buildings Historic Resources Survey (pending approval by the Historic Preservation Commission) as a contributor to a California Register-eligible district.

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. *Focus Magazine*, 12/1980, "Shopping with Shelton: Coffee Beans in the Genes," by Jack Shelton; *Tea & Coffee Magazine*, 4/2016, "The Intentional Micro Roaster- A New Definition for a New Category"; *Fresh Cup Magazine*, 7/21/2014, "Feature: Henry's House of Coffee," by Regan Crisp; *Daily Coffee News*, 8/18/2015, "The 50-Year-Old San Francisco Family Roastery You've Probably Never Heard Of," by Nick Brown; SF Made website, 4/22/2015, "Welcome Home to Henry's House of Coffee," by Ferron Salniker; *The San Franciscan Roaster*, 6/8/2014, "Roaster Profile: Henry's House of Coffee," by Emily McIntrye; *Hoodline*, 2/23/2016, "Behind the Beans With Master Roaster Henry Kalebjian of Henry's House of Coffee," by Fiona Lee; University of San Francisco website, 4/15/2015, "USF Honors Henry's House of Coffee and Aunt Ann's In-House Staffing with 2015 Family Business Awards."



*Physical Features or Traditions that Define the Business*

**Location(s) associated with the business:**

- 1618 Noriega Street

**Recommended by Applicant**

- Coffee roasting tradition
- Coffee shop use

**Additional Recommended by Staff**

- The San Franciscan roaster (interior)

*Filing Date:* August 22, 2016  
*Case No.:* 2016-010966LBR  
*Business Name:* Zeitgeist  
*Business Address:* 199 Valencia Street  
*Zoning:* NCT-3 (Moderate Scale Neighborhood Commercial Transit District)/  
50-X Height and Bulk District  
*Block/Lot:* 3513/022  
*Applicant:* Gideon Bush, General Manager/COO  
199 Valencia Street  
San Francisco, CA 94103  
*Nominated By:* Supervisor David Campos, District 9  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## **BUSINESS DESCRIPTION**

RBCC, Inc. dba Zeitgeist is a brew pub and beer garden located on Valencia Street between Duboce Avenue and McCoppin Street in the Mission District. It is housed on the first floor of a three-story mixed use building. A bar has operated out of the space for an estimated 100 years. During Prohibition it was converted into an ice cream shop called, “Lally’s,” with a speakeasy in the basement; mosaic tile in the entryway serves as a reminder of that time period. The current business has operated out of the building since 1972, when it opened as Rainbow Cattle Company and became a hangout for gay hippies. Renamed “Zeitgeist” in 1986, the business has served as a local gathering spot over the decades, featuring Bay Area micro-brews and giving back to the neighborhood by hosting fundraising events, providing shelter for neighbors displaced by fires, and providing holiday offerings from the kitchen for patrons who live far from home. Passionate about beer, Zeitgeist is a regular participant in San Francisco Beer Week and takes suggestions on its beer offerings from its customers.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

1972

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

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

- i. Zeitgeist has operated for 44 years.
- ii. Zeitgeist has contributed to the Mission community’s history and identity by serving as a local brew pub and beer garden, and hosting community fundraisers.
- iii. Zeitgeist is committed to maintaining the physical features or traditions that define

its tradition of serving local craft brew.

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

Yes. The business is associated with the tradition of serving local craft brew.

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

No.

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

No. The property is considered a "Category C Property," meaning that it was not found to be a historic resource per the Planning Department's CEQA review procedures for historical resources.

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

No. While the business has not been mentioned in a local historic context statement, 199 Valencia was mentioned in the LGBTQ Historic Context Statement (adopted 2015). The building had previously housed Hans Off, where nude go-go dancers performed during the 1960s and early 1970s, as well as Rainbow Cattle Company, a hangout for gay hippies during the 1970s.

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

Yes. *The New York Times*, 10/28/2015, "Travel: 36 Hours in San Francisco," by Bonnie Tsui; *San Francisco Chronicle and SF Gate*, 7/24-30/2011, "Sunday Datebook: Zeitgeist," by Meredith May; *SF Gate*, 7/24/2011, "The steins collect: Bay Area beer gardens," by Nellie Bowls, Meredith May, David Wagner, Sam Whiting"; *SF Gate*, 1/21/2016, "The most popular bar in California is a divey brew pub in San Francisco," by Alyssa Pereira; *SF Gate*, 5/6/2016, "San Francisco's most popular bars, according to Lyft and Uber," by Dianne de Guzman.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 199 Valencia

#### **Recommended by Applicant**

- Outdoor beer garden
- Mosaic tile in Valencia Street entryway that spells, "Lally's"

#### **Additional Recommended by Staff**

- Memorabilia, including old signs, cash register, and artifacts on display
- Stained glass window visible on the eastern façade (Duboce Street), which was installed by Rainbow Cattle Company in the 1970s and which displays the letters, "RBCC," and images of a rainbow and an arrow

## **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 2 letters in support of Green Apple Books' designation as a Legacy Business. The letters are included in this packet.

## **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 following 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:

- The Booksmith, 1644 Haight Street, 1230/011
- Dog Eared Books, 900 Valencia Street, 3608/075
- Green Apple Books, 506 Clement Street, 1427/014
- Henry's House of Coffee, 1618 Noriega Street, 2026/024
- Zeitgeist, 199 Valencia Street, 3513/022

## **ATTACHMENTS**

Draft Resolution  
Legacy Business Application

DS: XXXX



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

HEARING DATE SEPTEMBER 21, 2016

*Filing Date:* August 22, 2016  
*Case No.:* 2016-010958LBR  
*Business Name:* The Booksmith  
*Business Address:* 1644 Haight Street  
*Zoning:* NCD (Haight Street Neighborhood Commercial District)/  
40-X Height and Bulk District  
*Block/Lot:* 1230/011  
*Applicant:* Christin Evans  
1644 Haight Street  
San Francisco, CA 94117  
*Nominated By:* Supervisor London Breed, District 5  
*Staff Contact:* Desiree Smith - (415) 575-9093  
[desiree.smith@sfgov.org](mailto:desiree.smith@sfgov.org)  
*Reviewed By:* Tim Frye - (415) 575-6822  
[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE BOOKSMITH, CURRENTLY LOCATED AT 1644 HAIGHT STREET (BLOCK/LOT 1230/011).**

**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 Haight-Ashbury 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 September 21, 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 The Booksmith qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated in the same location 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 The Booksmith.

*Location (if applicable)*

- 1644 Haight Street

*Physical Features or Traditions that Define the Business*

- Stock of quality books featuring traditional and emerging literary works
- General interior layout, including window displays and front table displays
- Shelf-talkers (hand written staff book reviews)
- Storefront system, including recessed entryway, terrazzo flooring at entry, vertical and horizontal single pane windows, cornice, and tile and wood siding

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 XXXX to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on XXXX.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

HEARING DATE SEPTEMBER 21, 2016

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Suite 400  
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CA 94103-2479

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*Filing Date:* August 22, 2016  
*Case No.:* 2016-010963LBR  
*Business Name:* Green Apple Books  
*Business Address:* 506 Clement Street  
*Zoning:* NCD (Inner Clement Street Neighborhood Commercial)/  
40-X Height and Bulk District  
*Block/Lot:* 1427/014  
*Applicant:* Pete Mulvihill, Co-Owner, CEO  
506 Clement Street  
San Francisco, CA 94118  
*Nominated By:* Supervisor Eric Mar, District 1  
*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 GREEN APPLE BOOKS, CURRENTLY LOCATED AT 506 CLEMENT STREET (BLOCK/LOT 1427/014).**

**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 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 September 21, 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 Green Apple Books qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated in the same location 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 Green Apple Books.

*Location (if applicable)*

- 506 Clement Street

*Physical Features or Traditions that Define the Business*

- *Wooden bookcases, nooks and alcoves, shelf-talkers, mask collection, original gas light fixtures, and handmade signs in the interior of 506 Clement Street*
- *Vibrant selection of new and used books*
- *“Green Apple Books” neon sign (installed in 1983) located on primary façade of 506 Clement Street*

**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 XXXX to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on XXXX.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:





# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

HEARING DATE SEPTEMBER 21, 2016

*Filing Date:* August 22, 2016  
*Case No.:* 2016-010965LBR  
*Business Name:* Henry's House of Coffee  
*Business Address:* 1618 Noriega Street  
*Zoning:* NCD (Noriega Street Neighborhood Commercial District)/  
40-X Height and Bulk District  
*Block/Lot:* 2026/024  
*Applicant:* Hrag Kalebjian, President  
1618 Noriega Street  
San Francisco, CA 94122  
*Nominated By:* Supervisor Katy Tang, District 4  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR HENRY'S HOUSE OF COFFEE, CURRENTLY LOCATED AT 1618 NORIEGA STREET (BLOCK/LOT 2026/024).**

**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 Sunset 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 September 21, 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 Henry's House of Coffee qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated in the same location 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 Henry's House of Coffee.

*Location (if applicable)*

- 1618 Noriega Street

*Physical Features or Traditions that Define the Business*

- Coffee roasting tradition
- Coffee shop use
- The San Franciscan roaster (interior)

**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 XXXX to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on XXXX.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

HEARING DATE SEPTEMBER 21, 2016

*Filing Date:* August 22, 2016  
*Case No.:* 2016-010966LBR  
*Business Name:* Zeitgeist  
*Business Address:* 199 Valencia Street  
*Zoning:* NCT-3 (Moderate Scale Neighborhood Commercial Transit District)/  
50-X Height and Bulk District  
*Block/Lot:* 3513/022  
*Applicant:* Gideon Bush, General Manager/COO  
199 Valencia Street  
San Francisco, CA 94103  
*Nominated By:* Supervisor David Campos, District 9  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

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Information:  
**415.558.6377**

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR RBCC, INC. DBA ZEITGEIST, CURRENTLY LOCATED AT 199 VALENCIA STREET (BLOCK/LOT 3513/022).**

**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 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 September 21, 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 RBCC, Inc., dba Zeitgeist qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated in the same location 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 Zeitgeist

*Location (if applicable)*

- 199 Valencia Street

*Physical Features or Traditions that Define the Business*

- Outdoor beer garden
- Mosaic tile in Valencia Street entryway spelling "Lally's"
- Memorabilia, including old signs, cash register, and artifacts on display
- Stained glass window visible on the eastern façade (Duboce Street), which was installed by Rainbow Cattle Company in the 1970s and which displays the letters, "RBCC," and images of a rainbow and an arrow

**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 XXXX to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on XXXX.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2016-17-002  
*Business Name:* The Booksmith  
*Business Address:* 1644 Haight Street  
*District:* District 5  
*Applicant:* Christin Evans, Owner  
*Nomination Date:* July 21, 2016  
*Nominated By:* Supervisor London Breed

**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

**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:** August 22, 2016

Richard Kurylo  
Manager, Legacy Business Program



President, Board of Supervisor  
District 5



City and County of San Francisco

## LONDON N. BREED

Thursday, July 21<sup>st</sup>, 2016

Rick Kurylo  
Legacy Business Program Manager  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Suite 110  
San Francisco, CA 94102

Dear Mr. Kurylo:

I am writing to proudly nominate Booksmith at 1644 Haight Street for the Legacy Business Registry Program. Booksmith has been a fixture of the Haight-Ashbury community since its founding in October 1976. While many changes have occurred in the neighborhood since then, Booksmith continues to be known as a cultural gem in the neighborhood.

Booksmith is known as a “literary mecca,” providing a destination for neighborhood residents, tourists, and book lovers everywhere. Diverse figures in the fields of arts, journalism, and literature have had readings or participated in events there, including Nobel Prize-winning Polish poet Czesław Miłosz, science fiction great Ray Bradbury, children's author Lemony Snicket, rock legends Neil Young and Patti Smith, and Beat generation poet Allen Ginsberg, just to name a few.

The founder, Mr. Gary Frank, and the current owners, Ms. Christin Evans and Mr. Praveen Madan, have worked hard to make this establishment a community gathering space as well. They frequently offer the bookstore as a location for community meetings and events. Furthermore, Ms. Evans currently serves as the President of the Haight Ashbury Merchants Association. Her leadership has ensured that the merchants in this neighborhood are getting the support they need to thrive in San Francisco.

Please contact Ms. Evans at [christin@booksmith.com](mailto:christin@booksmith.com), or 415-863-8688. And feel free to contact my office if you have any questions. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "London Breed".

President London Breed  
Board of Supervisors  
City & County of San Francisco



# 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.

<b>NAME OF BUSINESS:</b>
The Booksmith

<b>BUSINESS OWNER(S)</b> (identify the person(s) with the highest ownership stake in the business)
CHRISTIN EVANS, PRAVEEN MADAN Previous owner + current landlord: GARY FRANK

<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE:</b>
1644 Haight Street	(415) 863-8688
	<b>EMAIL:</b>
	christin@booksmith.com

<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
booksmith.com	facebook.com/booksmith	yelp.com/biz/the-booksmith-san-francisco

<b>APPLICANT'S NAME</b>	
CHRISTIN EVANS	<input checked="" type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
OWNER	

<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
1644 Haight Street San Francisco, CA 94117	(415) 863-8688
	<b>EMAIL:</b>
	christin@booksmith.com

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0418673	200713910018

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
1746 Haight St., San Francisco, CA	94117	1976
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1976-1985	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1644 Haight Street, San Francisco, CA	94117	Start: 1985 End: current

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.

Christin Evans      7/29/16        
Name (Print):      Date:      Signature:

**Written Historical Narrative for The Booksmith in support of its application to become a SF legacy business:**

***Criterion 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years.***

The Booksmith has operated in San Francisco continuously since it was founded by Gary Frank in 1976. The original location (building since torn down) was at 1746 Haight street located underneath the popular I-Beam nightclub. In 1985, the building for the current location of the store at 1644 Haight street was purchased & remodeled. After 30 years of running the store, Gary Frank sought to sell The Booksmith which he did in 2007 to Christin Evans and Praveen Madan, a married couple. The Frank Family retains ownership of the building which houses the bookstore. The Booksmith remains open 7 days a week, 364 days of the year (closed Christmas Day) and recently won San Francisco Magazine's honor for Best Bookstore (2016).

***Criterion 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community. Community does include a business or industry community.***

The Booksmith has served as the historic Haight-Ashbury's independent bookstore since 1976. In addition to being one of a handful of surviving independent bookstores in the city, it has been a pioneer amongst its peers in a number of ways.

Perhaps best known perhaps for its leading events program – the store has hosted numerous celebrities and literary luminaries over the years including:

- counter cultural icons Allen Ginsberg (last reading before his death), Timothy Leary, Stewart Brand and Hunter S Thompson (a young Johnny Depp was shadowing the author in preparation for his upcoming role in *Fear and Loathing in Las Vegas* and also attended that event and book signing at the bookstore)
- rock legends Neil Young, Patti Smith, Carlos Santana and Ozzy Osbourne
- artists Art Spiegelman, Maira Kalman, Lynda Barry, Camille Rose Garcia, and Paul Madonna
- photographers Annie Leibovitz and Richard Avedon
- acclaimed literary luminaries Adam Johnson, Dave Eggers, Neil Gaiman, Neal Stephenson, William T. Vollmann, Bret Easton Ellis, Khaled Hosseini, Rebecca Solnit, David Talbot, Thomas Pynchon, Kelly Link, Mary Gaitskill, Anne Rice, Amy Bloom, Junot Diaz, Bharati Mukherjee, Beth Lisick, Michelle Tea, William Gibson, Ray Bradbury, Kazuo Ishiguro, China Mieville, David Foster Wallace (last bookstore event before his death) and many more
- published former & current store staff members Paco Ramone, Tom Tomorrow, Lewis Buzbee, Kiara Brinkman, Na'amen Tilahun, Sarah Maria Griffin and many more

The Booksmith was one of the first bookstores to have its own website, [www.booksmith.com](http://www.booksmith.com) and was a technology innovator in collaboration with IBID, Inc to build one of the book industry's first point of sale and inventory management systems (now a cloud based software solution with significant market share).

There have been a number of community building activities the store has engaged in. It was the first bookstore to offer a community Book Swap event where participants brought books to share & exchange. Booksmith is also home to the very popular fanfiction event Shipwreck started in 2013 which draws hundreds to the store each month. The bookstore has hosted numerous community forums and panels on current issues & topics including San Francisco's homeless challenge, the changing landscape of public investigative reporting and journalism.

***Criterion 3: The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.***

The nature of curation of the stock of an independent bookstore is its own particular art form. The book buyers and bookstore staff weigh in on new titles offered by large and small publishers alike. Of 50,000+ new titles published every year, the buyers base their decisions on community interest, past performance, advance copy reviews and creative input to determine which handful of titles to feature in window displays, front table displays, in the annual holiday catalog and online.

Booksmith's physical layout has remained relatively unchanged since 1985 when the store re-located to its current address at 1644 Haight street. Starting in 2007, the store brand was amplified with colorful chalk art throughout the store hand drawn by long-time staffer Sean Chiki and more recently store artist Madeline Gobo. The artwork incorporated in Booksmith's email newsletter, website and print marketing are all produced in store by Booksmith staff. And, the storefront was updated with a new colorful palette which included ink black, turquoise, purple and lime green. As times & tastes change, the Booksmith periodically updates its physical presentation with its characteristic shelf talkers (hand written staff book reviews) but its heart remains artistically true to supporting traditional and emerging quality literary works our community demands.

## Section Five:

### Supplemental Historical Documents.

In addition to the narrative, please include as many supplemental historical documents as are available. This information will provide the Commissioners a visual context to build an argument for listing on the Legacy Business Registry.

Materials should include information on all physical features, traditions and practices noted in the written narrative and that identify the business for the Legacy Registry.

### Historic Legal Documents, such as:

- Change in Business Ownership (if current business ownership is less than 30 years)
- San Francisco Business Registration Certificate (original or dating back to 30+ years)

### Photographs:

#### Required

- 1 overall exterior photo (a current photo is fine, including older photos is a plus to help to provide historical context)
- 1 photo of exterior and interior business signage (a current photo is fine, including older photos is a plus to help to provide historical context)
- Additional photos of any unique interior and exterior features of the location called out in the list of "physical features or traditions" that are closely and strongly associated with the significance of the Community engagement

#### Supplemental If Available

- Historic photos of the business location
- Historical events
- Photos of the unique craft, art, cuisine, or tradition that define the business
- Visual support to what is written in the historical narrative

### Ephemera and Memorabilia:

(*Example:* advertising print, audio and video, advertising trade cards, bookmarks, catalog, greeting cards, letters, magazines, matchbooks, menus, pamphlets, postcards, posters, prospectuses, and tickets.)

- Newspaper Clippings from past and present newspapers that support the historical narrative. (please include publication and date of clipping)
- Audio and Video News stories
- Letters of Support

SF Heritage has a Historical Research Guide (<http://www.sfheritage.org/resources-links/researchguide/>) on where to locate possible supplemental documents or materials.

**The BOOKSMITH**  
16-18  
MON - SAT.  
11 AM - 5 PM  
2415 BRIGHT ST  
SAN FRANCISCO  
**CALL FOR INFO**



**PAPERBACKS**  
**HARDBACKS**  
**NOTE CARDS**  
**SPECIAL ORDERS**

**VINTAGE  
BOOKMARK**

# GARY FRANK IN AMERICAN BOOKSELLER MAGAZINE 1988



(Above) Owner Frank is justly proud of the store's award-winning windows. At left, sectioned mannequins call attention to new computer books; at right, Einstein acts as figurehead in a display of science books.



(Above) The two sides of the Haight. Even as the area becomes gentrified, it still attracts transients and the homeless. To help, some of the Haight's merchants have established a workfare program.

gency. Explains Frank, "We sometimes [have] so many books on a certain subject that they get lost. The psychology section was getting overwhelmed with these recovery books, for instance, while the true crime books were getting lost in sociology or biography."

Frank's penchant for merchandising finds expression in the store's windows, which, thanks to the efforts of a talented designer, have won several publishers' display contests. For a recent travel display, one window featured an outsize camera, complete with flashing light, suspended in the air along with various Fodor's travel guides; the display took second place in a Fodor's contest. Another window featured a huge, outsize suitcase with Prentice Hall travel titles spilling out of it.

The Booksmith recently took one of the prizes in Vintage's window contest for its contemporary fiction series; the prize included a visit to the store by Vintage authors Mona Simpson, Richard Ford, and James Crumley. In addition, author signings or readings, featuring the likes of Tama Janowitz and Jim Carroll, take place at The Booksmith about once a month, and are a primary means of store promotion. "We don't make a lot of money on the event, but we gain a lot in bringing new people into the store," says Frank. "Readings are basically the kind of thing we advertise in local periodicals like the *Bay Guardian* or *Poetry Flash*. I find we don't have to do advertising on a regular basis to bring in clientele."

Frank notes that, before moving to his new store, he was the bookstore consultant for and first on-line bookstore user of the original IBID computerized inventory control system. Although he is not involved in IBID directly at this point, he uses the system

people near the Haight living and sleeping in their vehicles, he notes.

Frank says that the presence of street people expresses itself in the aggressive panhandling that is becoming common in many urban areas. Another serious problem is theft, which Frank says can cost him thousands per month. "It is undoubtedly my biggest problem," he claims. "It's mostly, I think, drug addicts, who actually make a living stealing books from bookstores. And I'm not talking about one book, I'm talking about people we catch who have stacks of books." As an example Frank describes how he apprehended a shoplifter in the store's occult section who had hidden approximately 20 books in a small duffel bag and was beginning to stash books in the sleeves of a jacket he had taken off.

To address the problem of street people, Frank has joined with other Haight Street merchants in a kind of workfare program. "We interviewed five or six people, and decided that they were truly homeless, not addicted to anything, and truly wanted to better themselves." Under the plan, the people were hired to clean the streets each morning, which Frank says, "got a little bit of attention from City Hall." He adds that the president of the block association "is also working on a poster to educate people that you'd be better off giving your money to a program, rather than to people on the street who will probably use it for drugs. I give my money to the Switchboard, even though it's one of the reasons that the street people are here."

The expansion to a bigger store has allowed Frank to triple his gross sales within the past three years. "I could expand again now," he says. "In a neighborhood that services a fair number of people and has a good turnaround in book sales, you can't hurt yourself



BOOKSMITH, EARLY AUGHTS

JUNE 6, 1994

# BOOKSELLING This Week

A WEEKLY PUBLICATION OF THE AMERICAN BOOKSELLERS ASSOCIATION

## HOW MUCH IS THAT AUTHOR IN THE WINDOW?

**Q**uiz for booksellers: How do you jam your store with hundreds of people first thing in the morning, encourage dozens of them to make large purchases over the course of the day, attract the attention of the local media, and take part in an act of creation with an award-winning writer for good measure?

For San Francisco's Booksmith, it all just fell into place the day Harlan Ellison sat in the window.

The Booksmith had invited the prolific Los Angeles-based science fiction writer for an evening event, hoping that Ellison would agree to promote his volumes of essays and short stories at the store. But Ellison, the author of such works as *Deathbird Stories* (Macmillan) and *Angry Candy* (Dutton), said he had a better idea.

The writer staged an all-day stand in the front window of The Booksmith, where he pounded out a new short story on his portable Olympus 2000 word processor. The graphic artist who designed the cover who spent more than \$50 in the store that day.

He mugged for the cameras and chatted with the crowd. And he invited his actor friend, Robin Williams, to kick the day off by bringing

the meeting between Ellison and Williams in front of a throng of onlookers that spilled out onto the street in front of the store. "They were really entertaining. Williams gave him the beginning of a story—'The Computer Vampire, or the Bye that Bites,' Ellison, of course, hated it, because he doesn't use a computer. But he came up with a story."

After Williams left the scene, fans and curiosity seekers hung around in the store, waiting as each page of the Ellison story was photocopied and hung in the window. And at the end of the day, another crowd gathered to hear Ellison read the finished story. "It was his idea to do this thing in the window, and his idea to do this promotion giving away copies of the manuscript," said Booksmith owner Gary Frank, who marveled at Ellison's business sense. "We're used to walking a careful line and not wanting to offend authors, but we're not going to do that. We think we're going to do this uncanny business and marketing sense that really made the whole thing work."



Robin Williams (left) helped Harlan Ellison draw a crowd for his all-day appearance at The Booksmith in San Francisco.

**ROBIN WILLIAMS & HARLAN ELLISON**  
WRITING IN OUR WINDOWS, 1994



## Indy Booksellers Reach Crossroads

HILLEL ITALIE Published 4:00 pm, Sunday, March 24, 2002

Associated Press Writer

Gary Frank, longtime owner of The Booksmith in San Francisco, is thinking about retirement. Finding a buyer shouldn't be that hard: The bookstore is doing well and it's located in the historic Haight-Ashbury district.

But Frank isn't sure he'll succeed. His children aren't interested in running the family business and he's wary of just anyone taking over. He wants someone who cares about books, someone undeterred by all the talk about the decline of independent stores.

After a decade of competing with superstore chains and online retailers, booksellers such as Frank now face a truly immovable foe — time itself. Hundreds of owners who founded stores in the 1960s and '70s, a golden age for independent sellers, are now in their 50s and 60s and wondering who will replace them.

"You have all these people who really want to bow out and just don't know what to do," says Frank, 50, who started The Booksmith in 1976.

"There are a lot of good bookstores that are still good businesses sitting there, waiting for a good buyer. But where are the good buyers?" says John Barringer, owner of the Little Professor Book Center in Charlotte, N.C.

Barringer, 66, considered selling a few years ago, but encountered only "tire-kickers," those who simply liked the idea of running a bookstore. Now semiretired, he says he could guarantee a 20 percent return on the investment, but still doubts that he'd find any takers.

"A bookstore in most communities is not terribly salable because there are so many of them," says Barringer, whose store is within 2 miles of three superstores.

The "succession" problem has caused so much concern that the American Booksellers Association is planning a workshop at this May's BookExpo America. A recent suggestion that California store owners meet and discuss retirement strategies received an "overwhelming response," according to Hut Landon, executive director of the Northern California Independent Booksellers Association.

"Many of the stores have been in business 15, 25, 30 years. It's a very mature market, with a lot of customer loyalty, and they've been able to fight the superstores," Landon says. "But the other side of the mature market is that a lot of owners are ready to retire."

Selling an independent bookstore, owners say, is nothing like selling an ordinary business. The goal isn't to make a profit and walk away. They see their stores as members of communities and want them to remain so.

"Booksellers want to find someone they believe will carry on the tradition of the store," says Rusty Drugan, executive director of the New England Booksellers Association. "The prospective buyer should have a passion for what the store stands for and not just a passion for money."

Store employees are a possible solution, although few can afford it. Andy Graves needed generous terms to take over The Happy Bookseller in Columbia, S.C. The previous owner, Rhett Jackson, is allowing him to pay off the debt through profits from the store.

Finding people to start new stores is just as difficult as finding buyers of existing ones. According to Oren Teicher, chief operating officer of the American Booksellers

Association, just 100 members were added in 2001, the lowest annual figure in years.

Meanwhile, between 250 and 300 stores closed, bringing association membership down to about 2,200, less than half the number a decade ago. And competition from the chains has meant that more and more sellers run "specialty" shops \_ stores appealing to a specific niche such as travel or self-help. Few aspire to be like Tattered Cover in Denver or Powell's Books in Portland, Ore., independent shops with a vast, general selection.

Opening a bookstore is far more expensive than it was a generation ago. Frank says he needed less than \$50,000 to start The Booksmith. Teicher says a typical store now would cost around \$750,000.

Publicity about the struggles of independent stores has made it less likely that banks will extend credit. And Teicher wonders how many prospective owners would be willing to risk a business not known for easy profits.

"There still are lots of people who have this romantic notion to run a bookstore, but then they look at the economics: working seven days a week, 14 hours a day," Teicher says.

"You're operating a retail bookstore and earning \$25,000-\$30,000 a year. Look at that in comparison to what a college graduate might earn in some other field. In today's economy, it's a hard sell."

# Duo seeks to turn bookstore decline into fiction

BY SARAH DUXBURY  
San Francisco Business Times

A pair of reformed management consultants have bought Booksmith on Haight Street with hopes of creating a 21st century business model for independent bookselling.

Christin Evans and Praveen Madan, who are married, are entering the Bay Area book market in the wake of high profile closures of independents like Cody's Books in Berkeley and San Francisco and A Clean Well-Lighted Place for Books in San Francisco. At the same time, big boxes like Barnes & Noble and Borders have recently opened mammoth new stores at Corte Madera Town Centre and Westfield San Francisco Centre, respectively.

"There's been a lot of innovation in terms of operating efficiencies at the big boxes, and Amazon provides services and makes millions of books available at the tips of your fingers," Madan said. "There's not been enough systemic innovation in independent bookselling, as a result of which there were 5,000 in 1990 and today there are 2,000."

Yet Evans and Madan, who advised Fortune 500 companies while consultants, believe they can roam with the dinosaurs while eluding a similar fate.

That's going to mean better technology, a social networking site for both customers and other booksellers called LitMinds.org, and fostering the sense of community that has sustained independent bookstores like Book Passage in Corte Madera.



**New story:** Madan (left), Evans pin hopes on technology and new social networking site.

As the closure of Cody's shows, it's not enough that Booksmith is a neighborhood institution. "We have to give them a reason to come," Madan said. "We think that bookstores have, by and large, lagged behind using technology to their advantage. It's partly skill set, partly resources and it's also intent. They have not thought aggressively about how to use new ideas and processes."

The duo will bring technology into the store. They plan a number of kiosks where shoppers can find out whether a book is in stock and read reviews or blog postings on it. The kiosks should be

active in time for the holidays.

Then there's customer service, from a nice browsing environment to a knowledgeable staff to author events. Booksmith now hosts about 80 events a year; it hopes to double that number.

Elaine Petrocelli, who owns Book Passage, said that being a close part of one's community is key to being a successful independent. That authenticity has helped Book Passage grow to over 600 author events a year, some of which are hugely profitable. (When Al Gore came to town, Book Passage sold 2,000 copies of his book.) But the store doesn't

do author events or hold seminars to make money. Indeed, Petrocelli is wary of applying overt business or consulting practices to the book business.

"I don't think there's a model anymore," Petrocelli said. "Things have changed a great deal and it is the creativity of each bookstore owner or leader to look at what that bookstore needs to do."

"That changes from store to store," she said, and can't be faked or copied.

Madan and Evans are pinning part of their hopes on LitMinds, which the pair introduced in February. They envisioned it as a free consulting service to independent bookstores, a forum to share new ideas and best practices, but it's something of a message board for news about the book world with readers, authors and book sellers all joining. Madan won't share specific membership figures for the site, but said that it has had nearly 200,000 unique visitors since its debut, and month to month the site is growing between 30 percent and 50 percent.

Part of the intent of the couple's purchase of Booksmith from founder Gary Frank for an undisclosed sum was to have a real world lab where they could test the ideas floated on LitMinds.

"Our goal is not that we are magically and heroically going to swoop in and save" all independent bookstores, Madan said. "We're bringing a systematic approach ... very focused on innovation and experimentation to see what works and what doesn't."

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# The New York Times

December 5, 2010

## A Reader's San Francisco

By GREGORY DICUM

ON a balmy fall evening in the Mission District of San Francisco, hundreds of people spilled onto Valencia Street, where they chatted happily for a few minutes before pouring back into bookstores, cafes and theaters. It was a giddy, animated crowd, but most of all bookish -- a collection of fans and believers, here to listen to the written word.



The occasion was an event called Litquake, which, over the course of nine days, would draw some 13,000 residents and visitors to readings by scores of authors, many of them -- like Maxine Hong Kingston and Daniel Handler (a.k.a. Lemony Snicket) -- local celebrities. The "Lit Crawl" finale alone featured more than 400 readings at bars, laundromats and even the police station in a single evening.

Litquake is an annual event, but on almost any day or night in San Francisco, there is likely to be something for the literary-inclined -- a poetry reading at a bar, a book swap in a cafe or a reading in the book-lined lobby of the Rex Hotel. This is a place, after all, where dozens of fiercely independent bookstores not only survive but thrive, thanks to a city of readers who seem to view books not only as a pleasure, but as a cause. For the out-of-towner, these one-and-only shops can be destinations in and of themselves.

Books, we are told, are a half-millennium-old technology on the cusp of being swept away forever. So a journey to San Francisco to immerse oneself in them might seem the cultural equivalent of going to visit the glaciers before they melt. But in San Francisco, the home of many of the very technologies

that have drawn a bead on the book, visitors will find a living, historically rooted literary scene that, though it has surely heard the news of its own demise, isn't buying it.

THE same quality that gave rise to the city's proliferation of small bookstores -- compact, walkable neighborhoods with a militant objection to chain stores -- makes it easy for visitors to explore the city's literary terrain. Though the center of gravity has moved around over the years -- from the old Barbary Coast in the days of Mark Twain and Ambrose Bierce to North Beach during the Beat era to the Haight a decade later -- today the scene is most visible in the Mission.

Valencia Street around 20th Street is an excellent place for a visitor to begin. A cluster of shops -- 826 Valencia; Borderlands, a science fiction and fantasy bookstore and connected cafe; Modern Times, a bookstore collective; and the used-book store Dog Eared Books -- is surrounded by cafes and bars that host regular literary events. It is a neighborhood in which one can see an author read one evening and spot him at the next table at a restaurant or cafe the following day.

One of those restaurants might be Osha Thai at 819 Valencia Street, a sleek neighborhood favorite, where, on a recent afternoon, I found myself perusing 826's "San Francisco Literary Map" over moroheiya noodles with yellow curry. More than a map, it includes historical timelines and a slightly out-of-date list of bookstores and readings. In it, I could see that the Valencia cluster is only the most obvious part of the Mission literary scene.

Not far away, above a dubious shop selling remaindered paint, in an all but unmarked building at 2141 Mission Street, is a bell jar for an eclectic collection of booksellers. To enter, visitors must be buzzed in and follow a series of unpromising signs taped to the walls in the drab stairwells. My first stop was Libros Latinos, a crypt-quiet space filled with books imported from Latin America. Like the other bookstores in the building (which also includes Meyer Boswell, a shop that specializes in antiquarian law books, and Valhalla, which features novels in their first printing), Libros Latinos mostly sells to collectors and institutions, but is also open to anyone who can find it.

I proceeded to Bolerium, the anchor of the group. It is a cavern jammed with books and disordered papers concerning 20th-century radical politics. Groaning shelves of books produce the wonderful side effects of deadening all sound and scenting the air with the drowsy, musty perfume of old wood pulp -- intangible features of the world we are losing.

John Durham, the owner, sat at a desk surrounded by piles of books. Bearded and a little shaggy, he seemed at one with his cluttered environment. An expert in his narrow field, Mr. Durham is the archetype of the bookstore obsessive. In response to a research need for a book I am working on, he drew my attention to "The Masses," an early-20th-century radical monthly. He then pointed out a

collection of lyric sheets, which featured songs with titles like "Albania, Our Beacon" and "Eternal Glory to JV Stalin." "If you sing that one," he said, "you have to make sure everyone knows you're kidding."

THE Mission may be San Francisco's current book hub, but it isn't the only neighborhood where you'll find one-of-a-kind bookstores. If, for instance, you're exploring Noe Valley, seek out Omnivore, a tiny, carefully curated shop that fulfills the food-mad city's appetite for gastronomic literature. On Haight Street, Bound Together is a roughly 30-year-old anarchist collective, a closet of a shop crammed floor to ceiling with the heavy, serious literature of a parallel universe (among the shelves, near "Magic and Spirituality," is one marked "Against Religion"). The Green Arcade, on Market Street at the edge of Hayes Valley, focuses on the more capitalism-friendly progressive genre of sustainability and eco-living.

Even the biggest used bookstore in the city, Green Apple, on Clement Street in the Richmond, maintains a distinctive feel thanks to staff members who know their way around the sprawling shop and around the world of books itself. "It's not the kind of thing people could create from scratch these days," said Pete Mulvilhill, one of the owners.

But if you don't have weeks to investigate nooks and crannies, your next stop should probably be City Lights, in the heart of North Beach, the neighborhood associated with the Beat writers of the 1950s. City Lights is the grande dame of the city's independent bookstores. Founded in 1953 by Lawrence Ferlinghetti, the poet and artist, as the first all-paperback bookstore in the country, it made its name when it published Allen Ginsberg's incendiary "Howl and Other Poems" in 1956. The matchless publicity of an enduringly influential obscenity trial made "Howl" a best seller and -- improbably -- part of the American literary canon. In the process, it turned City Lights into a top destination for literary-minded visitors to the city.

I went down to City Lights one gloriously sunny Saturday, strolling past strip joints and seedy bars; the neighborhood that popularized topless dancing in America thankfully retains some of its midcentury flavor. The bookstore was comfortably bustling as I walked between the tall shelves of political philosophy and gender studies and made my way up a narrow staircase leading to the Poetry Room. There, next to a window open to the Pacific breeze, I found a chair with a hand-lettered sign tacked to the wall behind it: "Have a Seat + Read a Book."

I made for the Ginsberg shelf and, bypassing the new 50th-anniversary annotated edition of "Howl," selected the slim original, still published in the same disarmingly bland cover.

Rather than sit there, I bought the book and went across the lane (Jack Kerouac Lane, to be precise) to the Vesuvio Cafe, a bar that was once a Beat hangout. Vesuvio is a cozy space of dark wood, tiled floors and stained glass, with framed photos of the neighborhood greats -- Kerouac, Ginsberg, Ferlinghetti -- covering the walls. I ordered a shot and a beer, which seemed an apt Beat lunch, and went upstairs to the narrow mezzanine to read.

"Visions! omens! hallucinations! miracles! ecstasies! gone down the American river!"

I paused for a sip of whiskey and looked out the window, down onto Jack Kerouac Lane, where a steady stream of well-scrubbed tourists stopped to pose next to a mural and read some of the more innocuous Beat verse that had been inlaid in the sidewalk.

A couple at a table behind me were discussing Neal Cassady's role as connective tissue between the Beats and the Merry Pranksters. At a small table in the corner, light streaming in the open window next to him, a bearded, bespectacled man sat hunched over a book with the intensity of a monk, an empty glass and a stack of new books beside him.

Looking up, he announced that he was reading Henry Miller's "Tropic of Cancer" in a single sitting. "I'm reading my way out of a breakup," he explained. "I read books in cafes, then leave them behind when I'm done."

This is literature as sustenance. And it is commonplace in San Francisco, where the average annual per capita expenditure on books is perennially among the highest in the nation. Same goes for booze -- according to the Bureau of Labor Statistics, San Francisco is the only city that ranks in the top three for both (New York is ninth by both measures). Hence all the readings in bars.

Of course, many cities have vibrant literary atmospheres. New York, home to the likes of Gary Shteyngart and Richard Price, has a reputation as a professional's town, where the presence of a huge publishing industry can sometimes make the act of writing seem like a blood sport. San Francisco, with its unapologetic nostalgia for -- and its ongoing celebration of -- the written word, is more laid-back. With its highly educated, young population, it is a city loaded with dreamers who can easily lose themselves in a novel or a poem, a place where people can talk for hours about writing without anyone ever asking who their agent is.

"There isn't an enormous publishing and entertainment industry in San Francisco," said Jack Boulware, a journalist and author who is one of Litquake's founders. "If you're a writer here, you aren't bound by restrictions you might find in other cities; you can express yourself and innovate and experiment."



"And," he deadpanned, "everyone is stoned and sitting in cafes in the middle of the day."

Yet the recent flourishing of the literary scene in San Francisco is not accidental. Much of it stems from a decade of work by local authors who wanted to carry on a legacy that includes Jack London's smoking ruins, Dashiell Hammett's dark alleys, Jack Kerouac's dawn railroad yards, Amy Tan's Chinatown, and Michelle Tea's wild Valencia Street nights.

"Litquake came from a group of writers sitting in a bar realizing that we needed to do something," said Mr. Boulware, the organizer of the festival, which had its 10th run this year. The same era saw the genesis of other San Francisco literary institutions, including the Grotto, a collective of mostly nonfiction writers including Po Bronson and Ethan Watters, and 826 Valencia, a free writing school for kids (and pirate supply store) co-founded by the novelist Dave Eggers that now has branches in six other cities. These ideas were anachronistic from the start.

"We launched at the height of dot-com fever in San Francisco," Mr. Boulware said. "If we were less inclined to be attached to literature, we would have started Web sites."

Ten years on, events are so numerous that Charles Kruger, who blogs at [stormingbohemia.com](http://stormingbohemia.com), spent the summer attending 90 literary and artistic events in 90 days and blogging about it. Evan Karp, another newcomer to the scene, has quickly become a local literary gadfly. "I went to my first ever reading just a year ago," he said. "On a whim, I started filming them and putting them on YouTube." Since then he has recorded more than 1,800 author readings. "I realized there are all these little groups of really talented people," Mr. Karp said, "but they didn't really know each other."

This social approach to literature makes locating the scene little more than a matter of finding the right Web sites. Though there is no single source, visitors starting with [sfstation.com/literary-arts](http://sfstation.com/literary-arts), [sfheart.com](http://sfheart.com) or Mr. Karp's [litseen.com](http://litseen.com) will find themselves in the thick of things before long.

Each reading series has a distinctive flavor. Some, like those hosted by the online magazine *The Rumpus*, regularly pack bars even on Monday nights. I attended one, the Literary Death Match at the Elbo Room, a grungy Mission standby (get the pint-size margarita) where a panel of judges put a group of readers through an Iron Chef-like competition.

Before long, Alia Volz, the hostess, in bright red lipstick and a satiny evening gown, was spouting fake blood from her mouth to catcalls from the audience.

Bookswap, an event hosted by Booksmith, a beloved neighborhood store in Haight-Ashbury, is more studiously literary. Everyone brings a favorite book -- I brought my copy of "Howl" -- and in small

groups moderated by the staff and guests (including, that evening, the novelist K. M. Soehnlein), participants talk books in a sort of literary show-and-tell.

It could have been dreadful (one young woman informed the group that "Ayn Rand has this awesome philosophy called Objectivism?") but the enthusiasm of the participants and their well-read inclusiveness made the evening feel like speed dating meets book club.

"The longer you are in San Francisco, the more you realize it is just one big scene with a lot of different ways of making itself known," said Mr. Soehnlein, whose own novels, like this year's "Robin and Ruby," live on the gay lit shelf. "In S.F. people ask more questions. In New York or L.A. it's like crickets out there, even if they are very attentive. Do they think they're too cool to ask questions?" **1**

At that point, crickets sounded appealing to me -- I needed to find somewhere to put the finishing touches on the piece I was planning to read at Litquake. Though San Francisco is awash in cafes, not every cafe is suited to writing, or even reading. I found the Borderlands cafe in the Mission to be among the best -- there's no Wi-Fi and no music, and the place is furnished with couches and work-friendly tables.

But for hours of serious reading or writing, nothing beats the Mechanics Institute Library, on Post Street at the edge of the Financial District. The private library -- founded in 1854, it's the oldest library on the West Coast -- is a little-known gem. The nine-story building houses a collection of 160,000 volumes in Gilded Age splendor. Marble, oak and cast iron lend a cozy feel to the reading rooms and a top-floor chess room. I bought a day pass and settled into a desk by a window, quickly falling into another world.

The Hotel Rex is not far from the Mechanics Institute Library, so I stopped in for a drink. There was no reading taking place, but a string quartet from the Golden Gate Philharmonic, a nonprofit youth orchestra, was playing in the spacious but cozy bar. Shelves along the walls held books signed by authors who had stayed there.

Later, after my reading, I was part of the Litquake throng lingering in the fresh night air. I wandered around the corner to the Fabric8 gallery, where I heard Matt Hart reading his poem "Minerva System." It was a "sonnet of sonnets," and Mr. Hart read furiously, rocking back and forth, his face red. Members of the audience, sitting on the floor or leaning against the wall, nodded their heads to the iambic pentameter. Mr. Hart's dense imagery jumped around, a restless, slippery dream, an indictment of the now.

"She may be a monster," he half-mumbled and half-yelled, "but I love her!"

## IF YOU GO

### BOOKSTORES

City Lights, paperbacks and poetry. 261 Columbus Avenue; (415) 362-8193; [citylights.com](http://citylights.com).

The Booksmith hosts Bookswap, among other events. 1644 Haight Street; (415) 863-8688; [booksmith.com](http://booksmith.com).

Omnivore Books, food-related books. 3885a César Chavez Street, (415) 282-4712; [omnivorebooks.com](http://omnivorebooks.com).

Green Apple, used and new books. 506 Clement Street; (415) 387-2272; [greenapplebooks.com](http://greenapplebooks.com).

Bound Together, anarchist books. 1369 Haight Street; (415) 431-8355; [boundtogetherbookstore.com](http://boundtogetherbookstore.com).

Borderlands, science fiction and fantasy. 866 Valencia Street; (415) 824-8203; [borderlands-books.com](http://borderlands-books.com).

Modern Times, progressive lit. 888 Valencia Street; (415) 282-9246; [mtbs.com](http://mtbs.com).

Dog Eared Books, used books. 900 Valencia Street; (415) 282-1901; [dogearedbooks.com](http://dogearedbooks.com).

The Green Arcade, books about sustainability and green living. 1680 Market Street; (415) 431-6800; [thegreenarcade.com](http://thegreenarcade.com).

Libros Latinos, Spanish language books. 2141 Mission Street, Suite 301; (800) 645-4276; [libroslatinos.com](http://libroslatinos.com).

Meyer Boswell, antiquarian law books. 2141 Mission Street; (415) 255-6400; [meyerbos.com](http://meyerbos.com).

Bolerium, 20th-century radical thought. 2141 Mission Street; (415) 863-6353.

Valhalla, first printings and novels. 2141 Mission Street, Suite 202, (415) 863-9250.

### OTHER

San Francisco Writers' Grotto, 490 Second Street; [sfgrotto.org](http://sfgrotto.org).

826 Valencia, 826 Valencia Street; (415) 642-5905; [826valencia.org](http://826valencia.org).

Fabric8 Gallery, 3318 22nd Street; (415) 647-5888; [fabric8.com](http://fabric8.com).

Vesuvio Cafe, 255 Columbus Avenue; [vesuvio.com](http://vesuvio.com).

## READING SERIES

Litquake, annually in October, various locations throughout San Francisco. [litquake.org](http://litquake.org).

Writers With Drinks, a decade-old, eclectic monthly at the Make-Out Room, 3225 22nd Street, (415) 647-2888; [writerswithdrinks.com](http://writerswithdrinks.com). \$5 to \$10 sliding scale.

The Monthly Rumpus, a very popular monthly at the Make-Out Room (it fills up even on Monday nights), 3225 22nd Street; (415) 647-2888; [therumpus.net](http://therumpus.net). \$10.

Edinburgh Castle Pub, a longstanding host for readings. 950 Geary Street; (415) 885-4074. [castlenews.com](http://castlenews.com).

Literary Death Match, various locations (and various cities), including the Elbo Room, 647 Valencia Street; (415) 552-7788; [elbo.com](http://elbo.com) and [literarydeathmatch.com](http://literarydeathmatch.com). \$8.

Quiet Lightning, a reading in which all the pieces at each night's event are submitted beforehand and printed in a bound magazine available only at the reading. Various locations; [qlightning.wordpress.com](http://qlightning.wordpress.com).

Pop-Up Magazine, a literary variety show that is designed to be ephemeral --no recording devices are permitted. Various locations, (415) 294-1870; [popupmagazine.com](http://popupmagazine.com).

Radar, at the main branch of the San Francisco Public Library. 100 Larkin Street, (415) 557-4400; [radarproductions.org](http://radarproductions.org).

## PLACES TO WRITE

Mechanics Institute Library, 57 Post Street; (415) 393-0101; [milibrary.org](http://milibrary.org). \$12 for a day pass.

Borderlands Cafe, 870 Valencia Street; (415) 970-6998; [borderlands-cafe.com](http://borderlands-cafe.com).

## AND A PLACE TO MAKE A BOOK

San Francisco Center for the Book, workshops and exhibitions on bookmaking. 300 De Haro Street; (415) 565-0545; [sfcbook.org](http://sfcbook.org).

## MUSEUMS

American Bookbinders Museum, a small, obsessive collection of machinery and ephemera focusing on the 19th-century transition from hand to machine bookbinding. Limited hours. 1962 Harrison Street; (415) 824-9754; [bookbindersmuseum.com](http://bookbindersmuseum.com).

The Beat Museum hosts regular readings and other events, and houses a collection of objects and manuscripts related to the Beat saints. 540 Broadway; (800) 537-6822; [thebeatmuseum.org](http://thebeatmuseum.org).

## PLACES TO STAY

The Fairmont has a penthouse suite that includes a two-story, wood-paneled library, complete with a secret passage hidden behind a bookshelf. 950 Mason Street, (866) 540-4491; [fairmont.com/sanfrancisco](http://fairmont.com/sanfrancisco).

The Hotel Rexis self-consciously styled after literary San Francisco in the 1920s. It includes reading rooms and a library. 562 Sutter Street, (800) 433-4434; [jdvhotels.com](http://jdvhotels.com).

PHOTOS: Dog Eared Books, in the Mission District, offers an eclectic collection of new and used books. (TR1); FROM LEFT: Sharing a drink at Vesuvio Cafe, in North Beach; writers and listeners from a reading event mingle in front of The Booksmith in Haight-Ashbury; in the Mission, at Bolerium, which specializes in 20th-century radical politics, John Durham consults on the phone; Tom Walter sells books and CDs produced by readers at the monthly Rumpus event at the Make-Out Room in the Mission.; ABOVE: Kristin Scheel, with glass at right, listens to a reading at a Rumpus magazine literary event at the Make-Out Room. BELOW: Stairway at the private Mechanics Institute Library, a great place to read at the edge of the Financial District. ABOVE LEFT: Bolerium wears its political heart on its shelf. (PHOTOGRAPHS BY THOR SWIFT FOR THE NEW YORK TIMES)

# San Francisco Chronicle

NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

## Indie bookstores offer greater sense of community

Katherine Seligman, special to the Chronicle

Sunday, June 26, 2011

Someone let the clowns into the bookstore.

On a recent Friday night, between the cooking, children's and travel sections, they did what clowns do - rode a unicycle, played an accordion and kazoo simultaneously, created characters out of balloons - and some things they usually don't do, like read out loud from a novel.

The occasion was a monthly event called Literary Clown Foolery held at the Booksmith on Haight Street. Based on what could only be called a loose interpretation of Armistead Maupin's "Mary Ann in Autumn," the show drew a crowd of about 50 into a neighborhood bookshop whose owners now do a lot more than sell books.

In an era when booksellers are struggling to survive, it's nothing new for them to add cafes, wine bars, free wireless access or kiddie play areas. But the Booksmith is attracting attention with an unusual array of events - community forums on issues like youth homelessness, speed-dating-style book swaps and book-themed clown cabarets.

"We saw the Booksmith as the perfect place for a lab experiment," said Christin Evans, who bought the store in 2007 with her husband, Praveen Madan. "Our goal was to create an inviting, welcoming space. Our business plan was to do anything that Amazon and Google won't."

The store, which used to host about 80 events a year, now sponsors 200, not all of them in the neighborhood. It still features visits from emerging and eminent writers, but earns an important part of its livelihood from ticketed events like the clown show (\$10) and book swap (\$25). Recently it began sponsoring the literary forum Berkeley Arts & Letters, which brings big-name authors to venues like the Sundance Kabuki theater and Berkeley's Hillside Club.

"Many of our members who are doing well are doing well because they are trying all kinds of new things," said Meg Smith, membership and marketing representative for the American Booksellers Association. "There are stores that have consignment clothing sections or day camps. There is a lot of creative thinking out there."

Smith can name stores with print-on-demand machines or that offer rental books or "coffee with the bookseller," but not others with clown shows, even in the petri dish that is Northern California. It was in San Francisco, after all, that City Lights emerged as a cultural institution in the 1950s, with performances, meetings and readings.

Though chain stores and many independents in the area have faltered recently, others have carved out unique niches.

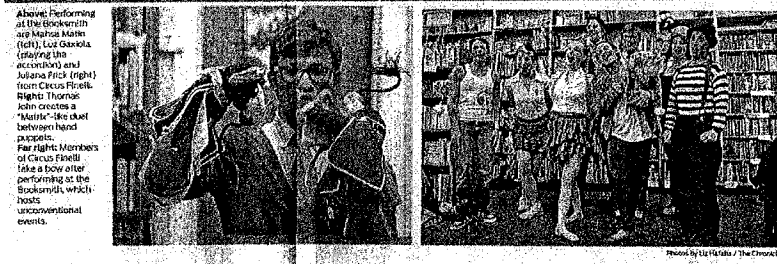


"Our business model is, I love to go out on floor and sell books because that's where I learn what works," said Elaine Petrocelli, founder of Book Passage, which now sponsors literary luncheons, three writers conferences, more than 750 author events and 300 classes a year at two locations in Corte Madera and San Francisco.

Petrocelli started inviting authors to give lectures at the Marin County store shortly after buying it in 1976. Her strategy just evolved organically, she said, based on response from customers who wanted more classes and guidance for their own writing.

"One hundred percent of our customers are writing a book," she said. "Giving classes is what we need to do. We also teach Portuguese, Spanish, French and Italian."

Evans and Madan were working as management consultants when they decided to take a break and contemplate their next step in life. Avid readers who spent time roaming bookstores, they focused on starting a literary



Above: Performing at the Booksmith are Kazuo Kato (left), Luz Gavola (playing the accordion) and Juliana Frick (right) from Circus Finelli. Right: Thomas John creates a "Mantle"-like duet between hand puppets. Far right: Members of Circus Finelli take a bow after performing at the Booksmith, which hosts unconventional events.

venture, a website they envisioned as a community for readers, writers and independent bookstores.

With huge changes unmooring the publishing industry, the website was difficult to support, so Evans and Praveen began thinking about buying a bookstore. They researched the business side and talked to owners before finding an ad for the Booksmith, a respected independent.

"It was a great location with a conscious neighborhood, tourism and legacy of the '60s and counterculture in general," said Evans.

They made changes slowly after interviewing longtime patrons and talking to other merchants. They jazzed up the interior with table displays, added eclectic journals and zines and joined the major neighborhood associations, a few of which are perpetually at odds over social issues. Instead of taking sides, Evans, said, she wanted the bookstore to offer itself as a space to discuss issues. (Madan wrote an editorial against the city's sit-lie ordinance, which is heavily enforced in the Haight, but he did so as individual and not a representative of the store, Evans said.)

When a neighborhood resident brought in a book about runaways and urged them to read it, Evans and Madan went a step further and arranged a panel discussion at the store featuring service providers and street kids.

"A lot of the homeless kids came," said Evans. "It was rewarding to have events like that. I'm educating myself and providing a dialogue for the community."

The idea for the clown show evolved during a walk Evans took with her personal trainer, Polina Smith, who is also a trained clown. Smith offered to produce the shows and has put together cabarets focused on Amy Chua's "The Battle Hymn of the Tiger Mom" and Timothy Ferriss' "Four-Hour Body," (a takeoff called "The Four-Hour Orgasm.")

The latest show - held on Maupin's birthday - grew out of Smith's relationship with the writer, who is a former client. In some ways it was less of a literary stretch because "Mary Ann in Autumn" includes characters based on Smith and her ex-boyfriend.

For the show, Smith dressed as a confused professor in oversize plastic glasses and under attached mustache and interviewed herself about their relationship. (She had to look him up on Wikipedia at first because she'd never heard of him.)

Smith also read a few passages from the book and introduced other acts, some trained at the nearby Circus Center's clown conservatory. There was a three-woman band from Circus Finelli and puppeteer Thomas John, who created scenes of a cow and flying saucer out of little more than his hands. Intermittently, two women working on a show about Alice and Wonderland appeared, as if lost.

"I haven't laughed so much in a while," said Joan Boyd, a nurse who's lived in the neighborhood 34 years and had brought in the book that inspired the forum on homelessness.

Before the evening was over, Evans was considering booking "Alice: Down the Rwrong Wrabbit Whole" for a full show this summer. The night's only missing element was Maupin, who was busy with the opening of the American Conservatory Theater production of his "Tales of the City." The clowns sang "Happy Birthday" for him anyway and passed out cupcakes and drinks, careful not to spill on the books.

E-mail Katherine Seligman at [style@sfchronicle.com](mailto:style@sfchronicle.com).

<http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/06/26/LVVA1JQOE7.DTL>

This article appeared on page **M - 6** of the San Francisco Chronicle

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BOOKSMITH, 2015





ALICE IN WONDERLAND  
SHIPWRECK ATTENDEES, 2016



CHRISTIN & PATTI SMITH, 2016

# Booksmith

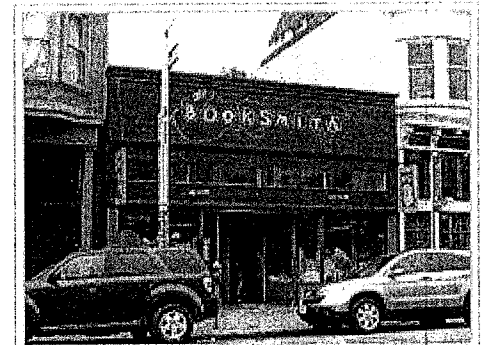
From Wikipedia, the free encyclopedia

Founded in October 1976, **The Booksmith** is an independent bookstore located in the Haight Ashbury neighborhood of San Francisco. When first opened, the store was located at 1746 Haight Street, below the former I-Beam nightclub. In 1985, the store moved to its current location at 1644 Haight Street at Belvedere, about a block and a half from the intersection of Haight and Ashbury. Other neighborhood businesses include the Persian Aub Zam-Zam, Recycled Records, Amoeba Music, and Ben & Jerry's Ice Cream. Also located nearby is the Haight Ashbury Free Clinic.

The Booksmith caters to neighborhood residents as well as tourists seeking the counter-cultural ambiance of Haight Street. The Booksmith is general interest shop, and is a member of both the Northern California Independent Booksellers Association (NCIBA) and the American Booksellers Association (ABA).

In June 2007, The Booksmith was sold by its founder Gary Frank to married couple Christin Evans and Praveen Madan.<sup>[1]</sup> The original business was closed, and a new business, Haight Booksmith LLC, opened in its place. According to media reports at the time, the new owners plan to take the store in a different direction.<sup>[2]</sup> <sup>[3]</sup>

In May 2011, SF Weekly in its "Best of San Francisco" issue named Booksmith the city's "Best Reimagined Bookstore." Describing the changes to the bookstore, "The new owners gutted the clogged entranceway, feng shui-ed the interior, and gave it a cool Victorian steampunk black-and-teal paint job... with more than 200 in-store author readings a year, Booksmith is more of a literary mecca than ever."<sup>[4]</sup>



Booksmith

## Contents

- 1 Authors events
- 2 Other information
- 3 References
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## Authors events

The store is known for its "ongoing celebrated events program."<sup>[5]</sup> In the past, the series has featured many authors including novelists, poets, science fiction writers, biographers, historians, cartoonists, Pulitzer Prize, and Booker Prize winners.

Among the celebrated authors who have appeared at past Booksmith events are the Nobel Prize–winning Polish poet Czesław Miłosz, science fiction great Ray Bradbury, gonzo journalist Hunter S. Thompson, children's author Lemony Snicket, rock legends Neil Young and Patti Smith, and photographers Richard Avedon and Annie Leibovitz. Notably, Beat generation poet Allen Ginsberg gave his last ever reading at The Booksmith, a few months before his death.<sup>[6]</sup>

Located in the heart of the Haight Ashbury, the store has hosted many individuals associated with the 1960s counter-culture. These include sixties icon Timothy Leary and one-time Digger Peter Coyote. Among the musicians who have appeared at the store are Grateful Dead band members Phil Lesh and Mickey Hart, as well as Grace Slick (Jefferson Airplane), and Ray Manzarek (The Doors). Some of the Beat-related authors who have appeared at the store include Lawrence Ferlinghetti, Michael McClure, and Diane DiPrima.

## Other information

Over the years, a number of authors have been employed by The Booksmith, including writer Lewis Buzbee (author of *The Yellow-Lighted Bookshop*), novelist Kiara Brinkman (author of *Up High in the Trees*), syndicated cartoonist Tom Tomorrow (author of the *This Modern World* comic strip), *San Francisco Bay Guardian* contributing writer Todd Lavoie, short story writer Lisa K. Buchanan, and humorist Paco Romane.

## References

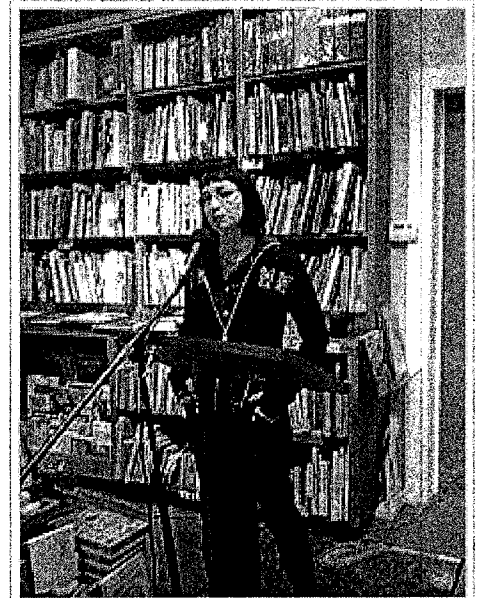
1. "Streitfeld, David. "Bookshops' latest sad plot twist." "Los Angeles Times", February 7, 2007". Latimes.com. 2013-03-02. Retrieved 2014-07-08.
2. "Duxbury, Sarah. "Duo seeks to turn bookstore decline into fiction." "San Francisco Business Times", August 17, 2007". Bizjournals.com. Retrieved 2014-07-08.
3. C.W. Nevius (2009-01-15). "Nevius, C.W. "Bay Area indie bookstores beat the odds." "San Francisco Chronicle", January 15, 2009". Sfgate.com. Retrieved 2014-07-08.
4. "Best Reimagined Bookstore". Sfweekly.com. May 2011. Retrieved 2014-07-08.
5. Cohen, Katherine Powell. *San Francisco's Haight Ashbury* (Arcadia Publishing, 2008)
6. "Video of Ginsberg biographer Bill Morgan speaking about the poet". Fora.tv. 2008-10-23. Retrieved 2014-07-08.

## External links

- Official website (<http://www.booksmith.com/>)

Retrieved from "<https://en.wikipedia.org/w/index.php?title=Booksmith&oldid=664922973>"

Categories: Bookstores in the San Francisco Bay Area | Independent bookstores of the United States  
| Companies based in San Francisco, California | Retail buildings in California  
| Buildings and structures in San Francisco, California | Retail companies established in 1976  
| 1976 establishments in California



Violet Blue at Booksmith, is reading Mistress Morgana Maye's "Open Letter to the Bush Administration." (The store is SRO)

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The Booksmith



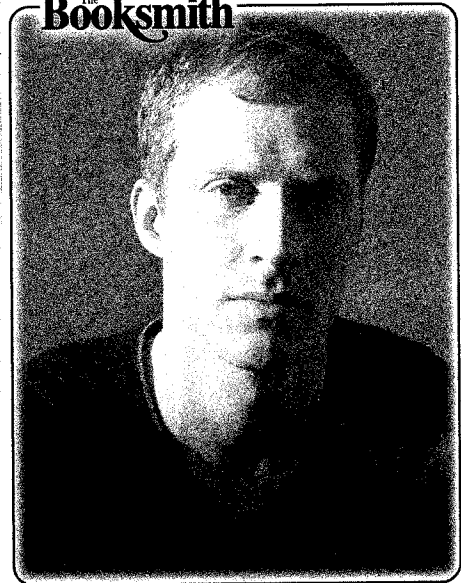
Alison Bechdel

The Booksmith



Khalil Bendib

The Booksmith



Andrew Sean Greer

The Booksmith



Susan Griffin



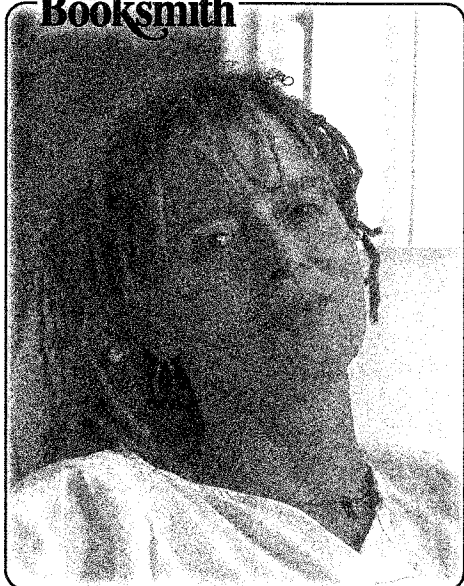
Kaui Hart Hemmings

The Booksmith



Vincent Lam

The Booksmith



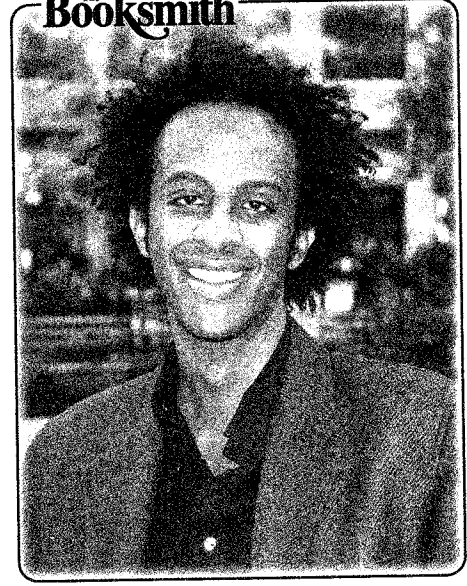
Anne Lamott

The Booksmith



Farhad Manjoo

The Booksmith



Dinaw Mengestu

# The Booksmith #1069

— Author Trading Cards —

## Alison Bechdel

*The Essential Dykes to Watch Out For* is the collection Alison Bechdel fans have been waiting for! Gathering material from 11 earlier books, as well as 60 new strips never before published in book form, this new book from the author of the celebrated *Fun Home* chronicles the lives, loves, and politics of Mo, Lois, Sydney, Sparrow, Ginger, Stuart, Clarice, and others. Don't miss this special event an author talk and slideshow with the one-and-only Alison Bechdel.

Monday, November 10, 7:30 pm

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #968

— Author Trading Cards —

## Khalil Bendib

In an increasingly Manichean geopolitical world, Khalil Bendib happens to be both "Us" and "Them," American and Muslim, a walking oxymoron - a "Clash of Civilizations" made flesh. He is - by many accounts - the only American political cartoonist with an in-your-face non-Eurocentric perspective. Bendib is a voice of the voiceless. Join us for a discussion and slide show for *Mission Accomplished: Wicked Cartoons by America's Most Wanted Political Cartoonist*.

Thursday, November 8, 7 pm

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #1015

— Author Trading Cards —

## Andrew Sean Greer

As he demonstrated in *The Confessions of Max Tivoli*, Andrew Sean Greer can spin a touching narrative based on an intriguing premise. His new book - set in San Francisco in the early 1950's - is *The Story of a Marriage*. "This is a haunting book of breathtaking beauty and restraint. Greer's tone-perfect prose conjures an unforgettable woman who exists both within and somehow above the stifling class, racial and sexual constraints of 1950s America." - Dave Eggers

Thursday, June 12, 7 pm

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #1001

— Author Trading Cards —

## Susan Griffin

In *Wrestling with the Angel of Democracy: On Being an American Citizen*, Susan Griffin - poet, feminist, public intellectual - blends history, cultural criticism, and memoir to discover the essence of democracy - the essence of our democracy. From the Declaration of Independence to the war in Iraq, from Thomas Jefferson to Jelly Roll Morton, Griffin reflects upon the rise and fall of the American vision of freedom and equality.

Wednesday April 16, 7 pm

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #932

— Author Trading Cards —

## KAUI HART HEMMING

How to explain *The Descendants* — the new novel from San Francisco writer **Kaui Hart Hemmings**. It's *The Lovely Bones* — an odd and heartbreaking coming-of-age story — except that it's much funnier. It's *Prep*, except that in addition to a pitch-perfect portrait of adolescent girls, there's a mom in a coma and a dad bungling his way through parenthood and total catastrophe. It's hilarious, it's tragic, it's a page-turner, and it may well be the best novel out this summer.

Monday, June 18, 7 pm

1644 Haight Street, San Francisco  
415 863-8688

©2007

# The Booksmith #947

— Author Trading Cards —

## Vincent Lam

Margaret Atwood, upon introducing **Vincent Lam** at the Giller Prize ceremony, said "Direct in style, unsparing though compassionate in observation, subtle in emotion, and occasionally gruesome in humor, *Bloodletting & Miraculous Cures* follows four medical students from widely different backgrounds as their stories intertwine, as their illusions shatter, and as the meanings of many lives expand around them." Don't miss this author reading.

Tuesday, September 18, 7 pm

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #996

— Author Trading Cards —

## Anne Lamott

Through Anne Lamott's many books (including six novels, a best selling parenting memoir, and a popular guide to writing), the subject the author keeps returning to is faith, her deeply personal - "erratic" at times, she says - journey in Christianity. Her latest book, *Grace (Eventually): Thoughts on Faith*, which is just out in paperback, is her third collection of funny, smart, and prayerful essays-to-live-by.

**\*\* This Booksmith sponsored event will take place at the All Saints Church (1350 Waller St) in San Francisco**

Wednesday, March 26, 7 pm

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #1011

— Author Trading Cards —

## Farhad Manjoo

In 2005, Stephen Colbert catapulted the word "truthiness" - the notion of an idea feeling true without any backup evidence - into the public consciousness. Salon.com writer Farhad Manjoo expands upon this concept in *True Enough: Learning to Live in a Post-Fact Society*, a perceptive analysis of the status of truth in the digital age - as well as an exploration of how biases push both liberals and conservatives to interpret news in ways that accord with their personal versions of "reality."

Wednesday, May 14, 7 pm

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #987

— Author Trading Cards —

## Dinaw Mengestu

*The Beautiful Things That Heaven Bears*, by Dinaw Mengestu, is a deeply affecting novel about what it means to lose a family and a country - and what it takes to create a new home. "This first novel, by an Ethiopian-American, sings of the immigrant experience, an old American story that people renew every generation, but it sings in an existential key...His straightforward language and his low-key voice combine to make a compelling narrative." - Alan Cheuse

Wednesday, February 13, 7 pm

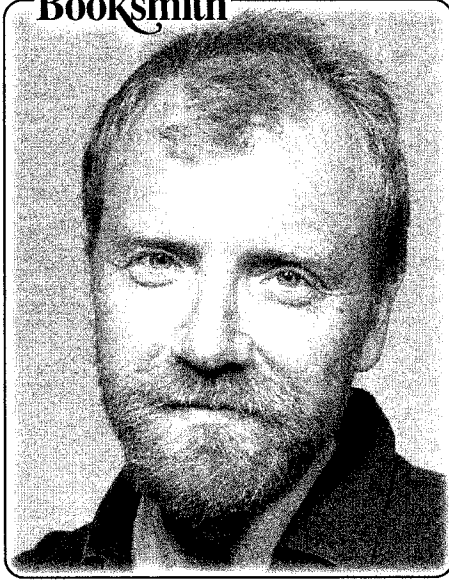
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The Booksmith



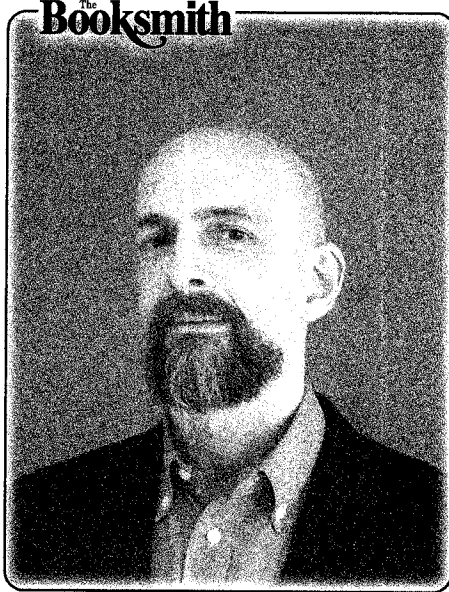
Ann Packer

The Booksmith



George Saunders

The Booksmith



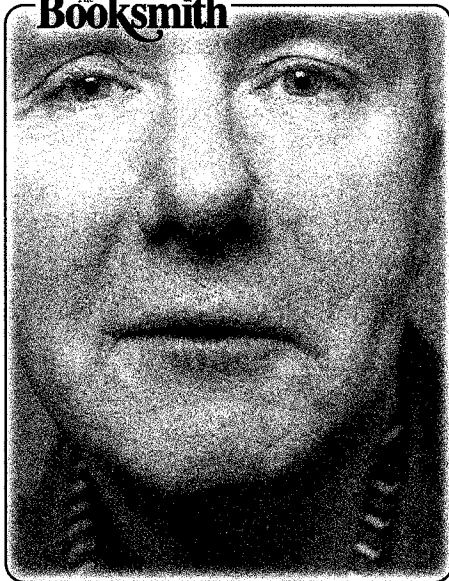
Neal Stephenson

The Booksmith



William T. Vollmann

The Booksmith



Irvine Welsh



# The Booksmith #961

— Author Trading Cards —

## Ann Packer

Ann Packer's debut novel, *The Dive from Clausen's Pier*, was a Bay Area and nationwide best seller that established her as one of our most gifted chroniclers of the interior lives of women. Now, in her long-awaited second novel, *Songs Without Words*, Packer takes us on a journey into a lifelong friendship pushed to the breaking point. Don't miss this special event.

Tuesday, October 23, 7:30 pm

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #945

— Author Trading Cards —

## George Saunders

George Saunders' first foray into nonfiction - *The Braintead Megaphone* - is comprised of sharply observant essays on literature, travel, and politics. Echoing the work of Mark Twain and Kurt Vonnegut, Saunders leads the reader across the rocky political landscape of modern America. The result is a look at the real world brimming with wonderful, marvelous strangeness.

Monday, September 10, 7 pm

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #1040

— Author Trading Cards —

## Neal Stephenson

What if we lived in a world where the long-term was taken seriously? *Anathem*, the latest invention by the New York Times best-selling author of *Snow Crash*, *Cryptonomicon* and *The Baroque Cycle*, answers that question with a magnificent new creation: an epic work of great scope, intelligence, and imagination that ushers readers into a recognizable yet strangely inverted world. Join us for a special, multimedia event sponsored by the Long Now Foundation celebrating the release of this new novel.

Tuesday, September 9

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #986

— Author Trading Cards —

## William T. Vollmann

William T. Vollmann has investigated humanity's obsession with violence (*Rising Up and Rising Down*), taken a personal look into the hearts and minds of the poor (*Poor People*), and now turns his attentions to America, to our romanticizing of "freedom" and the ways in which we restrict the very liberties we profess to admire. *Riding Toward Everywhere* is the new book from the National Book Award winning author of Europe Central.

Thursday, February 7, 7 pm

1644 Haight Street, San Francisco  
415 863-8688

# The Booksmith #1046

— Author Trading Cards —

## Irvine Welsh

In *Crime*, Scottish-born author Irvine Welsh brings his unique brand of literary mayhem to the glitzed-out, drugs-and-danger state of Florida. This just published novel tells the tale of Ray Lennox (a supporting character from the novel *Filth*) who is cast adrift in the Sunshine State and who befriends a young girl in jeopardy. Not all, however, is as it seems. Described by the author as more "an existential thriller than a police procedural crime novel," Welsh's latest is sure to keep readers riveted.

Friday, September 19, 7:30 pm

1644 Haight Street, San Francisco  
415 863-8688



## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2016-17-001  
*Business Name:* Dog Eared Books  
*Business Address:* 900 Valencia Street  
*District:* District 8  
*Applicant:* Kate Rosenberger  
*Nomination Date:* July 20, 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? \_\_\_\_\_ Yes  No

The business has been in operation since 1992 (24 years).

**PER CRITERION 1:** Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?  
 Yes \_\_\_\_\_ No

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

**NOTES:** NA

**DELIVERY DATE TO HPC:** August 22, 2016.

Richard Kurylo  
Manager, Legacy Business Program





Member Board of Supervisors  
District 9

City and County of San Francisco

**DAVID CAMPOS**

July 20, 2016

Re: Nomination of Dog Eared Books to the Legacy Business Registry

Dear Director Regina Dick-Endrizzi:

I am writing to nominate to the Legacy Business Registry – Dog Eared Books. Dog Eared Books is one of the last independent bookstores operating in the Mission and on Valencia Street. Founded in 1992 by local resident Kate Rosenberger, Dog Eared Books has served as a neighborhood gathering space for the literary and art community in the Mission for decades. The business' lease expires in one and a half years. Ms. Rosenberger has reached out to her landlord to renew the lease to no avail. When the leases have expired at neighboring businesses housed by the same landlord, the businesses have been either given 45 days to vacate or the rent has been tripled. Dog Eared Books hopes that being placed on the Legacy Business Registry, will give it the leverage to obtain a long term lease with the landlord and enable it to serve the Mission community for another decade to come.

This business plays an essential role in the identity of the Mission and it is my distinct honor to nominate Dog Eared Books to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in cursive script that reads "David Campos".

David Campos

# APPLICATION FOR Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

## 1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Dog Eared Books		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Kate Rosenberger		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
900 Valencia Street San Francisco, CA. 94110		(415) 287-1901
		EMAIL:
		dogeared900@gmail.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
dogearedbooks.com	dogearedbooks	reviews
APPLICANT'S NAME		
Kate Rosenberger		<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE		
OWNER		
APPLICANT'S ADDRESS:		TELEPHONE:
91 Bennington Street San Francisco, CA. 94110		(415) 550-1553
		EMAIL:
		KRosenberger@gmail.com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
# 0914493		

BACKGROUND INFORMATION		
Founding Location: 1173 Valencia Street SF CA 94110		
Current Headquarters Location: 900 Valencia Street SF CA 94110		
Operating in San Francisco since: 1993		

NAME OF NOMINATOR:	DATE OF NOMINATION:
David Campos	1-28-16

## 2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
1173 Valencia St. SF CA 94110	94110	1997-1997
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable): 900 Valencia Street SF CA	ZIP CODE: 94110	DATES OF OPERATION 1997-present
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

### 3. Eligibility Criteria

Attach the business's historical narrative.

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

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.

Kate Rosenberger 1-28-16      Kate Rosenberger  
 Name (Print):                      Date:                      Signature:  
 Kate Rosenberger

### Criterion 1.

Dog Eared Books is a unique neighborhood book shop. We provide an eclectic mix of new, remaindered, and used books at affordable prices. Many of our staff have traditionally lived in the immediate neighborhood, and so the book shop has reflected the flavors and spices of Valencia Street. We have always tried to respond to the cultural needs of our environment. Whether it is an uptick in interest for gluten-free cookbooks or cutting-edge literature, we have always striven to provide it.

Dog Eared Books was founded in 1992, by Kate Rosenberger, a sole proprietor. Our first location was at 1173 Valencia Street, which we occupied for five years. We moved to our present location, 900 Valencia Street, when the first building we occupied was sold.

At 900 Valencia Street, we have had five different landlords, but have managed, somehow, to keep getting another lease, until recently. Our present lease ends March 31, 2018. We have had zero indication that our lease will be renewed, despite several attempts at contacting our new landlord--and offering them many letters of support and neighborhood endorsement. Three-and-a-half years ago, our rent was increased by 50%.

I have opened three other book shops: Phoenix Books, in 1985, in Noe Valley (since sold). Red Hill Books, in 2004, in Bernal Heights (closed in 2015, due to lack of neighborhood support). I opened Alley Cat Books, located at 3036 24th Street, in 2011. Our lease is up for renewal this year, and the landlord seems likely to offer us a lease that we will be able to afford.

Dog Eared Books has been in continual operation since we opened the store in 1992.

### Criterion 2.

Dog Eared Books has been instrumental in creating the unique flavor that Valencia Street is known for today. We are a small book shop (only 1400 square feet ) that has been at the forefront of intellectual thought and curiosity. People looking for information and ideas have always flocked to our doors--knowing that we are friendly and dedicated to our customers--many of whom are our neighbors.

The book mural that adorns the front of our building was created nearly twenty years ago--and reflected not just Dog Eared's favorite book titles, but we asked customers and neighbors walking by to add their favorite titles and ideas.

When we opened, Valencia Street was a lesbian enclave. The book shop Old Wives Tales, the bath house Osento, and the bars Maud's and The Lexington Club they are all now deceased. Valencia Street, once upon a time, was friendly to all who came and wanted to be there--poets, writers, and intellectuals of all types. Commercially, Valencia Street traditionally has been home to small one-of-a kind quirky shops ones with handmade and homemade goods. No chain stores. Almost ten years ago, a new wave of chefs showed up, and Valencia Street experienced a bonanza of restaurants and bars.

In the late 1990's, and early 2000's, Valencia Street supported seven book shops in seven blocks, now we are two book shops in two blocks. And the other book store Borderlands, nearly went out of business last year. Now, Valencia Street has unsupportable commercial rents (read \$10.00 a square foot) -and the greed of many landlords is driving the mom and pop shops out of the neighborhood.

### Criterion 3.

Dog Eared Books would like to stay in its present location at affordable current market rates and to continue to do what it does best- provide a cultural oasis to young and old alike. We do not currently sell books online. We believe in our brick-and-mortar location and identity. We believe in the dialogue that books promote. We are active in donating to schools for their annual fundraisers. We

are active in responding to neighbors in need. Whether it is a local artist, like Michael Bernard Loggins who needs a sandwich to maintain his health and sanity, we go buy him one, and give him a quiet and safe place to sit and gather himself. Whether it is our local legend, Michael Roman, who needs help paying his studio rent for the month, we provide him an area to sell his art. Whether it is our elderly neighbor, Nello Carlini, who needs someone to purchase his library as he moves to another home, we do home/estate buys.

If we are driven from our current location due to the greed of today's real estate market, our departure, like a sad love song, would break the hearts of the many people who have known Dog Eared Books and benefited from its myriad contributions to the community.

Since 1992, long before Valencia Street became a well-traversed thoroughfare and tourist destination, Dog Eared Books has been one of the Mission District's chief cultural attractions.

We consider it a pleasure, as well as a duty, to act as custodians of San Francisco's unique literary heritage, championing local publishers – like City Lights, Last Gasp, Manic D Press, and McSweeney's – that are all too often ignored or relegated to the back aisles of mainstream and chain bookstores. We also act as advocates for emerging, and often marginalized, local authors, both hosting them at readings and (quite frequently!) employing them in the store as clerks. Some of these folks have gone on to great acclaim, including Marcus Ewert, winner of the American Library Association's Stonewall Book Award, and Katrina Dodson, winner of the 2016 Pen America translation prize. Some of the more famous local authors we've hosted include San Francisco poet laureate, Alejandro Murgía, San Francisco State creative writing instructor Peter Orner, Michelle Tea, founder of San Francisco-based literary nonprofit, Radar Productions, and best-selling author and founder of the 826 Valencia writing center, Dave Eggers.

The store was prominently featured in the New York Times Sunday travel section (Dec 5, 2010) in an article about the Bay Area literary scene, and since then has been frequented by bookstore enthusiasts from around the world.

It is our great hope that we'll be able to provide an oasis of literary culture in the Mission District for years to come.



BOB BUCKTER  
GOLD

RENTSFLOW  
(415) 294-1228  
info@rentsflow.com  
www.rentsflow.com

BICYCLE  
LANE

Historic District

3600 →

20TH ST

5

DOG  
EARED  
BOOKS



DOG  
EARED  
BOOKS



smittencecream.com  
**Smitten**  
☆ ICE CREAM ☆  
@smittencecream

**CHURNED  
TO-ORDER**  
*opening this fall*

*Can't wait that long?*  
visit our shop in Hayes Valley  
432 OCTAVIA STREET



RAEYTT



Soon

reformation.com

# Reformation

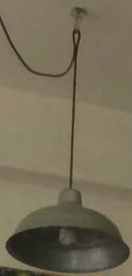
914 Valencia Street

San Francisco

Est. 1986

SHOWERS  
BY THE  
SEA

DISASTROUS



FICTION

FICTION





CRITICAL MASS  
MOSS  
20 YEARS!

SMALL PRESS ZONE

COFFEE - PIES

NEW HISTORIES

COOKING

WATERLOO OCCUPANCY 4.5 PERSONS

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link

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PORTS  
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MUST BE LIVING

TO BE  
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MILTONS

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VALERIA

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your  
wagon







Books do not live essentially because they prove something or because they promote something; they live because they give pleasure to the reader.  
Harry W. Schwartz

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MICR PUBLISHING  
SWORNE LORDS + OBS  
GET TO THE POINT

Stone Soup

JUNK FOOD

THE RED PARTS  
MAGGIE NELSON

of Little Hands  
ARMISTEAD MAUPIN

PRIVATE CITIZENS  
A NOVEL

I MUST BE LYING  
TWICE COLLETT WILKINSON

VALENCIA

White rash  
MAY ABERGER

NEW HISTORY

SMALL PRESS ZONE



# Dog Eared Books to open satellite store in S.F.'s Castro district

By **John McMurtrie**

Updated 8:13 pm, Thursday, March 17, 2016



Photo: Stephanie Wright Hession

Dog Eared Books' Mission District store has been open since 1992.

Not so fast — the Castro's literary scene will live another day.

A day after Books Inc. said that it will close its **Castro store**, Dog Eared Books announced that it will open a store in the neighborhood in May.

“The Castro is one of the few neighborhoods in America you can honestly call both trend-setting and uniquely historical,” Dog Eared Books owner Kate Rosenberger **wrote on Facebook**. “As such it deserves not just a good book shop, but a great book shop. We plan to work very hard to see the Castro gets what it deserves.”

**Dog Eared Books**, on Valencia Street in the Mission District since 1992, said it would open its satellite store, Dog Eared Castro, at 489 Castro St., in the former home of A Different Light Bookstore, a gay-oriented store that **closed** in 2011. The space is home to **Citizen Clothing**, which is closing.

“Like our original location at 20th and Valencia,” Dog Eared Books wrote on Facebook, “our Castro location will sell new, used, and discount books, along with stationery, posters, cards, and maps. As a neighborhood-oriented business, we intend to stock both a wide selection of locally based writers and LGBTQIA titles, along with classics, best sellers, and off-beat books we wish were best sellers.”

The store added that “despite the advent of on-line shopping and ‘e-books,’ readers have responded enthusiastically to our traditional brick-and-mortar style bookselling. We hope Castro residents will celebrate the return of a bookstore to the neighborhood’s main drag, a fun, friendly spot where people from all walks of life can find something to read, someone to talk with, or simply hang out and commune with the world of books.”

Dog Eared said it will host a gala opening event on June 20.

*John McMurtrie is the book editor of The San Francisco Chronicle. Twitter: [@McMurtrieSF](#)*

# Dog-Eared Books Announces Castro Location Coming In May

SFIST

BY [JAY BARMANN](#) IN [ARTS & ENTERTAINMENT](#) ON MAR 17, 2016 11:05 AM



*Photo courtesy of Dog-Eared Books on Valencia Street.*

Excellent news, book-readers: The Castro will not be short another bookstore come June following [the upcoming closure of Books Inc.](#) As [SF Weekly reports today](#), the Mission's own [Dog-Eared Books](#) — one of SF's multiple successful, independent, new-and-used bookshops — is taking over the one-time home of A Different Light Bookstore at 489 Castro Street, which is currently a clothing shop called [Citizen](#) that is shutting its doors shortly.

Dog-Eared Books [made the announcement on Facebook](#) Wednesday, saying, "Like our original location at 20th and Valencia, our Castro location will sell new, used, and discount books, along with stationery, posters, cards, and maps." They're also planning to feature readings and other events, and an expanded selection of LGBT titles — and, likely, of a lot classier variety than the often porny A Different Light.

Bookstore proprietor Kate Rosenberger adds, "The Castro is one of the few neighborhoods in America you can honestly call both trend-setting and uniquely historical. As such it deserves not

just a good book shop, but a great book shop. We plan to work very hard to see the Castro gets what it deserves."

Dog-Eared Books opened in 1992 and has weathered not only the economic storms suffered in the book industry by the rise of big chains, the rise of Amazon, and the subsequent rise of e-books, but has continued to thrive on the ever-gentrifying Valencia corridor alongside niche cohorts like Borderlands. They even opened a second location in 2011 called [Alley Cat Books](#), on 24th Street.

And, like the beloved Aardvark Bookstore at the other end of the 'hood on Church Street, Dog-Eared Books buys used books for resale.

So, weep not book-lovers! Literature is not dead, and the Castro is not (yet) doomed completely. Look for a gala opening event set for June 20, with store opening a month earlier.

# Hoodline

Thu. March 17, 2016, 10:39am

## Dog Eared Books To Open Castro Location In Former 'A Different Light' Space [Updated]



Photo: Shane Downing/Hoodline

The Mission's [Dog Eared Books](#) has announced that it will be opening a second location in the Castro, at 489 Castro St. The announcement comes just days after fellow independent bookstore [Books Inc.](#) announced that it has lost its lease in the Castro, and will close its 2275 Market St. location in June.

489 Castro has a long literary history: prior to most recent tenant [Citizen Clothing](#), another bookstore—LGBT-centric [A Different Light](#)—operated at the address from ~~1979~~ 1985 1986 to 2011.

“The Castro is one of the few neighborhoods in America you can honestly call both trend-setting and uniquely historical. As such it deserves not just a good book shop, but a great book shop,” said Dog Eared Books' Kate Rosenberger in [a Facebook post](#). “We plan to work very hard to see the Castro gets what it deserves.”



*489 Castro when it was A Different Light, in 2011. (Photo: Gerard Koskovich/Facebook)*

Dog Eared Books, which has been in business since 1992, offers a mix of new, used, and discount books. Despite the advent of online shopping and e-books, the bookstore says its brand of traditional brick-and-mortar style bookselling has managed to thrive at 20th and Valencia, and that it's looking forward to filling the void created by the "sad closure" of Books Inc.

Dog Eared Books intends to stock a wide selection of locally-based writers and LGBTQIA-centric titles, along with classics, best sellers, and off-beat books. You can also expect to see "a full calendar of readings, book groups, release parties, and other literary events."

According to the Facebook post, the new Dog Eared location will debut on June 20th with a gala opening event. We've reached out to the store for more info on what to expect, so stay tuned for updates.

**Update, 11:20am:** We caught up with Dog Eared Books owner, Kate Rosenberger, to ask her about the new 489 Castro St. location.

According to Rosenberger, the bookstore had been looking at spaces in the Castro for months with [Blatteis Realty Co.](#) “We got a great lease with neighborhood minded landlords,” said Rosenberger. “The landlord cares. They want a bookstore there. It just couldn’t be more perfect.”

For Rosenberger, the Castro was the obvious neighborhood to open a second store.

“We love the Castro. We’re hoping to provide something for people to do besides eating and drinking and smoking ... which are all great things,” said Rosenberger.

Dog Eared Books is realistic about its Valencia location, and Rosenberger admitted that opening a Castro location is a bit of a preemptive move.

“We see what’s happening to other tenants as their leases come up,” said Rosenberger. “With this corner location, we’re doomed. We took a 50 percent increase three years ago. We’re at market rate for the rest of the city.”

If you are interested in working at Dog Eared Books’ Castro location, you can contact the bookstore at [dogearedbookscastro@gmail.com](mailto:dogearedbookscastro@gmail.com)



**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2015-16-022  
*Business Name:* Green Apple Books  
*Business Address:* 506 Clement Street  
*District:* District 1  
*Applicant:* Pete Mulvihill, Co-Owner, CEO  
*Nomination Date:* March 22, 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

Verified in SF OpenData as having a start date of 10/1/1968.

**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:**

**DELIVERY DATE TO HPC:** August 22, 2016

Richard Kurylo  
Manager, Legacy Business Program





Member, Board of Supervisors  
District 1  
市參議員、第一區



City and County of San Francisco

ERIC MAR  
馬兆光

Regina Dick-Endrizzi  
Director  
Office of Small Business  
Via Email: [regina.endrizzi@sfgov.org](mailto:regina.endrizzi@sfgov.org)

March 22, 2016

**Re: Green Apple Books' Application to the Legacy Business Registry**

I am writing this letter in strong support of one my favorite Richmond District businesses, Green Apple Books. Since 1967, Green Apple has served the Richmond District as one of San Francisco's iconic bookstores and a model small business that has served as a support and inspiration for other small businesses in the City.

Green Apple's owners also contribute to the community in a number of other important ways. Pete Mulvihill helped found the San Francisco Locally Owned Merchants Association, and he serves on the boards of the Northern California Independent Booksellers Association, the American Booksellers Association, and the Clement Street Merchants Association. Kevin Hunsanger advises Litquake and serves on the selection panel for the SF Public Library's One City One Book program.

The tremendous selection of books, magazines, and music has led Green Apple to be a regional leader among bookstores, and it has won numerous local awards for best bookstore, as well as Publishers Weekly's Bookstore of the Year in 2014, a national honor. The fact that its workers are unionized further adds to its progressive reputation within the small businesses community.

I personally patronize Green Apple Books and have always admired its ability to not only survive but also thrive during this time of transition within the publishing industry. It is a testament to the owner's acumen as business people but also to the tremendous popularity and loyalty that they have created amongst its customers. I am proud to nominate Green Apple Books as the Richmond District's next legacy business.

Sincerely,

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

Eric Mar  
Supervisor District 1

# APPLICATION FOR Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

## 1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Green Apple Books		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Pete Mulvihill Kevin Ryan Kevin Hunsanger		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
506 Clement Street San Francisco, CA 94118		( 415 ) 387-2272
		EMAIL:
		pete@greenapplebooks.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.greenapplebooks.com	https://www.facebook.com/Green.Apple.Bo	http://www.yelp.com/biz/green-apple-books

APPLICANT'S NAME	
Pete Mulvihill	Same as Business Owner
APPLICANT'S TITLE	
co-owner/CEO	
APPLICANT'S ADDRESS:	TELEPHONE:
506 Clement Street San Francisco, CA 94118	( 415 ) 387-2272
	EMAIL:
	pete@greenapplebooks.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0052408	

BACKGROUND INFORMATION	
Founding Location: 506 Clement Street, SF, CA 94118	
Current Headquarters Location: 506 Clement Street, SF, CA 94118	
Operating in San Francisco since: 1967	

NAME OF NOMINATOR:	DATE OF NOMINATION:
Pete Mulvihill	March 3, 2016

## 2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
506 Clement Street	94118	1967--present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input checked="" type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
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### 3. Eligibility Criteria

Attach the business's historical narrative.

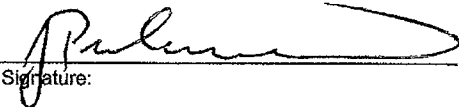
### 4. San Francisco Taxes, Business Registration, Licenses, Labor Laws, and Public Information Release

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.

Pete Mulvihill  
Name (Print):

March 3, 2016  
Date:

  
Signature:

Richard Savoy founded Green Apple Books in 1967. He was 25 years old, had done a tour in the Army and worked as a radio technician for United Airlines, but he had little business experience. With a deep love of the written word, some savings, and a credit union loan, he got a lease in a pre-1906 Richmond district building near the corner of Clement Street and Sixth Avenue, next door to a shoe repair business. His stock of used books, comics, and National Geographic magazines attracted a following in the neighborhood, one that continued to grow over the next 49 years.



Today, the shop covers about 10 times its original 750 square feet and has been perennially voted the best bookstore in the Bay Area by readers of the *San Francisco Magazine*, *7x7*, *Bay Guardian*, the *SF Weekly*, and various other papers, magazines, websites, etc. Over the years, as space became available, the store expanded, gradually doubling its width, adding a mezzanine and a second floor, and increasing the inventory of new books. In 1996, two storefronts became available a few doors down the street and Green Apple acquired Revolver Records, its neighbor for twenty years, thus adding new and used music to the mix. The store's selling space went from 5,000 to its current 8,000 square feet, allowing the book selection to expand.

The balance between new and used books has been fluid throughout the store's history; Green Apple strives to adjust to an ever-changing marketplace by varying its product mix, section sizes, etc. without ever losing focus on what makes it a great bookstore: an excellent selection of quality books in all subject areas. Despite all the other fun stuff--LPs, 750+ magazines, journals, cards, gifts, etc--85% of the store's sales are books.



The store's interior hasn't changed much over time. The gas light fixtures are still visible on the second floor. The stairs still creak and the dust fights back

against weekly cleanings. The store's exterior got a face lift in 2013, with a paint job, a new awning and a new storefront mural.

The biggest change to Green Apple is largely invisible. After years of hunting for a successor, Mr. Savoy assembled a team of three long-time employees to buy the business. Their gradual buy-out, which started in 1999, is a model of succession planning—it enabled Mr. Savoy to monitor the store's success and allowed the new owners plenty of time to learn from their mentor. It also spread the cost of buying the store and its huge inventory over ten years. The "new" owners, Kevin Hunsanger, Kevin Ryan, and Pete Mulvihill, absorbed all they could from Mr. Savoy to keep the store successful.

Since then, the store has continued to adapt, thrive, and take part in the broader San Francisco community. Pete Mulvihill helped found the [San Francisco Locally Owned Merchants Association](#); he serves on the boards of the [Northern California Independent Booksellers Association](#), the American Booksellers Association, and the [Clement Street Merchants Association](#). Co-owner Kevin Hunsanger advises [Litquake](#) and serves on the selection panel for the SF Public Library's [One City One Book](#) program. Green Apple also donates to scores of different schools and non-profits each year, re-investing in the community that supports the store.

Green Apple employees are represented by the [UFCW](#), Local 5.

Green Apple has evolved from a small neighborhood bookstore to a literary destination, even a tourist attraction for readers the world over. In 2014, it won *Publishers Weekly's* Bookstore of the Year, a national honor.

With an average of 450 transactions a day, Green Apple serves over 150,000 readers each year. A browse at Green Apple is part of the very fabric of San Franciscan's recreation. Everything that can happen in the world has happened within our walls: marriage proposals, literary readings, the discovery of new ideas and perspectives, a baby's first word, inspiration, earthquakes, chance meetings of neighbors and friends, and even death.

The very used books on the shelves literally reflect the city's interests, as we get all our books from readers who bring them in to sell second-hand.

The 506 Clement building, we are told, predates the 1906 earthquake. While not technically historic, the old gas light fixtures are visible on the second floor;

the tile at the entryway reflect past workmanship; and the scores of masks from all over the world bring a cultural flair to the space.

The art of bookselling, while not unique to Green Apple, is maintained daily. The store's "shelf talkers," including one by Mayor Lee, help customers choose from the thousands of books. And countless readers are steered to their next favorite book with the help of our warm, well-read professional booksellers.

The store looks much as it did throughout the years: wooden bookcases, lots of nooks and alcoves, handmade signs. The books may change, and the staff and customers come and go, but the same vibrant selection of new and used books packs every floor as it always has.

As for its relationship to the neighborhood and other businesses, Green Apple has long been an "anchor tenant," a destination that beckons readers into the fog. Several other local business neighbors, including Park Life and Foggy Notion, specifically sought locations near Green Apple when opening. We share customers with all sorts of other businesses, from Kamei Restaurant Supply to Burma Super Star, from Toy Boat Dessert Café to the Seedstore. And we work with these businesses on keeping Clement a vital corridor.

In 2014, Green Apple also opened a second location: Green Apple Books on the Park, adding eight more good jobs to the local economy and another literary outlet to the inner Sunset. The store has been warmly embraced by the community and features scores of free author events each year to connect local readers with authors from all over the world.

Green Apple is honored for its role in San Francisco history for almost 50 years.



May 25, 2016

To Whom It May Concern:

Green Apple Books is an iconic, world-famous bookstore. It is an anchor in the Richmond District, bringing tourists and locals to Clement Street for years. It is family- and locally-owned, and the owners are very invested in their neighborhood, in small businesses, and in the City. The owners have, for years, advocated for all small businesses, helping with information, time, and attending meetings with City leaders to help protect small businesses and keep us alive in SF. Green Apple has definitely helped shape the Clement Street corridor, and considering the recent difficulties faced by small-business owners in SF (including all City mandates and increased minimum wage laws), Green Apple is one of only a few deserving businesses that should be designated as a Legacy Business.

Respectfully,

Hilary Passman, owner  
Devil's Teeth Baking Company  
Sunset Reservoir Brewing Company



May 25, 2016

To Whom it May Concern.

Green Apple is one of the gems that make San Francisco a wonderful place to visit, a wonderful place to live and a wonderful place to talk about. . . . Set on one of the few un-gentrified streets, Clement Street, in our great city. Green Apple IS exactly what this Legacy Business idea is all about!

Jesse Fink  
Toy Boat Dessert Cafe



GREEN  
APPLE  
BOOKS

USED BOOKS  
LONG HAY

USED  
BOOKS  
NEW

BOOKS • BOUGHT • SOLD • TRADED • USED & NEW • BOOKS



GREEN APPLE BOOKS

GREEN APPLE BOOKS & MUSIC  
NEW & USED BOOKS MUSIC & MORE

BOOKS

BOOKS



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BOOKS

GREEN APPLE  
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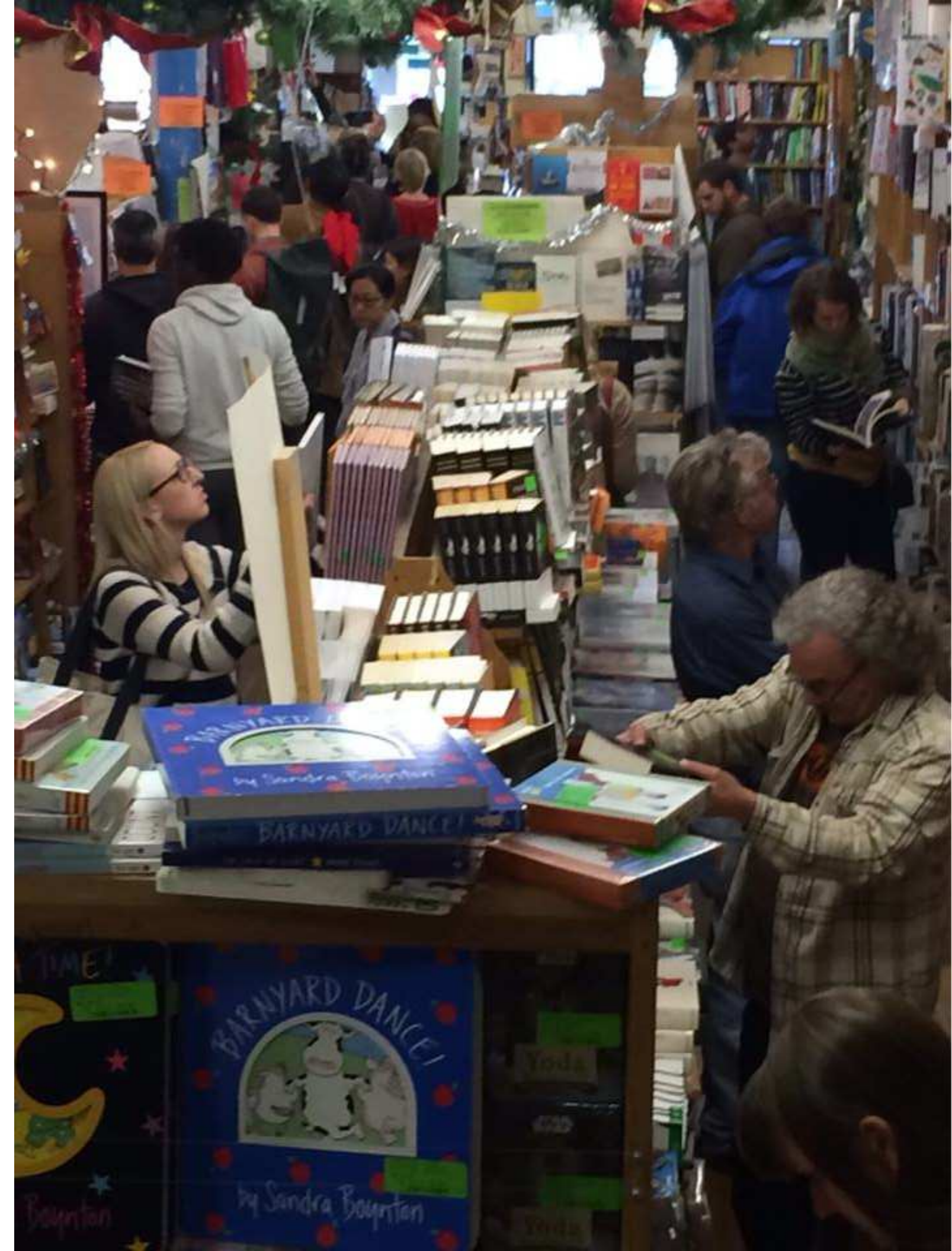
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BEST NEW BOOKSTORE  
**GREEN APPLE BOOKS**

**FAVORITE BOOKSTORE**  
Green Apple Books and Music  
1st PLACE  
San Francisco

2009 GUARDIAN SMALL BUSINESS  
AWARD WINNER  
GOLDEN BUTTERFLY  
2009  
Green Apple Books  
**GUARDIAN**

*The Chronicle Chronicle* SF Gate  
**BayList Winner**  
Green Apple Books  
Wined on the Best  
**WINNER**  
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**BAYLIST**  
2010

**Best** BayAreaParent  
of the **Best**  
Green Apple  
Best Children's Books  
**BayAreaParent**  
**Family Favorite**  
2011

**EVOLUTION**  
Green Apple Books

**Certificate of Honor**  
Green Apple Books

*San Francisco Chronicle* SF Gate  
**BayList Winner**  
Green Apple Books  
Wined on the Best  
**BAYLIST**



**2009 WINNER**  
**GUARDIAN**  
BEST INDEPENDENT BOOKSTORE  
GREEN APPLE BOOKS AND MUSIC  
**GUARDIAN**

**WV**  
Green Apple Books

**WV**  
Green Apple Books

**best of the bay**  
Best Book Business  
Green Apple Books and Music

**GUARDIAN**  
Wined and Awarded  
GREEN APPLE BOOKS AND MUSIC

**Best @ Citysearch**  
Green Apple Books and Music  
**WV**  
**Citysearch**

**WV**  
**GREEN APPLE BOOKS**  
Winner

**BEST**  
OF SAN FRANCISCO AND THE BAY

SF Weekly  
Proudly Proclaims  
Green Apple Books  
Best Readers' poll winner

SF Weekly  
Proudly Proclaims  
Green Apple  
Best  
Used-Book Store

SF Weekly  
Best of SF '98



**SUPER SF Winner**  
**1994 Best**  
Buy/Sell Bookstore  
**Green Apple Books**  
SF WEEKLY

San Francisco Bay Guardian  
Best of the Bay. 1993 Readers Poll  
**BEST BOOKSTORE — SF**  
**Green Apple Books**

**Best of the Bay**  
Green Apple



Best Used Bookstore  
Green Apple Books

THE SAN FRANCISCO BAY  
**GUARDIAN**



CALIFORNIA LEGISLATURE

# Assembly

CERTIFICATE OF RECOGNITION

## GREEN APPLE BOOKS & MUSIC

### SMALL BUSINESS AWARD

*For your outstanding entrepreneurial spirit, through expert management practices, innovation and customer service as well as being an active member of the community through contributions and service as a small business owner, thereby benefiting all the people of the City & County of San Francisco and the State of California*

Assemblywoman  
**Fiona Ma**  
*Speaker pro Tempore*  
*Assembly District 11*



STATE OF CALIFORNIA

# Senate

COMMITTEE ON BUSINESS

## Green Apple Books

Small Business Award, District 1  
September 20th 2014

*Congratulations on being honored as September 20th, 2014 Star of District 1 for an exceptional and exemplary business. I commend your determination to lead San Francisco's growing economic marketplace and a brighter future for all. Congratulations and thank you for all you do!*

*Alvin*  
 Alvin  
 Senator, District 1  
 January 17, 2014

# Certificate of Honor

BOARD OF SUPERVISORS  
 City and County of San Francisco



**PREMISES**  
**GREEN APPLE BOOKS**

*Kathy*

STATE OF CALIFORNIA

# Senate

COMMITTEE ON BUSINESS

## Green Apple Books

Small Business 25 or Lesser Employees

*Congratulations as you are honored on the occasion of the 2014 San Francisco Small Business Network, Entrepreneurial Success Awards. I commend your commitment and dedication to the celebration of small business and their contribution to the community. I further commend your business success and the part you play in driving the San Francisco economy. Congratulations and thank you for all you do!*

*Alvin*  
 Alvin  
 Senator, District 1  
 May 17, 2014

STATE OF CALIFORNIA

# Senate

COMMITTEE ON BUSINESS



MEMORANDUM

## GREEN APPLE BOOKS & MUSIC

*The Honorable Alvin Lim, District 1, has been honored as the 2014 Star of District 1 for an exceptional and exemplary business. I commend your determination to lead San Francisco's growing economic marketplace and a brighter future for all. Congratulations and thank you for all you do!*

*Alvin*  
 Alvin  
 Senator, District 1  
 January 17, 2014

CALIFORNIA LEGISLATURE

# Assembly

CERTIFICATE OF RECOGNITION

## Green Apple Books and Music

### Small Business with Fewer Than 25 Employees

*In recognition of the hard work, expert you have given of all communities of San Francisco, your effort and the exceptional service and quality of your products and services, and your commitment to all.*

*Ron*  
 Ron  
 Assemblyman, District 11  
 May 11, 2014





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Patrick McDonnell discusses his new book TEK: The Modern Cave Boy. LISTEN NOW

# Green Apple Named PW Bookstore of the Year

By Judith Rosen | Mar 28, 2014

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Green Apple Books in San Francisco is this year's PW Bookstore of the Year. That it was nominated by Bay Area colleague Sheryl Cotleur, frontlist buyer at Copperfield's Books in Sebastopol, Calif., should come as no surprise to those familiar with the 47-year-old labyrinthine bookstore, which has earned a name for itself for community involvement: for founding the San Francisco Locally Owned Merchants Association, participating on the boards of the Northern California Independent Booksellers Association and the Clement Street Merchants Association, and advising Litquake and the San Francisco Library's One City One Book program. In addition, Green Apple is the driving force

behind this year's 93-store strong inaugural California Bookstore Day, which is loosely based on Record Store Day and could serve as a prototype for a national bookstore celebration.

Over the years Green Apple, which carries both new and used books, has grown from 750 sq. ft. to more than ten times that size. When founder Peter Savoy put the store up for sale, three long-time employees—Kevin Hunsanger, Kevin Ryan, and Pete Mulvihill—began a gradual buyout. The three have created fun and quirky promotions like a midnight release party for IQ84 with free tacos and a can of Sapporo, and it has experimented with a set of YouTube videos/commercials, including one on hiring a new bookseller. (Hint: it's not just about reading.) It also has fostered some unusual partnerships by placing bookcases of used books in six indie cafes around the Bay Area, Cafe Green Apple.

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Green Apple's whimsical approach to the book business has paid off with strong customer support. It has over 1,000 reviews on Yelp, most with four or five stars. Jaime L. asks, "Have you had a bite of Green Apple Books? No? Well, take one. Tastes like a local book store with some unparalleled uniqueness and variety. Seriously. As good as it gets. Green Apple books is yet another San Francisco landmark that deserves exceptional recognition." While JL complains with tongue firmly in cheek, "It's really not fair to lure innocent passers-by into a seemingly innocuous establishment to peruse the wares and then refuse to relinquish said passers-by for several hours."

For 2014, Teresa Rolfe Kravtin of Southern Territory Associates has taken the PW Rep of the Year Award. In her nomination, children's book author and illustrator Elizabeth O. Dulemba praised Kravtin for going above and beyond. "She really proved her chops on *The Twelve Days of Christmas in Georgia*.

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She actually took it upon herself to help the author [Susan Rosson Spain] and I (illustrator) set up book signings all over our fair state two years in a row. I've never heard of a rep doing that. I wish Teresa could rep me for *all* of my books."

This is not the first time that Kravtin has been singled out as a sales representative. When she was a Southeastern sales rep for Penguin USA, she was named a Regional Rep of the Year for Penguin and a Sales Representative of the Year for the Southeast Booksellers Association. Kravtin speaks her mind on her blog, A Rep Reading. She covers American Wholesale Book Company and Books-A-Million for the group; her territory includes Georgia, the Florida Panhandle, and Chattanooga.

Look for in-depth interviews with the 2014 award-winners in the April 28 pre-BEA issue of *Publishers Weekly* magazine.



THE WALL STREET JOURNAL.

## Bookstore Finds Novel Ways to Succeed as an Independent

By Shira Ovide

Updated Jan. 9, 2013 9:42 p.m. ET

Pete Mulvihill's David and Goliath tale is the stuff of fiction.

Mr. Mulvihill is a co-owner of Green Apple Books, an independent bookstore known for its business savvy and staying power in a shrinking industry. After more than four decades, Green Apple has become a fixture in San Francisco's Richmond neighborhood, with its familiar green awnings and battered wood floors that creak with every step.

Now 41 years old, Mr. Mulvihill moved to San Francisco after he graduated from college in 1993. He started working on a temporary basis at Green Apple when "my savings ran out and I needed a job," he says.



Green Apple Books co-owner Peter Mulvihill, in his store in San Francisco. *ANNIE TRITT FOR THE WALL STREET JOURNAL*

Mr. Mulvihill moved through a succession of roles at Green Apple before becoming a manager. Then, more than a decade ago, Mr. Mulvihill and two other Green Apple employees agreed to buy out Richard Savoy, Green Apple's founder. Mr. Mulvihill, who declined to disclose the sale price, says he and fellow owners Kevin Hunsanger and Kevin Ryan took 10 years to pay off Mr. Savoy.

"I just loved books and the people who loved books," Mr. Mulvihill says, explaining why he was interested in book selling. "The challenge is adapting a business for changing times."

To reflect shifting reading habits and business in the Internet age, Green Apple has a Facebook page, a Tumblr blog, a book-of-the-month club and offers an option to buy electronic books. Mr. Mulvihill says he closely watches costs, including credit-card processing fees, and gets ideas from other bookstores he visits.

While Green Apple has outlasted many competitors, including the now-liquidated Borders chain, Mr. Mulvihill says Amazon.com Inc. is a formidable threat. Mr. Mulvihill says Green Apple is profitable and thriving, though he acknowledges most independent bookstores are lucky to squeeze five cents in profit out of every \$1 in sales.

Mr. Mulvihill recently discussed the joys and hurdles of running an independent bookstore, book-selling giants such as Amazon and his addiction to cookbooks. Edited excerpts:

**WSJ:** What prepared you to run a bookstore?

**Mr. Mulvihill:** I'm an unlikely small-business owner. From the age of 14 to 21, every summer I scooped ice cream at a coastal town in Delaware. When we were negotiating to buy Green Apple, someone said, 'Really, you're going to run a bookstore of 25 employees, when your only other job was scooping ice cream?' All three of us learned on the job.

**WSJ:** How do you compete against Amazon, Apple, Wal-Mart and other big companies that sell books or e-books?

**Mr. Mulvihill:** There have been a never-ending series of things that should have run us out of business. First we had a Crown Books down the street, and then the rise of the mega bookstores. We should have been gone a long time ago, [but] this year was better than last. We're not just treading water, we're doing better.

**WSJ:** Is Amazon your biggest threat now?

**Mr. Mulvihill:** They're definitely our biggest competitor. The only good news is California is finally making them [Amazon] collect sales tax.

One main advantage we have now is instant gratification. If someone is on their way to a kid's birthday party and forgot to buy a gift, they can come into our store. But when Amazon can deliver in a couple of hours, they eliminate that advantage.

[Amazon didn't respond to a request for comment for this article. The online retailer has a service in several cities—though not in San Francisco—to deliver orders the same day they are

placed. Last summer, Amazon's chief financial officer said the company didn't see a way to do same-day delivery "on a broad scale economically."]

**WSJ:** How has Green Apple changed to stay competitive?

**Mr. Mulvihill:** Mostly in small and incremental ways. We renegotiate credit-card processing fees every year. That alone can profit us \$5,000 to \$6,000 a year.

Some of it is watching the balance of products that we sell. We have catchphrases, including, "Sell more of what's selling." We used to have three [book]cases of kids' books and now we have 25. After 9/11, when travel plummeted, we shrunk the selection devoted to travel books, and now travel is booming again.

**WSJ:** What do you think of the trend toward e-books?

**Mr. Mulvihill:** I think the digital adoption is slowing a bit. I know a lot of people who get a device as a gift find it's not for them and then they come back to physical books. "50 Shades of Gray" is a great example. [Author E.L. James] wrote it as fan fiction as an e-book, and then Random House bought the print rights and we thought we'd get a few copies, and then it just flew off the shelves. And now we have used copies that feed the next year's worth of sales. People just wanted to read it, and they went to their neighborhood bookstores to buy it.

**WSJ:** What advice do you have for people who want to support bookstores like yours?

**Mr. Mulvihill:** If everyone paid cash, you make another 2% for that bookstore. Bring us a friend or a new customer once a year. We don't want people to shop here out of moral obligation or guilt. We want to provide serendipity, literary events.

**WSJ:** What are your personal book-browsing and buying habits?

**Mr. Mulvihill:** If I'm in a new town, I want to see the bookstore, because I feel it tells me something about the place. We did a house exchange with a family in southern Sweden, and I loved going to the bookstore there and seeing what was on display, and what books make it into translations from English.

The only kind of books I have too many of are cookbooks. I have 100 or something like that. The rule in my house is my wife makes me get rid of a cookbook whenever I buy a new one.

**Write to** Shira Ovide at [shira.ovide@wsj.com](mailto:shira.ovide@wsj.com)

TRAVEL

# 36 Hours in San Francisco

36 Hours

By BONNIE TSUI    OCT. 28, 2015

Don't blink or you'll miss the next "new" San Francisco. This is a city that's reinventing itself with every refresh of your Twitter feed, with cranes rising all over downtown and an army of young tech workers pouring into neighborhoods across the city. In the '60s, San Francisco was synonymous with the hippie counterculture; in the '90s, it was the dot-com boom (and eventual bust, in the early 2000s); more recently, it was the ripening of the Bay Area food movement. Now it's home to such new-establishment icons of the digital economy as Airbnb, Uber and, yes, Twitter. But don't be fooled by the shiny patina: San Francisco is more than just the physical headquarters of our virtual world. There are some things that haven't changed, and by themselves, are reason enough to revisit: the mind-boggling views along that glorious waterfront; the Mission's still-feisty, freaky, welcome-all-comers character; the meandering natural pleasures of Golden Gate Park. Even when classic San Francisco rubs up against new San Francisco, the friction, though at times contentious (Google bus protests, the anti-eviction fight), is also where the community-conscious activist roots of this city are as vital and visible as ever.

## Friday

### **1. City by the Bay | 4 p.m.**

Make time for a stroll along the Embarcadero, San Francisco's quintessential bayside pedestrian promenade. Your starting point is just south of the Bay Bridge, at Red's Java House on Pier 30. A no-frills waterfront dive the San Francisco Chronicle once called "the Chartres Cathedral of cheap eats," Red's has been around in some form or another since 1912, when longshoremen came for the cheeseburger-and-beer breakfast special. Nowadays, it's a favorite stop for Giants fans on their way to a ballgame at AT&T Park, home to the 2010, 2012 and 2014 World Series champs. Join the cheerfully egalitarian crowd for a sourdough cheeseburger (\$5.52) and a beer on the outdoor patio — it has a view that goes for miles.

### **2. To Market | 5:30 p.m.**

It's hard to believe that it's been 12 years since the century-plus-old Ferry Building reopened as a grand marketplace and European-style food hall, after decades of blight and decay in the shadow of the former Embarcadero Freeway (which was taken down after the 1989 Loma Prieta earthquake). Though the Ferry Building has come to represent all the modern trends in the Bay Area food world, it hews to tradition with a thrice-weekly outdoor farmers' market, plus indoor food stalls in former ferry berths; the butcher, the baker and the cheesemonger are all on hand to talk to you. Just browsing is a pleasure: It's all eye candy, from the ceramics to the chocolate. And whatever your age, watching the ferries come and go never gets old.

### **3. Two Piers | 7 p.m.**

Charles Phan, of Slanted Door fame, has shifted gears with Hard Water, a tiny, New Orleans-inflected whiskey bar and restaurant that opened in 2013 on Pier 3. The kitchen turns out a mean fried chicken — the better to soak up the powerful cocktails. Whiskey flights start at \$22, and are a gentle intro to a deep list. For a heartier meal, head two piers over to Michael Chiarello's Spanish-meets-California Coqueta, where the extraordinary paella — bomba rice with clams, shrimp, chorizo and broccolini in fragrant broth made from shellfish and jamón serrano, \$45 — is enough to feed three.



#### **4. Nightcaps | 9 p.m.**

A bar in the Mission is an appropriate place to end the night. At the divey, atmospheric Royal Cuckoo, great cocktails are the rule — try the Carnival Mule, with cachaça, ginger beer, Domaine de Canton, tangerine and lime — as is live music Wednesday through Sunday nights showcasing the house's old-fashioned Hammond organ. Outdoor drinking is an option at Zeitgeist, a punk-spirited biergarten and neighborhood institution; its native population is heavy on the bikers and bike messengers. Don't take selfies, or management might boot you out — service is gruff, and proud of it.

## Saturday

#### **5. Break Bread | 10 a.m.**

Along 24th Street in the Mission, Mexican bakeries are still where mornings begin. For just a dollar or two, pick up sugar-dusted pan dulce or custard-filled pastries with your coffee at La Mejor Bakery or Panaderia La Mexicana, and watch the neighborhood wake up. Then head south for a climb up over windswept Bernal Hill to the sprawling Alemany Farmers' Market, said to be the oldest in the state of California, improbably situated near where Interstate 280 crosses Highway 101. The weekly market still offers the best cornucopia in the city: The greens alone regularly range from Chinese long beans, pea shoots and bok choy to dandelion, kale and mustard greens (about \$5 for three bunches). Can't fix what ain't broke.

#### **6. Picnic in the Park | 12 p.m.**

Bring your provisions for a picnic at the newly spiffed-up Dolores Park, where an \$8 million renovation made over the northern half of the park with new tennis courts; six acres of fresh, grassy splendor; and expanded restrooms (this last is critical to a comfortable afternoon). The other half of the park will get similar treatment in the coming year. What hasn't changed: the diverse crush of humanity, and the excellent vistas of the San Francisco skyline.

#### **7. The People's Art | 1:30 p.m.**

Take stock of the Mission's murals with Precita Eyes, a neighborhood arts organization that has been sponsoring local and international mural projects and offering classes for nearly four decades. Docents lead weekly mural walks (\$20, with discounts for students and seniors) through alleys and streets dense with color, and add stories and context to ever-shifting images that comment on everything from human rights to Hurricane Katrina.

### **8. Two Ways to Taste | 7 p.m.**

Put yourself in the expert hands of some of the Mission's best neighborhood chefs. At Ichi Sushi & Ni Bar's airy new space, request a seat at the bar for omakase, or chef's choice, and be entertained by the jewel-toned march of seafood across your plate — perhaps wild salmon, sweet shrimp heads and lightly seared saba (about \$65 for 12 pieces). Or try the three-course menu and wine pairing at Heirloom Cafe (\$65), an elegant neighborhood spot that might smartly present a bavette steak and maitake mushrooms with a malbec. At both establishments, fresh, simple dishes and friendly service are standouts, and the price is right.

### **9. One for the Team | 9 p.m.**

Bring friends for a game or two at the Mission Bowling Club, the city's first new bowling alley in 40 years when it opened in 2012. The owners, Sommer Peterson and Molly Bradshaw, wanted to conjure the intimate, friendly neighborhood alley of their youth — but with really good food (and sans fluorescent lighting). They've succeeded. Two of the six lanes are held for drop-ins most nights, but you'll probably want to make a reservation (reservations can be made a week ahead, \$35 to \$55 per lane per hour).

## **Sunday**

### **10. Bookworms Welcome | 10 a.m.**

First there was Green Apple Books: Opened in 1967, it's a literary institution. Now there's Green Apple Books on the Park, perfectly situated for a morning browse along the Inner Sunset's Ninth Avenue, just south of Golden Gate Park. Don't be fooled by the narrow storefront — the shop reaches far into the interior space, and is

big enough to be anchored by a dedicated children's area. Like its sister store, it also hosts events featuring an impressive lineup of writers, including such recent guests as Karl Ove Knausgaard, Maggie Nelson, Aleksandar Hemon and Molly Antopol. Afterward, stroll down the street and into Urban Bazaar to browse fair-trade and quirky, locally made gifts — belts made from old bike tires, screen-printed owl tea towels — and admire the boutique's charming little air plant and succulent nursery.

### **11. Seasonal Tastes | 11:30 a.m.**

For a leisurely brunch, head to the sun-warmed back patio of Nopalito, a branch of Divisadero's beloved Nopa, for brightly flavored, vibrant Mexican: squash-blossom quesadilla, pork-shoulder pozole, and peach, avocado and lettuce salad with pumpkin seeds and cotija cheese (brunch for two about \$45). Or for on-the-go noshing, stop at the worker-owned-and--run Arizmendi Bakery for the excellent daily pizza: always vegetarian, always changing, always available by the slice (\$2.50, and it comes with a little bonus sliver) or pie.

### **12. In Residence | 1 p.m.**

Every month, the de Young Museum in Golden Gate Park invites a new artist-in-residence to install art and work with the public during set hours at the museum's Kimball Education Gallery (free, 1 to 5 p.m. Wednesday through Sunday, plus Friday evenings until 8:45 p.m.). Recent artists have included Shawn Feeney, an artist and musician whose "Musical Anatomy" series featured an inventive tuning-fork helmet that visitors could wear — while he was playing it. In October, the San Francisco artist Carlo Abruzzese transformed census data into meticulous architectural paintings.

## Lodging

Stay at the playful, tech-savvy **Hotel Zetta** (55 Fifth Street; [hotelzetta.com](http://hotelzetta.com); from \$163.20), well situated downtown in SoMa and near the Powell Street BART station; it's Viceroy Hotels' first San Francisco property and home to the Cavalier, a modern British-style gastro pub by the local restaurateur-chef team Anna Weinberg and Jennifer Puccio.

Or try the **Buchanan** (1800 Sutter Street; [thebuchananhotel.com](http://thebuchananhotel.com); from \$140), the latest revamp from Kimpton Hotels, with 131 minimalist, Japanese-influenced rooms close to Pacific Heights and Japantown.

***Correction: November 8, 2015***

The 36 Hours column last Sunday, about San Francisco, described incorrectly the state of the Embarcadero Freeway after the 1989 Loma Prieta earthquake. It was damaged and later torn down; it did not collapse from the earthquake.

A version of this article appears in print on November 1, 2015, on page TR5 of the New York edition with the headline: 36 Hours in San Francisco.

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# Le Video survives thanks to partnership with Green Apple Books

SF Gate

By **Joe Garofoli**

Updated 2:48 pm, Tuesday, April 15, 2014

A month ago Le Video, the 34-year-old Sunset District institution with 100,000 titles, was preparing to close, joining nearly every other San Francisco video store in the death-by-digital graveyard.

But it has a new lease on life in its current Ninth Avenue location, The Chronicle has learned, thanks to a partnership with Green Apple Books - another longtime San Francisco business that has survived in an industry disrupted by technology.

On Aug. 1, Green Apple will open on the lower floor of the building owned by Le Video. The video store will move upstairs, into a space roughly a quarter the size of its longtime location.

For Le Video, the deal is a lifeline. But it's an expansion for Green Apple, which, like many local bookstores, has managed to weather the digital storm by tapping into the tastes and sensibilities of a sophisticated city that prizes locally owned businesses.

Compared with video stores, the independent booksellers that survived the rise and fall of the big box bookstores have done a better job leveraging consumers' visceral connection to their product and weaving themselves into their local communities.

That's one reason that while video stores are nearly extinct in San Francisco, there are nearly three dozen independent booksellers and no national chain bookstores.

"The narrative that all bookstores are not doing well is not true," said **Pete Mulvihill**, one of Green Apple's three co-owners. Last month, the industry trade Publishers Weekly named the 47-year-old Richmond District bookseller Bookstore of the Year.

## Loving books

Even as e-book usage grows, most "e-readers are first and foremost readers - and most love books as physical objects, whether it be reading to children or sharing them with others," said [Kathryn Zickuhr](#), a research associate with the [Pew Research Center](#) who has studied hardcover and e-book usage.

While more than half of Americans have a handheld device for reading e-content, print readership remains stable, according to a January Pew study. Among adults who read at least one book in the past year, just 5 percent said they read only an e-book.

And sales at Bay Area bookstores have actually increased. Hardcover book sales at San Francisco's independent bookstores increased by 8 percent in 2013 after an identical bump the year before, said [Hut Landon](#), executive director of the [Northern California Independent Booksellers Association](#).

But the same isn't true in the video world. Netflix and Hulu are dominant, and more TVs now come equipped with built-in online streaming capabilities to pipe their content into living rooms. Plus, additional content is available through devices like Apple TV or Roku. Hundreds of Blockbuster stores have closed over the past year.

Making matters worse, consumers haven't expressed nostalgia for VHS, DVD or even Blu-ray the way they do for books.

Fortunately for video fans in San Francisco, a marriage of cultural brothers will help both stores.

Despite moving to a smaller space, Le Video founder [Catherine Tchen](#) said her shop doesn't plan to dump any of its inventory, which includes roughly 20,000 titles that have yet to be digitized.

"Never, no," she said, "but it will be a challenge."

Le Video won't just benefit from Green Apple's rent payments - it could get customers too, as the shops will be connected.

Le Video averages about 120 customers on weekdays, while Green Apple draws 500 a day at its Richmond District flagship store. Its new space on Ninth Avenue will be about 2,400 square feet, or about one-third the size of its main location.

For 4 1/2 years, Tchen has poured more than \$1 million of her own money into Le Video to keep it afloat as its finances remained in the red.

But in March, when she almost didn't make payroll for the third time, she posted a note on Facebook that unless something happened, she would close the store by May.

"I have not taken a salary in 14 years," Tchen said from her home just outside of Portland, Ore., where she moved 14 years ago to have more space for her many cats and other animals. But since then, she had spent what was intended to be her retirement on keeping the store afloat "and I needed to be able to meet my mortgage, my health benefits."

An Indiegogo campaign for Le Video hit its \$35,000 goal, thanks to a recent \$10,000 donation from **Daniel Handler**, the author of the "Lemony Snicket" books. But that was a stopgap and the business needed more revenue. She anticipates that she will need to raise an additional \$30,000 to \$60,000 simply to prep the new space and make the move.

The new model for independent booksellers in San Francisco is simple: a 2,000- to 5,000-square-foot store in a neighborhood that gets a lot of foot traffic, said Landon.

"And it can't work in a shopping mall," he said.

Landon, who is also executive director of the San Francisco Locally **Owned Merchants Alliance**, anticipates the new Ninth Avenue location has the foot traffic to sustain both shops.

## Shopping local

Over the past few years, Bay Area booksellers have led "shop local" campaigns that have brought more attention to local businesses, said Landon. Green Apple has done unique partnerships, like one with the dating site OkCupid, which used the bookstore as a meeting spot for events a couple of times over the past few months.

As they've survived the last recession, they've come to rely on an economic camaraderie. On May 3, for the first time, all independent bookstores in Northern California will host a day full of promotions and special events and sale items.

"The reason we can do that," Landon said, "is because we can."



Photo: Sam Wolson, Special To The Chronicle

Maya Falkenberg looks around for a film to rent on the second floor of Le Video in San Francisco's Sunset District.





Photo: Lea Suzuki, The Chronicle

Kevin Hunsanger (left), Pete Mulvihill and Kevin Ryan, co-owners of the Green Apple Books store.



Photo: Sam Wolson, Special To The Chronicle

Robert A. Martin rents a Hitchcock film at LeVideo in San Francisco on April 12th 2014. Martin was an extra in Hitchcock's last film Family Plot.



Photo: Sam Wolson, Special To The Chronicle

Charlie Chaplin's face on the wall at LeVideo in San Francisco on April 12th 2014.



Photo: Sam Wolson, Special To The Chronicle

One major appeal of Le Video in San Francisco is that the 34-year-old store has 100,000 titles, letting video aficionados come across such unusual items as this Betty Boop collection. Most of the city's video stores have already gone out of business.



Photo: Sam Wolson, Special To The Chronicle

John Chester looks at some of the used films for sale at Le Video in San Francisco.

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# A Conversation With Pete Mulvilhill Of Green Apple Books

Hoodline

Sun. March 27, 2016, 9:40am



Pete Mulvilhill. (Photos: Stephen Jackson/Hoodline)

Back in 1967, a man named Rich Savoy had just finished a stint in the Army and a short tenure as a radio technician for United Airlines. But what he really wanted to do was open a used book and magazine store—a dream he realized when he founded [Green Apple Books](#) on Clement Street. Over the years, the store has expanded as surrounding units became available, and today it proudly stands as a massive destination for SF bookworms.

Savoy is no longer a part of the business, having sold it off to three employees, Kevin Ryan, Kevin Hunsanger, and Pete Mulvilhill, over a ten-year period. It's a process admired by many in the small business community as a paragon of how to keep a historic shop running.

We caught up with Mulvilhill in a tiny upstairs corner of the store to chat a bit about "succession planning," the importance of a good bookstore, and what it means to advocate for the survival of independent merchants in San Francisco.



**Where are you from, and how did you get here?**

I am from Bethesda, Maryland—D.C. suburbs. I moved here right after college because I didn't want to live in D.C., but I wanted to be in a city with good culture and nature.

**Tell us about some of the events that led to you working here.**

I moved here right after college. I was hoping to be in journalism, but I was under-qualified. It was 1993, a rough patch for the economy, so I took temp jobs. Eventually, a temp agency placed me here in this very nook where we are now. When I started, 22 years ago, this used to be the bookkeeper's office.

The store had just had its 25th anniversary, and they'd had a bunch of events to celebrate it, and the bookkeeper was kind of running that. So he was behind in his bookkeeping, and I was just doing office-y things for a couple weeks. Then he liked me, thought I was doing well, and recommended me to the owner, Rich Savoy.

So then I worked in the receiving room for six months. Things developed and I got promoted, then eventually, me and two other guys bought the store from the original owner.



**Tell us about the process of transferring the ownership of the business. It sounds like a good example of how legacy businesses can work in San Francisco.**

Yeah, and actually we've given quite a few talks about this. It's called "succession planning," when a business owner is getting older and wants to sell the business or move on. Bookstores, in particular, are very investment-heavy.

It takes a lot of cash to open a bookstore and just get the inventory—for example, 100,000 books. Especially new books, if you think of them as \$10 or \$12 each at cost, you're talking about a million dollars worth of inventory. Most people who have a million dollars would get a better return on it doing almost anything else. A lot of stores don't successfully sell because it's very expensive, and obviously the fixtures and the brand name are worth something.

The owner knew that he couldn't just sell the store and get a couple million dollars for it, which is what it was worth. He also owns the building, and he wanted to make sure whoever bought the store from him would keep it going for a long, long time.





So he assembled a team of three booksellers who worked for him—myself and two other guys—and worked with us for a couple years while we negotiated the price, learned more from him, worked out legal agreements and those kinds of things. Then we had a 10-year buyout. Every year, we would give him a chunk of money, and buy more shares of the store.

He had more or less stopped working a year or two into that, so he got 10 years' worth of solid income and he got a tenant that pays him a good rent. So for him, it was a win-win. We also had benchmarks, so if we failed or screwed up somehow, he'd be able to reclaim the store.

**And when did this occur?**

Let's see, the 10-year buyout officially ended around 2008, so it started officially around 1998. But it started unofficially a year or two before then. He's still our landlord, so we send him a check once a month, but he's not otherwise involved in any way.



### **What sets Green Apple apart from other bookstores? Why is it so special?**

Really, the reason we are still here and still thriving is because customers have chosen to make that so. Literally every time someone spends money on Amazon, versus Green Apple, they are voting on what they want their city or their future to look like. It's the same thing with hardware stores, or children's clothing or shoe stores. When you shop on Amazon, you are voting that you don't want shoe stores in your neighborhood, you don't want hardware stores in your neighborhood, you don't want bookstores in your neighborhood.

If you don't spend your money there, they're not going to be there. So far, we're still here because roughly 400 people a day come through and buy something. Ultimately, the only reason we're still here, even with all the smarts, or experience, or energy, or enthusiasm—whatever it is that we've done right—the only reason we're still here is because people have decided that we're worth it. Even though books might cost a little more here than they will on Amazon, people still think that it's worth it.



### **What do you think makes that difference to people?**

I think it also has to do with the fact that people can browse, instead of searching the way they do on Amazon. They can discover things they wouldn't otherwise discover on Amazon. I also think there's beauty in the store, both in the physical books and in the shelves and the worn floors. There's a sense of community, especially in [our 9th Avenue store](#) [in the Inner Sunset] that's doing all these events with a great literary community.

I also feel that people are getting that 'shop local' message, that if they don't shop at these local, independent stores, they'll go away. And they don't want them to go away. They don't want a city where Amazon just delivers whatever they need and they never get to leave the house. There's this concept of a "third place." There's home, then there's work, but there's gotta be a third place in the world. For some people it's the bar, for some people it's the gym or a yoga studio, and for some people, it's the bookstore.

Finally, all the people who work here contribute. There's 28 people who work here, and they all write these little shelf-talkers and they all help decide which books we carry. There's a guy who knows everything about LPs, so he has a killer LP selection. There's another person who knows magazines, so we have 700 magazines. All these people add up through their efforts and energies to create the store, and it really reflects back on the community, because we only buy what we think we can sell. Really, it's kind of a mirror to the customers, in a certain way.



*Employee "E.H." assesses the resale value of a parcel of used books.*

### **What's in store for the future?**

Well, we opened the 9th Avenue store almost two years ago, August 2014. I highly doubt we'll open another bookstore, but that store's doing great.

It's our 49th anniversary, so we're kind of scheming something up. Normally, you'd wait 'til the 50th, but it's San Francisco and there's the seven by seven = 49 thing, then the 1849 thing. So we think the 49th anniversary is notable in and of itself. We'll be doing a fun thing in early April, and we're planning more of an anniversary celebration in the fall. We are just now talking about what we're going to do. Then for the 50th, we'll do everything we can to just make it an epic party.

Finally, we have this little annex store that we had been using for calendars, but since calendars went away, we've been having this clearance sale over there. However, on April 1st, [3 Fish Studios](#) is going to open a pop-up shop in that space for five or six months, through the summer. We're really excited to do that and partner with another independent business. We've never done anything like that before, but we're just continuously trying to adapt and build bridges.

IN THE DUST OF THIS PLANET!

FOR ANYONE WHO HAS EVER BEEN FASCINATED, TERRIFIED, OR BOTH BY THE SUPERNATURAL, EUGENE THACKER HAS WRITTEN THIS NEAT BOOK ON 21<sup>ST</sup> CENTURY THOUGHT AND THE HORROR GENRE. FROM WITCH TRIALS TO FAUST TO BLACK METAL, THACKER DELVES DEEP INTO OUR SOCIETY'S OBSESSION WITH THE MACABRE, OUR SECRETIVE LOVE AFFAIR WITH THE MORBID! NOT FOR THE FAINT OF HEART! -JOHN







# GREEN ABOOKS







## Sue Bob the Book Dog's Top Ten Reasons to Shop at Green Apple Books During the Holidays

10. Named 'Best Bookstore in the Bay Area' by The Bay Guardian
9. Discounts on lots and lots of new books (not to mention used books)
8. Free gift wrapping
7. Complimentary Christmas cookies during the last mad weekend

6. Good looking, all-knowing staff
5. No Bobby Vinton played in the store
4. Astounding selection of Christmas cards, Hanukkah cards, birthday cards...
3. Commemorative Green Apple ballpoint pen given out with every purchase of \$500 or more

2. Open until 10 Sunday thru Thursday and until Midnight on Fridays and Saturdays

1. Store heated and lighted at no extra charge

### FLOWERS

by Robert Mapplethorpe

Now here's a nice safe subject upon which Mapplethorpe can work his unique artistry without offending too many people. This is a breathtakingly beautiful collection of flower photographs, all in intense, full-color reproductions. The photographs included range from images of the 1980s to many taken in the months before his death. The latter, in particular, are astounding in their intensity. A truly stunning book.

~~\$50.00~~ Discounted 20% to \$39.96

Bulfinch Press

### WILLIAM WEGMAN

Paintings, Drawings, Photographs, Videotapes Edited by Martin Kunz

For 20 years Wegman has been a force in the art world. He is unique among artists in that he has had a strong influence on younger artists in the avant-garde, while attracting a large popular following. This is the first complete retrospective view of his work in four mediums: painting, drawing, photography, and video. A lively interview with the artist sets the stage for essays on each aspect of his work. Included is a large section of photographs of Wegman's weimaraner Man Ray from the 1982 collection *Man's Best Friend*.

~~\$39.95~~ Discounted 20% to \$31.96

Abrams

### MY TIBET

by The Dalai Lama Photographs by Galen Rowell

The Dalai Lama says, "My religion is simple. My religion is kindness." This book movingly elaborates this message: here the Dalai Lama offers his views on how world peace, happiness, and environmental responsibility are inextricably linked. He explains the meaning of pilgrimage for Tibetan Buddhists and gives an engaging account of his early life in Lhasa, the capital of Tibet. In addition, he reveals many sides to his nature — compassion, profound faith, common sense, generosity, a playful sense of humor — in personal reflections matched here to 108 photographs of the land he hasn't seen since 1959. Together, the breath-taking photographs, which express Rowell's own commitment to the natural world, and the Dalai Lama's observations help preserve the enduring meaning of Tibet's culture, religion, and natural heritage.

~~\$35.00~~ Discounted 20% to \$27.96 Publishing Date: October

### THE GREEN APPLE BOOK BAG

Accesorize yourself with a Green Apple brand canvas book bag, available in red and beige and going fast at a minuscule \$4.95.

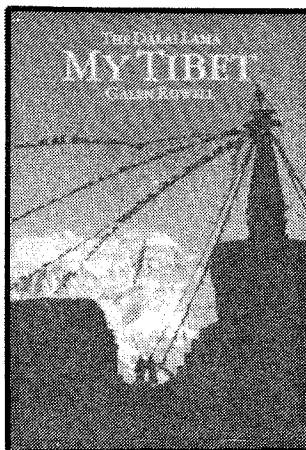
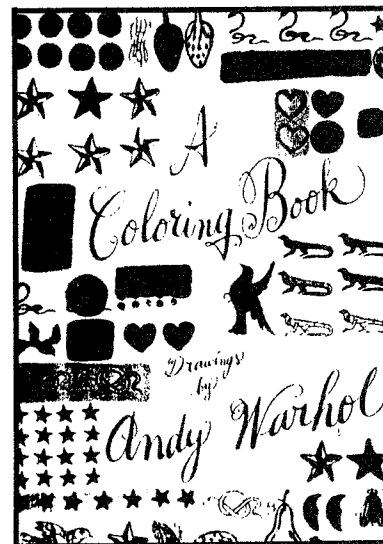
### A COLORING BOOK

Drawings by Andy Warhol

Originally commissioned in 1961 by a company for whom Warhol did advertising illustrations, intended as a gift for clients and their children, this is unlike any coloring books ever seen — a veritable bestiary teeming with whimsical renderings of all manner of animals. There are 12 beautiful four-color original drawings (including reproductions of the artist's own delightful renditions) printed on oversized, heavy-stock pages.

~~\$24.95~~ Discounted 20% to \$19.96

Simon & Schuster Publishing Date: October

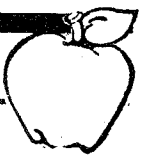


### AMISH

The Art of the Quilt

You may have seen this exhibit at the DeYoung Museum. Here brilliantly photographed in full-color and presented for the first time in a book are 82 masterpieces of American quilting selected from one of the country's finest repositories of classic Amish quilts, the Esprit collection. All were conceived and stitched by women of Lancaster County, PA, between 1870 and 1950. All are profoundly "home-made" creations, geometric in pattern, works of practicality and simplicity that reflect the essence of Amish principles. ~~\$100.00~~ Discounted 20% to \$79.96 Knopf

# CALENDARS CALENDARS CALENDARS



**OVER 500 DIFFERENT CALENDARS  
TO CHOOSE FROM!!!**

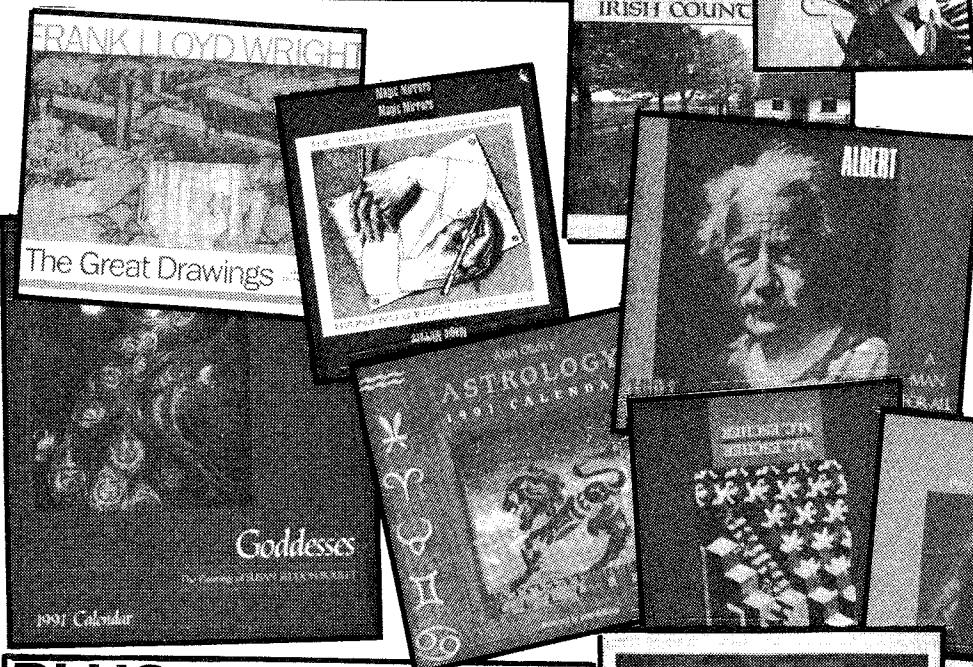
Shadows: Portraits of native Americans \$9.95  
 Shaman \$10.95  
 Magic Mirrors: M.C. Escher \$9.95  
 Classic Jazz Photographs \$9.95  
 The Blues \$9.95  
 Albert Einstein: A Man for All Seasons \$9.95  
 Monet's Passion: \$9.95  
 A Gay Gallery: \$9.95  
 Sacred Stone Sites: \$10.95  
 Turner Watercolours: \$9.95  
 Women in Art: \$9.95  
 Gauguin: \$9.95  
 Marilyn: \$8.95  
 Edward Hopper: \$9.95  
 The Irish Countryside: \$9.95  
 Native Americans: \$9.95

## Larger Sized Calendars (16x14)

Guatemala Rainbow: \$12.95  
 The World of Anasazi: \$12.95  
 Georgia O'Keeffe: \$12.95  
 Claude Monet: Endless Summer: \$12.95  
 Van Gogh: \$12.95  
 Frank Lloyd Wright: The Great Drawings: \$12.95  
 Master of Cartography: Abraham Ortelius: \$12.95

## Even Larger Sized Calendars (17x20)

Goddess: The Paintings of Susan Seddon Boulet: \$16.95  
 Klimt: \$16.95  
 Charles Rennie Mackintosh: \$16.95  
 Surrealism: \$16.95  
 Abstract Expressionism: \$16.95



## Engagement Calendars

M.C. Escher: \$10.95  
 A Literary Companion: \$11.95  
 Maxfield Parrish: \$10.95  
 Frank Lloyd Wright: \$11.95  
 Claude Monet: \$10.95  
 Flowers from East and West: \$10.95  
 French Impressionism: \$10.95



## PLUS...

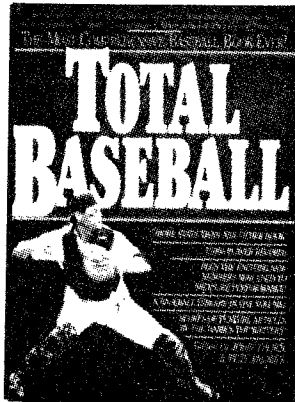
Calendars for people who love Books, Trains, Planes, Baseball, Frida Kahlo, Dali, Sailboats, Pop Art, Birds of the Rainforest, Buns, The Grateful Dead, Yosemite, Swimsuits, Trout Flies, San Francisco, Fruit Crate Art, Cats, Andy Warhol, Dolls, The Law, Skiing, Elvis, The Far Side, Football, Remarkable Women, Matisse, Victorian Houses....

## TOTAL BASEBALL

by John Thorn and Pete Palmer

We're talking baseball. We're talking take every other fat old statistic filled book, every reminiscence of the glory days of the game, and every analysis by the best baseball writers in the country, add in statistics no one's ever even thought of before, and you've got *Total Baseball*. 2300 pages, and Sue Bob the Book Dog says, "A grand slam of a book that no fan should be without (though you should get someone else to carry it around for you)."

\$24.98 Originally \$49.95



## ERNEST HEMINGWAY REDISCOVERED

Photographs by Roberto Herrera Sotolongo Text by Norberto Fuentes  
A scrap album concentrating on Hem's later years in Cuba. See Hem with Fidel Castro. Captain Hem motoring his boat and dragging in marlin. Hem hunting lions in Africa. And see Hem just basically lounging around playing the role of grand old man of American letters. The photographs are all by the man who was Hem's personal secretary for 20 years. They were hidden away until Sotolongo's death in 1970. "It is highly unlikely" says Norberto Fuentes "that any other visual material of this importance will ever surface again."  
\$17.98 Originally \$39.95

## GEORGIA O'KEEFFE IN THE WEST

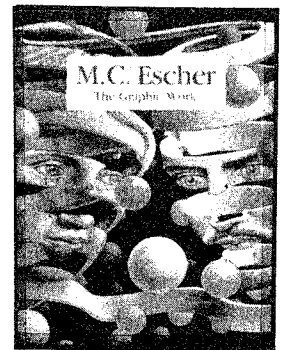
Edited by Doris Bry and Nicholas Callaway

Georgia O'Keeffe first visited Taos in 1929, on the recommendation of a friend who thought she would enjoy the vast open spaces and brilliant light of the southwest. O'Keeffe had briefly visited the area years earlier, but this summer was an artistic epiphany for her. According to her friend Mabel Dodge Luhan: "Wonderful was a word that was always on her lips.. 'No one told me it was like this.'" This huge book contains no text, just large 4- and 5-color offset reproductions, very fine quality indeed, of O'Keeffe's work from this period. This is the first comprehensive exploration of this aspect of her life and art.  
\$49.98 Originally \$100.00 Knopf

## M.C. ESCHER

The Graphic Work Introduced and Explained by the Artist

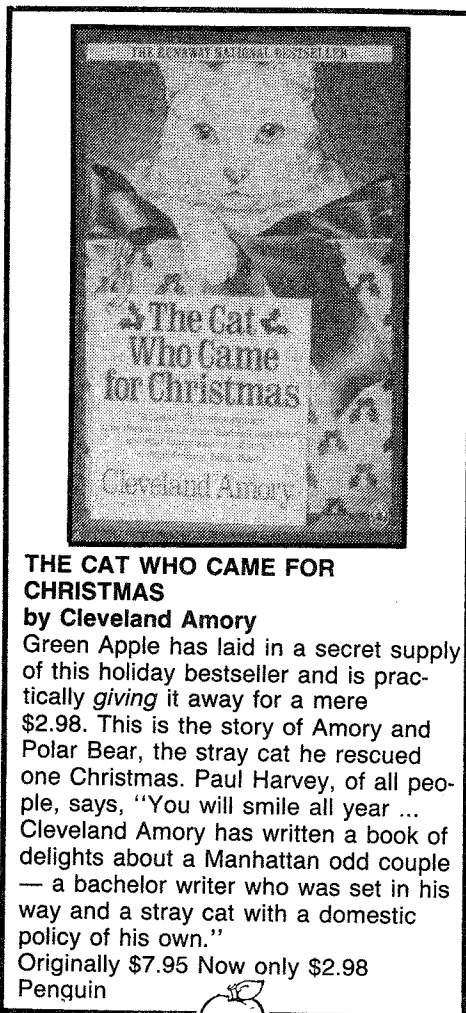
Reproductions of all the Escher drawings you know so well, some in color, all guaranteed to cause wonderment and befuddlement and amazement and astonishment and to challenge your basic notions of perspective.  
\$7.98 Taschen



## JAZZ GIANTS

A Visual Retrospective Compiled by K. Abe

Nat Hentoff calls this a "photo microcosm of living jazz history." All the greats are here in living black and white: Louis Armstrong, Count Basie, Miles Davis, Duke Ellington, Billie Holiday, Thelonious Monk, Charlie Parker, Lester Young, and literally hundreds more. The pictures provide access to the surging energy of the jazz environment. The giants of this music are seen in concert, on the nightclub stage, and in the process of creating what would become historic recordings. This is a rare and invaluable insight into the history and ambience of this uniquely American music.  
\$34.98



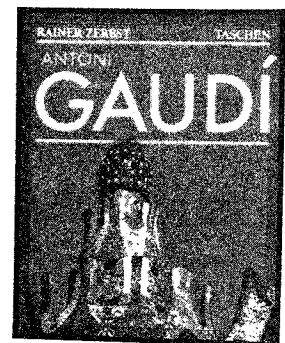
## THE CAT WHO CAME FOR CHRISTMAS

by Cleveland Amory

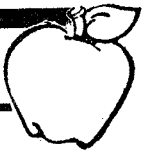
Green Apple has laid in a secret supply of this holiday bestseller and is practically giving it away for a mere \$2.98. This is the story of Amory and Polar Bear, the stray cat he rescued one Christmas. Paul Harvey, of all people, says, "You will smile all year ... Cleveland Amory has written a book of delights about a Manhattan odd couple — a bachelor writer who was set in his way and a stray cat with a domestic policy of his own."  
Originally \$7.95 Now only \$2.98  
Penguin

## ANTONI GAUDI

by Rainer Zerbst  
This perennial Green Apple bestseller is one of the best books available on the wacky man of architecture. Looking at his work today one realizes that not only was Gaudi ahead of his time, but that his time maybe still hasn't arrived! With lots of full-color photos of all of his major works, from the Casa Vicens to the Sagrada Familia, and accompanied by an illuminating text.  
\$24.98 Taschen



# BARGAIN BOOKS



## ANDY WARHOL: A RETROSPECTIVE

Edited by Kynaston McShine

The book that accompanied the first full-scale Warhol retrospective at The Museum of Modern Art in New York last year. This fat book, almost 500 pages, has as much full-color Warhol reproduction as a body could want: handpainted images of 1960-62 (including advertisements and comic strips); portraits of 1962-64 (Marilyn Monroe, Elvis Presley, Jackie Kennedy, et. al.); the disaster images of 1962-67 (car crashes, atomic bomb blasts); Campbell's Soup Cans, Flowers and Maos. Yowza! Originally published at \$60.00, now a slim \$39.98, but quantities are limited and once they're gone they won't be back, so don't miss out.

\$39.98 The Museum of Modern Art



## EVA LUNA

by Isabel Allende

With a new novel featuring the heroine of *Eva Luna* due out soon, you will no doubt want to catch up on her story. *The San Francisco Chronicle* said of this book: "An exotic dance that beguiles and entices..The enchanted and enchanting account of a contemporary Scheherazade, a wide-eyed South American teller-of-tales who triumphs over harsh reality through the creative power of her own imagination...Imaginative, original, convincing, pointed and spiced with good humor and wit." We have several copies of this book in hardback, first editions all, so grab them before they become collector's items.

Originally \$18.95 Now Only \$4.98

## DALVA

by Jim Harrison

Dalva has many lovers, but her first and great love is a half- Sioux whose illegitimate child she bears. This is the story of Dalva's search for her lost son who was given away for adoption. It is also the tempestuous and strange history of Dalva's family as told by her pioneer ancestor, a naturalist and explorer, who vividly re-creates in his diary the trials of the Indians with the invasion of the white man. Hardback. Originally \$18.95 Now Only \$4.98

## KATHE KOLLWITZ

Works in Color Edited by Tom Fecht

*The Christian Science Monitor* has called her "almost certainly [the twentieth-century's] one truly great woman artist." Yet her exquisite color works have long been neglected. Most of the color prints and drawings, water colors, oil paintings, and pastels included here have never before been reproduced in their original colors. A surprising sensuality and lyricism emerge, perhaps most of all in the luminous early nudes. Tom Fecht's introduction offers a fascinating overview of Kollwitz's color works and their relationship to the rest of her art, and suggests how they came to be overlooked for so long. Originally \$49.95 Now only \$19.98 Schocken

## TERENCE CONRAN'S NEW HOUSE BOOK

**The Complete Guide to Home Design**

Whether you want to build your dream house, remodel a nursery, or simply reorganize space, this is the book for you. Chock full o' photos and charts and checklists to give you inspiration and guidance.

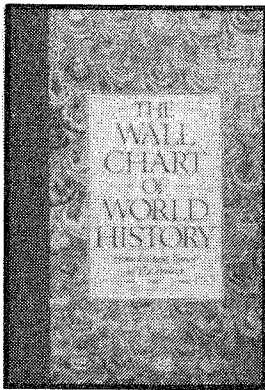
\$24.98 Portland House

## THE WALL CHART OF WORLD HISTORY

From Earliest Times to the Present

Exactly what it claims to be, a wall chart of world history that, when fully extended, stretches out to 15 1/2 feet in length. Follow history from its beginnings with Adam and Eve (this, by the way, is a facsimile edition of a wall chart first sketched out in the 19th-century, so certain allowances must be made) through the rise and fall of the Babylonian Empire, the glory days of Greece and Rome, through wars and plagues and births and deaths right up to the 20th-century (a few amendments have been added to the 1890 edition). Colorfully illustrated and annotated, this wall chart is great fun and educational to boot.

\$19.98 Dorset



## VAN GOGH

**The Complete Paintings Edited by Ingo F. Walther and Rainer Metzger**

This 2-volume slipcased edition of Van Gogh's complete paintings was printed in Germany, and is pretty nice. Camille Pissarro said of Van Gogh: "I knew this man would either go insane or leave us all far behind. I never thought he would do both." Volume one of this edition (with 376 color and 102 black and white reproductions) documents the making of an artist. The study follows Van Gogh from the first drawings made in a mining community where he was a lay preacher through his Paris years and his encounters with Impressionism, Pointillism, and Japonism. Volume II picks up at Vincent's optimistic departure for Arles in 1888 to his death at Auvers-sur-Oise in 1890. Together the two volumes comprise maybe the most detailed look at Van Gogh's artistic growth and mental decline available.

\$79.98 Taschen

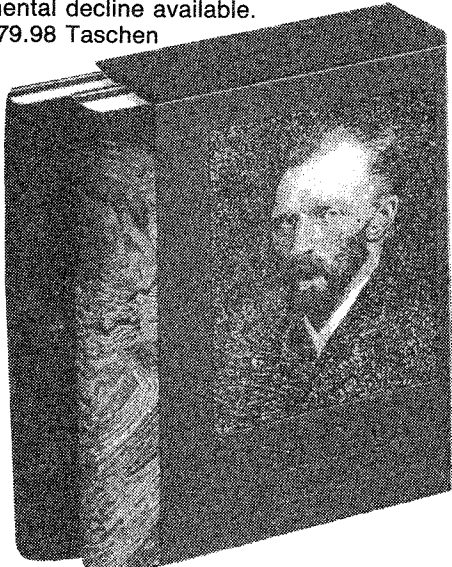


## DIX OTTO

1891-1969 His Life and Works by Eva Karcher

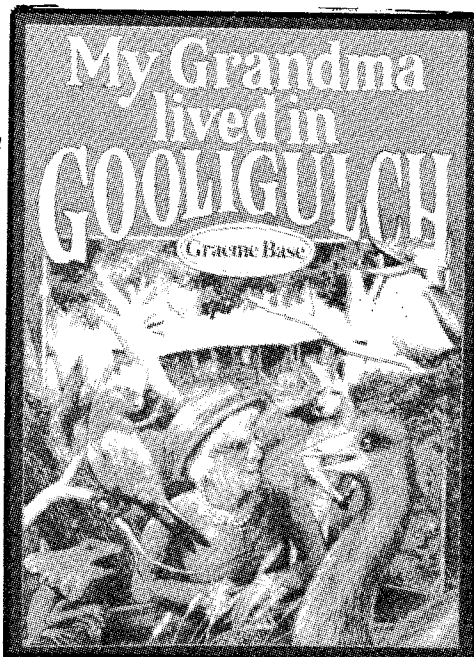
A fascinating overview of the life and works of the bad boy of German Expressionism. Otto summed his art up best when he said: "It is my wish to come very close, strikingly close, to the times in which we live, without submitting to artistic dogma...I need the connection to the world of the senses, the courage to portray ugliness, life as it comes."

\$19.98 Taschen



**MY GRANDMA LIVED IN GOOLIGULCH**  
by Graeme Base

From the creator of *Animalia* and *The Eleventh Hour*, this a fantastic journey "Down Under," where Grandma shares her house with bandicoots, goanas, and emus, rides kangaroos bareback, and flies off on vacation in the beak of a pelican—with a wombat for a companion!  
\$12.95 Abrams



**THE ELEVENTH HOUR**

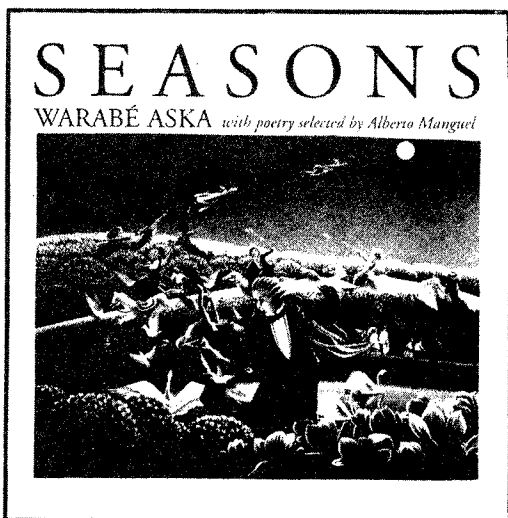
**A Curious Mystery by Graeme Base**

When Horace the elephant turns eleven, he celebrates in style by inviting his friends to a splendid party. Fine music, games, and the promise of a magnificent feast prepared by Horace himself (everyone knows elephants are the world's best cooks!) make this costume gala a most special event. But little does Horace know that when the party-goers gather for the banquet, a curious mystery will be revealed. None of the eleven animals is above suspicion when the clock strikes *The Eleventh Hour!* Graeme Base has filled the pages of this wondrous book with rhyming text and gloriously detailed illustrations, each one containing cryptic visual clues and hidden messages that will keep sleuths searching happily for hours for the answer to the mystery.  
Abrams \$16.95

**SEASONS**

by Warabe Aska

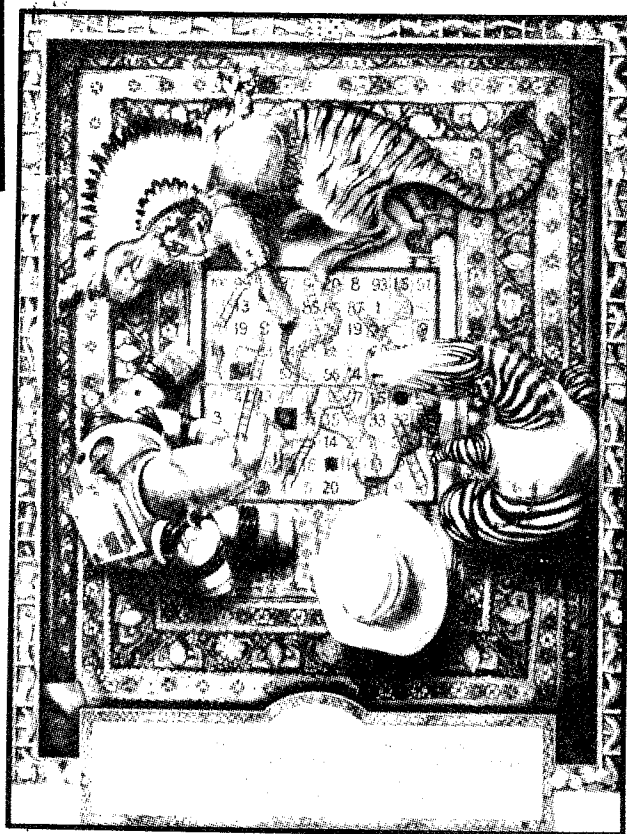
A journey through the four seasons of the year is reflected in this collection of outstanding poetry and stunning art. Each season is represented by five paintings that are accompanied by poetry — from the United States, Finland, England, China, Ethiopia — by authors both famous and unknown, ancient and modern. Warabe Aska's vibrant images not only are wonderful to look at but also provide numerous opportunities for examination and discussion. The broad range of the text offers many perspectives from varied cultures, and each selection includes background material that introduces the poet and places the text in its historical or cultural context.  
\$15.95 Doubleday Publishing Date: October



**THE GLORIOUS IMPOSSIBLE**

by Madeleine L'Engle

L'Engle portrays the life of Christ for young readers in prose inspired and complemented by Giotto's glorious frescoes from the Scrovegni Chapel in Padua. An unusual and beautiful book.  
\$19.95 Discounted 20% to \$15.96  
Simon & Schuster

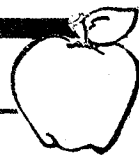


## FINE ART PUZZLES

Hours of fun for the whole family as you try to reassemble works of art by such favorites as Renoir and Monet, Georgia O'Keeffe and Winslow Homer. To make it even more fun, you can all pretend that the Van Gogh puzzle sitting in front of you is *really* the actual painting of *The Wheat Field* that has been chopped into little pieces by an art hater and that you've only got an hour before it is to be auctioned at Sotheby's, or you'll lose \$55 million.  
Still only \$8.95



# CHILDREN'S BOOKS

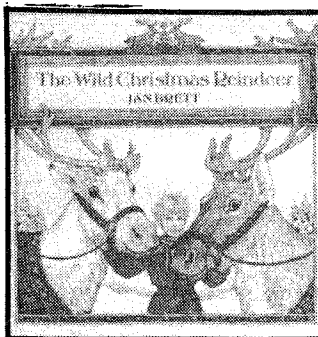


## WILD CHRISTMAS REINDEER

by Jan Brett

Santa asks Teeka to ready the reindeer for flight on Christmas Eve. Teeka, both excited and worried, finds that strict discipline is not working with these wild, free reindeer. She is on the brink of despair when the animals rally and teach her the secret to harnessing their wild power. Beautifully detailed illustrations bring to life the wonderful elfin girl and eight lively reindeer, each with its own distinct personality. Alongside each double page spread of Teeka and the reindeer are wide borders of elves shown creating enchanting toys in Santa's workshop, as each turning page brings us a day closer to Christmas Eve.

\$14.95 Bantam

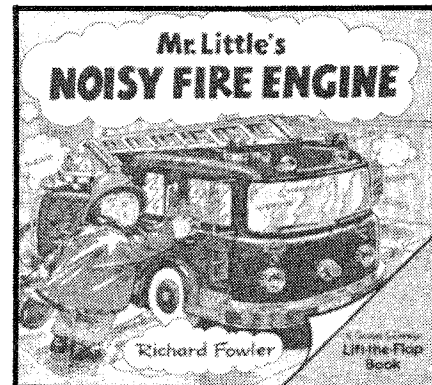


## THE VERY QUIET CRICKET

by Eric Carle

In the tradition of *The Very Hungry Caterpillar* and *The Very Busy Spider*, Eric Carle has once again created a colorful, rhythmic storybook that very young children can enjoy again and again. Poor little cricket cannot make a sound, even though he tries to say hello to spider, butterfly, and all the other insects he meets. Finally, as the sun sets and a luna moth sails quietly by in the night, he meets a lovely female cricket who brings forth from the quiet cricket "the most beautiful sound that she had ever heard." And as the young reader turns the last page, he or she can actually hear the cricket's song, too. Open the book and listen!

\$17.95 Putnam/Philomel



## MR. LITTLE'S NOISY FIRE ENGINE

by Richard Fowler

Crack, thump, hiss! What's making so much noise in Mr. Little's fire engine? You'll find out by lifting the flaps, and discover a funny animal crew who polish the brass, check the dials, test the sirens, and even put out a fire!

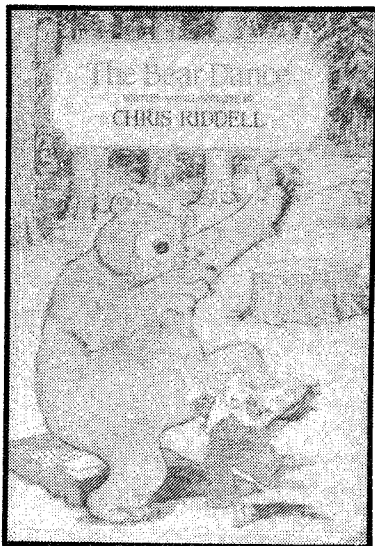
\$11.95 Putnam

## BEAR DANCE

by Chris Riddell

More than anything else, Katya and her best friend—a big, bumbly bear called Brown, loved to dance in their forest where it was always summer. Their favorite dance was the stomping, shouting, growling, thumping, stamping, jumping-in-the-air Bear Dance. In exuberant text, with art to match, Chris Riddell creates a magical forest world. Children and bears everywhere can learn the Bear Dance, too!

\$13.95 Simon & Schuster



## SNACK ATTACK

A Tasty Pop-Up Book by Lynette Ruschak and David A. Carter

A new pop-up book from the creators of *How Many Bugs in a Box?* and *More Bugs in Boxes*. Walking home from school one day, our heroine is pursued by a big green crocodile, a big-beaked bird, a fat red fish, and a fierce hungry lion. They all think she would make a most appetizing snack, but into the kitchen she runs and solves the problem in short order.

\$8.95 Simon & Schuster

## THE DARK WAY

Stories from the Spirit World by Virginia Hamilton Illustrated by Lambert Davis

"There Look closely!...Down to her navel the Banshee is a woman. But below her waist, she is a scaly serpent..." The tale of "The Banshee" is one of 25 multi-cultural tales of fairies, witches, horned women, shapeshifters, and ghosts, including classics like "The Flying Dutchman," "Medusa," and "The Pretender." Luscious illustrations glow with rich colors, adding to the supernatural quality of each tale.

\$19.95 Harcourt Brace Jovanovich

## WALDEN

by Henry David Thoreau

Selections from Thoreau's *Walden* convey the essence of this great nature classic for picture book readers in a unique and memorable way. Vibrant lino-cut illustrations accompany each passage as Thoreau's own words describe his experiences cutting wood for timber, building his house, bathing in the pond, and tending his bean fields. His gentle observations of nature create a sense of peaceful unity with the animals and environment around him.

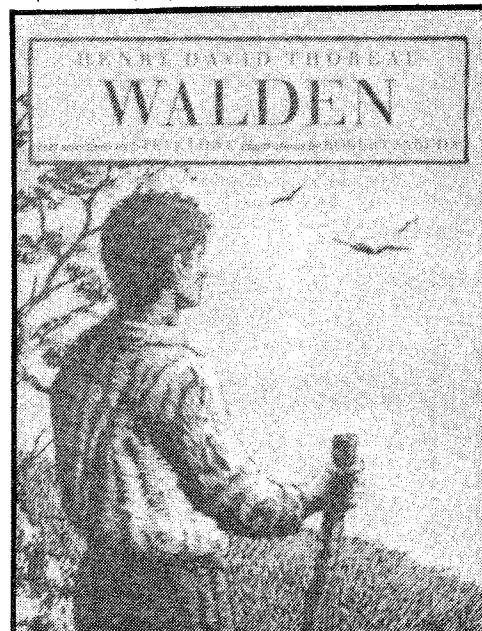
\$14.95 Discounted 20% to \$11.96 Putnam

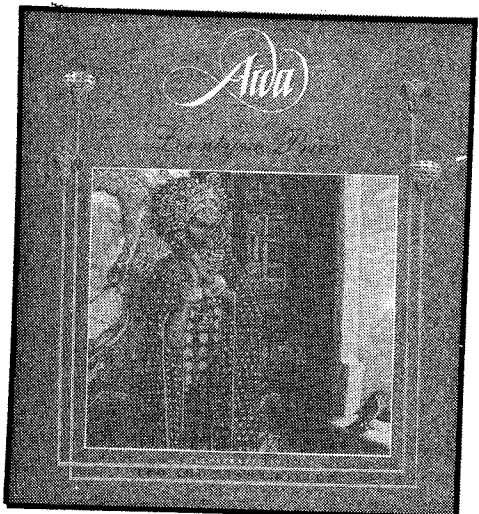
## THE MYSTERIES OF HARRIS BURDICK

by Chris Van Allsburg

Thirty years ago a man named Harris Burdick presented 14 intriguing illustrations, complete with story titles and captions, to a children's book publisher to see if they were good enough to be published. They were, but Burdick vanished before anything could be done with them. In 1983, award-winning writer and illustrator Chris Van Allsburg discovered the drawings and recreated them in his own inimitable style. The resulting book stirs even the most reluctant imagination to solve the mysteries created by each picture.

\$14.95 Houghton Mifflin





**AIDA**  
Told by Leontyne Price Illustrated by Leo and Diane Dillon

During a bitter war between Ethiopia and Egypt, Aida, the lovely daughter of the Ethiopian king, is captured and taken to Egypt to become a slave to an Egyptian princess. Aida falls in love with Radames, the leader of the Egyptian army. When Aida's father is also captured by the Egyptians, Aida must choose between Radames, enemy of her people, and her father. As the conflict heightens, Radames decides to forsake Egypt but is apprehended and sentenced to death. Though Aida dies with him love triumphs in the end. A final note explains the author's unique relationship to the story.

\$16.95 Harcourt Brace Jovanovich  
Publishing Date: October

**A DAY WITH WILBUR ROBINSON**  
by William Joyce

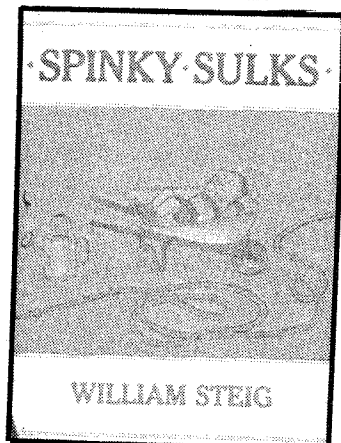
A young boy visiting his friend Wilbur Robinson is caught up in the excitement of life with the strangest family on the block- -or anywhere! In their daylong quest, the boys encounter the pet octopus, Uncle Gaston, lying in a cannon, Uncle Lazlo and his anti-gravity device, and Grandfather in his lab with Mr. Ellington and Mr. Armstrong of the Dancing Frog Band. William Joyce has a uniquely bizarre and imaginative sense of humor and sense of adventure.

\$13.95 Discounted 20% to \$11.17  
Harper & Row

**SPINKY SULKS**  
by William Steig

Spinky's is the latest tale by the author of *Sylvester & the Magic Pebble*, *Yellow and Pink*, *Gorky Rises*, and many more. According to Spinky, his family doesn't love him or understand him, and nothing they can say or do will cure his blinding case of the sulks. The *New York Times Book Review* says: "Steig knows exactly what children think is funny." Green Apple agrees.

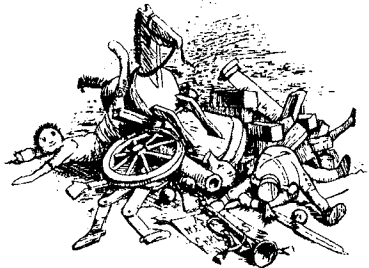
\$4.95 Farrar Straus Giroux



**THE HIGH RISE GLORIOUS SKITTLE SKAT SKY PIE ANGEL FOOD CAKE**  
by Nancy Willard Illustrated by Richard Jesse Watson

The brilliant illustrations of R.J. Watson perfectly highlight this fantastic story by Nancy Willard. After searching for her grandmother's magical recipe, our heroine secretly bakes a cake so successfully celestial that 3 angels descend from heaven for a taste. What will she do when the birthday cake is all gone before birthday morning?!

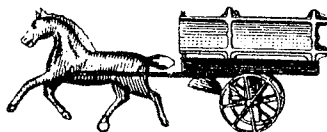
\$15.95 Harcourt Brace Jovanovich



**THREE STRONG WOMEN**  
by Claus Stamm

Children are sure to love this old Japanese folk tale. Forever-Mountain believed he was the strongest and bravest wrestler in the empire, until the day the lovely Maru-me introduced him to her mother and grandmother, and the creaky old woman pinned him instantly! These three strong women endow Forever-Mountain with the secrets of true strength. *Three Strong Women* is an old favorite given contemporary appeal with humor and spirit.

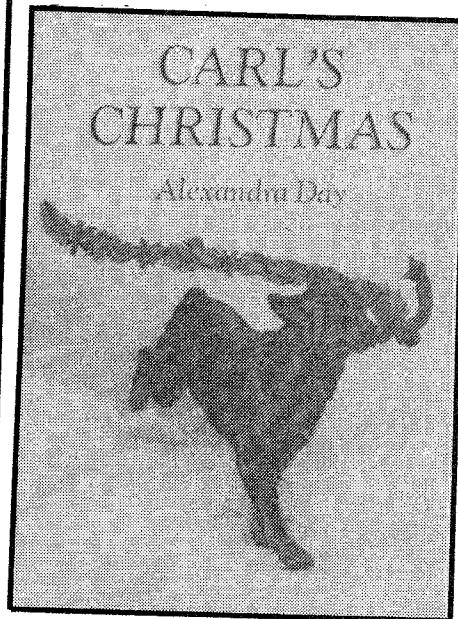
\$12.95 Viking



**CARL'S CHRISTMAS**  
by Alexandria Day

A new Carl book! Readers of all ages will delight in the latest antics of the much-beloved Rottweiler and his baby charge. Christmas is a time of wonder and anticipation, especially for these two. Left alone on Christmas Eve, they first wrap a present for Mom and Dad. Then they go outside for a nighttime frolic until it is time to return home and wait for Santa Claus. Will he ever come? Of course he does, except it is so late that only Carl is awake to greet him. And that's when the real magic begins. Luminous oil paintings and an almost wordless text bring to life this charming Christmas fantasy.

\$10.95 Michael Di Capua Books  
Publishing Date: October



**CARL GOES SHOPPING**  
by Alexandria Day

We first met this loveable Rottweiler in *Good Dog, Carl*, wherein he was asked to watch the baby while mom went out to run some errands. This time Mom asks him to watch the baby in a department store. The minute she's out of sight, Carl and the baby's adventure begins. Should they help the animals escape from the pet department? Taste test pies in the gourmet food section? Try on hats in the millinery department? But, oh no! There's Mom heading toward the baby's carriage. It's up to Carl to return the baby in time. Like the prequel, this virtually wordless picture book, with graceful, painterly illustrations, is sure to amuse readers of all ages.

\$9.95 Farrar Straus Giroux

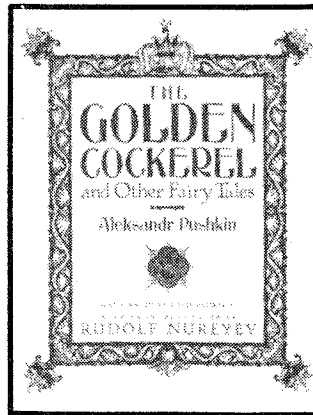
# CHILDREN'S BOOKS



## THE GOLDEN COCKEREL and Other Fairy Tales by Aleksandr Pushkin

Amidst the many collections of fairy tales published each year, few have the power to thoroughly entrance readers both young and old alike. *The Golden Cockerel* is filled with classic Russian stories of love, honor, and fantasy, told by the exceptional Russian poet Aleksandr Pushkin. Originally published in an exquisite limited edition in Paris in 1925, *The Golden Cockerel* was lost for decades until a rare-book dealer discovered a single copy. This precious find has been painstakingly reproduced in a sumptuous facsimile edition, translated into English but true in every other detail to the original. The result is a rare treasure, lavishly illustrated with classic color illuminations by master Russian storybook artist Boris Zvorykin, and with a fascinating introduction by Rudolf Nureyev.

\$24.95 Discounted 20% to \$19.96 Doubleday



## CHRISTMAS TREES A Christmas Circular Letter by Robert Frost

He asked if I would sell my Christmas trees.

My woods—the young fir balsams like a place

Where houses all are churches and have spires.

In 1916, Robert Frost wrote a poem about a Vermont farmer pitted against the country, and nature against commerce. Not surprisingly, the farmer, the country, and nature triumph over their competition. What might come as some surprise is how well this poem works for children and how resonant each word sounds when coupled with Ted Rand's beautiful illustrations.

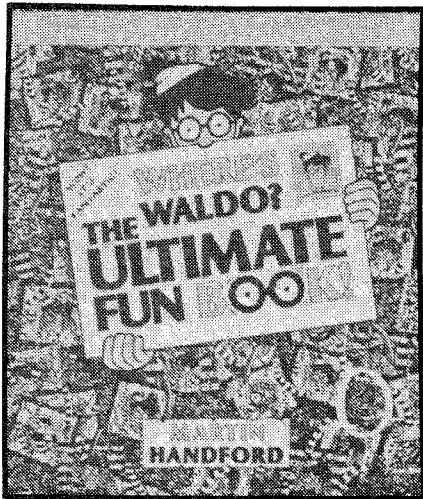
\$14.95 Holt

## WHERE'S WALDO?

### The Ultimate Fun Book by Martin Handford

Attention, all Waldo fans! The man in the striped sweater, round glasses, and bobble hat is back. Only this time, he's joined by his new girlfriend, Wilma, plus her dog, Woof. They're all in an oversized paperback that's loaded not only with fiendishly difficult scenes that defy you to find Waldo, but also with press-outs that enable you to set up your own circus scene, games to play, and stickers that you can use anywhere you want. Waldo has never been more difficult to find or more fun to have around.

\$7.95 Little, Brown and Co. Publishing Date: November

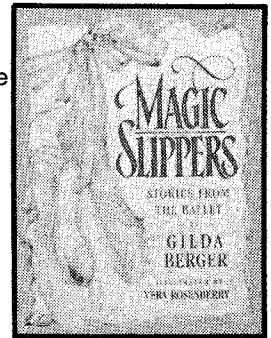


## MAGIC SLIPPERS

### Stories from the Ballet by Gila Berger Illustrated by Vera Rosenberry

Between the covers of this elegant volume, young people will find the most famous ballets, retold in story form. Here, true to the original tales, are the stories of *Romeo and Juliet*, *Cinderella*, *The Sleeping Beauty*, *The Nutcracker*, *Swan Lake*, and five others. Vera Rosenberry's paintings enhance the magic of these stories. There is also an introduction from the author that provides historical information about ballet in general as well as highlights of each of the ballets included — such as details about their first performances.

\$15.95 Doubleday Publishing Date: October

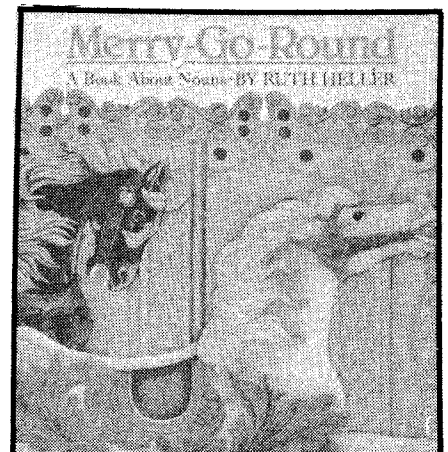


## MERRY-GO-ROUND

### by Ruth Heller

With dazzling pictures and clever rhyming text, Ruth Heller explores many intriguing kinds of nouns. This book is the latest in the series on language by this San Francisco author, and is as entertaining as it is educational.

\$13.95 Putnam



## HILARY AND THE LIONS

### by Debbi and Frank DeSaix

On her first trip to New York City, Hilary gets separated from her parents in the rush-hour crowd in front of the public library. She climbs up on the pedestal of one of the great stone lions to search the crowd, but has no luck and falls asleep between the massive stone paws hoping to be discovered soon. Strangely warm in the chilly night air, she awakens to the sound of purring...you guessed it, the lions are alive! The adventure that follows is beautifully illustrated with rich colored-pencil drawings of Manhattan as the lions return Hilary to her parents.

\$14.95 Farrar Straus Giroux



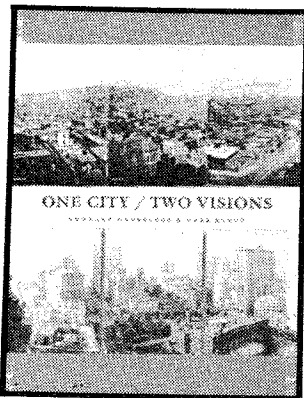


## POWER SHIFT

**Knowledge, Wealth & Violence in the 20th Century** by Alvin Toffler

We live in a time of collapsing empires. Globally, the two superpowers are fast losing their dominance, as every morning's newspaper reports astounding new players on the international scene. In business, once dominant companies face disaster. Unions lose bargaining power. Banks reel under attack from aggressive new competitors. What lies behind these startling power shifts? Are they isolated events — or part of a larger pattern? Alvin Toffler's decades-spanning trilogy — begun with *Future Shock* in 1970, continued with *The Third Wave* in 1980, and now brought to its culmination with *Powershift* in 1990 — provides the insight we need to survive and prosper in the tumultuous years ahead.

~~\$22.95~~ Discounted 40% to **\$13.77** Bantam Publishing  
Date: November



## ONE CITY/TWO VISIONS

**San Francisco Panoramas, 1878 and 1990** by Eadweard Muybridge and Mark Klett

In 1878, Eadweard Muybridge shot a 360-degree 13-part mammoth-plate panorama from the top of the Mark Hopkins mansion on Nob Hill. This key view, so full of rich Victorian detail, established San Francisco as the financial and civilized capital of the newly won West. In April 1990, Mark Klett rephotographed the same panorama from the 16th floor of the Mark Hopkins Hotel. The late twentieth-century view, two major earthquakes removed from the Muybridge original, reveals an architecture of an entirely different proportion and a city whose character, both daily and international, has changed dramatically. *One City/Two Visions* combines both extraordinary panoramas into a unique accordion-fold format — the Muybridge on one side, the Klett on the other. The one-foot-high panels extend 10.2 feet, spiraling back and forth against each other to provide a visual continuum of a city in constant change.

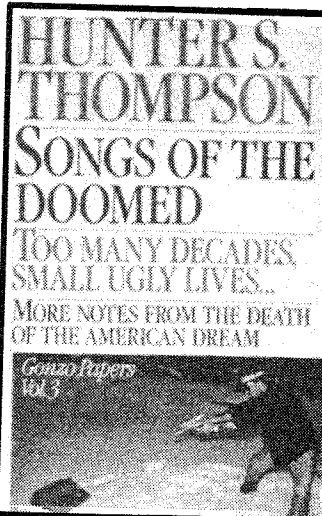
~~\$60.00~~ Discounted 20% to **\$47.96**

## AVA

**My Story** by Ava Gardner

Says Ava of her own book: "I want to tell the truth about the three men I loved and married: Mickey Rooney, Artie Shaw, and Francis Sinatra. I want to write about the Hollywood I knew from the early forties when I arrived wide-eyed from the cotton and tobacco fields of North Carolina, about the films I made, many in exotic settings all over the world, and the behind-the-scenes incidents, often more dramatic than the movies themselves. In short, I want to remember the good and bad times, the late nights, the boozing, the dancing until dawn, and all the lovely people I met and loved in those years."

~~\$21.95~~ Discounted 40% to **\$13.17**  
Bantam Publishing Date: November

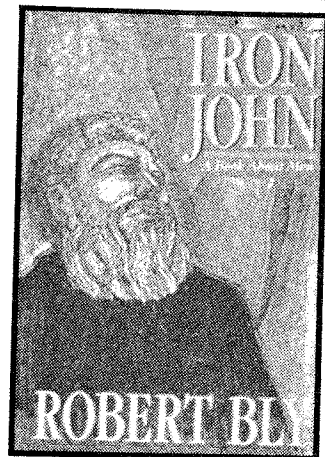


## SONGS OF THE DOOMED

**Too Many Decades, Small Ugly Lives** by Hunter S. Thompson

Thompson recalls significant moments in his life, the lives of others, and in the life of our country as he recreates 30 years in the passing lane. Thompson stomps, rages, dances, and sings his way from New Year's Eve of 1960 to the opening of the 1990 spring season at the Palm Springs Polo Club. In between, he offers his own special apocalyptic reality as he writes about the sixties ("Prince of Jellyfish"), the seventies ("The Rum Diary"), the eighties ("The Night Manager"), and speculates about the nineties ("Polo is My Life").

~~\$19.95~~ Discounted 20% to **\$15.96**  
Simon & Schuster Publishing Date: November



## IRON JOHN

**A Book About Men** by Robert Bly

Bly, Navy vet from World War II, farmer, poet, father of five, says that talk of gender needs to look much deeper than it has up until now. Here, using the Grimm fairy tale *Iron John* as a vehicle, he explores the myths and cultural underpinnings of a distinctly vigorous male mode of feeling, a combination of fierceness and tenderness long since sacrificed to the demands of the industrial revolution.

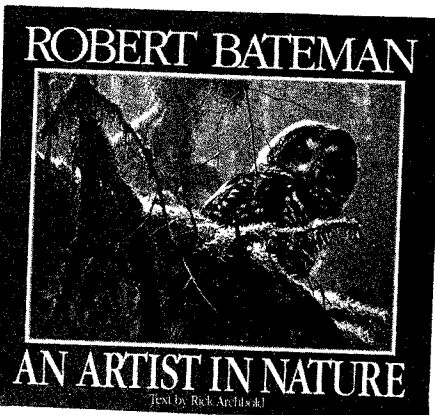
~~\$18.95~~ Discounted 20% to **\$15.16**  
Addison-Wesley Publishing Date: November

## A DAY IN THE LIFE OF ITALY

by Jennifer Erwit and Roy Rowan

You know how these *Day in the Life* books work. A hundred photographers spread out on a single day, in this case April 27, 1990, and set about capturing the diversity and passion of a particular place, in this case, Italy. From Padua to Palermo, from the Adriatic to the Mediterranean. This is the tenth book in the award-winning series.

~~\$45.00~~ Discounted 20% to **\$35.96** Collins Publishing Date: November



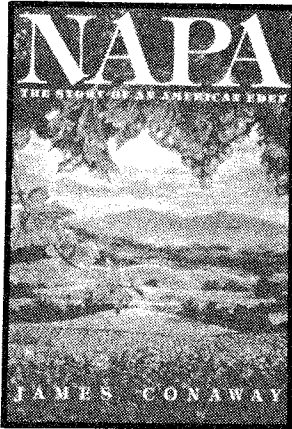
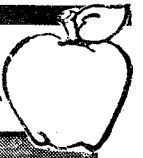
## ROBERT BATEMAN

**Artist in Nature** by Robert Bateman and Rich Archbold

Bateman's first major collection since 1985. Here are more than 150 new wildlife paintings and drawings, reproduced in color. Featuring a brief text by Rick Archbold that discusses Bateman's abiding interest in conservation and the environment, this will be the perfect gift for Bateman aficionados and nature lovers everywhere.

~~\$60.00~~ Discounted 20% to **\$47.96**

# DISCOUNTED BOOKS



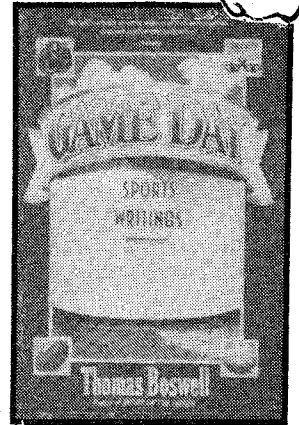
**NAPA**  
**The Story of an American Eden** by James Conaway  
Hard as it is to imagine now, just 25 years ago Napa was virtually dormant, its great estates shuttered and much of its land unplanted. Then came a new wave of settlers, determined to make great wines—and to demonstrate to a skeptical public that California could become one of the premier wine-making regions of the world.  
**\$24.95 Discounted 40% to \$14.97**  
Houghton Mifflin

**MY SON'S STORY**  
by Nadine Gordimer  
A schoolboy playing truant bumps into his revered father coming out of a cinema with a woman. An ordinary mishap, but this father is no ordinary man, and this family, threatened by the affair, is no ordinary family. In Nadine Gordimer's powerfully charged new novel the encounter opens onto a previously hidden landscape of deception, loneliness and pain. *The Village Voice* has said that Gordimer's work "is endowed with an emotional genius so palpable one experiences it like a finger pressing steadily upon the prose."  
**\$19.95 Discounted 20% to \$15.96** Farrar Straus Giroux

**BUFFALO GIRLS**  
by Larry McMurtry  
A novel about Calamity Jane, a larger-than-life figure living in her friend Dora's whorehouse in Miles City, apparently content to remember the excitements of the past (and reinvent them in letters to her daughter) until the arrival of her old friend and rival, Buffalo Bill Cody, plunges her into her last, bittersweet adventure, as part of Cody's "Wild West Show" (along with a whole cast of Western heroes, including Sitting Bull, an ancient Indian scout, No Ears, two old mountain men, and Annie Oakley).  
**\$19.95 Discounted 40% to \$11.97**  
Simon & Schuster Publishing Date: October

**HARLOT'S GHOST**  
by Norman Mailer  
Hugh Tremont Montague—code name Harlot—is one of the grand old men of the CIA, a man obsessed and nearly—but not quite—the WASP patrician he seems to be. The narrator of Harlot's story is Harry Hubbard, whose famous father was another father of the CIA. But what Harry does not sense is the core of madness from which Harlot's remarkable energies emanate. The American soul in its many shapes and guises has always been Mailer's primary literary interest. Now, here in the full maturity of his powers, he confronts that subject face to face. In laying bare the heart of the CIA, Mailer lays bare as well the demons at the heart of the country.  
**\$24.95 Discounted 40% to \$14.97** Random House  
Publishing Date: January

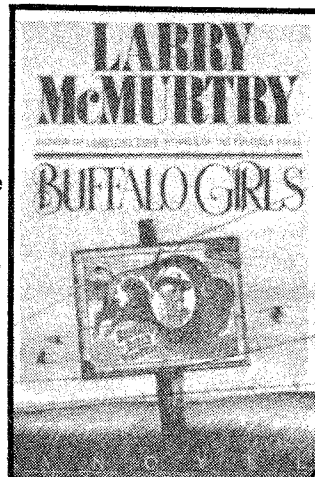
**HOUSES WITHOUT DOORS**  
by Peter Straub  
A first collection of short fiction from the man who plays Gehrig to Stephen King's Ruth when you're talking horror. It combines the best of his early stories with new pieces and two novellas never before published.  
**\$19.95 Discounted 40% to \$11.97** E.P. Dutton  
Publishing Date: November



**GAME DAY**  
**Sports Writings** by Thomas Boswell  
After four widely acclaimed books that have focused on a specific sport—three on baseball and one on golf—Boswell is back with the first book that shows the diversity of the reporter *The San Diego Union* calls "the best all-around writer in America." Culled from a career spanning over 20 years of sportswriting, *Game Day* is a hand-picked collection of Boswell's best essays on the sporting world, from football to boxing to basketball and beyond.  
**\$19.95 Discounted 20% to \$15.96**  
Doubleday

## THE WITCHING HOUR by Ann Rice

A new blockbuster from the woman who put vampires back on the map. This one is a huge novel of witchcraft and the occult through four centuries. We have Rowan Mayfair, who has strange and special powers but is unaware that she is descended from a great dynasty of witches; and Michael Curry, whom she saves from drowning and, who, in his brief interval of death has acquired a sensory power that will both mystify and frighten him. As these two set out to unlock the mystery of her past and his unwelcome gift, the novel moves backward and forward in time, from today's San Francisco and New Orleans to 17th-century France, from the plantations of Port au Prince to an ornate antebellum townhouse in the Civil War South. **\$22.95 Discounted 40% to \$13.76** Knopf  
Publishing Date: November



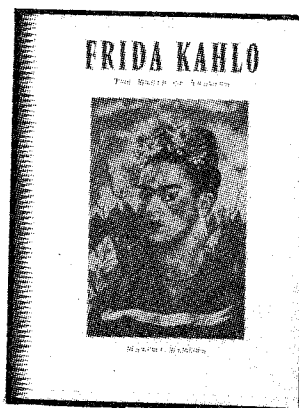
**BY WAY OF DECEPTION**  
**The Making and Unmaking of a Mossad Officer** by Victor Ostrovsky and Claire Hoy  
Here it is, the Book They Tried to Ban. It is the explosive chronicle of Ostrovsky's experiences in the Mossad, and of two decades of their frightening and often ruthless covert activities around the world. In chilling detail, Ostrovsky asserts that the Mossad refused to share critical knowledge of a planned suicide mission in Beirut, leading to the deaths of hundreds of U.S. Marines and French troops. He tells how they tracked Yasser Arafat by recruiting his driver and bodyguard; how they withheld information on the whereabouts of American hostages; and how their intervention into secret UN negotiations led to the sudden resignation of ambassador Andrew Young and the downfall of his career.  
**\$22.95 Discounted 40% to \$13.77** St. Martin's Press

## FRIDA KAHLO

**The Brush of Anguish by Martha Zamora**

Seventy-five of Frida Kahlo's paintings, reproduced here in lavish color, accompany numerous historical photographs and the author's descriptive text, chronicling the significant episodes in Kahlo's life, from childhood to her untimely death: the consequences and aftermath of a tragic bus accident in her adolescence; her tempestuous marriage to Diego Rivera; her travels to the United States and abroad. Kahlo's flamboyant and highly individual personal style, so eloquently reflected in her many self-portraits, has gained her an enthusiastic following worldwide. For Kahlo's many admirers, as well as for those new to her work, this authoritative and richly illustrated volume will be both an excellent reference and a compelling look at her passionate and often disturbing art.

~~\$29.95~~ Discounted 20% to **\$23.96** Chronicle Books  
Publishing Date: October



## THE NEW MODERNS by Charles Jencks

A big, colorful book by the notorious architectural historian on the reemergence of Modernism. As in previous revivals, says Jencks, it enjoys nothing so much as dying in order to be reborn and, having recently suffered a mortal blow from Post-Modernists, it now has new life. Like all Modernisms of the last 200 years, it is based on continual destruction-construction cycles, first clarified by Karl Marx. Modernism, according to this theory, is *the* style of the bourgeoisie in its guilt-ridden moments, a theory adumbrated by Adolf Loos, Marshall Berman and Tom Wolfe.  
~~\$75.00~~ Discounted 20% to **\$59.96**  
Rizzoli

## MARGARET MEE

**In Search of Flowers of the Amazon Forests Edited by Tony Morrison**

When Margaret Mee began her Amazon travels at age 47, the present highly controversial disturbance of the rainforest was just beginning. Thirty-two years and fifteen epic journeys later, she spoke with authority about the awesome changes she had seen. This book recounts Mee's amazing and adventurous travels, by canoe, on foot, and often alone. They make an unusually exciting introduction to the Amazon as the reader is taken through the forests, led by the hand of a warmly enthusiastic lady traveller. Here, published for the first time, Margaret Mee's diaries and sketchbooks outline the brilliant career of an outstanding and modest botanical artist, who portrayed the great forests as they have never been viewed before.

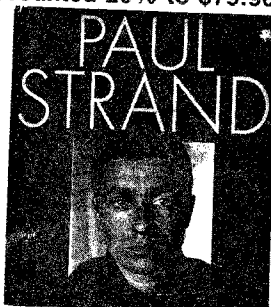
Nonesuch Expeditions ~~\$49.50~~ Discounted 20% to **\$39.96**

## PAUL STRAND

**An American Vision by Sarah Greenough**

A stark and stunning book. Published on the occasion of a major retrospective exhibition organized by the National Gallery of Art, Washington, this remarkable volume reproduces photographs by Paul Strand gathered from public and private collections throughout the world. Exploring the full range of Strand's work from 1911 to his death in 1976, many of the images included here have never before been published. The introduction by Sarah Greenough examines Strand's growth as artist, photographer, and filmmaker, and the theoretical, social, and personal forces that combined to influence his art.

~~\$100.00~~ Discounted 20% to **\$79.96**  
Aperture



## THE FAUVE LANDSCAPE by Judi Freeman et. al.

For a few years in the early 1900s, a small coterie of adventurous painters—Matisse, Derain, Dufy, Braque, and others—came together in a loose-knit group that a sympathetic critic dubbed the Fauves ("wild beasts"). Linked more by friendship than by any aesthetic program—though they did share a preference for high-keyed color and simplified forms—the Fauves frequently explored the same sites together, sometimes painting side by side. Their search for subjects took them far afield, from the suburbs of Paris to the Mediterranean coast to more far-flung sites such as London, Antwerp, and Algeria.

~~\$65.00~~ Discounted 20% to **\$58.96** Abbeville Press

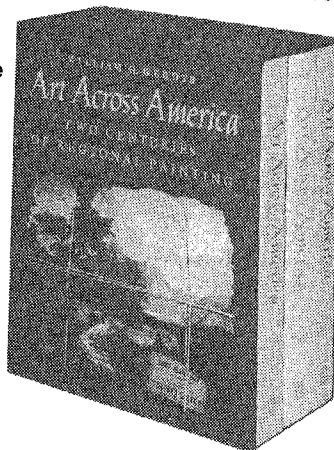


## ART ACROSS AMERICA

**Two Centuries of Regional Painting by William H. Gerdtz**

Huge. Monumental. An art extravaganza. Three slipcased volumes packed with the work of more than 800 artists represented by over 1,000 illustrations that chronicle the development of painting in cities and towns from their beginnings to 1920. The premise of the book is that, because scholars have traditionally focused on Boston, Philadelphia, and New York City, artists working outside of those centers have been left out of conventional histories. By rediscovering those artists—many previously known only to local specialists, if at all—*Art Across America* delivers two surprises. The first is the remarkable number of American men and women who managed to make a living (however meager) from painting, even in the smallest communities. The second is the tremendous quality of their work. Come in and check out this extraordinary book, if only to tell your friends that you held a \$450.00 book in your own hands.

~~\$450.00~~ Discounted 10% to **\$405.00** Abbeville Press



# ART

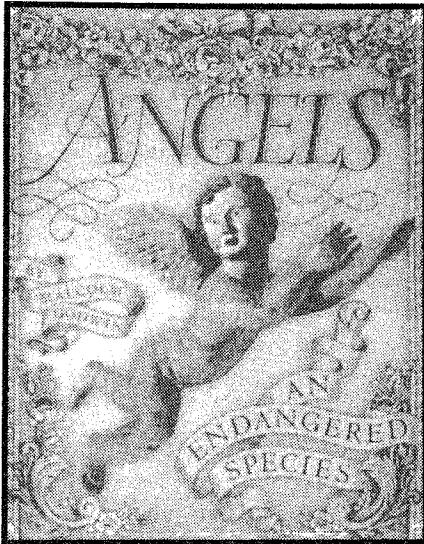


## ANGELS

**An Endangered Species by Malcolm Godwin**

*Angels* explores the wealth of visual imagery and literary references devoted to these "winged messengers of the miraculous" — from the obscure Sumerian tablets, medieval tapestries, and Old Master paintings, to the Gnostic gospels, Jungian archetypes, and New Age heralds. The mystical hierarchies of heaven and hell, the ranking of seraphs, cherubim, archangels, and other angelic manifestations are explained, and "eyewitness" accounts examined, in the first comprehensive survey of one of the most powerful and ever-present symbols in our collective vision.

\$19.95 Simon & Schuster Publishing Date: November

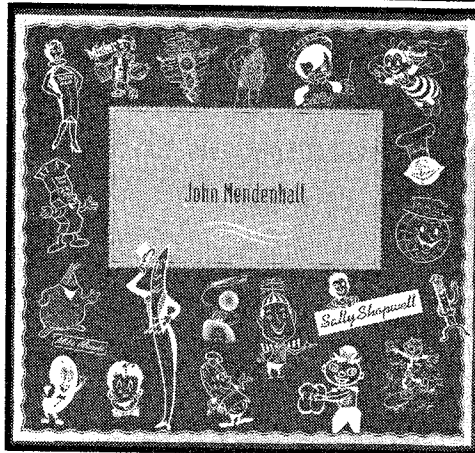


## ARTS AND CRAFTS OF MEXICO

**by Chloe Sayer**

Combines in-depth text and beautiful images into a treasury of myriad indigenous art forms. Among the items covered are brilliant textiles from the country's various regions: a great diversity of ceramics, from rough pots to elegant Majolica ware; fabulous jewelry, ranging from whimsical silver earrings featuring alligators and donkeys, to ornately carved necklaces sparkling with colored beads and precious metals; endearing toys painted in vivid colors; woven goods such as baskets, mats, and bags; intricately crafted metalwork; and special decorations made for celebrations and fiestas. A special section features advice on collecting crafts, and includes a glossary, bibliography, and "Peoples of Mexico" chart.

\$19.95 Chronicle Books Publishing Date: October



## CHARACTER TRADEMARKS

**by John Mendenhall**

The popularity of The California Raisins and other recent examples attest to the appeal of character trademarks in popular culture. From Reddy Kilowatt to Colonel Sanders, there is humor and nostalgia in the humble, often "kitschy" images which have become classics of commercial folk art that every consumer can relate to. This engaging volume contains approximately one thousand trademarks from the past ninety years, as well as a "Hall of Fame" section profiling some of the classic characters with the history of their development.

\$14.95 Chronicle Books Publishing Date: September

## NATIVE AMERICA

**Arts, Traditions, and Celebrations by Christine Mather**

The author and photographer of this book traveled to 12 states and Canada to capture the best of the blankets and pottery of the Southwest Pueblos, the silver jewelry and woven blankets of the Navajos, the leather and beadwork of the Plains Indians, and the totems and masks of the Northwest Coast tribes.

\$40.00 Crown Publishing Date: November

## A LIFE OF PICASSO

**Volume I: 1881-1906 by John Richardson**

From 1950 to 1962, John Richardson lived near Picasso in France and was a close friend of the artist. Richardson kept a diary of their frequent meetings, and after Picasso's death he was given unprecedented access to the artist's studio and papers. Richardson has unearthed new material on the artist's early training in religious art; reexamined old legends to provide fresh insights into the artistic failures of Picasso's father as an impetus to his son's triumphs; and included sharply etched portraits of Appollinaire, Max Jacob and Gertrude Stein, who made up The Picasso Gang in Paris. At the end of Volume I, the artist is poised to become the messiah of modern art.

\$39.95 Random House Publishing Date: November

## WHEN I LOOK AT PICTURES

**by Lawrence Ferlinghetti**

The first book of its kind in Lawrence Ferlinghetti's long career. In it, the poet matches his poems about art to the paintings that inspired him. Includes reproductions of works by Monet, Picasso, Pissarro, and the great Many Others.

\$12.95 Gibbs Smith Publishing Date: October

## SNOWDOMES

**by Nancy McMichael**

Well, if you wait long enough, everything becomes a collectible. And now you've waited long enough to see a whole book on the subject of snowdomes, those little liquid-and-fake snow filled objects that have become sought-after collectibles.

\$19.95 Abbeville Press

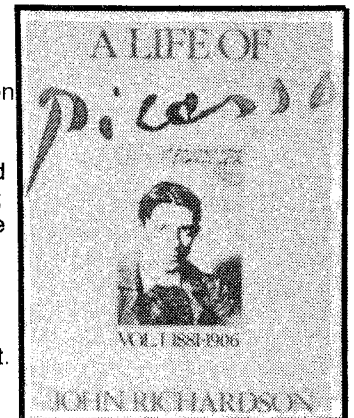


## LOVE WAS CHEAP AND LIFE WAS HIGH

**Postcards from Paperback Cover Art of the 40s and 50s by Barry Jay Kaplan**

Barry Jay Kaplan's *Love Was Cheap and Life Was High* capitalizes on the newly found fancy for cultural artifacts. An extraordinary collection of paperback cover art from the 1940s and 1950s, this book is sure to appeal to nostalgia buffs, collectors, and artists. Each page contains full-color reproductions from classics such as *Gentlemen Prefer Blondes*, *The Big Sleep*, *Butterfield 8*, and Thomas Wolfe's *Only the Dead Know Brooklyn*, as well as from campy works like *Musk*, *Hashish and Blood* and *H Is for Heroin*.

\$8.95 Collier Books Publishing Date: October

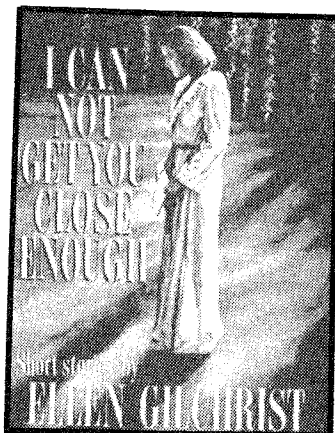
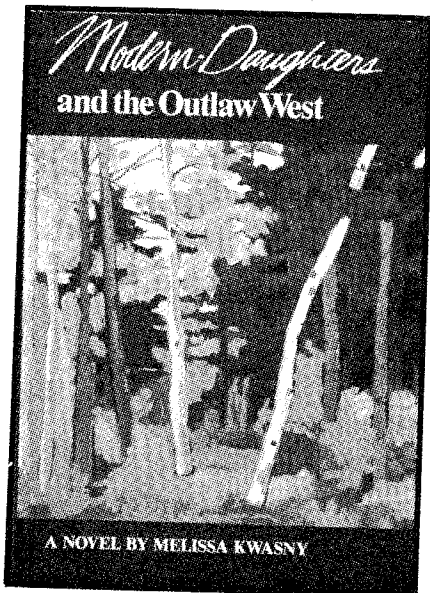


**MODERN DAUGHTERS AND THE OUTLAW WEST**

by **Melissa Kwasny**

Kwasny's first novel has received songs of praise such as this from Susan Griffin: "What a wonderful book this is. Witty, warmly insightful, droll and above all presenting a moving picture of a whole community. All in language which is never sentimental, yet is full of music, beauty, marvel." It is the story of a raucous mining town, where the living and dead inhabit each others' dreams and lives, where the balances of communities and the land are fragile. When a group of strong-willed lesbians—feminists, artists, barkeepers, single mothers—find themselves attacked by hunters, fundamentalist crusaders and highway construction men on bulldozers, they call on time-tested traditions of women's spirituality and culture for help.

\$9.95 Spinsters Book Co.



**I CAN NOT GET YOU CLOSE ENOUGH**

by **Ellen Gilchrist**

In these three interconnecting stories, Gilchrist explores the love that binds generations to each other, the love between parent and child, the power of which is as capable of destruction as it is of creation. With her uncanny insights into human nature and its foibles, with her brilliant use of language — simultaneously comic and searing — Gilchrist has created another saga that will delight her legions of past admirers and garner her new ones.

\$17.95 Little Brown Publishing Date: October

**AGE OF IRON**

by **J.M. Coetzee** In Cape Town, South Africa, an old woman is dying of cancer. A classics professor, Mrs. Curren has all her life been opposed to the lies and brutality of the apartheid system, but she has lived insulated from its true horrors. Now, she is suddenly forced to come to terms with the iron-hearted rage that the system has wrought.

\$18.95 Random House Publishing Date: October

**THREE BY ANNIE DILLARD**

**The Writing Life; An American Childhood; Pilgrim at Tinker Creek** *Pilgrim at Tinker Creek* took American letters by storm when it was published in 1974, winning the Pulitzer Prize, the accolades of the critics, and over the years hundreds of thousands of devoted readers. It was followed by more books by Annie Dillard, two of which, *An American Childhood* and *The Writing Life*, became national bestsellers and helped cement Dillard's reputation as a national treasure. Now all three are available in one handy volume perfect for a long bus trip.

\$15.95 Harper Perennial Publishing Date: November

**TENDER BUTTONS**

by **Gertrude Stein**

American writing hasn't been the same since 1914 when this slender volume appeared to a public which didn't quite know what to make of it. Its three sections—"Objects," "Food," and "Rooms"—were composed by meditating on selected items and letting the drift and pull of association produce a text as solid as it was self-generating. Stein's explanation: "I knew that nouns must go...if anything that is everything was to go on meaning something." This Sun & Moon edition marks the first time *Tender Buttons* has appeared as a separate volume since its initial publication; it in fact is copied from the original plates.

\$9.95 Sun & Moon Classics

**THE COMPLETE STORIES OF FLANNERY O'CONNOR**

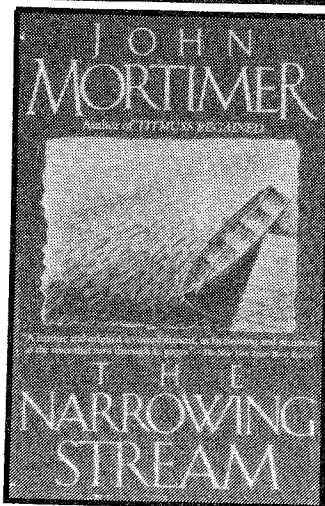
No one could capture the nasty side of humanity quite like Flannery O'Connor. "...the stories burn brighter than ever, and strike deeper."—*Newsweek*  
\$9.95 Farrar Straus Giroux

**THE NARROWING STREAM**

by **John Mortimer**

At 38, Julia Swinton is a faithful wife and devoted mother of three living in a quiet, middle-class community on the Thames river. Her life is without mystery, without surprise, and she harbors a half-acknowledged desire for escape from the thousand obligations and tensions of family life. Then one summer day her life is changed forever by a series of incidents. *The Narrowing Stream* is an intricately woven, beautifully told tale of a marriage whose shifts and changes, desires and fears are only vaguely understood or felt — and scarcely ever spoken.

\$7.95 Penguin Publishing Date: November



**RUMPOLE A LA CARTE**

by **John Mortimer**

In these reconstructions of his latest triumphs in the Courts of Law, Rumpole divulges the inner workings of the British justice system. In the title story, Rumpole happens upon a colleague dining with a lady he shouldn't be seen with; all attention is upon the couple, however, when a live mouse appears on the lady's plate, and Rumpole sets out to discover who is trying to ruin the reputation of one of London's chichiest dining spots. In "Rumpole and the Summer of Discontent," a strike threatens to bring British justice to a standstill, a situation made even more intolerable when Hilde (She Who Must Be Obeyed) decides to call a labor action of her own. In fact, even when Rumpole's intentions are the best, things seem to go awry; a vacation cruise with Hilda is interrupted by suspected murder, and a well-meaning attempt to earn some extra money by representing the prosecution finds Rumpole unfortunately convinced that the defendant is innocent.

\$18.95 Viking Publishing Date: December

# FICTION

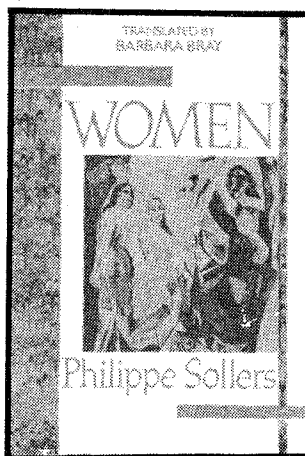


## WOMEN

by Philippe Sollers

Reminiscent of the work of David Lodge and Philip Roth, Philippe Sollers' novel *Women* is a tour de force from one of France's leading contemporary novelists. In language sharp and spicy, sardonic, throbbing with intellectual vigor and unabashed emotion, shot through with lyricism and sparkling with whimsical wordplay, Philippe Sollers explores mysteries of existence and trends in modern society. The narrator, Will, an American journalist turned avant-garde novelist, is part of the leftist French intelligentsia. He sees women as dangerous and narcissistic, but is fascinated by their sexuality — which he equates with death. And *they* are fascinated by *him*, an affable philanderer who carries his hidden misogyny through erotic encounters from Paris to New York, from Barcelona to Venice to Jerusalem, and makes it the steady drumbeat of his novel.

\$24.95 Columbia University Press Publishing Date: December



## SPLATTERPUNKS

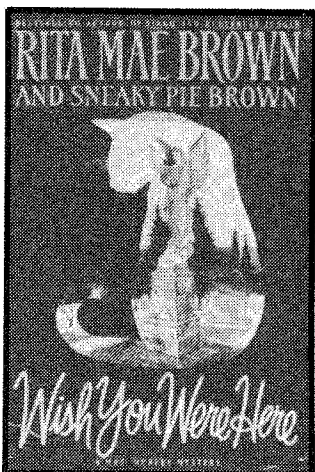
**The Definitive Anthology Edited by Paul Sammon** Includes "The Midnight Meat Train," a true masterpiece by splatterpunk guru Clive Barker; "Gentlemen," by splattermasters John Skipp and Craig Specter; "Night they Missed the Horror Show," a Bram Stoker Award-winning story by Joe R. Lansdale. Also stories by George R.R. Martine, Chelsea Quinn Yarbro, Mick Garvis, and so on.  
\$14.95 St. Martin's Press Publishing Date: November

## SYMPOSIUM

by Muriel Spark

High comedy as only Muriel Spark can write it — witty, precise, and illuminated by moral inquiry. From the young woman who strangely attracts violent death, to delightfully mad Uncle Magnus, to the hilarious Sisters of Good Hope, the cast of characters is as dazzling as any that Spark has ever assembled. And as they move through the ingenious plot at dizzying speed, we are once again in the hands of a master stylist.

\$18.95 Houghton Mifflin Publishing Date: December



## WISH YOU WERE HERE

by Rita Mae Brown and Sneaky Pie Brown

Mary Minor Haristeen, Harry to her friends, is the youngest postmistress in the history of Crozet, Virginia. Postcards are regular items in the mailbags and when Martin Craycroft, the town's rich contractor, receives one with a stone angel from a tombstone on the front and the inscription "Wish You Were Here" on the back, Harry thinks little of it. Until Martin's body is found in his cement mixer. In response to this odd way humans have of using murder to solve problems, Harry's willful tiger cat Mrs. Murphy, with the aid of her Welsh corgi Tucker, follows a path of death and small-town scandal to uncover the killer before another murder can occur. Yet more postcards arrive, more deaths do happen, and soon the residents of this cozy Southern hamlet are afraid, for one of their kind is a murderer.

\$18.95 Bantam Publishing Date: December

## THE MAMBO KINGS PLAY SONGS OF LOVE

by Oscar Hijuelos

Winner of the most recent Pulitzer Prize, a funny, smart, lyrical book.  
\$9.95 Harper & Row

## THE DELICATE PREY

and Other Stories by Paul Bowles

"...one of the most profound, beautifully wrought, and haunting collections in our literature."—Tobias Wolff  
\$9.95 Ecco Press



## JIM THOMPSON

By now everyone knows about Jim Thompson. Maybe you saw *After Dark, My Sweet*, or maybe someone loaned you a copy of *The Killer Inside Me*. Anyway, he's hot, and many of his hotter titles have been acquired by Random House and are being reissued under the slick Vintage Crime imprint. *Pop 1280* gets a special recommendation because it has been unavailable for quite a while, and it's a little grittier than most. Also, *The Killer Inside Me*, probably his nastiest best book (Stanley Kubrick called it "The most convincing first-person account of a criminally warped mind I have ever encountered"), won't be available until around March. Check them out. As the *New York Times* says: "Jim Thompson is the best suspense novelist going, bar none" (even if he is dead).

*After Dark, My Sweet* \$7.95 *The Getaway* \$8.95  
*The Grifters* \$8.95 *Hell of a Woman* \$8.95  
*Pop. 1280* \$8.95

## GROOTKA

by Jon A. Jackson

At last, a new Mulheisen novel from the man who brought you the gritty *The Diehard* and the very popular *Blind Pig*, about which James Crumley said, "...Without a doubt one of the finest detective novels ever written — smart, funny, and completely convincing." This one is about Grootka, retired legend in Detroit's Police Department and Mulheisen's mentor. Unofficially on abandoned car detail one frigid night, Grootka discovers in the trunk of an old De Soto a corpse he identifies as that of a well-known pimp and hustler, Books Meldrim. And at that moment, a thirty-year-old unsolved case of rape and murder becomes his sole obsession. While looking into the savage murder of a Palmer Park widow, Mulheisen is drawn into Grootka's own devious investigations, in spite of himself and not for the first time. As their lives intertwine in unexpected and dangerous ways, the two policemen move together toward an unexpected and violent conclusion on "Devil's Night," a night when Detroit is like no other place on earth.

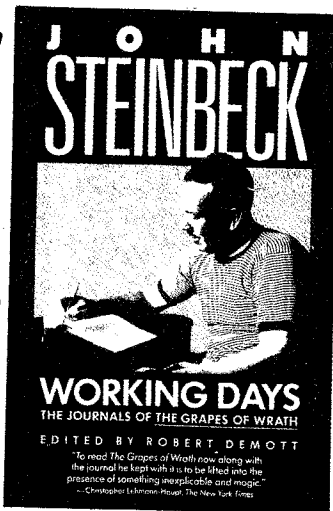
\$19.95 Countryman Press Publishing Date: October

## WORKING DAYS

**The Journals of *The Grapes of Wrath***  
 Edited by Robert DeMott

Not everyone knows that Steinbeck wrote his Great American Novel shackled up in a little house down in Los Gatos, contending with noisy carpenters, a steady flow of visitors, and serious self-doubt. This is an extraordinary look at the artistic process, detailing day by day the grind and the guts it takes to produce a work like *The Grapes of Wrath*. Especially invaluable for the would-be artist or writer. *The New York Times* said, "To read *The Grapes of Wrath* now along with the journal he kept with it is to be lifted into the presence of something inexplicable and magic."

\$8.95 Penguin Publishing Date: November



## GRANTA CHRISTMAS

Edited by Bill Buford

Is it possible to write a modern Christmas story? This, during the month of December, is what *Granta* asked more than 30 writers and photographers. How, *Granta* asked, do you represent Christmas at the end of the 20th-century? What story is the story to tell? *Granta* discovered that it was not one story but many: the many Scrooges to choose from in the 1990s; a Christmas memoir; sentimental recollections of the family; the anti-Christ invective; and the realities — brutal invocations of traffic, endless indigestion, wet shoes, vicious relatives, and sadism exercised through pretty wrapping paper. *Granta Christmas* is essential fireside reading, with stories from Paul Theroux, Louise Erdrich, Peter Carey, Richard Ford, William Boyd, Patricia Highsmith, Geoffrey Wolfe, among other writers.

\$8.95 Penguin Publishing Date: December

## SHOCK TREATMENT

by Karen Finley

Karen Finley's performances have been hailed as works of genius and proclaimed obscene, sometimes in the same breath. Rage, compassion, and a wicked sense of humor animate Finley's work, which excoriates misogyny, abusive families, injustice, greed, and state coercion of bodies and minds. Here, collected for the first time, are the high voltage monologues and scatological rants she has performed internationally, including "The Constant State of Desire," "I'm an Ass Man," and "We Keep Our Victims Ready."

With illustrations by the author.  
 \$6.95 City Lights Publishing Date: October

## YELLOW SILK

**Erotic Arts and Letters** Edited by Lily Pond and Richard Russo

*Yellow Silk: Journal of the Erotic Arts* was founded in 1981 in the belief that the erotic has always been part of American culture and should be a viable part of American art and literature. Drawn from this award-winning publication, the wide variety of short stories, poems, and artwork in this book manages to be both subtle and explicit, with writing ranging from earthy and funny to tender and thoughtful.

*Yellow Silk* is guided by the editorial policy "all persuasions, no brutality." The result is a quality collection with work by such writers as Paul Williams, W.S. Merwin, William Kotzwinkle, Marge Piercy, Gary Soto, Susan St. Aubin de Teran, Susan Griffin, and Alice Kahn.

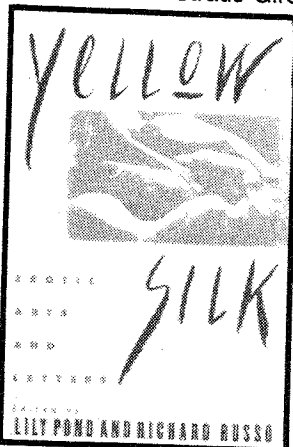
\$19.95 Crown Publishing Date: October

## THAT MIGHTY SCULPTOR, TIME

by Marguerite Yourcenar

In *The Dark Brain of Piranesi*, the first volume of her essays translated into English, Marguerite Yourcenar showed herself as elegant and masterful a critic as she was a novelist. This new collection of essays, published posthumously, demonstrates once again her erudition and the range of her interests — both historical and contemporaneous, Oriental as well as Occidental. In *That Mighty Sculptor, Time*, Yourcenar takes up such diverse subjects as the poet Oppian, Tantrism, the feasts of the Christian year, Durer, the Japanese studies of Ivan Morris, the erotic mysticism of the *Gita-Govinda*, and the eternal spirit of Andalusia. She also includes a memorably beautiful prose poem on Michelangelo.

\$18.95 Farrar Straus Giroux Publishing Date: December



## CHRISTOPHER UNBORN

by Carlos Fuentes

Mexico, 1992: Black acid rain falls on "Makesicko City," the most polluted, most populated city in the world, while street gangs terrorize the capital and the corrupt government sells off pieces of the debt-ridden country and traffics in drugs. Amid this apocalyptic landscape, a great prize is being offered to the first child born on the 500th-anniversary of Columbus's discovery of America. That child is the narrator, Christopher, whose conception and birth bracket the novel. By turns savage, shrewd, despairing, and passionate, *Christopher Unborn* is a triumphant play of language, political satire, and mythmaking by one of the world's preeminent writers.

\$12.95 Vintage Publishing Date: October

## GREEN EYES

by Marguerite Duras

Essays on film by one of France's most important novelists and filmmakers. *Green Eyes* is filled with Duras's many observations and opinions on her own work and that of other directors, including Woody Allen, Charlie Chaplin, Ingmar Bergman, Jean-Luc Godard, Alain Renoir, and Jacques Tati. An amusing and interesting interview she conducted with Elia Kazan is also included here. *Green Eyes* also includes many of Duras's ideas about the relation between her writing and her work in film, as well as her views on television, on the nature of literary production, on the political responsibility of the writer, and on the relation of independent cinema to mainstream moviemaking.

\$27.95 Columbia University Press Publishing Date: November



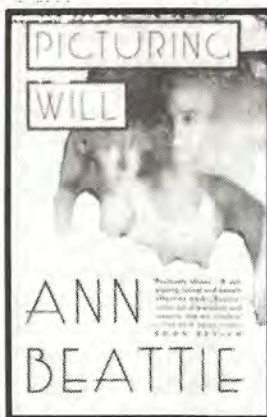


## PICTURING WILL

by Ann Beattie

Coming in paperback, this novel unravels the complexities of a postmodern family. There's Will, a curious five-year-old who listens to the heartbeat of a plant through his toy stethoscope; Jody, his mother, a photographer poised on the threshold of celebrity; Mel, Jody's perfect—perhaps too perfect—lover; and Wayne, the father who left Will without warning and now sees his infrequent visits as a crimp in his bedhopping. T.C. Boyle says: "Positively shines...The language is inspired, rhapsodic, and true. Beattie has created a surprisingly lyrical and deeply affecting work. [She] writes out of a wisdom and maturity that are timeless."

\$9.95 Vintage Publishing date: January

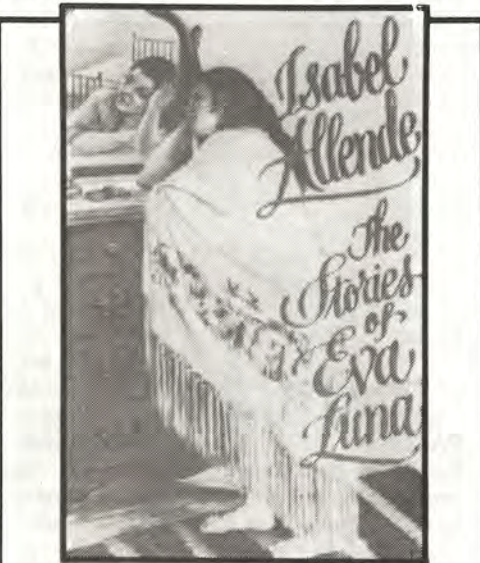


## HARD RAIN

by Ariel Dorfman

Salman Rushdie says: "One of the most important voices of Latin America." John Berger says: "Dorfman leads us, like Dante, into the pit of his country's experience ... it was bound to happen one day: a writer, a victim, a revolutionary, capable of seeing God in the vertigo of experience ... It was bound to happen — but not necessarily accompanied by Dorfman's accessibility and greatness."

\$10.95 Readers International Publishing Date: October



## THE STORIES OF EVA LUNA

by Isabel Allende

Asked by her lover Rolf Carl, the young European refugee who figured so prominently in the last book, to tell him a story, Eva Luna complies, giving us almost two dozen vibrant, enchanting demonstrations of her artistry: Here are *campesinos* and rich people, guerrillas and fortunetellers, great beauties and tyrants, the foreign made indelibly familiar by the imagination, the passion and eloquence of one of the world's leading writers.

~~\$18.95~~ Discounted 40% to \$11.37  
Macmillan Publishing Date: January

## THE GINGER TREE

by Oswald Wynd

In 1903, a 20-year-old Scots girl sails to China to marry a British attache. Lively, curious, unspoiled, Mary will soon horrify the British community by having an affair with a young Japanese count. Separated from her daughter, ostracized by the Europeans, Mary begins an odyssey that becomes a struggle to survive in a culture that barely tolerates Westerners or women. How she not only survives but triumphs is the story of *The Ginger Tree*, a compelling novel that evokes the exotic cultures of Japan and China and covers 40 tumultuous years in the Far East — including two world wars and the cataclysmic Tokyo earthquake of 1923.

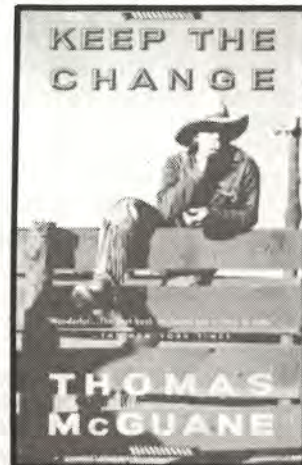
\$8.95 Harper Perennial Publishing Date: November

## A WILD SHEEP CHASE

by Haruki Murakami

In a Japan of the imagination, a 30-year-old advertising executive is sent on a harrowing journey from the urban landscape of Tokyo to the mountainous snow country of Hokkaido, in pursuit of a mythical sheep reported to embody an irresistible will to absolute power. Along the way, he is confronted with his own dark side — and that of his country. *The New Yorker* says: "Lingers in the mind with the special glow that attends an improbable success. It is difficult not to regard *A Wild Sheep Chase* as an event."

\$8.95 Plume Publishing Date: November



## KEEP THE CHANGE

by Thomas McGuane

*The New York Times Book Review* says of McGuane's most recent novel:

"Dogs, horses, Indians, the road...McGuane has never pretended to write from any other point of view than that of our manliest American men. [But now he] has expanded his emotional territory and deepened his literary concerns. I don't know of another writer who can walk Thomas McGuane's literary high wire."

\$9.95 Vintage Publishing Date: November

## WILD MIND

Living the Writer's Life by Natalie Goldberg

From the author of every writer's favorite source of inspiration, *Writing Down the Bones*, comes a new book full of compassionate, practical, and often humorous advice on how to find time to write, how to discover your personal style, how to make sentences come alive, and how to overcome procrastination and writer's block. And here also is a larger vision of the writer's task: balancing daily responsibilities with a commitment to writing; knowing when to take risks as a writer and as a human being; coming to terms with success and failure and loss; and learning self acceptance—both in life and in art.

\$8.95 Bantam

## LUCY

by Jamaica Kincaid

The story of Lucy, a teenage girl who comes to America to work as an *au pair* for a couple and their four children. As Lucy learns that all is not as blissful as it first seemed, she is also unraveling the mysteries of her own sexuality. *The Washington Post Book World* says: "With Jamaica Kincaid we have acquired a poet of girlhood and place ... exhilarating to read and impossible to forget."

\$16.95 Farrar Straus Giroux Publishing Date: October







young smart ass  
seal of approval

The following books have all been awarded the much-coveted "Young Smartass seal of Approval"

**FOUR LECTURES**

by **Stephen Rodefer**

Loopy, hilarious, high-energy writing with a serious attitude. Stephen Rodefer's work is not well-known yet, but it's only a matter of time before he'll be regarded as a national treasure. Robert Creeley says: "Very solid. Great and useful satiric ploy with bedrock concerns. Grab *Four Lectures*, it's possibly the last real sense you'll be offered." Ron Silliman adds: "Part carnival, part war, the clamor of the world is loud in the works...What other writer can give us this much of the real?"  
\$7.50 The Figures Press

**NEW FACES OF 1952**

by **Maxine Chernoff**

A master of the prose poem and an extraordinary storyteller, Maxine Chernoff has been known to occupy susceptible minds for weeks on end. Also, look for her selected poems real soon now. Andrei Codrescu says: "These are the kind of stories one ought to tell one's children over and over...You have my undivided attention for whatever's next." Kenward Elmslie says: "I haven't laughed so hard at a book of poetry since Kenneth Koch's *Thank You*".  
\$6.00 Ithaca House

**UP LATE**

**American Poetry since 1970, 2nd Edition, edited by Andrei Codrescu**

Contains work from each of the poets listed above, plus Clark Coolidge, David Anth, Judy Grahn, and a good number of locals that deserve to be better known. "Up Late is the best anthology of relatively unknown poets I've come across in years. Codrescu has done a masterful job. If you read this big sucker from cover to cover, you'll find at minimum five poets whose work you'll want to collect. No kidding."—David Fox  
\$14.95 Four Walls Eight Windows

**ROCKS AND DEALS**

by **Geoffrey Young**

Geoffrey Young's long poem *Rocks and Deals* is a scattershot look at the North American psyche, where thoughts are examined as they ricochet off other thoughts. Young picks up everything in his cultural path, juxtaposing a philosophical statement, a slogan on a tee-shirt, something overheard in a bar, and a lover's question with dazzling technique and a riotous sense of humor. High energy fun.  
\$4.00 The Figures

**SOMEBODY TALKS A LOT**

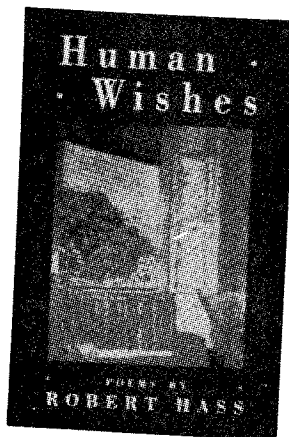
by **Paul Hoover**

Paul Hoover's clever, witty, more than slightly self-conscious poems are a triumph of language. He makes the ordinary experiences of urban and suburban life seem strange and wonderful. "Paul Hoover is a poet of urban dreams and expectations. This is an exciting and important collection."—John Ashbery. "Reading Paul Hoover's poems is like discovering your first wing nuts: spinning, useful, beautifully conceived metal angels, giving you that funny *why-didn't-I-think-of-that?* feeling."—Ron Padgett  
\$3.50 Yellow Press

**HUMAN WISHES**

**Poems by Robert Hass**

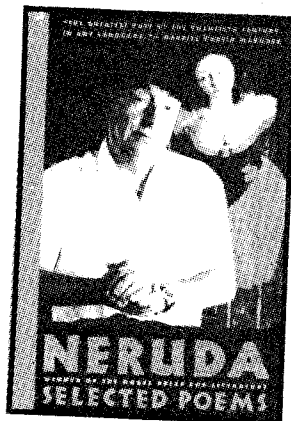
The author of *Field Guide* and *Praise* has produced his best book yet. The voice and the man have matured. The *Boston Globe* says: "*Human Wishes* takes Hass's poetry to a level of tenderness that few of his contemporaries have reached ... It would not surprise me if he turned out to be one of our major poets, for he has all the requisites: intelligence, depth, musicality, sweep, intimacy, humor, observation, learning, and above all, compassion."  
\$9.95 Ecco Press



**SELECTED ODES OF PABLO NERUDA**

by **Pablo Neruda**

Neruda wrote three books of odes during his lifetime. This selection of odes from all three volumes, printed with the Spanish originals on facing pages, is far the most extensive yet to appear in English. Translator Margaret Sayers Peden vividly conveys the poet's vision of the realities of day-to-day life in her translations, while her brief introduction describes the genesis of the poems.  
\$12.95 University of California  
Publishing Date: October



**PABLO NERUDA: SELECTED POEMS**

Edited by **Nathaniel Tarn**

Neruda called for "a poetry as impure as old clothes, as a body with its food stains and its shame, with wrinkles, observations, dreams, wakefulness, prophecies, declarations of love and hate, stupidities, shocks, idylls, political beliefs, negations, doubts, affirmations and taxes." From his beginnings in the rainy south of Chile, Neruda lived in a state of entranced absorption in everything around him, human and natural. Through his many lives as diplomat, senator, and underground communist, he always fulfilled his "poet's obligation." This volume of *Selected Poems*, chosen originally by Neruda himself, presents the extraordinary poems he scattered so abundantly throughout his life. The translations are by Anthony Kerrigan, Alastair Reid, Nathaniel Tarn, and W.S. Merwin.  
\$12.95 Houghton Mifflin Publishing  
Date: September

**SELECTED POEMS**

by **James Schuyler**

No one has ever charted the modulations of the everyday with the piquancy of James Schuyler. His *Selected Poems*, now available in a handsome paperbound edition, includes selections from all of his previous books, many long out of print.  
\$12.95 Farrar, Straus & Giroux

# POETRY



## AMERICAN POETRY

### Wildness and Domesticity by Robert Bly

Those who know Bly only in his present-day incarnation as New Age maven of men's studies may be surprised to learn that, as editor of the lively journal *The Sixties*, he was the fiercest polemicist on the poetry scene.

*American Poetry: Wildness and Domesticity* brings together his articles from that sorely missed magazine, as well as more recent essays. Bly is the pioneer exponent of Spanish and South American surrealism, and was also largely responsible for getting Trakl and Tranströmer better known in this country. His agenda is the re-incorporation of the psyche and what might be called "earth spirituality" into poetry; these essays examine the work of those whose poetry exemplifies those values, and he critiques, sometimes savagely, the poets who don't in his view measure up to them. Rounding out the collection is a long interview in which Bly discusses, among other things, the aridity of the workshop system in American universities and the timidity of the current generation in criticizing their elders. A timely, provocative volume.

\$22.50 Harper & Row

## SELECTED POEMS 1966-1987

### by Seamus Heaney

A greatest hits collection from one of the majorest poets of the second half of the 20th-century. The selection of poems has been made from the volumes of his poems and translations published during the first 21 years of his career. It includes the complete, slightly revised version of his long poem "Station Island," as well as a number of prose poems previously unpublished in this country. His much admired sonnet sequences, "Glanmore Sonnets" and "Clearances," are also reprinted here in their entirety.

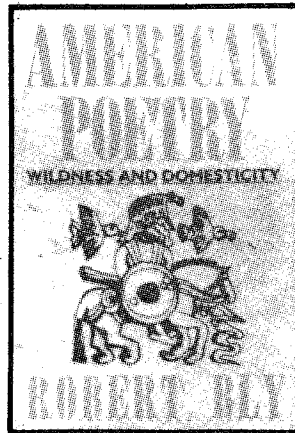
\$20.00 (And a bargain at that!) Farrar Straus Giroux

## PERSONAE

### The Collected Shorter Poems of Ezra Pound

It took some 65 years, but Ezra Pound's peerless collection of shorter work is finally available in a paperbound format. This is the Pound of the early volumes that predate that Cantos—from the era when he blew new life into Provencal tradition and pioneered, virtually by himself, the modern modes of Chinese translation. His great sequences are here in a newly revised edition—"Cathay," "Mauberley," his Propertius—as well as poems which have remained previously uncollected throughout the various earlier editions. The real discovery among these latter are the original first three Cantos, which were discarded by Pound in the formative stages of what was to become his lifetime project.

\$14.95 New Directions



## SOUNDS AS THOUGHT

### Poems 1982-1984 by Clark Coolidge

For close to 20 years Clark Coolidge has been American poetry's most adventurous and groundbreaking pioneer, charting the terrain where the meaning of language starts to become energized by its other qualities—sound, structure, tonal beauty. The result is a poetry that crackles with a kind of linguistic electrical charge. This new collection sees him taking his processes into more lyrical areas than perhaps he's done in the past: "Two or Three Things" in particular seems a brightly-colored meditation on the sensuousness of thought.

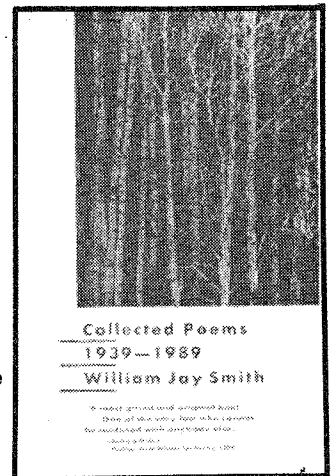
\$11.95 Sun & Moon Press

## COLLECTED POEMS 1939-1989

### by William Jay Smith

This distinguished collection celebrates the achievement of one of America's greatest living poets. William Jay Smith — critic, translator, former Poetry Consultant at the Library of Congress — displays his uncanny facility and grace with words, from superb light verse to deeply serious, searching work. His works reveals an exceptional emotional range. He acts as our guide through literary terrain that spans five decades, from the idyllic, prewar world of "Quail in Autumn," through the war poems of the 1940s, to the "Looking-Glass World" of the postwar period. By leading us through this landscape, he shows us who we are, how far we've come.

\$21.95 Charles Scribner's Sons Publishing Date: November



## THE KING OF TIME

### Poems, Fictions, Visions of the Future by Velimir Khlebnikov

This volume is a selection of work from the extraordinary Russian futurist Velimir Khlebnikov, who along with Mayakovsky and Tatlin was part of that movement's incandescent heritage, before the revolution turned in on itself. One of the most hypersystematic souls who ever lived, Khlebnikov wrote plans for utopias of the future, and strove all his life to discover the "mathematical foundation of history" (represented here by excerpts from the "Tables of Destiny"). Another highlight is the supersaga "Zangezi", and "Architecture of Narratives" composed in twenty "planes" which must be read to be believed. Paul Schmidt, whose previous translations include the complete poetry of Rimbaud, has made this selection (with Charlotte Douglas) from a projected 3-volume edition of Khlebnikov's collected work.

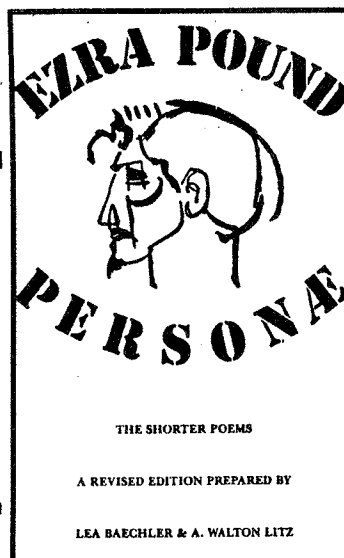
\$12.95 Harvard University Press

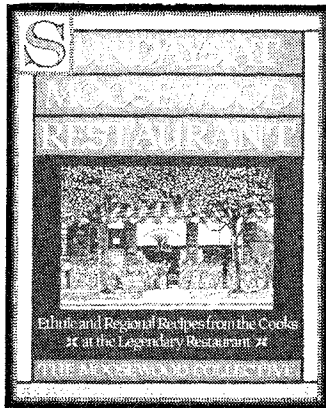
## JACK KEROUAC

### The Complete Recorded Works

Available on cassette or compact disc and including a 40-page booklet containing rare photographs, previously unpublished tributes and commentary from Allen Ginsberg, Jerry Garcia, William Burroughs, etc. And of course there's Kerouac himself reading from his own work, variously accompanied by Al Cohn and Zoot Sims.

\$39.98 World Beat/Rhino





## SUNDAYS AT MOOSEWOOD RESTAURANT Ethnic and Regional Recipes from the Cooks at the Legendary Restaurant

Each Sunday, the Moosewood offers diners a new ethnic or regional cuisine adapted from traditional recipes. In this cookbook, each of the 18 Moosewood Collective members who prepare and serve its meals has contributed a chapter on his or her regional or ethnic specialty. Every chapter includes a cultural history, characteristic ingredients and cooking styles, and a tantalizing array of easy-to-prepare recipes for every course — even beverages — with easily available, economical ingredients. From Northern Africa to China and Japan; from Scandinavia to the Caribbean; from the South of France to the Southern United States — it's all here, plus a cross-cultural menu planner, and a fascinating and informative guide to ingredients, techniques, and equipment.

\$16.95 Simon & Schuster Publishing Date: October

## THE SHORT-CUT COOK by Jacques Pepin

250 recipes for easy, elegant dishes that don't require major time or attention: lots of earthy one-pot dishes that can be served home-style, brought directly to the table from the stove; entire meals that take only minutes to prepare and only minutes to clean up; multipurpose dishes and menus for maximum flexibility; hints on using convenient packaged and frozen foods without guilt or shame, and ways to transform them into dishes that belie their humble origins. There are even recipes for homemade staples and salad dressings in bulk, great desserts made from store-bought basics, fabulous pizzas from frozen bread dough, and truly creative ideas for leftovers in the best French style.

\$19.95 William Morrow Publishing Date: November

## THE FRUGAL GOURMET COOKS YOUR IMMIGRANT HERITAGE Recipes You Should Have Gotten from your Grandmother by Jeff Smith

Features menus and recipes from thirty-five different ethnic groups that immigrated to America. Their inability to bring many personal belongings with them made their memories of foods from the Old Country even more important to them. With the nation's growing interest in its ethnic backgrounds, readers will be intrigued to find recipes that both changed and contributed to the American dream. Among the more than 400 recipes included in the book are Jewish Noodle Kugel, Welsh Leek Pie, Puerto Rican Monfongo, Romanian Stuffed Cabbage, Moroccan Couscous, Swedish Pork Roast with Apricots and Prunes, and Hungarian Pancakes.

\$19.95 William Morrow Publishing Date: November

## CELEBRATING ITALY by Carol Field

Italians are passionate about their food and their festivals, and Carol Field — with an enormous sense of wonder, excitement, and culinary expertise — explores them in this cookbook/culinary tour. Her recreation of thirty-five regional celebrations, dating back to medieval (even pagan) times, full of noise and crowds and gargantuan quantities of food, takes the reader to an Italy no one has ever written about before. The festivals range across the entire country, from Austrian Merano in the north to Sardinia and Sicily in the south, finding food in ritual settings and bringing to life events that mix culture, culinary history, and a sense of the sights, smells, and tastes of the country.

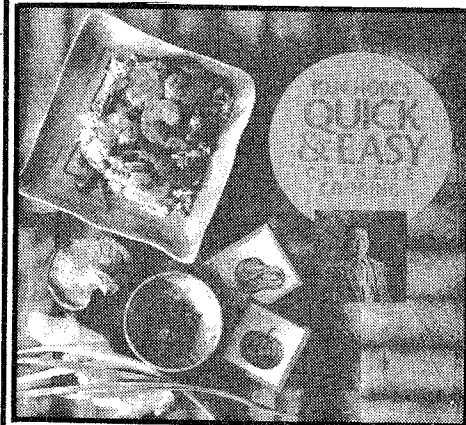
\$24.95 William Morrow Publishing Date: December



## THE TASTE OF CHINA by Ken Hom

Ken Hom is back, this time with 90 recipes that evoke the vibrant richness of Chinese culture and cuisine. His selection of authentic recipes spans the full range of regional styles, from simple, hearty fare to exquisitely complex feasts. And the vivid color photographs of kitchens, gardens, and markets provide rare glimpses into the diversity of daily life in China.

\$29.95 Simon & Schuster Publishing Date: November



## KEN HOM'S QUICK AND EASY CHINESE COOKING by Ken Hom

Designed for today's household running on a hectic schedule, as well as for the cook who wants a gratifying dinner without much fuss, this book satisfies with home-cooked meals organized ahead of time, or tasty treats whipped up in minutes. Hom comes to the rescue with Ten-Minute Salmon with Green Onion Sauce, or Papaya and Grapefruit Salad. Readers can serve up Quick Orange-Lemon Chicken in twenty minutes, or Elizabeth Chong's Noodle Salad in just seventeen minutes. Using shelves stocked with items from the book's suggested Basic Chinese Pantry, even the most reluctant cook can conjure up a fabulous meal.

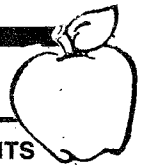
\$14.95 Chronicle Books Publishing Date: October

## MARTHA STEWART'S CHRISTMAS Entertaining, Decorating, and Giving by Martha Stewart

Chock full of recipe for traditional items such as plum pudding, gingerbread cookies and fruitcake; gift ideas such as friendship baskets; tips on wreath-making, giftwrapping, making your own ornaments, and decorating the tree; and of course a guide to throwing the slam-bangest, traditional Christmas dinner you could want, from setting the table to serving the fruit tartlets and keeping the eggnog coming.

\$21.95 Discounted 20% to \$17.56  
Potter

# MISCELLANY



## BIG ALMA

### San Francisco's Alma Spreckels: A Biography by Bernice Scharlach

Alma de Bretteville Spreckels, the lady who towers over Union Square atop the monument to Victory, was a figure as colorful as the city she symbolizes. Born in 1881, she grew up at a time when San Francisco was still a bawdy, rollicking town where horses lay unburied in the streets and where grand pianos were in great demand. Alma reflected both the crudeness and the aspirations of the city. From humble beginnings, with no more than a grammar-school education, she used her beauty and her tremendous determination to become San Francisco's queen of culture.

\$24.95 Scottwall Associates

## A NATURAL HISTORY OF THE SENSES

by Diane Ackerman

A vibrant celebration of our ability to smell, taste, hear, touch, and see. Ackerman weaves together scientific fact with lore, history, and voluptuous description. The resulting work is an enchanting account of how human beings experience and savor the world. "Diane Ackerman brings a poet's eye, a sharp intellect, and meticulous research to her *Natural History*. Letting a writer of the finest sensibility take us on a guided tour of our senses is exhilarating and emancipating—the best kind of journey."

\$19.95 Random House

## THE RAINFORESTS

### A Celebration Compiled by the Living Earth Foundation

While there is growing clamor over the destruction of the rainforests, few people have any real idea of what they are and why they are so important. This beautiful book takes us right inside. It is both a visual celebration of the world's rainforests and an impeccable scientific summary of how they operate.

\$35.00 Discounted 20% to \$27.96

Chronicle Books

## A TASTE OF SAN FRANCISCO

### Presented by The San Francisco Symphony

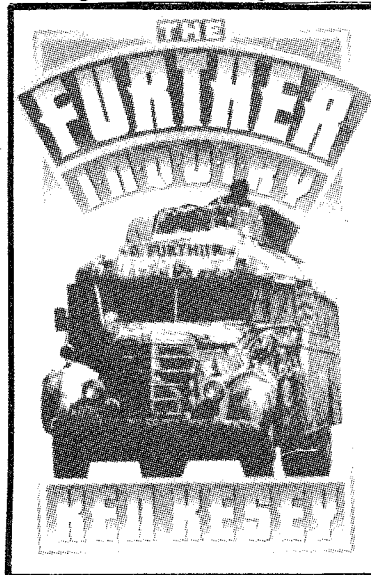
Eighty-two of the Bay Area's best-known chefs have prepared eighty-nine complete menus designed specifically for the home cook. From culinary stars such as Ken Hom, Bradley Ogden, Wolfgang Puck, Jeremiah Tower, and Alice Waters, and from internationally known restaurants such as Fleur de Lys, Chez Panisse, Camp-ton Place, Stars, and The Blue Fox comes a diversity of recipes for all manner of food, from delectable grilled fish and poultry to delicately sauced homemade pastas, from crisp, tangy salads to elegant desserts. Many of the dishes are quick and easy to make, with preparation and cooking times of under 30 minutes; others are more elaborate and time-consuming—perfect for special occasions.

\$24.95 Doubleday Publishing Date: October

## THE FURTHER INQUIRY

by Ken Kesey

Tom Wolfe's bestselling *Electric Kool-Aid Acid Test* chronicled the journey, and lifted Kesey into the stratosphere of notoriety as a psychedelic counter-culture hero. *The Further Inquiry* is Kesey's re-examination of the adventure, 25 years later, in the form of the "trial" of Neal Cassady's spirit — a serious meditation on the sixties and on Cassady, a unique, elusive, and fascinating all-American figure. With



more than 150 previously unpublished color photographs by Ron "Hassler" Bevirt, and verbatim transcripts of key episodes (including classic Cassady monologues), this is must reading for all those who recognize the bus and the bus trip ("Are you on the bus or off the bus?") as one of the central metaphors and reference points of its era.

\$24.95 Discounted 20% to \$19.96 Viking Publishing Date: October

## NATIVE AMERICAN PORTRAITS

by Nancy Hathaway

Over one hundred photographs from the renowned Kurt Koepler collection of Native American portraits taken between the end of the Civil War and the end of World War I. *Native American Portraits* presents a factual, anecdotal, and visual history of the evolving artistry and technology of a century of photographers, as well as of the tribes whose vanishing trappings and traditions they sought to capture with their craft. The subjects include such important warriors as Sitting Bull, Chief Joseph of the Nez Perce, Red Cloud, Geronimo, and Chief Gall (who led the Indians to victory against Custer).

\$16.95 Chronicle Books Publishing

Date: November



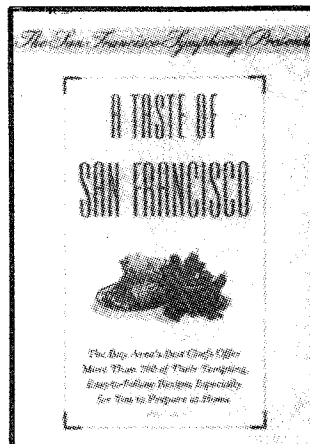
## THE CURIOUS COOK

### More Kitchen Science and Lore by Harold McGee

In this lighthearted yet eminently informative book, McGee applies a scrupulous scientific method to his activities with pots and pans, investigating many traditional practices and the biochemical properties of common foods. His simple kitchen experiments, described in fascinating detail, set to rest many time-honored (and time-consuming) myths. Searing a piece of meat does nothing, McGee informs us, to seal in its juices. The seemingly universal prohibition against cutting lettuce is one we can now ignore, armed with rigorous scientific evidence that cut leaves turn brown no more quickly than do torn ones.

\$19.95 North Point Press Publishing

Date: October

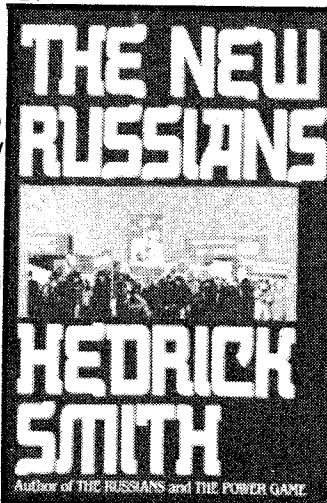


**THE NEW RUSSIANS**

by Hedrick Smith

Fourteen years ago, Hedrick Smith's *The Russians* established him as America's premier popular authority on contemporary Russia. In 1988-1990, Smith returned to the country he knows so well and set out to discover how Gorbachev's sweeping reforms are reshaping the lives of ordinary people—and what those changes mean for us. Based on hundreds of interviews, and seven trips covering 40,000 miles, *The New Russians* examines Gorbachev's rise and lets us meet the new Russians—daring entrepreneurs, outspoken mothers, journalists, factory managers, and farmers suspicious of free-market risks. Smith shows us the impact of continued economic stagnation and explosive nationalist tensions, and he offers an incisive analysis of what changes in the Soviet Union suggest about the future.

\$24.95 Discounted 40% to \$14.97 Random House Publishing Date: November

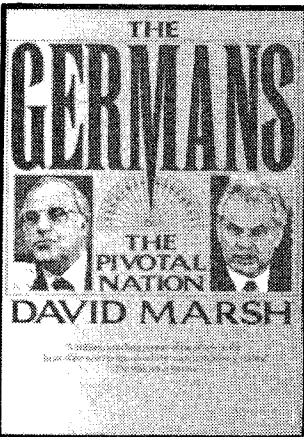


**GOLDEN LILIES**

by Kwei-li

*Golden Lilies* is a brilliant jewel of a book — a memoir in letters written by Kwei-li, a Chinese noblewoman, which provides an extraordinarily intimate portrait of Chinese life at the turn of the century. These moving letters offer us look inside a world in which, for all its formality, women thought and dreamed about the things we still think about to day — love, happiness, their families, their places in the world, and how that world changes around them.

\$17.95 Viking Publishing Date: November



**THE GERMANS**

**The Pivotal Nation by David Marsh**

Marsh tackles the difficult questions surrounding a united Germany; how the Germans feel about it, how their neighbors will respond, whether the resurgence of national pride is a cause for worry, and how well the long-separated East and West Germans will function together in one society. *The Wall Street Journal* says: "A supremely topical book...*The Germans* should be made compulsory reading."

\$22.95 Discounted 20% to \$18.36 St. Martin's Press

**BUDAPEST 1900**

**A Historical Portrait of a City and Its Culture by John Lukacs**

Lukacs, distinguished historian and native of Budapest, here offers a rich and eloquent depiction of one of Europe's great cities at its height. He provides a cultural and historical portrait of Budapest — its sights, sounds, and inhabitants; the artistic community; its class dynamics and politics; the essential role played by its Jewish population — and a historical perspective that describes the ascendance of the city and its decline into the maelstrom of the twentieth-century.

\$12.95 Grove Wiedenfeld Publishing Date: October

**ALMOST A REVOLUTION**

**The Story of a Chinese Student's Journey from Boyhood to Leadership in Tiananmen Square by Shen Tong with Marianne Yen**

Jonathan D. Spence says: "*Almost a Revolution* is a story of youthful excitement, bravery, and idealism. It also shows the confusion, arrogance, and contradictions that were never far from the movement's heart. Shen Tong makes no exaggerated claims about his own courage or foresight, nor does he spare his fellow students when he thinks they merit his censure. Thanks to Shen's openness and thoroughness in trying to assess the multiple layers of those hectic weeks before the massacre, the debate has been opened at a highly intelligent and articulate level."

\$19.95 Houghton Mifflin

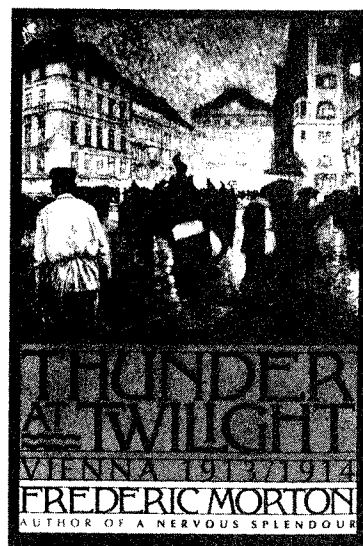


**DE GAULLE**

**The Rebel 1890-1944 by Jean Lacouture**

Jean Lacouture's monumental life of Charles de Gaulle has been hailed in France as one of the supreme works of contemporary biography: a meticulous and moving record of de Gaulle's life, and a sympathetic but even-handed evaluation of a great leader and statesman. The present volume, the first of two, takes us from de Gaulle's birth in Lille in 1890, through the formative years of the First World War — where the seeds of greatness were sown — and his swift and controversial rise to prominence in the French army, to his greatest triumph: the liberation of Paris in August 1944.

\$29.95 Norton Publishing Date: November



**THUNDER AT TWILIGHT**

**Vienna 1913-1914 by Frederic Morton**

Now available in paperback, this praised and popular tome takes the reader to Vienna to examine the events and ideas that led to World War I. Vienna, on the eve of the war, was a vortex of contradictory ideas, feelings, ideologies and mythologies. No one has captured this contradiction better than Frederic Morton: Vienna in 1913-1914 was a city in a twilight mood, with an emperor in his eighties and nationalism gaining strength. Then there are the people — politicians such as Hitler, thinkers such as Freud, artists such as Oscar Kokoschka — all of whom dropped the seed of future revolutions into the whirl.

\$9.95 Macmillan Publishing Date: January

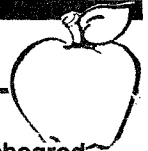
**ITALIAN DAYS**

by Barbara Grizzuti Harrison

Describes a journey down the Italian peninsula that immerses us in the inexhaustible plenty of that culture. Harrison offers a fascinating mixture of history, politics, folklore, food, architecture, art, and literature, studded with local anecdotes and personal reflections.

\$12.95 Ticknor & Fields

# NON-FICTION



## TRUTH IN RELIGION

**An Essay on the Philosophy of Religion by Mortimer J. Adler**

This is Adler's search for a resolution to the age-old conflict between logic and faith. Adler aims to discover where the truth lies among the plurality of the unity of truth: that the diverse parts of a single truth must be compatible regardless of the diverse ways in which they were received. This applies with the same force to religions of the Far East as well as those of the West. Adler maintains that a conflict emerges in Far Eastern cultures when they adopt technology based on one view of truth, yet defend their philosophical and religious beliefs using a contradictory one.

\$18.95 MacMillan Publishing Date: October

## THE BROKEN CORD

**by Michael Dorris**

Winner of the 1989 National Book Critics Circle Award and the 1989 Christopher Award, *The Broken Cord* tells how, in 1971, when Michael Dorris became one of the first unmarried men to legally adopt a young child, very little was revealed about the child's past, except that his biological mother had died of alcohol poisoning. *The Broken Cord* is the story of the next two decades, a time of alarming discovery about Fetal Alcohol Syndrome, both for the growing Dorris family and the international medical community. *The Los Angeles Times* says: "It's not good enough to say *The Broken Cord* is good; it's a prayer from the heart."

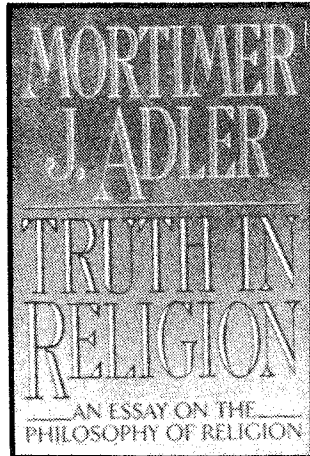
\$9.95 Harper Perennial Publishing Date: October

## POSTMODERNISM, OR, THE CULTURAL LOGIC OF LATE CAPITALISM

**by Fredric Jameson**

Jonathon Arac says: "Fredric Jameson, internationally recognized as a literary theorist and as America's most notable Marxist intellectual, has established a leading place in discussions of postmodernism. Jameson brings to the subject an immense range of reference both to artworks and to theoretical discussions; a strong hypothesis linking cultural changes to changes in the place of culture within the whole structure of life produced by a new phase of economic history (multinational capitalism); and a severely scholarly wish to analyze and understand, rather than praise or blame, the object of his study." (Say that again?!)

\$34.95 Duke University Press Publishing Date: January

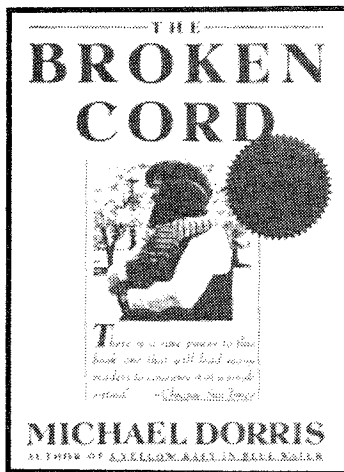


## LUDWIG WITTGENSTEIN

**The Duty of Genius by Ray Monk**

Monk is the first biographer to quote extensively from many of Wittgenstein's revealing, yet previously unpublished, personal letters and writings. Born into one of the wealthiest families of turn-of-the-century Vienna, Wittgenstein gave away his entire fortune after inheriting it from his father to pursue his philosophical investigations in solitude and poverty. Possessed of one of the most original and acute philosophical minds of the age, he claimed that one should not do philosophy, and yet wrote the epoch-making works *Tractatus Logico-Philosophicus* and *Philosophical Investigations*. His life's work is inextricably bound up with his conflicted secret life and yet wholly transcends it.

\$24.95 The Free Press Publishing Date: October



## PRECISION AND SOUL

**Essays and Addresses by Robert Musil**

Essential to understanding the accomplishment of this major figure in twentieth-century European literature. Written in Vienna and Berlin between 1911 and 1937, Musil's essays offer a perspective on modern society and intellectual life that still speaks directly to the predicament of the late twentieth-century. These essays are concerned with a crisis of modern culture as it manifests itself in science and mathematics, capitalism and nationalism, the changing roles of women and writers, and more.

\$29.95 University of Chicago Press Publishing Date: November

## SAINTS AND POSTMODERNISM

**Revisoning Moral Philosophy by Edith Wyschogrod**

According to Edith Wyschogrod, the saintly dissolution of self-interest is the touchstone of moral existence and creates a place in postmodernity for morality and ethics. Challenging analytic philosophy's formulations of the problem of altruism, she argues that moral theory has reached a dead end in the postmodern age, and that a naratological, specifically hagiographic ethic offers the most compelling alternative. She applies contemporary French thought (especially that of Levinas, Blanchot, Derrida, Lyotard, Deleuze, and Kristeva) and German philosophy (particularly that of Heidegger, Gadamer, and Sloterdijk) to the lives of saints such as the doubly gendered Saint Marina and to the hagiographic fiction of Henry James, Yukio Mishima, Jean Genet, and others.

\$15.95 University of Chicago Press Publishing Date: December

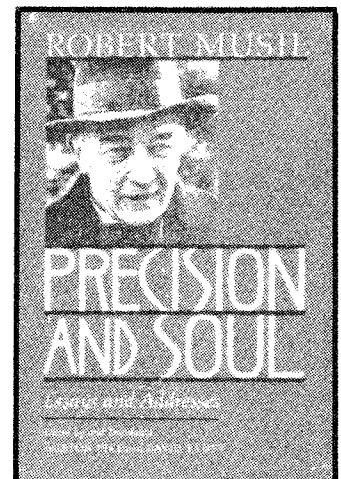


## ESSAYS ANCIENT AND MODERN

**by Bernard Knox**

These essays cover subjects ranging from Hesiod, Homer, and Thucydides to Auden, Forster, and the Spanish Civil War. With a masterful eye for the telling detail, Knox continually reminds us that we share the present with antiquity's living past. "The range of these essays is catholic, the mind behind them a delight ... Bernard Knox is unique; a grateful nation ought to bronze him for posterity." — Peter Green, *Washington Post*. "The work of a man whom one would like to have as a friend. It deserves to have a great success." — Jasper Griffen, *New York Review of Books*.

\$12.95 Johns Hopkins Publishing Date: September



## THE AMERICAN SONGBAG

by Carl Sandburg

Carl Sandburg's homespun collection of American folk songs is a unique anthology of words and music — complete harmonizations or piano accompaniments — to 290 songs, ballads, and ditties that people have sung in the making of this nation. The book is organized into chapters that combine to form a musical history of the American experience: "Mexican Border Songs," "Blues, Mellows, and Ballets," "The Great Open Spaces," "Picnic and Hayrack Follies," "Hobo Songs," "The Big Brutal City," "Prison and Jail Songs," "Minstrel Songs," "Bandit Biographies," "Tarnished-Love Tales," "Pioneer Memories," "Darn Fool Ditties."

\$16.95 Harcourt Brace Jovanovich Publishing Date: October

## THE JOHN LENNON FAMILY ALBUM

by Yoko Ono

The intimate, informal photographs of John Lennon and his family in this remarkable collection present the unseen side of the most famous member of the Beatles. Here are Lennon, Yoko Ono, and their son Sean sharing good times at home, enjoying family and close friends. This new album of photographs from the two-year period preceding Lennon's assassination commemorates what would have been his fiftieth birthday and marks the tenth anniversary of his untimely death. Accompanying the more than one hundred color photographs are an introductory essay and personal captions written by Yoko Ono. A must for the legions of devoted Lennon fans, this unique volume offers a candid, intimate glimpse of the Lennon family's private world.

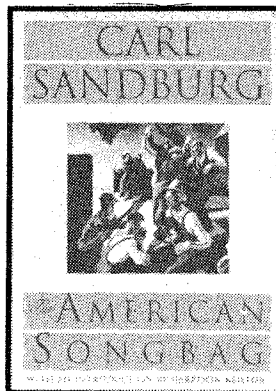
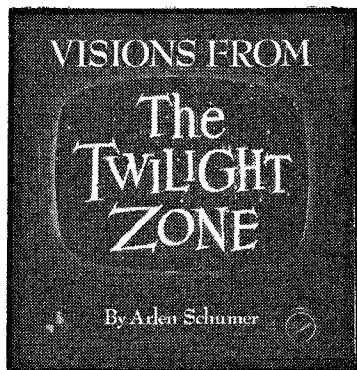
\$14.95 Chronicle Books Publishing Date: October

## VISIONS FROM THE TWILIGHT ZONE

by Arlen Schumer

Pairs the show's stark images with poetic prose from various episodes to capture the essence of "The Twilight Zone" experience. Using original photography shot from video masters of actual episodes, designed and produced to duplicate the experience of watching a black and white television screen, the author has recreated the eerie atmosphere that rendered "The Twilight Zone" a beloved pop classic. Included here, too, is the entire episode of the now-famous "The Eye of the Beholder," as well as essays by the late Rod Serling, his wife, Carol Serling, "Twilight Zone" producer Buck Houghton, and *Village Voice* film critic A.J. Hoberman.

\$19.95 Chronicle Books Publishing Date: October



## THE GODFATHER COMPANION

by Peter Biskind

With the third of the Godfather films on the way, this book bills itself as "everything you ever wanted to know about all three Godfather movies." This book will provide endless hours of entertainment for die-hard fans and trivia buffs with more quotes, facts, and behind-the-scenes stories than they ever imagined.

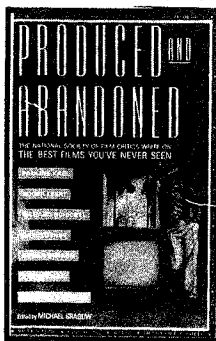
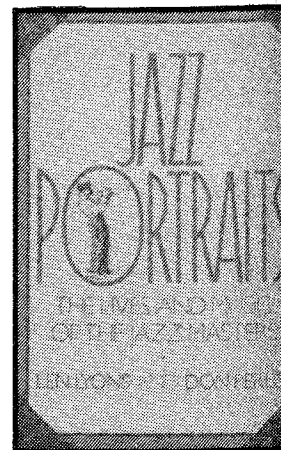
\$8.95 Harper Perennial Publishing Date: November

## JAZZ PORTRAITS

The Lives and Music of the Jazz Masters by Len Lyons and Don Perlo

Arranged alphabetically, *Jazz Portraits* contains over two hundred biographies of history's most influential jazz masters. From the lyrical passion of Charlie "Bird" Parker to the intense, evocative, revolutionary sound of Miles Davis, to the vibrant, joyful scat-singing of Ella Fitzgerald, *Jazz Portraits* details the art and lives of the greats. Each entry discusses the artist's musical development and contributions to the art form, plus his or her major recordings.

\$14.95 William Morrow Publishing Date: November



## PRODUCED AND ABANDONED

The Best Films You've Never Seen Edited by Michael Sragow

In this exciting, out-on-a-limb collection, Pauline Kael, Roger Ebert, Richard Schickel, and many others expose previously neglected films (such as *Shoot the Moon*, *Choose Me*, and *The Company of Wolves*) now available in home videos. The reviews pinpoint exactly what makes the selected films special: twists in the storylines, subtle shadings in the characters, and a degree of artistry that can't be communicated in the usual big-studio broad-stroke advertising campaigns. These critics don't rest at the cutting edge — they sharpen it.

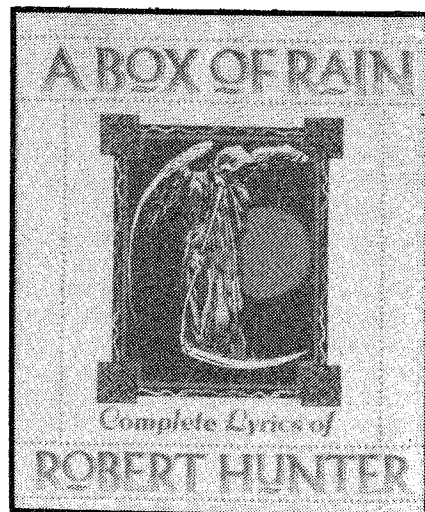
\$9.95 Mercury House Publishing Date: November

## A BOX OF RAIN

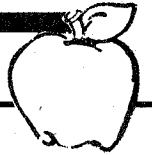
Lyrics of Robert Hunter by Robert Hunter

This anthology collects all Hunter's lyrics — his Grateful Dead songs, as well as those written for Jerry Garcia, Bob Dylan, and others, plus those he has performed on his numerous solo albums. Hunter's introduction and annotations explain the sources of some songs, and describe the evolution of others over years of performance. He presents the complete versions of epic song-poems like "Terrapin Station," "Amagalin Street," and "Eagle Mall," only fragments of which has been performed or recorded.

\$22.95 Discounted 20% to \$18.36 Viking Publishing Date: November

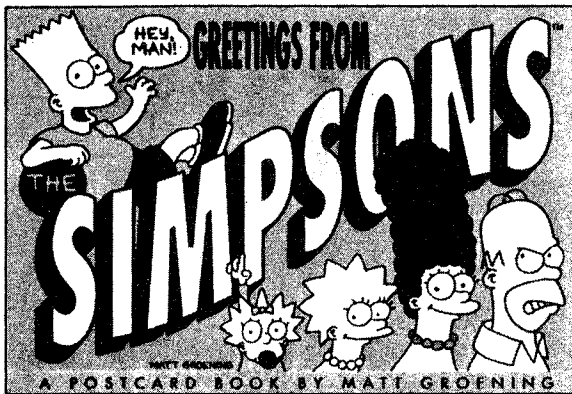


# STUFF



## GREETING FROM THE SIMPSONS and MATT GROENING'S THE SIMPSONS XMAS BOOK by Matt Groening

Here are two more ways to contribute to America's biggest growth industry without lightening your Bart Simpson "Big Spender" wallets (Yes, these really do exist) unduly. *Greetings From The Simpsons* is a tear-and-mail gallery of 32 full-color postcards featuring not-to-be-believed likenesses of Bart, Lisa, Maggie, Marge and Homer Simpson. *The Simpsons' Xmas Book*, the first book to spring off from the series, is adapted from the television Christmas special, a show destined to join *Frosty the Snowman*, *Rudolph the Red-Nosed Reindeer*, *The Grinch Who Stole Christmas* and *A Charlie Brown Christmas* in the seasonal animated special hall of fame. \$8.95 & \$12.95 Harper Perennial Publishing Date: October

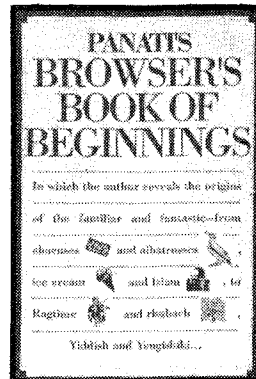
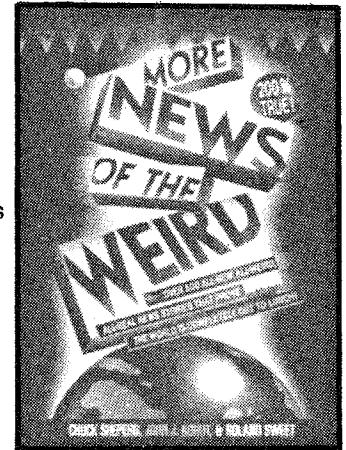


## MORE NEWS OF THE WEIRD

by Chuck Sheperd, John J. Kohut, and Roland Sweet

Shepherd, Kohut, and Sweet — those newshounds with a nose for the abnormal — are back with more hilarious headlines of the times. Continuing in the bestselling vein of *News of the Weird*, our intrepid reporters have selected more than 500 unusual articles from America's top daily newspapers and compiled them into 50 drolly titled chapters where readers can learn the naked truth about "More Nude Behavior," discover the culinary capers that led to "Felonious Food," and find shocking new meaning in the term "chutzpah."

\$7.95 Plume Publishing Date: November



## PANATI'S BROWSER'S BOOK OF BEGINNINGS

by Charles Panati

This is a reissue of Panati's first book that started the whole series. What is the origin of checkers? Who invented the first computer? Where did people get last names? Who put the bop in bop-de-bop? It's all here. This book is *the one book you need!*

\$8.95 Houghton Mifflin Publishing Date: November

## ENOUGH'S ENOUGH

(And Other Rules of Life) by Calvin Trillin

Calvin Trillin's newest collection of pieces provides a sparkling commentary on our national life, public and private, over the past three years, as seen through the eyes of one of our funniest writers. No question is too small or too large to escape the amused scrutiny and adroit pen of Mr. Trillin — the question of whether the Trillin's neighborhood is where people from the suburbs bring their car alarms on Saturday nights for testing or the question of whether the best route to presidential popularity is staging "a very large invasion of a very small country."

\$19.95 Ticknor & Fields Publishing Date: October

## MISS MANNERS

Guide for the Turn-of-the-Millennium by Judith Martin

The book that tackles the question: how have changes in technology affected proper etiquette? How to properly conduct oneself with call-waiting, answering machines, faxes and automated tellers; dealing with multi-hyphenated names, birth, divorce, and other announcements, first weddings, second weddings, personalized weddings, elopements, and so on.

\$15.95 Simon & Schuster Publishing Date: November

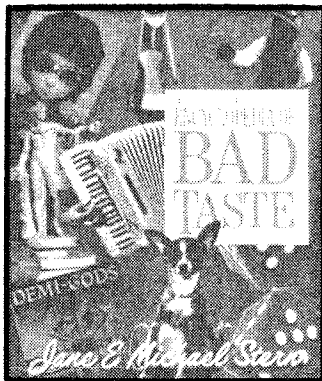
## THE ENCYCLOPEDIA OF BAD TASTE

by Jan and Michael Stern

Called "the latter-day de Tocquevilles" by *The New York Times* and "a cross between Charles Kuralt and Calvin Trillin" by *The Wall Street Journal*, the Sterns aim for an even loftier goal of name-dropping achievement. "We intend for this work to be our *magnum opus*, establishing us as the Will and Ariel Durant of bad taste." To this end, Jane and Michael throw heaps of exemplary low culture against the wall of kitsch to see what sticks.

They explore such diverse phenomena as white lipstick, tuna casserole, lava lamps, Charo, ant farms and Liberace in this Michelin of mediocrity.

\$29.99 Harper Collins Publishing Date: November

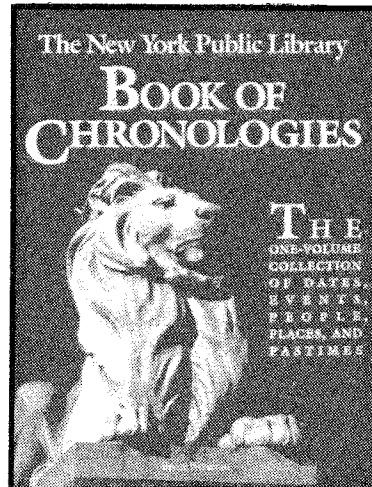


## NEW YORK PUBLIC LIBRARY BOOK OF CHRONOLOGIES

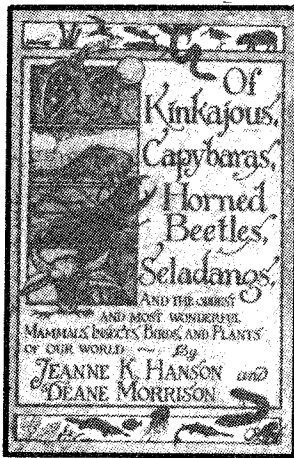
by Bruce Wetterau

This volume, the most all-inclusive time-frame reference currently available, goes far beyond standard date lists of dynasties, popes, and presidents to include a wide array of subjects — tables of evolution, religious movements, fashions, foods, monuments, advances in science, assassinations, natural and man-made disasters, Pulitzer-Prize winners, jazz greats, memorable films, and many more.

\$24.95 Stonesong Press/Prentice Hall Publishing Date: October







**OF KINKAJOUS, CAPYBARAS, HORNED BEETLES, SELADANGS**

**And More of the Oddest and Most Wonderful Mammals, Insects, Birds, and Plants of Our World by Jeanne Hanson and Deane Morrison**

Meet the giant weta, the strangler fig, the pangolin, the pitcher plant, the flashlight fish, the kinkajou, the hoatzin — a veritable bestiary of the strangest life forms on our planet. Here are the mammals, birds, and plants that make for ideal popular science reading. Learn about moths that eat tears, an insect that weighs more than a mouse, a flower that terrifies deer, birds that walk on water and birds that drink blood, and rodents that bark. Settle once and for all those arguments about whether eels can really electrocute people, crocodiles really have tears, and whether counting cricket chirps can really help tell the time.

\$18.95 Harper Collins Publishing Date: October

**THE DEVOURING FUNGUS**

**Tales of the Computer Age by Karla Jennings**

Jennings' humorous history of the computer age shows that no part of our world today escapes the computer's influence. *The Devouring Fungus* is replete with anecdotes and firsthand tales of computer gods, computer cons, computer viruses, computers in the office, computers in the bedroom, and computers in the hapless hands of neophytes who fold floppy disks to fit in shirt pockets and think UNIX means "harem guards."

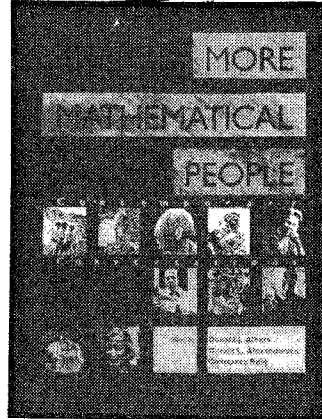
\$10.95 Norton Publishing Date: November

**MORE MATHEMATICAL PEOPLE**

**Contemporary Conversations Edited by Donald J. Aibers, Gerald L. Alexanderson, and Constance Reid**

The science of mathematics is usually considered abstruse, yet it lies at the heart of our civilization, both philosophically — as it deals with the truth — and practically — as it helps us to build bridges, run computers, and understand nature. The second volume of the successful *Mathematical People* removes the mystery surrounding mathematics by profiling some of the most prestigious mathematicians of our time. While discussing everything from their interest in the science to their personal history, each interview reveals the mathematicians' diverse personalities, including their flaws and idiosyncrasies, and shows their devotion to and involvement in their work.

\$27.95 Harcourt Brace Jovanovich Publishing Date: October



**JOURNEY FROM THE DAWN**

**Life With the World's First Family by Dr. Donald Johanson & Kevin O'Farrell**

Before Peking Man, before Cro-Magnon Man, primitive hominids lived in Africa. *Journey From the Dawn* is the only anthropologically authentic work to reconstruct the daily lives of our earliest ancestors. It not only boasts stunning, full-color paintings on every page by top museum-exhibit designer Kevin O'Farrell but also includes an involving narrative of the characters' scientific overview of their world.

\$22.50 Villard Publishing Date: October

**NATURE'S CHAOS**

**Text by James Gleick Photographs by Eliot Porter**

The essence of the Earth's beauty lies in disorder, in the disorder of grasses strewn in a meadow, the blotching of green lichen on a tree trunk. Scientists today are discovering uncanny structures, more subtle and intricate than any gardener or sculptor might arrange. They are beginning to recognize the irregular order that emerges from pure disorder — the formation, metamorphosis, and distortion of patterns that repeat themselves on small and large scales. Through the words of James Gleick and the color photographs of Eliot Porter, *Nature's Chaos* teaches us to see the patterns, relations, and interactions present in nature's disorder and wildness.

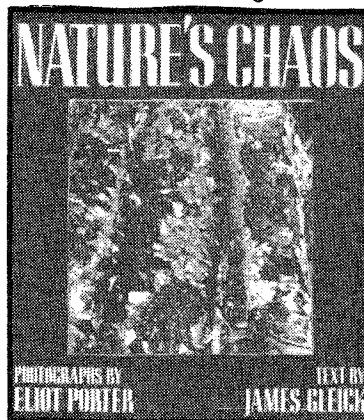
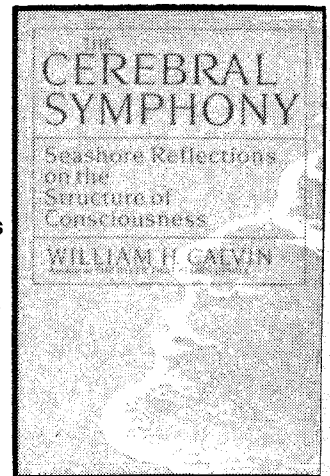
\$29.95 Viking Publishing Date: November

**THE CEREBRAL SYMPHONY**

**Seashore Reflections on the Structure of Consciousness by William H. Calvin**

While exploring the coastal region in and around the famed Woods Hole Marine Biological Laboratories in Cape Cod, *The Cerebral Symphony* takes us inside the mind of a working scientist as he pieces together a bold new hypothesis about how the brain works. Calvin moves us toward a new biology of consciousness, decision-making, and action. With the keen eye of a Stephen Jay Gould and the lyrical style of a Lewis Thomas, Calvin examines how our brains decide what to do next. His hypothesis is that the neurons in our brains operate from minute to minute much like what Calvin calls "a Darwin machine," an accelerated version of biological evolution.

\$10.95 Bantam Publishing Date: December



**SEASONS OF LIFE**

**Our Dramatic Journey from Birth to Death by John Kotre and Elizabeth Hall**

A PBS TV and radio tie-in book that tells the story of human development from infancy to late adulthood and traces the biological, social, and psychological "clocks" by which we mark the passage of our lives.

\$22.94 Little brown Publishing Date: October

# MORE STUFF



## MANHATTAN '45

by Jan Morris

In *Manhattan '45*, one of the great contemporary prose stylists leads us down the gangplank with the returning GIs, and allows us to discover for ourselves the island of Manhattan as it was forty-five years ago. Jan Morris takes us for a ride on the now vanished trollies, the El, and the Hudson River ferryboats, along the way introducing characters as disparate as Robert Moses, Sherman Billingsley of the Stork Club, Jackson Pollock, Mayor La Guardia, and Joe Gould, a Greenwich Village dweller who claimed to speak the language of seagulls. We also encounter Harlem and the Lower East Side; inspect the menu at the legendary Le Pavillon; board the Twentieth Century Limited on Track 34 in Grand Central Station; and swoon to Sinatra at the Paramount.

\$9.95 Oxford Publishing Date: November

## PLEASURES OF A TANGLED LIFE

by Jan Morris

In 1974, when Jan Morris published her immensely popular autobiography *Conundrum*—which described her change from male to female—critics wondered what kind of sensibility would result from this extraordinary shift. *Pleasures of a Tangled Life* provides the answer. On one level, this book may be read as a fanciful celebration of Morris's daily experiences and an invitation to share her private delights (androgyny, she writes, is to be highly recommended). But there is more: a singular memoir unveiling her complex personality, her passions and obsessions, as well as her myriad doubts. In her powerful and original style, replete with the joy of discovery, sparkling wit, and an eye for the telling detail, Jan Morris traverses her world and ours and brings them closer together.

\$12.95 Vintage Publishing Date: November

## ZEN TO GO

by Jan Winokur

Look no further than *Zen to Go* for the indispensable quotebook of the New Age. Less is more, as this convenient compilation of bite-sized Buddhism clearly demonstrates. From the Buddha himself to Yogi Berra, here are nuggets of spiritual nourishment from Zen masters and unwitting Zen practitioners alike. For example: "The foolish reject what they see, not what they think; the wise reject what they think, not what they see." — (Huang Po). "The only Zen you find on the tops of mountains is the Zen you bring up there." — (Robert Pirsig). "Everyone is in the best seat." — John Cage. "Experience, which destroys innocence, also leads one back to it." — (James Baldwin).

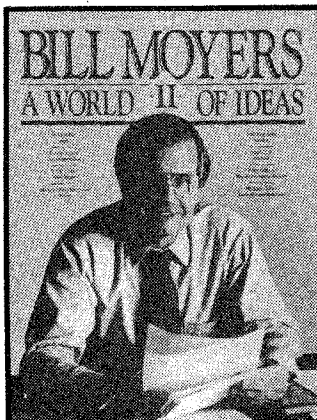
\$7.95 Plume Publishing Date: December

## THE NEW SAN FRANCISCO AT YOUR FEET

by Margot Patterson Doss

This is the third revision and update of the king of walker's guide to Frisco (as the locals call it), with plenty of surprises for visitors and natives alike. This guidebook vividly evokes, through rich anecdotes, the local lore, historical flavor, and architectural splendor of this magical city. Incorporating all the charm of earlier editions along with new walks and old favorites entirely rewritten to keep pace with changes in San Francisco's scenery, Doss captures the city's rare mixture of old-world ambiance and dynamic modern metropolis as never before. She describes nearly 100 walks in all, including trips through areas of the waterfront, Chinatown, Russian Hill, Nob Hill, Ghirardelli Square, Golden Gate Park, and many others.

\$12.95 Grove Weidenfeld Publishing Date: January



## A WORLD OF IDEAS II

by Bill Moyers

A new PBS season brings us a new Bill Moyers special, more thought-provoking conversations with the likes of writers Maxine Hong Kingston and Toni Morrison; Dr. Jonas Salk, developer of the polio vaccine and a leader in the field of AIDS research; Robert Bly, one of America's leading poets; Peter Sellars, avant-garde theater director; and Nobel Peace Prize-winner Archbishop Desmond Tutu.

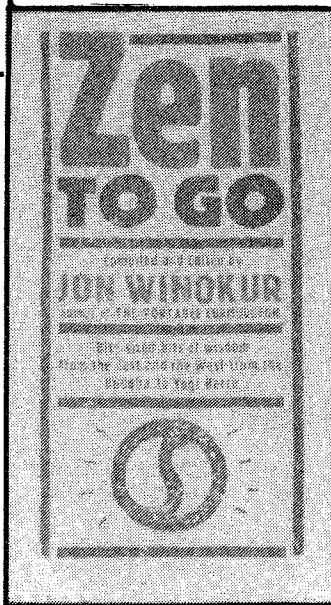
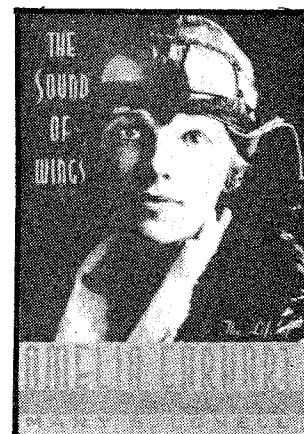
\$22.95 Doubleday Publishing Date: November

## THE SOUND OF WINGS

The Life of Amelia Earhart by Mary S. Lovell

Previous biographies have concentrated on trying to explain Earhart's disappearance in 1937. This definitive biography takes a different approach and delivers a brilliantly researched report on Earhart's *life* — from her tomboy childhood and early fascination with flying and her peculiar business/matrimonial relationship with flamboyant publisher G.P. Putnam, to her consuming — and ultimately tragic — quest for aviation fame.

\$12.95 St. Martin's Press Publishing Date: December

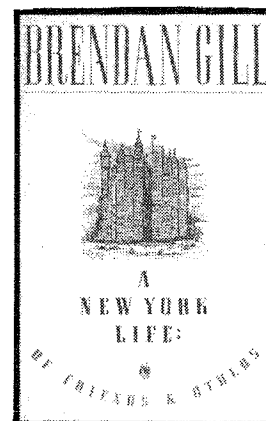


## A NEW YORK LIFE

Of Friends and Others by Brendan Gill

Drawing from more than a half-century of work and play in New York City, Brendan Gill brings to life 45 of the most interesting people he has met. We watch as architect Billy Delano elevates club chairs on a scaffold in front of the new Knickerbocker Club so the portly middle-aged members will not be deprived of their customary view of Fifth Avenue's strolling beauties. We learn "how simple life can be for the rich" by observing Ben Sonnenberg in London blithely purchasing *objets d'art* with a mere "charge it to my account at Claridge's and send it along to Number Nineteen, Gramercy Park."

\$19.95 Simon & Schuster Publishing Date: October

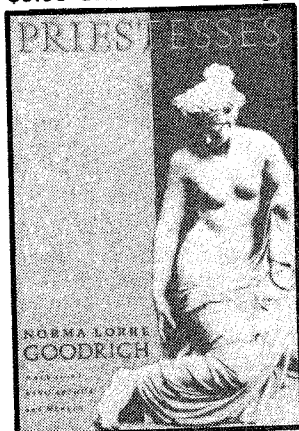
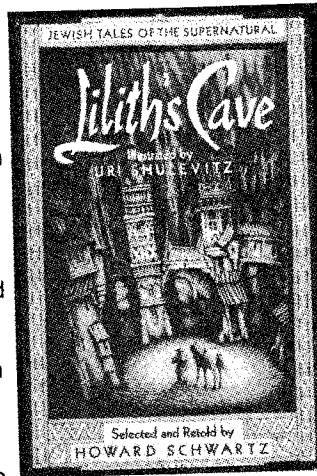


**LILITH'S CAVE**

**Jewish Folktales of the Supernatural by Howard Schwartz**

Once upon a time in the city of Tunis, a flirtatious young girl was drawn into Lilith's dangerous web by glancing repeatedly at herself in the mirror. It seems that a demon daughter of the legendary Lilith had made her home in the mirror and would soon completely possess the unsuspecting girl. Such tales of terror and the supernatural occupy an honored position in the Jewish folklore tradition. Howard Schwartz has superbly translated and retold fifty of the best of these folktales, now collected into one volume for the first time and hauntingly illustrated by Uri Shulevitz. Gathered from countless sources ranging from the ancient Middle East to twelfth-century Germany and later Eastern European oral tradition, these captivating stories include Jewish variants of the Pandora and Persephone myths and of such famous folktales as "The Fisherman and His Wife," "The Sorcerer's Apprentice," and "Bluebeard," as well as several tales from the Middle Ages that have never before been published.

\$9.95 Oxford Publishing Date: November



**PRIESTESSES**

**by Norma Lorre Goodrich**

Norma Lorre Goodrich, who previously played historical detective with the lives of Merlin and King Arthur, turns her attention to priestesses, those powerful women from Asia Minor to Ireland who played a formative yet underacknowledged role in the shaping of western civilization. Her investigation draws on the works of Joseph Campbell, Robert Graves, Sigmund Freud, Sir James Frazier, and other scholars as well as her own extensive research.

\$10.95 Harper Perennial Publishing Date: November

**KING, WARRIOR, MAGICIAN, LOVER  
Rediscovering the Archetypes of the Mature Masculine by Robert Moore & Douglas Gillette**

Arguing against the idea that a mature masculinity is necessarily abusive or domineering, Jungian analysts Robert Moore and Douglas Gillette define the four mature male archetypes (the King, the Warrior, the Magician and the Lover), as well as the four immature patterns (Divine Child, Oedipal Child, Trickster and Hero).

\$16.95 Harper San Francisco Publishing Date: November

**THE SONG OF EVE**

**An Illustrated Journey into the Myths, Symbols, and Rituals of the Goddess by Manuela Dunn Mascetti**

Introducing the six main goddess archetypes, each with its own chapter, this thoroughly researched and authoritative text will inspire women to contemplate the different goddess forces at work within themselves. By exploring the tales, symbols, and rituals of goddesses as diverse as the Greek Aphrodite, the Biblical Salome, the Egyptian Isis, and the Indian Kali, the basic psychological and emotional patterns of women are made clear and understandable. Whether a woman views the goddess as a mother, virgin, creator/destroyer, seductress, priestess, or muse, she will recognize these personalities within herself and gain valuable insight into her life.

\$16.95 Simon & Schuster Publishing Date: October



**LADY OF THE BEASTS**

**Ancient Images of the Goddess and Her Sacred Animals by Buffie Johnson**

Artist Buffie Johnson presents in words and pictures an exploration of the roots and meanings of the Goddess and her animal archetypes as expressed by the ancient societies that worshipped her. This lavishly illustrated volume has been called "a gem of feminist research and visualization" by Barbara G. Walker.

\$24.95 Harper San Francisco Publishing Date: November

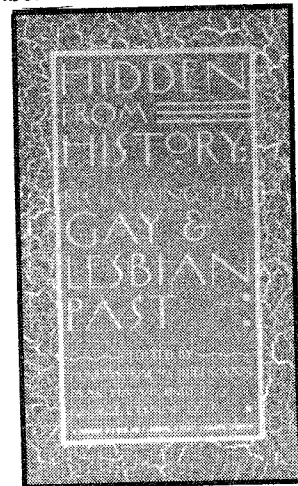
**Sexuality**

**HIDDEN FROM HISTORY**

**Reclaiming the Gay and Lesbian Past by Martin Baum Duberman, Martha Vicinus, and George Chauncey, Jr.**

Without peer, *Hidden from History* gathers together the works of the most exciting scholars in the dynamic field of homosexual studies. Twenty-nine lucidly written essays reveal the role of homosexuals in societies from late imperial China to Renaissance Italy, Nazi Germany, and revolutionary Cuba. Never before has a single volume presented such a complete and concise overview of gay and lesbian history. *Hidden from History* will be the standard that scholars and students turn to for years to come.

\$12.95 Plume Publishing Date: November

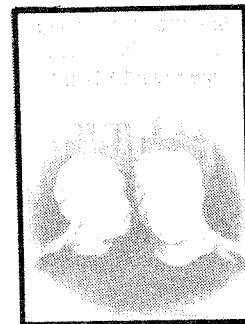


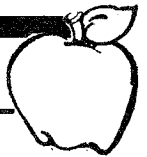
**THE CONSTRUCTION OF  
HOMOSEXUALITY**

**by David F. Greenberg**

"At various times, homosexuality has been considered the noblest of loves, a horrible sin, a psychological condition or grounds for torture and execution. David F. Greenberg's careful, encyclopedic and important new book argues that homosexuality is only deviant because society has constructed, or defined, it as deviant. The book takes us over vast terrains of example and detail in the history of homosexuality." — Nicholas B. Dirks, *New York Times Book Review*.

\$17.95 University of Chicago Press Publishing Date: October



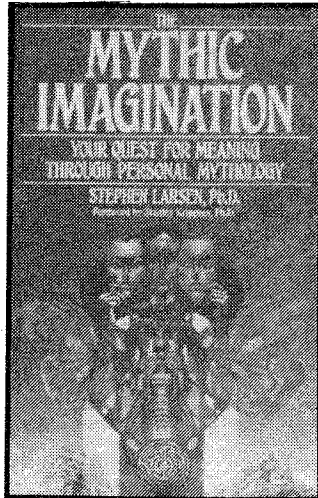


## MYTHIC IMAGINATION

**Your Quest For Meaning Through Personal Mythology by Stephen Larson, Ph.D.**

Myths are a sort of public dream and dreams a kind of private myth, said Joseph Campbell. In *The Mythic Imagination*, Dr. Stephen Larson draws from his work with Campbell, his own clinical practice, and modern psychology to show how traditional myths inform our modern consciousness, the role of mythology in our lives and demonstrates new psychological and self-help techniques for personal transformation, healing, and creativity.

\$12.95 Bantam Publishing Date: October



## JACQUES LACAN & CO.

**A History of Psychoanalysis in France, 1925-1985 by Elisabeth Roudinesco**

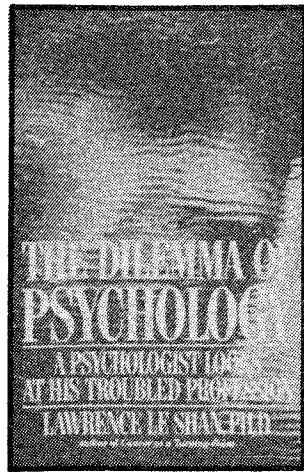
A bestseller in its French edition, this work has been hailed as both an authoritative history of French psychoanalysis and the best book on the life and work of France's most renowned psychoanalyst, Jacques Lacan. Roudinesco not only described the history of psychoanalytic theories and the therapeutic practices, but also situates French psychoanalysis within its cultural and political context from the 1920s to the present. She stresses the divergent ways in which Freud was read within the medical and the literary communities in France. She discusses the relations of French psychoanalysis to the Nazi occupation, the Communist Party, and the Catholic Church, and she recounts in detail the conflicts that led to Lacan's break with the institutional framework of Freudian orthodoxy. She describes the explosion of Lacanianism into the mainstream of French intellectual life in the 1960s and 1970s and its encounters with such cultural forces as the women's movement and the political upheaval of May 1968.

\$49.95 University of Chicago Publishing Date: September

## THE DILEMMA OF PSYCHOLOGY A Psychologist Looks at his Troubled Profession by Lawrence LeShan, Ph.D.

Sometime in the century that has passed since its birth, psychology strayed from its lofty goal of understanding human behavior — so argues Lawrence LeShan in this erudite yet accessible report on the profession he has practiced for thirty-five years. As he traces the evolution of psychology from its beginning as an offshoot of philosophy into a discipline ruled by scientific methodology, he offers both an overview of its achievement and a knowledgeable critique of the failures that have led to its present much-disputed status as a field poised between art and science.

\$17.95 Discounted 20% to \$14.36 E.P. Dutton

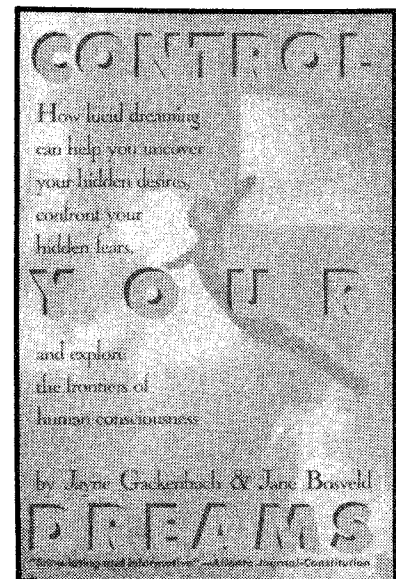


## CONTROL YOUR DREAMS

**by Jayne Crackenbach and Jane Bosveld**

While most of us forget our dreams before we awaken, some people not only remember their dreams but actually control them. These lucid dreamers can direct their mental activity in sleep — whether they choose to date a movie star, philosophize with Plato, or learn to overcome their fears. *Control Your Dreams* clearly and succinctly explains the most recent findings in dream research and presents techniques and exercises for dream mastery. While the authors make clear that not everyone can be a lucid dreamer, for those who can they offer true stories of dreamers' adventures to show the unlimited possibilities that can be achieved practicing self-mind control.

\$8.95 Harper Perennial Publishing Date: October

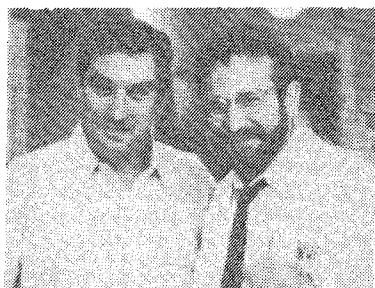


## AWAKENINGS

**by Oliver Sacks**

*Awakenings* is now available in a revised edition to coincide with the release of the Penny Marshall film adapted from it. Written by Oliver Sacks, author of *The Man Who Mistook His Wife For A Hat*, *Awakenings* recounts the remarkable stories of patients "awakened" from sleeping sickness in a most dramatic way by the "miracle drug" L-dopa. This edition features a new prologue, appendices, footnotes and notes on the film itself.

\$9.95 Harper Perennial Publishing Date: October

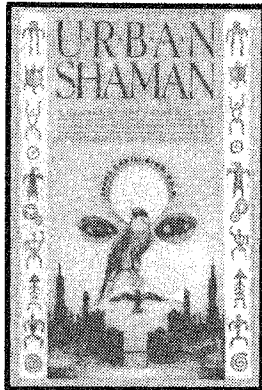


## CODEPENDENTS' GUIDE TO THE TWELVE STEPS

**by Melodie Beattie**

Beattie identified codependency behavior as an issue for millions of people, helping them recognize that they could dramatically improve their situations simply by changing their own behavior instead of persistently focusing on the negative conduct of their loved ones. For these "new-to-recovery" people as well as for everyone looking for an anonymous support group to help them with love addiction, drugs, eating disorders and more — Melodie Beattie explains how the immensely successful Twelve-Step program established by Alcoholics Anonymous can be specifically applied to codependent issues and cross-addiction.

\$9.95 Prentice Hall Publishing Date: November



## URBAN SHAMAN

by **Sergei Kahili King, Ph.D.**

Hawaiian shamanism is uniquely suited for application in urban life — its focus is on change through love and cooperation, as opposed to solitary quests and conquest by power. Filled with personal anecdotes, case histories, and examples drawn from his widely successful seminars, King shows beginning and advanced students alike how to acquire and apply the skills of the shaman in every area of life — from interpreting and changing dreams, divining the future, and healing yourself and the environment to shape-shifting, performing simple rituals, and making vision quests to other realities.

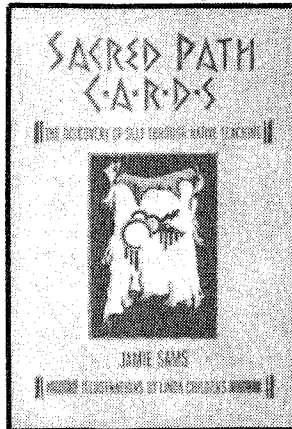
\$8.95 Simon & Schuster Publishing Date: November

## SACRED PATH CARDS

The Discovery of Self Through Native Teachings by **Jamies Sams** Illustrations by **Linda Childers**

From the coauthor of *Medicine Cards*, these new cards are beautifully illustrated and come with a comprehensive guidebook based on Native American sacred teachings. This unique system distills the essential wisdom of the sacred teachings of many tribal traditions and shows users the way to transform their lives.

\$26.95 Harper San Francisco Publishing Date: October

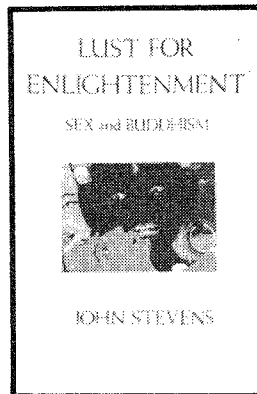


## LUST FOR ENLIGHTENMENT

Buddhism and Sex by **John Stevens**

This book reveals how Buddhists, beginning with Shakyamuni Buddha himself, relate to the "inner fire" that drives humankind. Included are chapters on the Buddha's love life before his enlightenment and his later relationships with women; the tantric approach to sex among Buddhists of ancient India, China, and Japan; Zen in the art of love; and a positive discussion of women and Buddhism.

\$9.95 Shambhala Publishing Date: October



## GNOSIS: BOOK ONE

Exoteric Cycle by **Boris Mouravieff**

After seven years of work, the first volume of Mouravieff's *Gnosis* is finally available in English. Those of you interested in Fourth Way and Gurdjieffian studies may find this of great value. Mouravieff, a contemporary of Ouspensky and Gurdjieff, discovered and practiced what he believed to be a complete system of esoteric Christianity. Only fragments of this teaching had been previously released in Ouspensky's *In Search of the Miraculous*. Now its first volume is available in its entirety. There are three volumes in the set. Numbers two and three are currently being translated and will be published in the next few years.

\$24.95 Agora Books Publishing Date: November

## THE ENCHANTED TAROT

by **Amy Zerner and Monte Farber**

*The Enchanted Tarot* consists of a set of 78 tarot cards designed by the award-winning artist Amy Zerner, and a 192-page book by Monte Farber introducing the reader to the arcana of the tarot. Each card is a photographic reproduction of an actual tapestry; each is a miniature work of inspirational art worthy of meditation. The text by Monte Farber describes the spiritual journey through *The Enchanted Tarot*; defines each of the cards at three levels of perception (The Dream, The Awakening, The Enchantment); considers the powers of the tarot; and leads the reader through several sample readings.

\$24.95 Thomas Dunne Publishing Date: October

## Temple Press

Temple Press is a vehicle of the Temple of Psychic Youth, an organization founded by ex-members of the seminal Industrial music group Throbbing Gristle. Their interests include mysticism, magick, mind control, cults, trance states, deviant sexual behavior, liberation of the human spirit, etc. etc. One might say that they delve deeply into the darker realms of the psyche so that certain things may rise to the surface. Currently they are in the process of publishing a series of rare books relating to the O.T.O., Aleister Crowley, Austin Spare, etc...These are high quality, limited editions that we recommend highly to those with interests in this field.

### ESOTERRORIST

by **Genesis P. Orridge**

*Esoterrorist* is the rantings and ravings of the founder of the Temple of Psychic Youth, Genesis P. Orridge. In a series of essays, he covers such topics as the magic of Austin Osman Spare, Brion Gysin (William Burroughs's collaborator and friend), social and political control, etc. A good example of the views of a perennial outsider!

\$14.95

### STRATEM & OTHER STORIES by Aleister Crowley

This is a collection of four short stories from Aleister Crowley. Known more for his writings on magic, Crowley also wrote poetry and fiction. This is a superb example of his literary style and includes the previously unpublished story "Which Things are an Allegory." Printed on acid-free paper, this fine edition is suited to both the general reader and the Crowley collector.

\$25.00

### THE CORRECT SADIST

by **Terence Sellers**

This exquisite and bizarre novel embodies the thoughts, actions and rituals of the dominatrix Mistress Angel Stern as she grapples with the rites of sadomasochism. Deeply thought provoking, *The Correct Sadist* is a major contribution to the literary analysis of human behavior.

\$25.00

### THE SATANIC WITCH

by **Anton Szandor LaVey**

Back in print at long last, Satanic witch rips the lid off the forbidden knowledge of seduction and manipulation. It empowers its readers with a series of workable formulae, which in an instant surpass the entire catalogue of self-help tomes and New Age homilies. Brutally frank.

\$9.95 Feral House

# METAPHYSICS & THE OCCULT

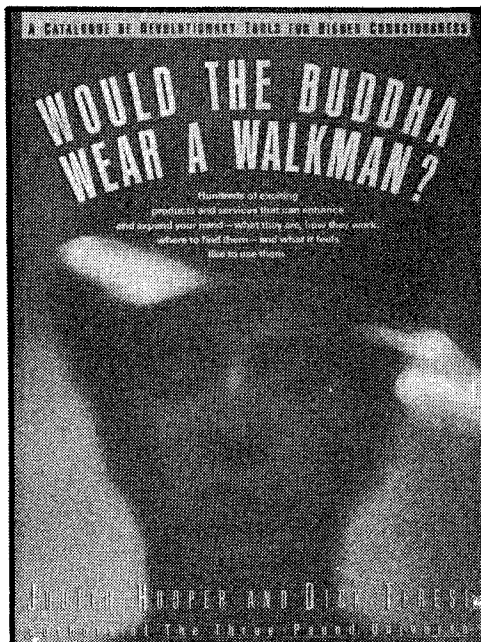


## WOULD THE BUDDHA WEAR A WALKMAN?

**A Catalogue of Revolutionary Tools for Higher Consciousness by Dick Teresi and Judith Hooper**

From the authors of *The Three Pound Universe*, which *The New York Times* called "a brisk, readable, relentlessly fascinating tour of neuroscience," comes this comprehensive consumer guide to all the fascinating high-tech innovations that have helped build the "personal growth" movement into a \$3.5 billion a year industry; Relaxmans to induce a personal alpha state; goggles that enhance dreams; software that creates computer alter egos; and so on. This guide (over 400 entries in an accessible catalogue format with photos, diagrams, and sidebars) describes products and services on the market, and how they work; it outlines where to find them, how much they cost, and — most important — what it feels like to use them.

\$16.95 Simon & Schuster



## THE SECRET LIFE OF A SATANIST

**The Authorized Biography of Anton LaVey by Blanche Barton**

Here is the definitive bio of the notorious founder of the Church of Satan. The mysterious LaVey arouses even more curiosity today than during his heyday in the 1960s when his picture appeared on the covers of *Look* and *Time* magazines. Besides LaVey's occult dabblings, his life is notable for affairs with both Marilyn Monroe and Jayne Mansfield, as well as his various pre-Satanist occupations, including being a carny roustabout, an occult investigator for the S.F.P.D., and a musician in a burlesque house! LaVey has supplied exclusive photos from his extensive private collection, including prints of some of his paintings and photos showing him with Monroe and Mansfield. LaVey's weirdly fascinating life is covered in detail.

\$19.95 Feral House

## ROSCIRUCIAN EMBLEMS OF DANIEL CRAMER

by Fiona Tait

This work consists of 40 emblematic plates, which revolve around the symbolism of the heart. It is a Rosicrucian item of great interest and will be greatly valued by all students of emblematic philosophy and the Hermetic Tradition.

\$12.50

## ROBERT FLUDD

**Hermetic Philosopher and Surveyor of Two Worlds by Joscelyn Godwin**

Robert Fludd was one of the last of the true Renaissance men. Expounding the ideas of cosmic harmony, the multiple levels of existence and the correlations between them, Fludd summarizes esoteric teaching common to all ages and peoples. All of Fludd's important plates are collected here for the first time, annotated and explained, together with an introduction to his life and thought.

\$11.95

## COMMENTARY ON THE MUTUS LIBER

by Adam Mclean

The 15 plates of the Mutus Liber—the "Mute Book"—are well known, and this book without words is recognized as a classic of the 17th-century alchemical tradition. Adam Mclean, an authority on Hermeticism and the Western mystery traditions, gives an extensive commentary which reveals a synthesis of spiritual, soul and physical alchemy

\$12.50



## PHANES PRESS

Green Apple is pleased to be carrying a full line of books from Phanes Press. Phanes was founded with the intention of making available, in quality editions, significant books which relate to the spiritual and philosophical traditions of the Western world. Seven new releases are scheduled for the Fall.



## SPLENDOR SOLIS

by Soloman Trismosin

*Splendor Solis* is possibly the most well-known text of late 16th-century alchemy. This new translation by Joscelyn Godwin is coherent, easily readable, and does justice at last to the work of Trismosin.

\$15.00

## PORPHYRY ON THE CAVE OF THE NYMPHS

by Thomas Taylor with an Introduction by Kathleen Raine

This is probably one of the finest pieces of philosophic and allegorical interpretations surviving from the ancient world. In this remarkable commentary Porphyry the neo-Platonist interprets "the Cave" as an image of the cosmos.

\$7.00

## THE MYSTERY OF THE SEVEN VOWELS

In Theory and Practice by Joscelyn Godwin

The author discusses systems relating the Vowels to planets, tones and colors; he writes of ancient and modern Vowel-Songs, the names of the gods, and the use of Vowels in gnosticism and ancient magic.

\$10.95

## THE KEY OF JACOB BOEHME

Translated by William Law

This is a condensed version of the principle points of Jacob Boehme's mystical philosophy. Boehme explored Paracelsian alchemical ideas, Hermetic imagery, and worked within the spirit of the Rosicrucian current.

\$15.00

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**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2015-16-029  
*Business Name:* Henry's House of Coffee  
*Business Address:* 1618 Noriega Street  
*District:* District 4  
*Applicant:* Hrag Kalebjian, President  
*Nomination Date:* April 19, 2016  
*Nominated By:* Supervisor Katy Tang

**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

**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:** August 22, 2016

Richard Kurylo  
Manager, Legacy Business Program





## Kurylo, Richard (ECN)

---

**From:** Mahajan, Menaka (ECN)  
**Sent:** Friday, August 12, 2016 3:36 PM  
**To:** Kurylo, Richard (ECN)  
**Subject:** FW: Legacy Business Preservation fund - nominations  
**Attachments:** Small Business Legacy Preservation D4 nominees.xlsx

**Menaka Mahajan, Ph.D. | Senior Policy Analyst & Commission Secretary | Office of Small Business**  
[menaka.mahajan@sfgov.org](mailto:menaka.mahajan@sfgov.org) | D: [415.554.6408](tel:415.554.6408) | O: [415.554.6134](tel:415.554.6134)

---

**From:** Tang, Katy (BOS)  
**Sent:** Tuesday, April 19, 2016 3:18 PM  
**To:** Dick-Endrizzi, Regina (ECN) <[regina.dick-endrizzi@sfgov.org](mailto:regina.dick-endrizzi@sfgov.org)>  
**Cc:** Mahajan, Menaka (ECN) <[menaka.mahajan@sfgov.org](mailto:menaka.mahajan@sfgov.org)>  
**Subject:** Legacy Business Preservation fund - nominations

Hi Regina,

I have attached here a more thorough list of District 4 nominees here with additional information.

Please let me know if there is any other information you need.

Thanks!  
Katy

**Katy Tang**  
District 4 Supervisor  
San Francisco Board of Supervisors  
City Hall, Room 264  
Phone: (415) 554-7460

*Office website:*  
[www.sfbos.org/Tang](http://www.sfbos.org/Tang)

*View our Sunset District Blueprint:*  
[www.sfbos.org/SunsetBlueprint](http://www.sfbos.org/SunsetBlueprint)

Business Name	Owner First Name	Owner Last Name	Years in Business	Phone#	Type of Business	Address	Website	Notes
22nd & Irving	Tom	Karas	43 years	415.681.5212	Grocery	2010 Irving St, San Francisco, CA 94122	<a href="http://www.yelp.com/biz/22nd-and-irving-market-san-francisco">http://www.yelp.com/biz/22nd-and-irving-market-san-francisco</a>	Opened in 1973
Davis Foot Comfort Center	Arnie	Davis	39 years	415.661.8705	Pedorthists/custom shoe shop	3921 Judah St, San Francisco, CA 94122	<a href="http://davisshoes.com/">http://davisshoes.com/</a>	Opened in 1977
Frank's Florals	Sona	Phehilvanian	32 years	415.664.0400	Floral shop	1821 Irving St, San Francisco, CA 94122	<a href="http://www.yelp.com/biz/frank-s-floral-shop-san-francisco">http://www.yelp.com/biz/frank-s-floral-shop-san-francisco</a>	Opened in 1984
Great Wall Hardware	Albert	Chow	31 years	(415) 596-1968	Hardware supplies	1821 Taraval St, San Francisco, CA 94116	<a href="http://www.greatwallhardware.com/">http://www.greatwallhardware.com/</a>	
Henry's House of Coffee	Henry	Kalebjian	51 / 32		Coffee shop	1618 Noriega Street, San Francisco, CA 94122	<a href="http://henryshouseofcoffee.com/">http://henryshouseofcoffee.com/</a>	Been in business since 1965. Henry bought business in 1983.
Marcello's	Marcello	Baldocchi	~37 years	(415) 665-1430	Restaurant	2100 Taraval St, San Francisco, CA 94116	<a href="http://www.yelp.com/biz/ristorante-marcello-san-francisco">http://www.yelp.com/biz/ristorante-marcello-san-francisco</a>	
Marnee Thai	Chai	Siriyam	30 years	415.665.9500	Restaurant	2225 Irving St, San Francisco, CA 94122	<a href="http://www.yelp.com/biz/marnee-thai-san-francisco">http://www.yelp.com/biz/marnee-thai-san-francisco</a>	Opened in 1986
Other Avenues	Co-op	Co-op	42 years	(415) 661-7475	Grocery	3930 Judah Street, San Francisco, CA, 94122	<a href="http://www.otheravenues.coop/">http://www.otheravenues.coop/</a>	Opened in 1974
Tennessee Grill	Min	Defevere	63 years	415-664-7834	Restaurant	1128 Taraval St, San Francisco, CA 94116		Opened in 1953
Whelan-Kennelly Academy of Irish Dance	Sharon	Whelan MacSweeney	57 years or 6 years depending	Sharon's cell: (415) 350-8359 or (415) 242.5177	Dance	1612 Noriega St, San Francisco, CA 94122	<a href="http://www.whelan-kennelly.com/">http://www.whelan-kennelly.com/</a>	Whelan-Kennelly have not received response yet. The Kennelly School started in 1959 and Patricia assumed the role as director in 1975. Whelan-Kennelly school started in 2010 (so we have to check about that).

# APPLICATION FOR Legacy Business Registry

Legacy Business Registry is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, an advisory recommendation from the Historical Preservation Commission, and approval of the Small Business Commission.

## 1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Henry's House Of Coffee		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Henry Kalebjian Rosalie Kalebjian Hrag Kalebjian		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1618 Noriega St San Francisco, CA 94122		(415) 678.4727
		EMAIL:
		info@henryshouseofcoffee.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.henryshouseofcoffee.com	facebook.com/henryshouseofcoffee	www.yelp.com/biz/house-of-coffee-san-francisco

APPLICANT'S NAME	
Hrag Kalebjian	<input type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
President	
APPLICANT'S ADDRESS:	TELEPHONE:
3023 Beverly St San Mateo CA 94403	(650) 678.4727
	EMAIL:
	hrag@henryshouseofcoffee.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
46-3149083	

NAME OF NOMINATOR: (Completed by OSB Staff)	DATE OF NOMINATION: (Completed by OSB Staff)

## 2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
Irving St	94122	1965
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1975	
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

## 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
1846 Irving Street	94122	1965
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1965-1975	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1618 Noriega Street	94122	Start: 1975
		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
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OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

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

### 3. Eligibility Criteria

Attach the business's written historical narrative and supplemental documents as described under section three of the application instruction.

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

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.

**Hrag Kalebjian 5/25/16**



Name (Print):

Date:

Signature:

## HENRY'S HOUSE OF COFFEE NARRATIVE

### **1. The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years.**

Henry's House of Coffee has operated in San Francisco since 1965, with no break in San Francisco operations exceeding two years.

### **2. The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community.**

#### When was business founded?

Our story started off with a small peanut roaster and a store located on Irving Street in 1965. Back then the focus was geared more towards European products such as chocolates from Holland, jams and olives from Italy and cheese from Greece. As coffee became more of a morning ritual in the Bay Area we began roasting more coffee in the mornings as a way to attract business. Our focus shifted to the coffee beans themselves, bringing in more high quality beans, and increasing our knowledge of the roasting process. After a small stint, the store was moved to its current location on Noriega in June of 1971. For years we continued the art of roasting and providing premium coffees and teas to the local neighborhood.

#### HENRY KALEBJIAN

My roasting roots began in Lebanon where my father owned a bakery and served coffee to the locals. Back then coffee wasn't easily sourced, so you had to roast your own coffee if you wanted to drink it. As the business grew, my father pulled me out of school at the age of 12 to help him with the store. My job was to roast the coffee.

I moved to the United States in the early 70s and worked as a draftsman until I decided to leave and purchase my own business. We bought House of Coffee in 1983 from Andy Devletian, an Armenian as well, who started the business in 1965 on Irving St. I was infatuated by the coffee business. With the Noriega store marking its territory as the only coffee roaster in the Sunset District, I began importing green coffee beans from all over the world. Pretty soon we were roasting for not only the locals but more and more businesses from all over the bay area.

In 1990 I purchased the San Franciscan, the current roaster that is used today. I continue to create amazing blends and roasts. Critics agree, awarding us "San Francisco's Finest Coffee" and earning us accolades in the SF Bay Guardian, Best of SF, and the Independent. The business continues to grow and coffee is shipped all over the United States, from Hawaii to New York!

HRAG KALEBJIAN

When I was thirteen my father would drag me out of bed on Saturdays to help him with the store. I hated it! I wanted to watch Scooby Doo. I remember scooping pounds of coffee and packing them in clear colored bags for our wholesale accounts.

I was never interested in the business which is why I ended up working in corporate finance for almost ten years. My last stint was at AAA where I was a manager of Sales Operations. I loved my job but there was something missing. I realized there is something very special about a tradition that is passed down from one generation to another so I left and made the switch in July of 2013.

When you visit us, you're not just walking into our store, you're walking into our home. You are part of our family. We have seen many people come through, including Mayor Ed Lee, SF State President Dr. Wong, President Bill Clinton, William Saroyan, and of course our local supervisors, including Katy Tang.

Dr. Wong and his wife have helped grow my SF State roots by recommending me to be a part of the U-Corp finance committee. They saw the passion and expertise I had in both retail and finance (from my prior job). As a result, they felt it would be great to use me a resource for SF State's U-Corp committee. Supervisor Katy Tang has helped me tremendously by always including us in community events, helping us network with other business like Facebook and Intuit, and being a major fan. With her help and support we have had a great awareness of our business and our brand.

We have partnered with the Office of Economic and Workforce Development and were awarded funds for the Invest In Neighborhoods project. We are also a member of SF Made.

For us coffee is more than a business venture, it's part of our heritage. Experience what three generations of coffee roasting tastes like.

Is the business unique to San Francisco?

Henry's House of Coffee is one of the first coffee roasteries/coffee shops in San Francisco. Back in 1965, there were only a handful of them. Henry's House of Coffee was one of the originals.

Henry's House of Coffee has seen many people come through its doors, including William Saroyan (an American dramatist and author), Mayor Ed Lee, current Supervisor Katy Tang, and current Assessor-Recorder Carmen Chu. We were recently nominated by the University of San Francisco as the Gellert Family Business Award, and continue to support our community. Last year we supported SF Beautiful's application to Invest in Neighborhoods for streetscape improvements along Inner Noriega, and were awarded a grant. I am also on the board of SF State's U-Corp, helping my alma matter as much as I can.

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

Master Roaster is a designation that is earned over time, and becomes part of one's reputation among peers in the industry – international coffee brokers, producers and other roasters. Henry Kalebjian holds

this distinction. But it's the proprietary roasting process that lies at the heart of the Kalebjian family business. He personally roasts and blends coffee six days a week.

Customers come by regularly to watch Henry roast, take a break from their busy schedules, or relax with other customers from the neighborhood and around the Bay Area. Henry's personal touch with his customers – marked by a homemade Rolodex of his “regulars” and their taste preferences – is what sets Henry's House of Coffee apart from other coffeehouses in the Bay Area.

Coffee drinkers start their days on the way to work with a fresh pastry and a cup of Henry's finest roasts and blends. Henry's House of Coffee has a loyal following of customers that travel from throughout the Bay Area to their store in San Francisco's Sunset District. The Kalebjians have long standing relationships with businesses and coffee lovers from Hawaii to Florida. Henry's wholesale customers include retail groceries, neighborhood coffee shops and fine dining restaurants.

We are in the coffee business because coffee is a part of our heritage, not because it's a good business. The tradition of coffee roasting has been passed down from father to son to grandson. Roasting coffee is both an art and a science, but when you add 3 generations of coffee roasting, it becomes more than that. Coffee roasting can be done by a computer or by a human, and can be trained. But there is an art to roasting coffee, and in our business, there is also honor. Every single batch of coffee we roast is a tribute to our family heritage. Anytime a customer tells us they enjoy our drinks, we feel like we have succeeded.

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

We have been featured in multiple trade publications including Fresh Cup Magazine, a national coffee magazine, Daily Coffee News an online specialty coffee blog that is part of Roast Magazine, and recently we made the front page of Coffee & Tea, an international coffee magazine!

- <http://www.teaandcoffee.net/67/back-issues/april-2016/> (featured on the Front Cover!)
- <http://www.freshcup.com/henrys-house-of-coffee/>
- <http://dailycoffeenews.com/2015/08/18/the-50-year-old-san-francisco-family-roastery-youve-probably-never-heard-of/>
- <http://www.sfmade.org/blog/henryshouseofcoffee/>
- <http://www.coffeeper.com/blog/bid/90689/Roaster-Profile-Henry-s-House-of-Coffee>
- <http://hoodline.com/2016/02/master-roaster-henry-kalebjian-of-henrys-house-of-coffee>
- <https://www.usfca.edu/newsroom/media-relations/news-releases/2015/honors-henrys-aunt-anns>

**3. The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.**

We are currently awaiting an approval for a permit to remodel our store. Our intent is to keep the traditions, culture, and look of what a coffee roaster should feel like. Our commitment to the community means we are going to invest over \$200,000 to cement our place along Noriega St.



The store remodel will include the storefront. We are keeping with the historic look and feel of the store by including large windows, a portico, and a clean facade. We have worked extensively with the SF Preservation Committee and Planning Department to ensure we have a beautiful design.

The beauty of have two generations working together is the merging of new school and old school. With the younger generation is the introduction of some modern elements to help with consistency and traceability. For example, all of our coffee roasts are logged into a computer. Every single coffee bean that is roasted has its own data and is easily accessible using a cloud-based tracking software that we built ourselves. The art of roasting is the same, but the statistics and data are new. It's a great relationship.

We are proud of our district, our community, and our traditions. We hope to be around for another 50 years!

# Linkability

at your command

---

March 21, 2001

Henry Kalebjian  
Henry's House of Noriega  
1618 Noriega  
San Francisco, CA 94122

Dear Henry,

This very moment, I'm sipping a steaming cup of your delicious La Torcaza, which, as I have witnessed many times, you personally roast one bean at a time. Following your instructions, I grind each bean by hand, and not from gnashing my teeth, in case you're wondering. I realise that people who are crazy enough to drive 30 minutes each way for your perfectly roasted, incredibly delicious, coffee, might be grinding their molars by the time they return. But, not me, because it's worth it. Aw!

This may seem unbelievable, but here in sun-swept Pacifica, California's best kept secret, and a match for the Riviera if ever there was one, I can see the fragrant steam wafting from my cup – through the fog!

I know you asked me to spill a little coffee on this "unsolicited letter" just to make it seem more authentic, but Henry, I'm not going waste a drop. You will have to pay the 25¢ you promised for this unsolicited endorsement without benefit of forensic evidence. Don't forget, because driving back and forth every few weeks to feed my Henry's habit is bruising my wallet. Maybe you could raise our deal to 50¢, what with the energy crisis and all.

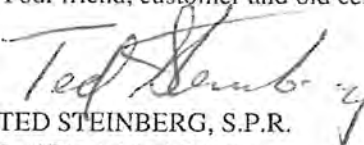
Reading from the script you provided, "I'm nuts about your beans - especially the tender way you hold each bean to give it that special flavor." There's my endorsement, which should impress your customers, what with me being so famous. After all, having been the lead actor in the San Quentin drama and dancing society is a celebrity not to be taken lightly. It's hard to forget those days when you and I were in stir. No relationship to stirring coffee is intended. *This pun needed its freedom, Now it needs pardoning!*

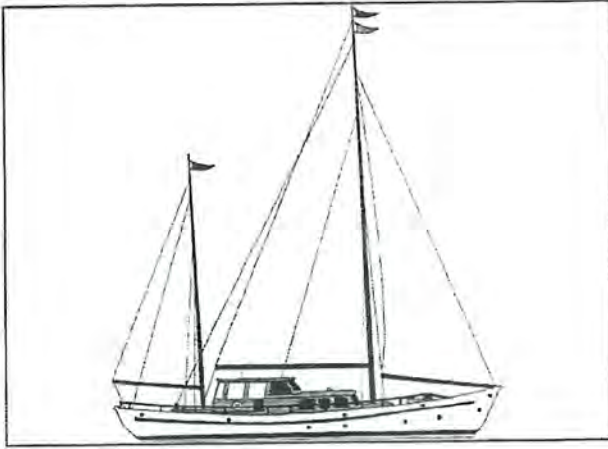
La Torcaza is my mainstay. I serve Celebes Kalosi on special occasions, like when Martha Stewart drops by to borrow one of my adult videos or when I'm trying to impress my friends, and I don't have any.

Coffee lovers, "it's worth leaving Pacifica for Henry's Coffee." It's no small task, but the lack of visability makes it difficult to leave and when the seagulls eat up the cracker crumbs, it's impossible to return .

Henry, may I have my 25¢? It really should be more, but since they didn't teach us literature at the Marin Country Club where we met, perhaps I'm expecting too much. *You can place this next to Saroyan's!*

Your friend, customer and old cell mate,

  
TED STEINBERG, S.P.R.  
Self Proclaimed Roaster



**JOHN & LENIE HAGY**  
**43122 CORTE FRESCA**  
**TEMECULA, CA 92592-3070**  
**909 695-1682 – Fax 909 695-3463**

*December 3, 1996*

*Henry  
House of Coffee  
1618 Noriega Street  
San Francisco, California 94122-4306*

*Dear Henry,*

*We received our coffee order from you today, thank you. As you know, we have been purchasing coffee from the House of Coffee for many years, in the early years from your Uncle, and during more recent years, from you. On occasion over the years, due to the areas in which we lived, and for convenience, we have had to purchase coffee elsewhere; but have always returned to our favorite, the House of Coffee.*

*We thought you might be interested to know that about two months ago a Starbuck's Coffee store opened one mile from our house. We recently ran out of our coffee that we had purchased from you, so we thought we would try Starbuck's. To carry us over to our next order from you, we bought ½ pound of Mocha Java (because we enjoy the flavor of your Mocha Java so much) and made the first pot the next morning. It was bitter tasting, so we adjusted the next pot to see if it would taste better. Again, it tasted bitter, so I contacted Starbuck's to ask if perhaps there had been a mistake and that we accidentally got a different kind of coffee. I was told that it was no mistake and that the flavor was "on purpose" and "a result of the way that Starbuck's roasts their beans". Needless to say, it didn't take us long to call and order coffee from you again.*

*We look forward to our House of Coffee Mocha Java tomorrow morning.*

*Thank you.*

*Lenie Haggy*  
Lenie Haggy

Subj: hello

Date: 7/31/2003 5:11:33 PM Eastern Daylight Time

From: Helder Rocha <rocha@csgadvisors.com>

To: coffeesf@aol.com

Sent from the Internet (Details)

Who would think that the best coffee in the world would be located in a tiny, clean store on Noriega Street.

I have travelled the world and have never found a coffee so delicious as yours. You have just found a new client and I can assure you that I will pass your name around to all my family, friends, co-workers and even strangers!

Thank you for a great cup of coffee

May 31, 2000

House of Coffee  
1618 Noriega  
San Francisco, CA 94116

Dear Henry,

I type this letter to let you know how pleased I am with the Solis cappuccino machine that I recently purchased from you. As I shared with you Henry, I questioned the sanity of purchasing another cappuccino machine after the foam making experiences I have had with the smaller machines. However, with very little practice, I mastered the ability to produce the elusive foam that was always missing from the less expensive cappuccino machine I have owned. I am able to produce foam with this machine that would make you envious Henry. My late night cappuccinos have never been better.

I am very pleased with our cappuccino machine Henry and I am glad that I paid the cost for a quality machine. Thanks Henry.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kerry Workman', followed by a long horizontal line extending to the right.

Kerry Workman,  
A Happy Solis Owner

February 28, 2002

House of Coffee  
1618 Noriega Street  
San Francisco, CA

Dear Henri,

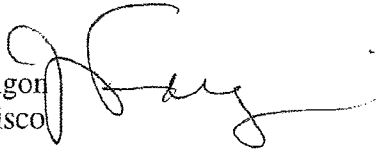
It has been over twenty years since I moved to San Francisco. Having long ago learned that some of the best coffees are grown along the "ring of fire", I developed a keen taste for Celebes Kalossi, Sumatran, and other flavorful beans from the East.

When my previous roaster lost their connection for quality "dry process" Celebes, I began searching for another quality source of my favorite coffee. I quickly learned that the big retailers had absolutely no clue! Celebes and most of the Indonesian coffee's need not be burnt, in fact, as you have proven repeatedly, each coffee type requires a different degree of roasting to maximize flavors without unnecessarily cooking off the caffeine. When a friend referred me to "House of Coffee" in the Sunset, I quickly recognized you as a Master, and immediately felt that I had found my new "coffee connection".

Henri, not only are you an accomplished buyer and a knowledgeable coffee master, you and your staff have continued to, in the ten years I've been drinking your coffees, to prove that there is always a place for quality above quantity. Exemplary service and premium product – why would anyone consider less?

Quality beans, roasted right, sold with a smile – House of Coffee is #1 in my book!

Joseph Feigon  
San Francisco

A handwritten signature in cursive script, appearing to read "J. Feigon", written in black ink over the printed name.

**Scott Rubin**  
715 Midway Avenue  
Daly City, CA 94015

December 20, 2000

Dear Henry,

When my stock of your Jamaican Blue Mountain was depleted, I began purchasing Trader Joe's Jamaica Blue Mountain. Now that you have this year's supply available, I wanted to see if there were a distinguishable difference between the two.

To do this I prepared two four-cup pots of coffee using a size 4 cone filter for each pot. After brewing the coffee in an identical manner, I poured four cups of each of the coffees into separate mugs. I gave three other people a cup of each without telling them which was from House of Coffee and which was from Trader Joe's. It only took one sip for each of them to know which coffee was superior and which was clearly inferior. In every instance they chose your Jamaican Blue Mountain. While I couldn't participate in this blind taste test, I did try some of each, and the difference is substantial.

Sincerely,



Scott Rubin



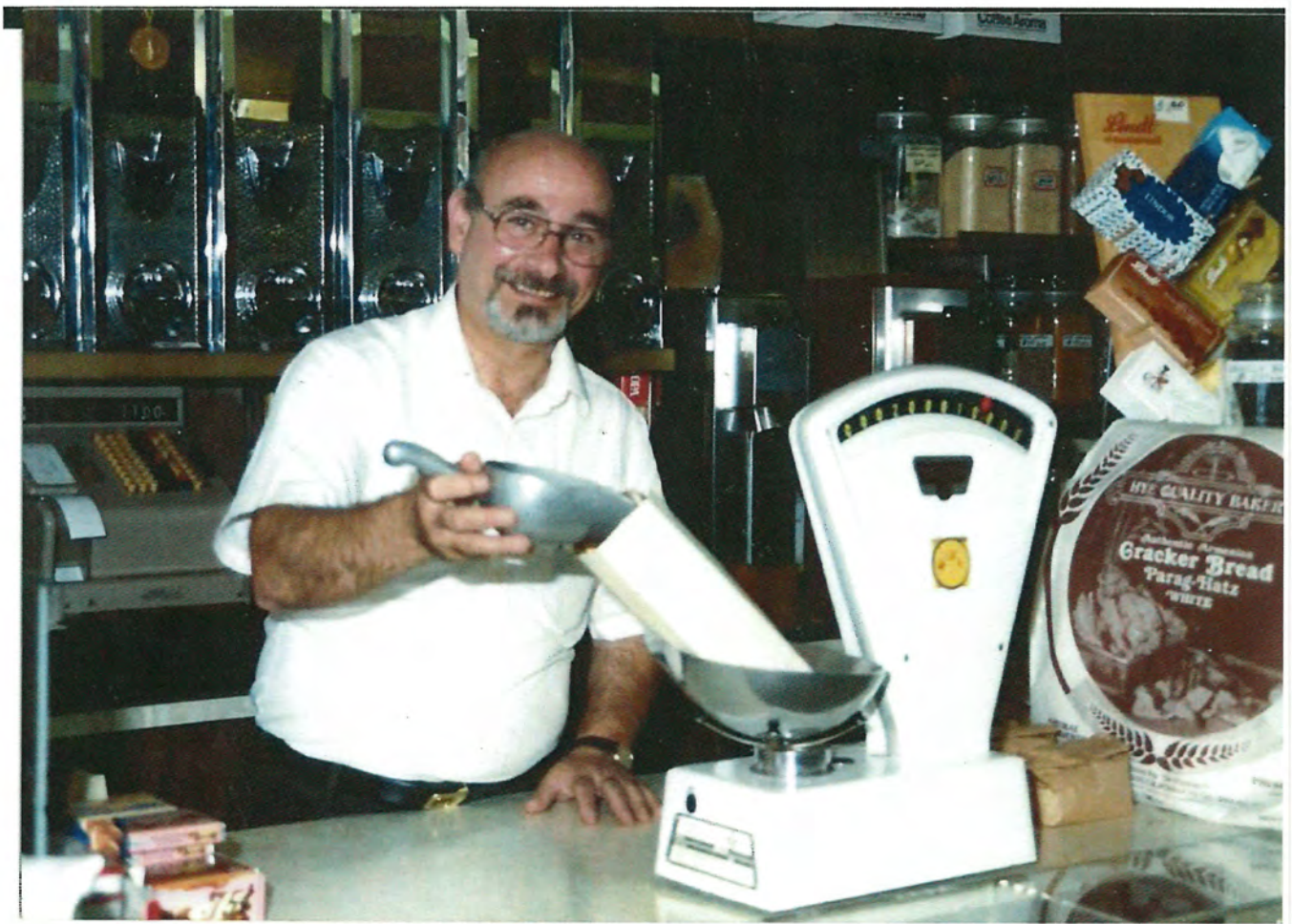


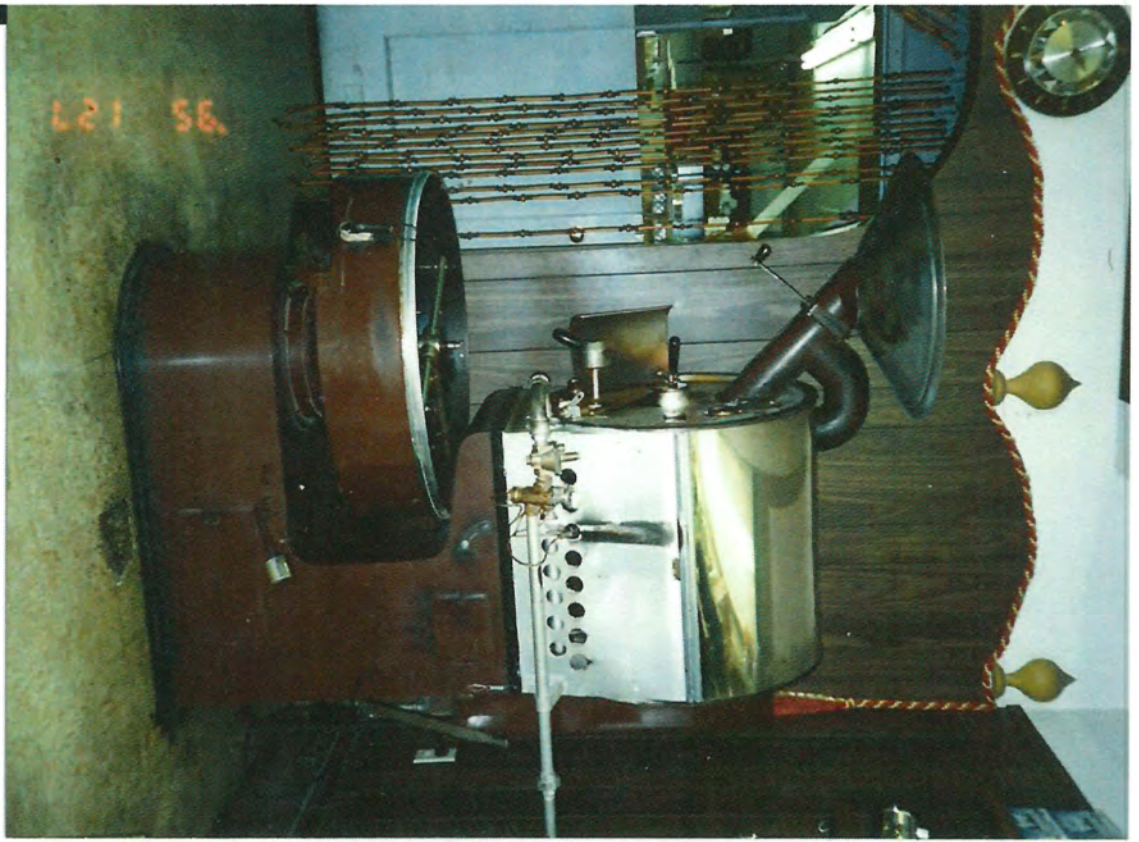


















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William Saroyan

MINITA

# SHOPPING WITH SHELTON

## COFFEE BEANS IN THE GENES

By Jack Shelton

JOHN BURKS



**T**ODAY, A SHOP SPECIALIZING IN coffee may not seem very unusual. But think back some 15 years. Aside from the venerable Freed, Teller & Freed on Polk Street and North Beach's Grafeco, coffee stores were virtually unheard of in San Francisco. And, had you considered opening one then, you probably wouldn't have selected a middle-class neighborhood like the Sunset District. But that is precisely the locale Andy and Sylvia Devletian chose to launch their extraordinary **House of Coffee**. As the Devletians got ready for business, adjacent shop owners often asked what sort of items they would carry.

"Coffee," replied Andy.

"But you can buy that in cans in any grocery!"

"Not our quality coffee, you can't."

But it took more than self-confidence to cajole Sunset shoppers into paying double the canned price and brewing coffee that would pay sufficiently delici-

ous dividends. But the Devletians succeeded for several critical reasons. First of all, San Franciscans possess an innate curiosity to try the untried. Second, the Devletians offered gratis samples of perfectly brewed coffee to anyone who entered the shop. Third, Andy is blessed with a personality that elevates selling to a fine art. And finally, the knowledge of coffee beans is in his genes.

In Rumania, where he was born of Armenian heritage, Andy Devletian's entire family was engaged in all aspects of the coffee business. And as a young man, Andy was constantly pressured by various uncles and cousins to join them in their coffee businesses. But Andy, with his natural knack for selling, did not want to be swallowed up by a relative's firm. He politely informed them all that, while he appreciated their generous employment offers, he would rather borrow a set sum from each so he could

open his own shop in Bucharest. In the event of failure, he promised to pay off each lender by working for a prescribed period of time. Reluctantly they agreed, and Andy expended every borrowed cent on refurbishing a dilapidated store near the Rumanian capital's business district. Besides loans, the family contributed one other ingredient to Andy's fledgling business: the wise counsel to treat each customer as though he or she were royalty. That was in 1939, and Andy still follows that advice to the letter.

In a few years, Andy's success enabled him to repay his family, and life was good even through the war years. Then after the war, the Iron Curtain fell with Rumania behind it. In 1954, Andy and Sylvia finally managed to obtain visas to leave. This in itself was no small accomplishment, but the conditions governing their departure were even more restrictive. They could leave the country with only the clothes on their backs and what they could cram into one small suitcase, no jewelry, no currency and just five kilograms of food. Taking as little food for their own consumption as possible, the Devletians used their remaining quota to carry two kilos of precious black pepper, which they knew was as good as currency at their first destination, Hungary. They lacked the money to buy tickets, so Andy handed the conductor on the westbound train his watch and simply announced, "Budapest." To this day he wonders what their fate would have been if the conductor had refused to strike a bargain.

By selling the pepper the Devletians were able to secure transportation to Trieste, then an international zone, where they entered a refugee camp. There the once-thriving coffee store proprietors mopped floors, cleaned windows and performed other menial jobs. But they were free.

After another long wait, sponsorship by an uncle in Virginia cleared the way for admission to their long-hoped-for goal — America. But fate had another blow in store. Forty-eight hours before their arrival in Virginia, the sponsoring uncle had died. Once again Andy and Sylvia found themselves alone in a strange country, without money and unable to speak the language. But these obstacles, like the others, simply had to be overcome. Andy found a janitorial job and quickly added English to his multilingual skills. However, what I consider an even greater accomplishment was his ability to achieve acceptance and popularity in a small, close-knit southern town.

Eventually relocating in San Francisco, Andy used his coffee savvy to land a job with Safeway's instant coffee division. Five years later he was able to afford the rent on an empty shop on Irving

Street. There the dream of his own coffee store rematerialized in the House of Coffee.

Slowly the business began to prosper. Regulars were greeted by name, and there were always free samples of superbly brewed coffee plus a few sesame candies tossed into shoppers' bags. Word spread throughout the Sunset and beyond. And the shop thrived. Then 10 years later, the bank holding the shop's lease refused to renew it. I can well recall the perpetually buoyant Andy downcast as though again a man without a country.irate customers organized a letter-writing campaign, but the bank's decision was irreversible. Again, Andy had to relocate, this time to an attractive but less trafficked location on Noriega Street near 23rd Avenue. Yet 90 percent of the Irving Street customers remained faithful, and these have since been augmented by coffee lovers from all over the Bay Area who warm to the superb coffee and to Andy's equally inviting charm.

As with any fine coffee supplier, freshness and quality are two prerequisites. Andy sees to it that each bean is impeccable and as freshly roasted as can be found anywhere. As for which particular bean or blend you might prefer, that is as individual as personal tastes in colors. I enjoy House of Coffee's Italian Roast, a strong yet unbitting brew that I drink both at breakfast and after

dinner. However, it can be a little too pungent for tamer American tastes, which seem to prefer the House Blend, a lighter roast of four different beans.

But the House of Coffee does not thrive on that beautiful beverage alone. It houses other primarily Middle Eastern and Balkan delectables, many of which are difficult to find elsewhere. For example, I am loco for locoom, a chewy Turkish delight that is lower in calories than chocolates and more satisfying than gum drops. I once read that one piece contains only nine calories, but given its richness I cannot guarantee that extremely modest figure. Maybe the calorie counter took into account the energy it takes to find these hard-to-locate candies! Other sources usually sell only sugar locoom: the House of Coffee's are sweetened with honey, which imparts a superior, richer flavor. And most important, the locoom here is always fresh. Stale locoom is worse than none!

Less rarefied but equally gratifying are the strongly flavored chocolate "coffee beans," an after-dinner favorite. At only \$5 a pound, they are priced considerably lower than in most other shops.

Also on hand are giant disks of lavosh, the Armenian cracker bread, and grape leaves from Fresno, should you possess the ambition to roll your own dolmades. Also in the Greek vein are two varieties of olives, Calamata and Salonic, both

sold in bulk. And pistachio addicts, whose Iranian connection ended with the advent of the Ayatollah, should try those grown in California, roasted in (of all places) Detroit. I defy you to tell the difference.

Then there's Hero's Raspberry Syrup, which I blend with sparkling water to concoct my own wholly natural soft drink. And . . . but the list of gastronomic exotica is endless: carob molasses, crème de marron, roasted barley malt, rose petals in syrup, pomegranate molasses, orange blossom water and a treasury of world teas and spices — everything you need to conjure up a Middle Eastern feast.

When you visit the House of Coffee, allow time for some satisfying serendipity shopping. It is a distinct multisensory pleasure. While you're examining the immaculate, well-stocked shelves, in the background lingers the omnipresent heady aroma of roasting coffee and the happy sounds of Andy — "Sorry, I do not sell coffee to drink, but I'll gladly give you a cup" — as he lights up the shop with his smiles and the sheer joy of sharing and selling.

**The House of Coffee**, 1618 Noriega Street near 23rd Avenue, San Francisco (685-9363).

**Open** Tuesday through Saturday 9:30 am to 6:30 pm. Closed Sunday and Monday.

Olde English Trifle  
 Old Fashioned Christmas Cookies  
 Pumpkin Cookies  
 Pumpkin Pie  
 Pumpkin Cake  
 Ginger Pear Cake  
 Bûche de Noël Logs

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SAN FRANCISCO

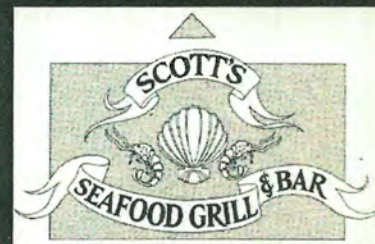
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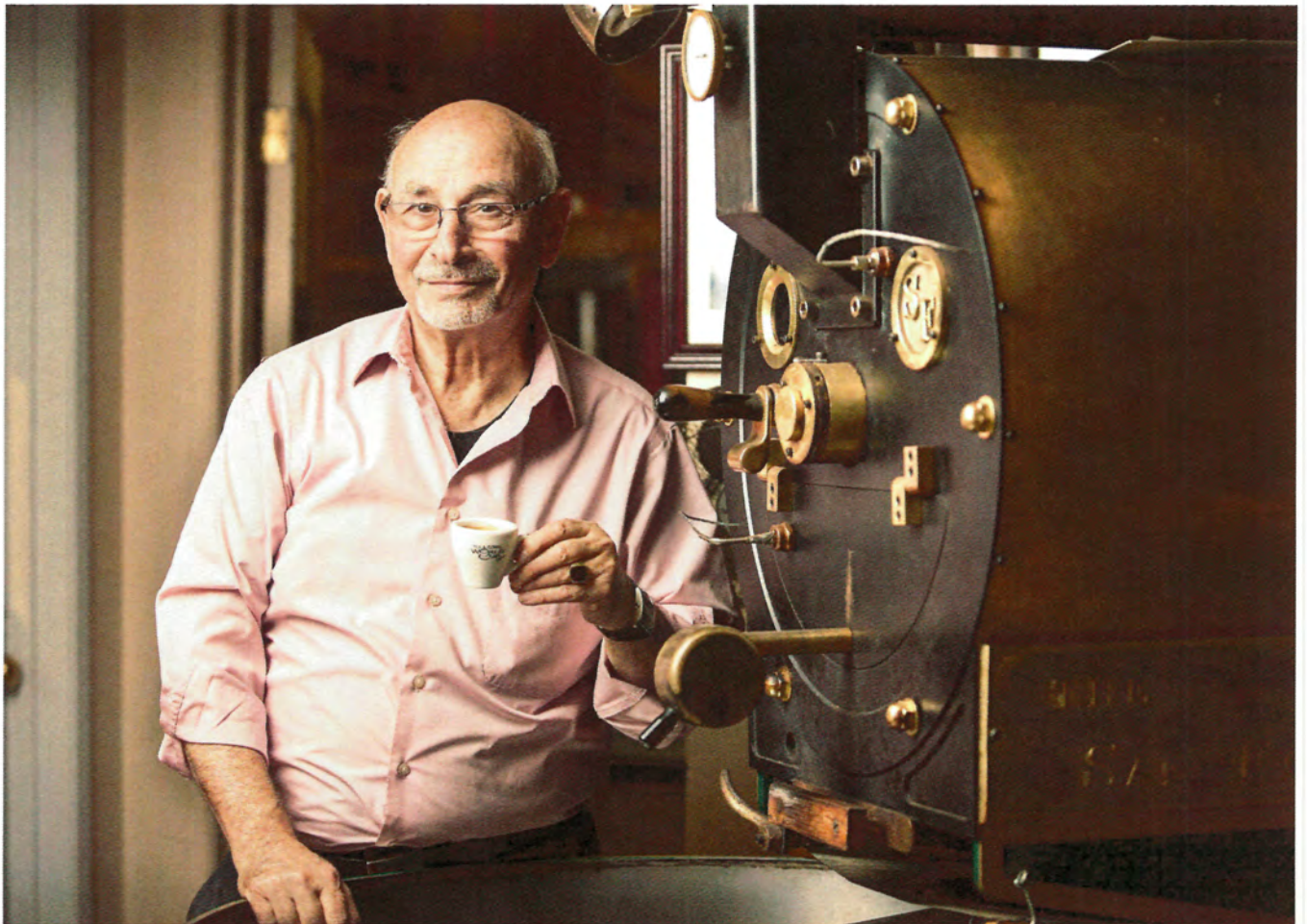
















(http://www.coffeehunter.com/)



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# DAILY COFFEE NEWS

BY TORSTY A. GAZIME (http://dailycoffeenews.com)



- ROASTING
- RETAIL
- ORIGIN
- INDUSTRY
- CULTURE
- COLUMNS

## The 50-Year-Old San Francisco Family Roastery You've Probably Never Heard Of

Nick Brown (http://dailycoffeenews.com/author/brownderby/) | August 18, 2015



(http://dailycoffeenews.com/2015/08/18/the-50-year-old-san-francisco-family-roastery-youve-probably-never-heard-of/henrycoffee/)

Henry Kalebjian

In an industry that is arguably somewhat ageist, 50 years of independent professional existence is a remarkable feat, especially in a city like San Francisco that is blown by constant winds of growth and re-imagination.

On the eastern end of the Outer Sunset district between 23rd and 24th Ave. on Noriega St. sits Henry's House of Coffee (https://henryshouseofcoffee.com/), which has quietly existed as a specialty food store and coffee roastery since 1965. Since 1983 it has been owned by native Armenian Henry Kalebjian, who came to San Francisco by way of Lebanon where he first tasted coffee at his father's bakery-café and was tasked with roasting at age 12. To this day, you can find Kalebjian at the small shop that now bears his name, roasting on a 12kg San Franciscan unit in plain view of the shop's devoted patrons.

"It was actually pretty tough for me when I was younger because I never saw my father," Henry's son Hrag recently told Daily Coffee News, adding that his father seemed to live beside the roaster.

That all changed in a big way when 37-year-old Hrag left a career in finance to join the family business, which he has been helping reshape — with some natural give-and-take from his father — over the past two years. For the first time in Henry's HoC history, the company has completed a comprehensive re-branding, and secured major grocery accounts. Plans are also underway to refresh the roastery and café, which Hrag said has been virtually unchanged since its last makeover in the 1990s.

"We got some really good feedback from that re-branding," said Hrag, who was recently certified as a Q Grader and has been helping with roasting in addition to marketing and other business operations. "But we're not a national story, we're a local story. If you didn't live around here a mile or two away, you wouldn't know who we were, even though we've been around for 50 years." With that local approach, Henry's coffees can now be found in approximately 20 retail stores within an approximate 5-mile radius, including a recent placement in Whole Foods.



[\(http://dailycoffeenews.com/2015/08/18/the-50-year-old-san-francisco-family-roastery-youve-probably-never-heard-of/henry-and-hrag/\)](http://dailycoffeenews.com/2015/08/18/the-50-year-old-san-francisco-family-roastery-youve-probably-never-heard-of/henry-and-hrag/)

*Hrag and Henry Kalebjian*

The forthcoming store renovation will represent the company's biggest investment in decades, a fact that has led to some understandable friction between father and son. "Working with family, you're going to have some bumps in the road, and working with him for two years, I've learned better how to do some of the give and take," Hrag said. "It's a fine balance between staying the same and also being updated with the times. That's kind of where we are."

Hrag said he hopes the renovation will bring about a slight but natural adjustment in how the shop is perceived. "We're not trying to be uber-contemporary," he said. "But I feel like people have seen us as a coffee shop that also happens to roast coffee on-site. I want to create something where we are thought of as a working roastery that also sells fresh-brewed coffee on site."

Through his own formal coffee education, Hrag has come to appreciate the immense roasting and sensory analysis skills of his father, whose own coffee education was forged through the decades as a devoted pupil in the school of hard knocks. On becoming a Q Grader, Hrag said, "My dad told me, 'Son, I need you to go get the basic training somewhere else, and then I can teach you.' What he really meant was go get a contemporary education in specialty coffee, understand the foundations of coffee, then come back here and we can tweak your new knowledge for the business. One of the things I really respect out of my dad is he doesn't have the typical cupping education, but he's been cupping for so long, he can just pick up a cup of coffee and say what's wrong with it."



[\(http://dailycoffeenews.com/2015/08/18/the-50-year-old-san-francisco-family-roastery-youve-probably-never-heard-of/11168030\\_834033329985223\\_2480537780937058781\\_n/\)](http://dailycoffeenews.com/2015/08/18/the-50-year-old-san-francisco-family-roastery-youve-probably-never-heard-of/11168030_834033329985223_2480537780937058781_n/)

*Henry Kalebjian in 1965*

A stipulation in the 1983 real estate deal was that Henry had to buy the building in which the shop has since resided. Asked whether the family considers simply cashing in on the investment, Hrag said, "It's not about the money. My father is a humble man. He was able to pay for our college educations. It's never really been about the business. It's always been about the coffee for my dad. It's been about old-school, product-centric, 'take care of my baby and my customers and everything will be alright.'"

There's something to be said about a third-generation coffee roaster in one of the coffee world's epicenters. "You can have latte art, you can have a really amazing Geisha from Colombia — but guess what, so does the person down the street," said Hrag. "But when you come to our shop, you're going to see me and my dad roasting coffee. You're walking into our house. Other places don't have that. I'm just honored that I'm part of the business. Everything I'm doing is to make my father proud."

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[Nick Brown \(http://dailycoffeenews.com/author/brownderby/\)](http://dailycoffeenews.com/author/brownderby/)

Nick Brown is the editor of Daily Coffee News by Roast Magazine. Feedback and story ideas are welcome at [publisher@dailycoffeenews.com](mailto:publisher@dailycoffeenews.com).

## 1 Comment

**greg**

August 18, 2015 5:34 pm (<http://dailycoffeenews.com/2015/08/18/the-50-year-old-san-francisco-family-roastery-youve-probably-never-heard-of/#comments>)

If you haven't heard of Henry K, you only have yourself to blame.

[Reply \(http://dailycoffeenews.com/2015/08/18/the-50-year-old-san-francisco-family-roastery-youve-probably-never-heard-of/?replyto=110125#respond\)](http://dailycoffeenews.com/2015/08/18/the-50-year-old-san-francisco-family-roastery-youve-probably-never-heard-of/?replyto=110125#respond)

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BY ROASTIX MAGAZINE

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# FRESH CUP MAGAZINE

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Digital Issue

CAFÉ CROSSROADS, COFFEE, IN THE CAFÉ

## Henry's House of Coffee

Feature

JULY 21, 2014 | BY REGAN CRISP



**O**n a sunny Saturday in Seattle, SCAA's 2014 Event thrummed with energy. Henry and Hrag Kalebjian of **Henry's House of Coffee** walked the gargantuan exhibitor floor side-by-side, charming fellow attendees with their genuine enthusiasm and amusing father-son banter.

The Kalebjian team flew up for the expo from their single-shop micro-roastery in San Francisco. House of Coffee is small, but with a legacy dating back to the sixties, it's one of the city's first specialty coffee companies. As they strolled through the country's largest coffee

conference, Henry and Hrag looked to the future. Passing booths serving exquisite single-origin coffees, Hrag nudged his dad to try some less familiar roasts.

"Taste some of these Yirgacheffes," he said with excitement. "They taste like blueberries." Henry, a veteran roaster with close to a lifetime in coffee, a craft he inherited from his father, obliged. The nuances of the light-roasted beans wowed and surprised him.

The following Monday morning, in San Francisco's Sunset district, Henry awoke just after dawn and quickly began roasting a recent shipment of green beans. It was somewhat early to start work on the days coffee quota. When Hrag questioned his father's urgency, Henry responded, "I'm going to try this bean a little lighter."

"But it's seven a.m.," said Hrag, dumbfounded.

"I can't sleep," said Henry. "I want to roast. I have ideas."

To those who know him well, Henry's motivation to begin experimenting is true to form. The seventy-one-year-old owner and roaster possesses a devotion to the bean that is palpable. Customers entering House of Coffee are greeted by an increasingly rare sight in boutique roasting: Henry works a twelve kilogram San Franciscan roaster in full view of patrons, measuring mainly by sight and touch the progress of each batch, all while hailing regulars as they stop in. His roasting philosophy is characterized by a tactile prowess garnered from decades in coffee (there are no computerized helpers here) and total transparency.

*"I got to the point where I was like, 'Am I going to be the guy that kills this lineage of coffee roasting?'" says Hrag.*

Area roasters from newer coffee companies (San Francisco has many) stop in from time to time, covertly eyeing the grandfather business and Henry's process. But Henry calmly stays on task, because if he doesn't, a customer, a friend, might go without.

Henry's devotion to excellent coffee and customer service built House of Coffee. He has run the business—originally launched as a specialty foods store in 1965—since the early seventies, when he took over for his uncle. He was the sole





roaster of the company's signature blends until last summer, when Hrag, at thirty-eight an old newcomer to coffee, left a comfortable job at AAA to dive head first into coffee, taking a hand in the business with the intention of learning the skills necessary to someday step into his father's shoes.



Today Henry is teaching his son to roast, while Hrag uses a degree in business and a background in finance to update some of the shop's more outdated practices. It's clear when speaking to both that bringing in the new has not always been easy. The recent addition of a daily dairy order form, for example, was a simple switch to allow Henry to delegate the task that did not go over smoothly.

"At first I was confused, I thought, 'Does he not like it? Does he think it's dumb?'" says Hrag earnestly. Then it dawned on him why his father was resistant to the change. "He liked ordering milk!" Hrag laughs, adding that the last year has brought him and his father much closer.

Initially resistant to the family business, it was while at AAA that Hrag began to ponder the person-to-person connections in business. He thought back to his observations as a child of his father's interactions with customers. Remembering Henry's dedication to their happiness, and passion for his trade, a light went on.

"I got to the point where I was like, 'Am I going to be the guy that kills this lineage of coffee roasting?'" says Hrag.

The newest branch of that lineage should take comfort that it's been defined by change. Hrag's grandfather, Henry's father, was a baker and coffee roaster in Lebanon. An Armenian immigrant, Henry's father taught him to roast in a style typically old world, where tending a fire and hand-cranking a drum were integral to the process.

By the age of twelve Henry had left school to roast for his father's pastry business. When he moved to San Francisco in the early seventies, he brought that early experience to a more modern roasting process at House of Coffee. In the eighties, as fresh coffee and in particular to-go coffee became more popular, walls once occupied by barrels of grains, bread, dried fruits, olive oils, and sea salts were taken over by bags of different signature

roasts. The café moved from Irving Street to its current location on Noriega Street, and Henry worked long hours for years perfecting his roasts, steadily building a reputation for quality and consistency.

Today the roastery resides in a part of town not known for its café scene. On Noriega Street among commercial properties, medical offices, and East Asian restaurants, House of Coffee is a diamond in the rough, a hidden gem that when discovered becomes elemental to one's perception of San Francisco roasting.

Two years ago, Henry was approached by a local videographer for a film project entitled *Neighbors* that interviewed the city's creative tradesmen, from artists to belt makers. Hrag nudged his dad to do the video. In Henry's poignant portrait, viewable on the roaster's website, he sits on stacked bags of green beans, and says in his honeyed Lebanese accent, "I try to ask a lot of questions of the customer . . . that's what I follow."

03:31



[Henry's Blend for Neighbors](#) from [Agency Charlie](#) on [Vimeo](#).

Hrag says he is happy to get to know those customers, too, the people Henry has built lasting relationships with. Even if those customers might need some reassurance that despite the recent changes, they'll still love the coffee.

"He's excited to introduce me," says Hrag. "But I think he's also telling the customer, 'Don't worry, you're in good hands. This is my son.'"

—*Regan Crisp* is the associate editor of Fresh Cup.

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# Behind the Beans With Master Roaster Henry Kalebjian Of Henry's House Of Coffee



Tue. February 23, 2016, 8:25am





(/ads/49/112/2)

On any given morning, you can find Henry Kalebjian roasting coffee beans in the shop that bears his name. Since 1983, the master roaster has made **Henry's House of Coffee** (<http://henryshouseofcoffee.com/>) at 1618 Noriega St. a home for coffee lovers.

When Kalebjian found himself out of a job back in 1982, he turned to coffee. Originally a mechanical designer, he knew he always wanted his own store. Born in Beirut, Lebanon, Kalebjian grew up working in his own father's bakery and became steeped in the coffee culture of both Lebanon and his own Armenian heritage.

He heard about the store, then named House of Coffee, when then-owner Andy Devletian wanted to retire. The store itself has stood at the same site since 1965, and counted famed author William Saroyan, who wrote a letter of praise that hangs in the shop, as one of its customers.

"I came in, and I saw the store had a lot of cheese, olives—a lot of Armenian stuff," recalled Henry. "At the corner, I saw a small roaster, a coffee roaster. Since I'm more familiar [with coffee roasting], I was very interested."



*Earlier days of Henry's House of Coffee also included Armenian food options. (Photo: Henry's House of Coffee)*

In 1983, Henry decided to buy the shop. For the first few years, he left everything as it was in its House of Coffee days, as he figured out what appealed to his customers.

He had first learned the art of coffee roasting from his father back in Beirut, when his father pulled Henry out of school to learn the fine art of coffee.

“Part of Lebanese culture is having coffee,” explains son Hrag Kalebjian, who runs Henry’s House of Coffee alongside his father. “In 1945, there was no Costco. You had to buy and roast coffee yourself. My grandfather would buy and roast two pounds of coffee at a time.”

With the advent of Starbucks, the '90s saw the introduction of dark roast coffee to a mass audience. "At the time, coffees were roasted very lightly," said Kalebjian. "Starting a little bit, I switched a little bit to roasting dark coffee. Gradually, I started bringing high-quality beans."



*Hrag Kalebjian displays unroasted coffee beans. (Photo: Fiona Lee/Hoodline)*

Kalebjian also faced a challenge when the demographics of the Sunset changed in the late 1990s and Chinese families started moving in. Business began to drop, since tea was more popular with new residents.

He decided to introduce coffee to his new neighbors. He hired a Chinese-speaking employee, a woman who stood outside on Fridays and Saturdays, from 11am to noon, with cups of coffee. In a clever move, cream and sugar were stationed inside for customers to help themselves.

“They would come in, drink coffee with cream and sugar,” says Kalebjian of those days. “After one or two days, they would come back, and say ‘you gave me coffee.’ Then they would buy half a pound. Then, one pound became two pounds, and so on.”



*Father and son in front of the coffee roaster. (Photo: Fiona Lee/Hoodline)*

These days, a third generation of coffee roasters is taking on the family tradition, with Hrag Kalebjian joining the shop full-time in 2013. “I forcefully learned the business,” the younger Kalebjian describes wryly. “I’m eight years old, born in the U.S. I was dragged to the shop, and all I wanted to do was watch Scooby Doo. I didn’t want to have anything to do with it until I grew up.”





Over the years, Henry has built a strong relationship with coffee brokers, who know of his high standards and reputation for quality. He works together with his son to select the coffee beans. “They’ll say, Henry, I have something for you,” he explains. “Can I send you a sample? If I like it, I will consult with [Hrag] and ask, what do you think about carrying this?”

Through Henry’s House of Coffee, Henry was able to put his kids through school and set them up for their future. All three of the Kalebjian kids, he says with more than a touch of pride, have master’s degrees.



*Coffee is packaged up in the backroom of the coffee house. (Photo: Fiona Lee/Hoodline)*

He admits that he was a workaholic in his younger years. "I feel a little bit guilty that I did not spend my time with them. But now, at the end, I'm enjoying my kids and grandkids. It gives me great pleasure."

Although Hrag is now working full-time at the store, Henry smiles and shakes his head when the question of retirement comes up. He sees himself continuing the work he has been doing for the last 30+ years: talking to customers, selecting the perfect coffee, and of course, roasting.

"Every person that comes, I don't treat them like they are coming to my store. I treat them like they are coming to my home. That's what I love," Henry says.

"We're not in this business because of money," adds Hrag. "We're in this business

because of family.”

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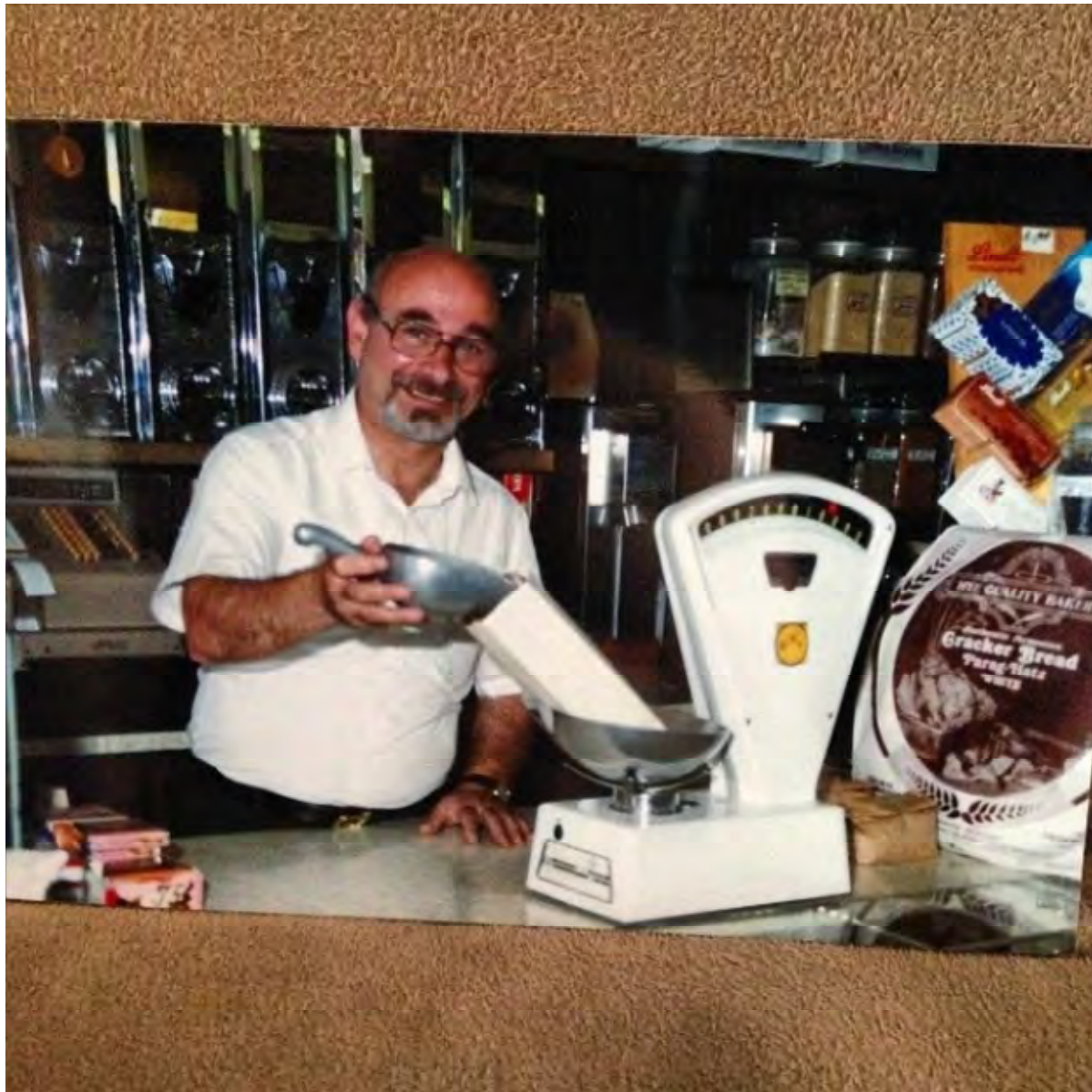
### Roaster Profile: Henry's House of Coffee

Posted by [Emily McIntrye](#)

Sun, Jun, 08, 2014 @ 09:06 AM

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Through the Lebanese culture runs a thick ribbon of honor and pride of legacy, father to son, mother to daughter. Hrag Kalebjian grew up dreading Saturday mornings, when his father Henry would drag him out of bed and into the specialty foods store where he roasted coffee. "I just wanted to watch cartoons," Hrag says, and eventually he left the family business altogether to work in corporate finance.



For a Kalebjian, it's not so easy. Last year Hrag left the corporate life behind him to join his father in running the San Francisco-based coffee roastery and cafe Henry's House of Coffee. "I couldn't kill the lineage," he says. This lineage began in the old country with Henry's father, who owned a bakery and started the 12-year-old Henry roasting coffee to serve with his baked goods. In 1965 Henry immigrated to San Francisco, where he worked at his uncle's specialty foods market selling meats, cheeses, olives, and... house-roasted coffee.

Henry bought the business and over the years transitioned it to its current form, which is focused on coffee. At some point--Hrag remembers being in 3rd grade when he walked with his father into the CoffeePER warehouse in Fallon, Nevada--the Kalebjians bought a green SF25, about which Hrag says, "It's the focal point of our shop. We get so many compliments--people think it's from the 1800's because of its classic steam engine look."



Henry's House of Coffee is situated in a neighborhood which has seen an influx of Taiwanese and Chinese residents, and when that demographic started to change his business took a hit. Concerned with dishonoring an unfamiliar business-owner, Asian residents were walking past. Henry, always pragmatic, hired an Asian employee to stand in front and hand out samples of coffee. Now, says Hrag, the cafe is very popular in the neighborhood.

"We're in this business because it is our lineage. We have a lot of pride and honor in our coffee because years ago my grandfather started it." Hrag says that instead of asking about penetration rate and sales numbers, they ask questions like, "What's your nationality, and how does that affect your coffee experience?"

"Business isn't about making money. We are honored to help you and coffee is a medium to express these relationships." When someone from Lebanon offers you coffee, he is offering you his heart and an offer of friendship. For 60 years now, the Kalebjian family have been doing just that in beautiful San Francisco.









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# WELCOME HOME TO HENRY'S HOUSE OF COFFEE

by Ferron Salniker | Apr 22, 2015 | Blog, Our News |



Henry's House of Coffee is a family business. Third generation roaster and current proprietor Hrag learned the trade from his father, who learned the trade from his. There is a sense of pride in each cup of coffee that is served there, along with a profound history.

The business first began in Lebanon where Hrag's grandfather began

servicing coffee in his bakery in the 1940s. In Lebanon at that time, if you wanted a cup of coffee you had to roast the beans yourself at home. Hrag's grandfather quickly realized that he could roast the beans and serve coffee for his bakery customers, and with that his coffee business was born. Years later, driven by an entrepreneurial spirit, Hrag's father decided to purchase House of Coffee in San Francisco. What began as a specialty food store quickly headed towards a focus on coffee, and by the mid '90s Hrag's father had created the coffee shop that the store is today.



Henry and Hrag roasting the coffee beans

Today Henry's House of Coffee focuses on the experience of coffee. "We want to show our customers honor similar to how my grandfather did in Lebanon. When you walk into Henry's House of Coffee you are not just walking into a coffee shop, you are being welcomed into my house," he said. Inside the store there are bulk coffee bins where you can choose how much or how little you would like to purchase. Look closely and you might find beans from Jamaica, Thailand, and the Galapagos Islands. While you are browsing you may even catch a glimpse of the beans being roasted, as the café and the beans are roasted in the same space. If you look closely at the walls you can see the marks where Hrag's father measured his height when he was growing up, and where his father now measures his grandchildren's height in the same way.

With the experience of three generations of roasters and a welcoming environment, it isn't hard to see why seventy-five percent of Hrag's customers repeatedly return to his shop. Hrag is proud to be manufacturing in San Francisco, and is extremely excited to be joining as a member of SFMade. He believes that there is a need to grow manufacturing here in San Francisco, with a focus on quality and supporting the people who make goods locally.

Next time you are in the Sunset district of San Francisco take a break and step into Henry's House of Coffee. Enjoy the experience, the passion, and the culture of a third generation



coffee shop. If you're lucky you might even run into Hrag's dad who is still there greeting customers and roasting the beans.

Henry and Hrag with the height chart at Henry's House of Coffee

For more information on SFMade, visit [www.sfmade.org](http://www.sfmade.org). To apply to become a member click [here](#).

Henry's House of Coffee is located at: 1618 Noriega Street, San Francisco, CA 94122

To find out more about Henry's House of Coffee, visit: <http://www.HenrysHouseOfCoffee.com>

For inquiries about SFMade programs, please contact: Brittany, Community Engagement Coordinator, at [brittany@sfmade.org](mailto:brittany@sfmade.org).



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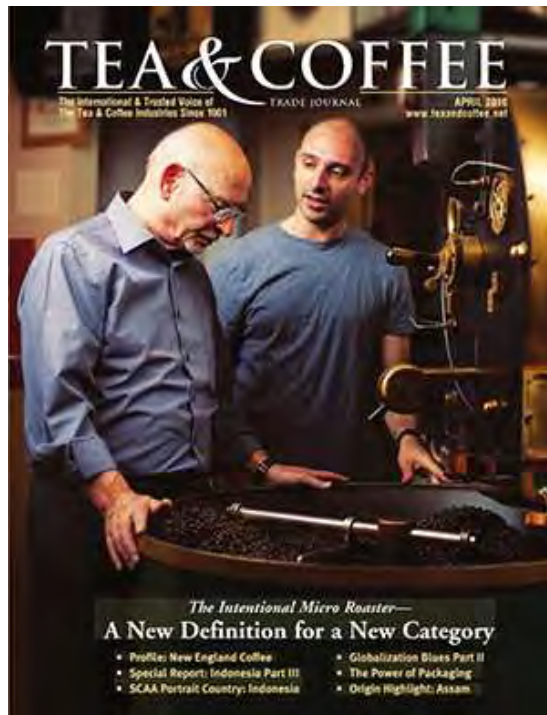


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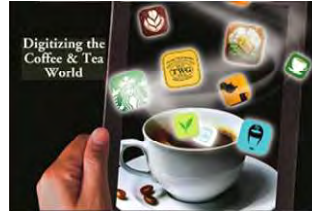
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/ MEDIA RELATIONS / USF NEWS RELEASES / ARCHIVE / 2015 / **USF HONORS HENRY'S HOUSE OF COFFEE AND AUNT ANN'S IN-HOUSE STAFFING WITH 2015 FAMILY BUSINESS AWARDS**

# USF Honors Henry's House of Coffee and Aunt Ann's In-House Staffing with 2015 Family Business Awards

SAN FRANCISCO (April 15, 2015) – The University of San Francisco (USF) School of Management is proud to announce Henry's House of Coffee and Aunt Ann's In-House Staffing as recipients of its 2015 Gellert Family Business Awards. The annual Gellert awards recognize extraordinary business achievement and community service. The awardees will be honored during a reception on Wed., May 27 from 5:00 – 7:30 p.m. in the Handlery Dining Room on USF's Lone Mountain campus (2800 Turk Blvd., San Francisco 94117).

"Henry's House of Coffee and Aunt Ann's In-House Staffing are exemplary small businesses that practice social responsibility by serving their community, an important core value of the university," said Elizabeth B. Davis, dean of the USF School of Management. "The lifelong relationships they build with their patrons support their thriving presence in San Francisco."

Since 1965, Henry's House of Coffee has been a fixture in San Francisco's Sunset District, serving loyal customers from around the Bay Area, and as far as Hawaii and Florida. At age 12, Henry Kalebjian learned the art of coffee roasting from his father in Lebanon. After considering the family's coffee legacy, Henry's son Hrag decided to leave the corporate world to work with his dad in 2013. Hrag's decision proved a positive one and his hardworking father inspires him daily. In addition to a thriving coffee business, the Kalebjians are working with San Francisco's Office of Economics and Workforce Development to build a sense of community in the Sunset. They are also collaborating with SF Beautiful to invest in streetscape improvements along Noriega Street.

Aunt Ann's In-House Staffing is California's oldest referral agency specializing in the staffing of baby nurses, nannies, family assistants, housekeepers, cooks, private chefs, household managers and more in the San Francisco Bay Area. In 1958, Ann Collins, her son Tom and daughter in-law Sophie Collins founded Aunt Ann's Agency as a babysitting and nursing registry in San Francisco. Still thriving today, the business is owned and managed by the

third generation of Collins women, Denise and Sue, who have expanded the agency's offerings to include eldercare, private chefs, household managers, and more. Throughout the years, they have earned the trust of thousands of families—building long-term relationships with generations of clients. They work diligently to provide trusted, exceptional service at reasonable prices without the red tape of a large corporation.

“What is unique to independent, family owned businesses is that they make it a point to focus on the individual,” said USF Professor Monika Hudson, director of the Gellert Family Business Resource Center. “Henry hand roasts coffee beans in the shop and pays special attention to the quality and customers' tastes. Aunt Ann's In-House Staffing's bottom-line is not about profit or satisfying their shareholders, but rather ensuring the satisfaction of their clients and employees.”

As part of the recognition, USF School of Management faculty and students will work with Henry's House of Coffee and Aunt Ann's In-House Staffing to facilitate a comprehensive, individualized assessment of potential business assistance USF can provide. Previous awardees have received marketing or operational aid, secession planning, or applied research and analytical strategies. The goal is to create a mutually beneficial partnership where USF faculty and students learn from local, successful family businesses and concurrently, provide these businesses with resources and targeted technical assistance to help them continue to prosper.

Since 1994, the USF Gellert Family Business Resource Center's approach is to recognize excellence, keep family businesses informed, and develop family business leadership. The Carl Gellert and Celia Berta Gellert Foundation's mission is to promote educational, charitable, scientific, literary, or religious programs in the nine counties of the greater San Francisco Bay Area. The Gellert Foundation is the primary contributor to the USF Gellert Family Business Center. For more information, please visit [www.usfca.edu/management/gellert/](http://www.usfca.edu/management/gellert/).

Members of the media interested in covering the May 27<sup>th</sup> event, or to request interviews with this year's recipients, should contact Anne-Marie Devine Tasto, USF's senior director of media relations, at 415.422.2697 or [abdevine@usfca.edu](mailto:abdevine@usfca.edu).

### **About the University of San Francisco**

The University of San Francisco is located in the heart of one of the world's most innovative and diverse cities and is home to a vibrant academic community of students and faculty who achieve excellence in their fields. Its diverse student body enjoys direct access to faculty, small classes, and outstanding opportunities in the city itself. USF is San Francisco's first university, and its Jesuit Catholic mission helps ignite a student's passion for social justice and a desire to "Change the World from Here." For more information, please visit [www.usfca.edu](http://www.usfca.edu).

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**Legacy  
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Registry**

# Application Review Sheet

*Application No.:* LBR-2016-17-003  
*Business Name:* Zeitgeist  
*Business Address:* 199 Valencia Street  
*District:* District 9  
*Applicant:* Gideon Bush, General Manager/COO  
*Nomination Date:* July 21, 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

**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:** August 22, 2016

Richard Kurylo  
Manager, Legacy Business Program





Member Board of Supervisors  
District 9

City and County of San Francisco

**DAVID CAMPOS**

July 21, 2016

Re: Nomination of Zeitgeist to the Legacy Business Registry

Dear Director Kurylo:

I am writing to nominate to the Legacy Business Registry – Zeitgeist. Zeitgeist occupies a building that has been housing a bar for 100 years. Zeitgeist has been operating under its current business name since 1972. It is a beloved fixture in Northern Mission. Zeitgeist is one of the few bars in the Mission that has a large outdoor patio for patrons to enjoy a drink on Sunny afternoons in San Francisco. The bar has a distinct character and ambiance that is the regular stomping ground of many patrons. The business has been very active in helping to provide shelter and economic relief to many of the victims of the recent spate of fires in the Mission District.

This business plays an essential role in the identity of the Mission and it is my distinct honor to nominate Zeitgeist to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in cursive script that reads "David Campos".

David Campos



# 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.

<b>NAME OF BUSINESS:</b>		
RBCC, Inc dba Zeitgeist		
<b>BUSINESS OWNER(S)</b> (identify the person(s) with the highest ownership stake in the business)		
Klaus Burmeister		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
199 Valencia St. San Francisco, CA 94103		(415) 431-6891
		<b>EMAIL:</b>
		gideon@zeitgeistsf.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
zeitgeistsf.com	facebook.com/ZeitgeistSF	yelp.com/biz/zeitgeist-san-francisco

<b>APPLICANT'S NAME</b>	
Gideon Bush	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
General Manager/ COO	
<b>APPLICANT'S ADDRESS:</b>	
199 Valencia St. San Francisco, CA 94103	
<b>TELEPHONE:</b>	
(415) 431-6891	
<b>EMAIL:</b>	
gideon@zeitgeistsf.com	

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0324889	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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.

<b>ORIGINAL SAN FRANCISCO ADDRESS:</b>	<b>ZIP CODE:</b>	<b>START DATE OF BUSINESS</b>
199 Valencia St.	94103	1/1/1979
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>	<b>DATES OF OPERATION AT THIS LOCATON</b>	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1/1/1979 - present	

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		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.

Gideon Ledlie Bush

Name (Print):

7/19/16  
Date:

Signature: 

## Section Four:

### Written Historical Narrative.

Provide a written narrative that describes 30 + year history of the business and establish its eligibility per the *THREE BUSINESSES ELIGIBILITY CRITERIA* noted on page one. The narrative should be **attached and no longer than 4 pages**.

Below are suggested topics and pieces of information that should be covered in the written narrative, it does not have to follow the order of the criteria below. Use the historical narrative guide to ensure you include the key elements required in telling the history of the business. Where applicable, please provide supporting documentation to support the historical narrative.

When making claims such as the "The first", "The only", "The original". Please provide information that substantiates the claim.

### Historical Narrative Criteria and Guide.

**Criterion 1:** The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years. If the business has operated in San Francisco for more than 20 years but less than 30 years it may still satisfy this criteria if the Small Business Commission finds that the business has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, the business would face a significant risk of displacement.

#### Historical Narrative Guide.

- 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.*
- b. *Describe any circumstances that required the business to cease 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.*
- d. *Describe the ownership history when the business ownership is not the original owner or a family owned business.*
- 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.*
- 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.*

**Criterion 2:** The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community. Community does include a business or industry community.

#### Historical Narrative Guide.

- a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.
- b. Is the business (or has been) associated with significant events in the neighborhood, the City, or the business industry?
- c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, historical documents?
- d. Is the business associated with a significant or historical person?
- e. How does the business demonstrate its commitment to the community?
- f. Provide a description of the community the business serves.
- g. Is the business associated with a culturally significant building/structure/site/ object/or interior?
- h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

**Criterion 3:** The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.

#### Historical Narrative Guide.

- a. Describe the business and the essential features that define its character.
- 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)
- 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?
- d. 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 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.

Zeitgeist

199 Valencia St.

San Francisco, California 94103

RBCC, Inc. dba Zeitgeist was established in 1972 by Horst Hans Grahlman. In 1998, Klaus Burmeister took ownership of RBCC, Inc. dba Zeitgeist and remains as President and owner today. Zeitgeist's home at 199 Valencia St. in San Francisco has been standing for over one-hundred years. During prohibition, the business evolved into an ice cream parlor named "Lally's". While ice cream sales were good, the previous owner decided a speakeasy in the basement might add a little revenue to the bottom line. Evidence of this still remains in our entryway. "Lally's" can be seen in lovely mosaic tile as you pass into our bar. Other than this brief stint as a local ice cream parlor, the building at 199 Valencia St. has been a haven for local residents to catch up and enjoy a beverage after a hard day's work.

For going on fifty years, Zeitgeist has made many contributions to the identity and culture of San Francisco. From employing countless members of our community, to holding fund raising events for fellow business owners and friends in need, Zeitgeist is committed to giving back to the community. For example, Zeitgeist held a fundraising event for victims of the Bernal Heights fire. Our in-house Beer Guru, Robin Biles, put together a plant sale that raised money for victims. Many of these funds were generously donated by friends and family of the bar. In 2003, Zeitgeist provided shelter for victims of the Valencia Street fire. These people were pushed out of their homes and left without shelter. We opened our business to them to provide shelter during the night. These are only two examples of the many ways that Zeitgeist has, and will continue to, provide for the community that has provided so well for us. In addition to holding fundraising events, we are also passionate about our San Francisco beer community. We support many local, Bay Area breweries. We are proud to have participated in San Francisco Beer week since its inception. We also host Beer Team meetings most Mondays where we gather a committee to select what will be sold at Zeitgeist. Frequently, a regular will join us and provide their own insight on what beers or ciders should be on draught. We are fortunate to have a large group of regulars who patronize our business. Many of them become family and will be seen in Zeitgeist on all major holidays to partake in a drink, or perhaps a holiday offering from our kitchen. Without Zeitgeist, many of these people would be without during the holidays. Some live too far away to travel home, some simply don't have the means. We are honored to provide a home away from home for these patrons.

Over the course of many years, Zeitgeist has remained relatively unchanged and we intend to keep it that way. We strive to provide the best service possible for all of our guests, we work hard on maintaining the original character and charm of our old building and business, and we take pride in our small corner of San Francisco. One of our best attributes, arguably, is our back yard beer garden. We are very proud of this and feel that it offers a unique place to enjoy a sunny San Francisco day. When the sun is shining, you will find the yard packed full of fun loving San Franciscans soaking up the sun, enjoying a local microbrew, and catching up with friends and family. We feel that our open backyard is unique to the San Francisco hospitality scene. While other beer gardens have come into existence over the years, we feel that our backyard provides a unique place to experience San Francisco. The

community who has patronized Zeitgeist is how we achieve this feat. We provide the canvas, our customers provide the color and perspective.

We hope that you will consider our business for the Legacy Business Registry. Zeitgeist has had its doors wide open for many years. We contribute to our neighborhood, and help to push our craft to new levels. We are passionate about our history and upbringing and are proud to share our stories with those who would ask.

Thank you for your time and consideration.

Best,

A handwritten signature in black ink, appearing to read 'Gideon Ledlie Bush', written over a light blue circular stamp.

Gideon Ledlie Bush

General Manager

RBCC, Inc. dba Zeitgeist

## Section Five:

### Supplemental Historical Documents.

In addition to the narrative, please include as many supplemental historical documents as are available. This information will provide the Commissioners a visual context to build an argument for listing on the Legacy Business Registry.

Materials should include information on all physical features, traditions and practices noted in the written narrative and that identify the business for the Legacy Registry.

### Historic Legal Documents, such as:

- Change in Business Ownership (if current business ownership is less than 30 years)
- San Francisco Business Registration Certificate (original or dating back to 30+ years)

### Photographs:

#### Required

- 1 overall exterior photo (a current photo is fine, including older photos is a plus to help to provide historical context)
- 1 photo of exterior and interior business signage (a current photo is fine, including older photos is a plus to help to provide historical context)
- Additional photos of any unique interior and exterior features of the location called out in the list of "physical features or traditions" that are closely and strongly associated with the significance of the Community engagement

#### Supplemental If Available

- Historic photos of the business location
- Historical events
- Photos of the unique craft, art, cuisine, or tradition that define the business
- Visual support to what is written in the historical narrative

### Ephemera and Memorabilia:

(*Example:* advertising print, audio and video, advertising trade cards, bookmarks, catalog, greeting cards, letters, magazines, matchbooks, menus, pamphlets, postcards, posters, prospectuses, and tickets.)

- Newspaper Clippings from past and present newspapers that support the historical narrative. (please include publication and date of clipping)
- Audio and Video News stories
- Letters of Support

SF Heritage has a Historical Research Guide (<http://www.sfheritage.org/resources-links/researchguide/>) on where to locate possible supplemental documents or materials.

CITY AND COUNTY OF SAN FRANCISCO — OFFICE OF THE TAX COLLECTOR				
LICENSE CERTIFICATE			STARTING DATE	EXPIRATION DATE
			01/01/01	12/31/01
ACCOUNT NO.	CLASS	DESCRIPTION	FEE PAID	
016950	A45	MECH AMUSE DEVICE	188-00	
BUSINESS LOCATION			TYPE	
199 VALENCIA ST			3 MACHINES	
GRAHLMANN HORST HANS GRAHLMANN HORST HANS			DATE ISSUED 02/09/01	
199 VALENCIA ST SAN FRANCISCO CA 94103			THIS IS NOT A BILL	
			GEORGE W. PUTRIS, ESQ. TAX ADMINISTRATOR	
SEE REVERSE SIDE FOR ADDITIONAL INFORMATION PLEASE POST CONSPICUOUSLY AT THE BUSINESS LOCATION				

CITY AND COUNTY OF SAN FRANCISCO — OFFICE OF THE TAX COLLECTOR				
LICENSE CERTIFICATE			STARTING DATE	EXPIRATION DATE
			01/01/01	12/31/01
ACCOUNT NO.	CLASS	DESCRIPTION	FEE PAID	
045142	A45	MECH AMUSE DEVICE	105-00	
BUSINESS LOCATION			TYPE	
199 VALENCIA ST			4 MACHINES	
BURMEISTER, KLAUS H. ZEITGEIST			DATE ISSUED 10/19/01	
199 VALENCIA ST SAN FRANCISCO, CA 94103			THIS IS NOT A BILL	
			GEORGE W. PUTRIS, ESQ. TAX ADMINISTRATOR	
SEE REVERSE SIDE FOR ADDITIONAL INFORMATION PLEASE POST CONSPICUOUSLY AT THE BUSINESS LOCATION				

- Ownership change per SF Probate court orders.

- Ownership duties took over in 1998 by Klaus Burmeister

# BUSINESS TAX REGISTRATION CERTIFICATE

CITY AND COUNTY OF SAN FRANCISCO

ACCOUNT NO. 063475	LOC 001	CLASS 08	CLASSIFICATION DESCRIPTION RETAIL SALES	EFFECTIVE DATE 09/01/70
BUSINESS NAME RAINBOW CATTLE CO			BUSINESS LOCATION VALENCIA ST	



OWNER GRAHLMANN H H  
 DBA RAINBOW CATTLE CO  
 CARE OF % BAKER & HELLER  
 MAILING ADDRESS 220 MONTGOMERY ST #960  
 CITY-STATE SAN FRANCISCO CA 94104

DATE ISSUED 06/11/81

THAD BROWN  
TAX COLLECTOR

EDP FORM 15-03 8-75 REVISED

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

*This is the  
 Oldest Business Tax  
 Registration we have  
 on file. The name  
 changed to R.B.C., Inc  
 in 1972.*





CALIFORNIA STATE BOARD OF EQUALIZATION

**SELLER'S PERMIT**

ACCOUNT NUMBER

01-79

SR BH 19-657094

R.B.C.C., Inc.  
799 Valencia Street  
San Francisco, CA 94103

THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION UNLESS THE HOLDER IS A LICENSED DEALER IN SUCH PROPERTY AS PROVIDED BY LAW. THE HOLDER OF THIS PERMIT IS NOT TO ENGAGE IN ANY OTHER BUSINESS OR OPERATION THAT IS ILLEGAL OR UNLAWFUL.

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE

*Not valid at any other address*

BT-442-R REV. 7 (4-78)



DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED

*this is the oldest sellers permit on file for R.B.C.C., Inc.*











**The New York Times** <http://nyti.ms/1KG2TcL>

TRAVEL

# 36 Hours in San Francisco

36 Hours

By BONNIE TSUI OCT. 28, 2015

Don't blink or you'll miss the next "new" San Francisco. This is a city that's reinventing itself with every refresh of your Twitter feed, with cranes rising all over downtown and an army of young tech workers pouring into neighborhoods across the city. In the '60s, San Francisco was synonymous with the hippie counterculture; in the '90s, it was the dot-com boom (and eventual bust, in the early 2000s); more recently, it was the ripening of the Bay Area food movement. Now it's home to such new-establishment icons of the digital economy as Airbnb, Uber and, yes, Twitter. But don't be fooled by the shiny patina: San Francisco is more than just the physical headquarters of our virtual world. There are some things that haven't changed, and by themselves, are reason enough to revisit: the mind-boggling views along that glorious waterfront; the Mission's still-feisty, freaky, welcome-all-comers character; the meandering natural pleasures of Golden Gate Park. Even when classic San Francisco rubs up against new San Francisco, the friction, though at times contentious (Google bus protests, the anti-eviction fight), is also where the community-conscious activist roots of this city are as vital and visible as ever.

Friday

### **1. City by the Bay | 4 p.m.**

Make time for a stroll along the Embarcadero, San Francisco's quintessential bayside pedestrian promenade. Your starting point is just south of the Bay Bridge, at Red's Java House on Pier 30. A no-frills waterfront dive the San Francisco Chronicle once called "the Chartres Cathedral of cheap eats," Red's has been around in some form or another since 1912, when longshoremen came for the cheeseburger-and-beer breakfast special. Nowadays, it's a favorite stop for Giants fans on their way to a ballgame at AT&T Park, home to the 2010, 2012 and 2014 World Series champs. Join the cheerfully egalitarian crowd for a sourdough cheeseburger (\$5.52) and a beer on the outdoor patio — it has a view that goes for miles.

### **2. To Market | 5:30 p.m.**

It's hard to believe that it's been 12 years since the century-plus-old Ferry Building reopened as a grand marketplace and European-style food hall, after decades of blight and decay in the shadow of the former Embarcadero Freeway (which was taken down after the 1989 Loma Prieta earthquake). Though the Ferry Building has come to represent all the modern trends in the Bay Area food world, it hews to tradition with a thrice-weekly outdoor farmers' market, plus indoor food stalls in former ferry berths; the butcher, the baker and the cheesemonger are all on hand to talk to you. Just browsing is a pleasure: It's all eye candy, from the ceramics to the chocolate. And whatever your age, watching the ferries come and go never gets old.

### **3. Two Piers | 7 p.m.**

Charles Phan, of Slanted Door fame, has shifted gears with Hard Water, a tiny, New Orleans-inflected whiskey bar and restaurant that opened in 2013 on Pier 3. The kitchen turns out a mean fried chicken — the better to soak up the powerful cocktails. Whiskey flights start at \$22, and are a gentle intro to a deep list. For a heartier meal, head two piers over to Michael Chiarello's Spanish-meets-California Coqueta, where the extraordinary paella — bomba rice with clams, shrimp, chorizo and broccolini in fragrant broth made from shellfish and jamón serrano, \$45 — is enough to feed three.



#### **4. Nightcaps | 9 p.m.**

A bar in the Mission is an appropriate place to end the night. At the divey, atmospheric Royal Cuckoo, great cocktails are the rule — try the Carnival Mule, with cachaça, ginger beer, Domaine de Canton, tangerine and lime — as is live music Wednesday through Sunday nights showcasing the house's old-fashioned Hammond organ. Outdoor drinking is an option at Zeitgeist, a punk-spirited biergarten and neighborhood institution; its native population is heavy on the bikers and bike messengers. Don't take selfies, or management might boot you out — service is gruff, and proud of it.

## Saturday

#### **5. Break Bread | 10 a.m.**

Along 24th Street in the Mission, Mexican bakeries are still where mornings begin. For just a dollar or two, pick up sugar-dusted pan dulce or custard-filled pastries with your coffee at La Mejor Bakery or Panaderia La Mexicana, and watch the neighborhood wake up. Then head south for a climb up over windswept Bernal Hill to the sprawling Alemany Farmers' Market, said to be the oldest in the state of California, improbably situated near where Interstate 280 crosses Highway 101. The weekly market still offers the best cornucopia in the city: The greens alone regularly range from Chinese long beans, pea shoots and bok choy to dandelion, kale and mustard greens (about \$5 for three bunches). Can't fix what ain't broke.

#### **6. Picnic in the Park | 12 p.m.**

Bring your provisions for a picnic at the newly spiffed-up Dolores Park, where an \$8 million renovation made over the northern half of the park with new tennis courts; six acres of fresh, grassy splendor; and expanded restrooms (this last is critical to a comfortable afternoon). The other half of the park will get similar treatment in the coming year. What hasn't changed: the diverse crush of humanity, and the excellent vistas of the San Francisco skyline.

#### **7. The People's Art | 1:30 p.m.**

Take stock of the Mission's murals with Precita Eyes, a neighborhood arts organization that has been sponsoring local and international mural projects and offering classes for nearly four decades. Docents lead weekly mural walks (\$20, with discounts for students and seniors) through alleys and streets dense with color, and add stories and context to ever-shifting images that comment on everything from human rights to Hurricane Katrina.

### **8. Two Ways to Taste | 7 p.m.**

Put yourself in the expert hands of some of the Mission's best neighborhood chefs. At Ichi Sushi & Ni Bar's airy new space, request a seat at the bar for omakase, or chef's choice, and be entertained by the jewel-toned march of seafood across your plate — perhaps wild salmon, sweet shrimp heads and lightly seared saba (about \$65 for 12 pieces). Or try the three-course menu and wine pairing at Heirloom Cafe (\$65), an elegant neighborhood spot that might smartly present a bavette steak and maitake mushrooms with a malbec. At both establishments, fresh, simple dishes and friendly service are standouts, and the price is right.

### **9. One for the Team | 9 p.m.**

Bring friends for a game or two at the Mission Bowling Club, the city's first new bowling alley in 40 years when it opened in 2012. The owners, Sommer Peterson and Molly Bradshaw, wanted to conjure the intimate, friendly neighborhood alley of their youth — but with really good food (and sans fluorescent lighting). They've succeeded. Two of the six lanes are held for drop-ins most nights, but you'll probably want to make a reservation (reservations can be made a week ahead, \$35 to \$55 per lane per hour).

## **Sunday**

### **10. Bookworms Welcome | 10 a.m.**

First there was Green Apple Books: Opened in 1967, it's a literary institution. Now there's Green Apple Books on the Park, perfectly situated for a morning browse along the Inner Sunset's Ninth Avenue, just south of Golden Gate Park. Don't be fooled by the narrow storefront — the shop reaches far into the interior space, and is

big enough to be anchored by a dedicated children's area. Like its sister store, it also hosts events featuring an impressive lineup of writers, including such recent guests as Karl Ove Knausgaard, Maggie Nelson, Aleksandar Hemon and Molly Antopol. Afterward, stroll down the street and into Urban Bazaar to browse fair-trade and quirky, locally made gifts — belts made from old bike tires, screen-printed owl tea towels — and admire the boutique's charming little air plant and succulent nursery.

### **11. Seasonal Tastes | 11:30 a.m.**

For a leisurely brunch, head to the sun-warmed back patio of Nopalito, a branch of Divisadero's beloved Nopa, for brightly flavored, vibrant Mexican: squash-blossom quesadilla, pork-shoulder pozole, and peach, avocado and lettuce salad with pumpkin seeds and cotija cheese (brunch for two about \$45). Or for on-the-go noshing, stop at the worker-owned-and--run Arizmendi Bakery for the excellent daily pizza: always vegetarian, always changing, always available by the slice (\$2.50, and it comes with a little bonus sliver) or pie.

### **12. In Residence | 1 p.m.**

Every month, the de Young Museum in Golden Gate Park invites a new artist-in-residence to install art and work with the public during set hours at the museum's Kimball Education Gallery (free, 1 to 5 p.m. Wednesday through Sunday, plus Friday evenings until 8:45 p.m.). Recent artists have included Shawn Feeney, an artist and musician whose "Musical Anatomy" series featured an inventive tuning-fork helmet that visitors could wear — while he was playing it. In October, the San Francisco artist Carlo Abruzzese transformed census data into meticulous architectural paintings.

## Lodging

Stay at the playful, tech-savvy **Hotel Zetta** (55 Fifth Street; hotelzetta.com; from \$163.20), well situated downtown in SoMa and near the Powell Street BART station; it's Viceroy Hotels' first San Francisco property and home to the Cavalier, a modern British-style gastro pub by the local restaurateur-chef team Anna Weinberg and Jennifer Puccio.

Or try the **Buchanan** (1800 Sutter Street; thebuchananhotel.com; from \$140), the latest revamp from Kimpton Hotels, with 131 minimalist, Japanese-influenced rooms close to Pacific Heights and Japantown.

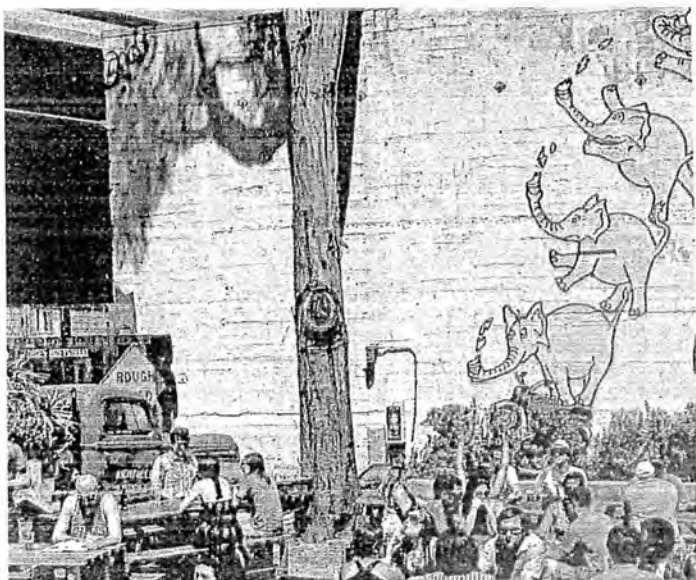
***Correction: November 8, 2015***

The 36 Hours column last Sunday, about San Francisco, described incorrectly the state of the Embarcadero Freeway after the 1989 Loma Prieta earthquake. It was damaged and later torn down; it did not collapse from the earthquake.

A version of this article appears in print on November 1, 2015, on page TR5 of the New York edition with the headline: 36 Hours in San Francisco.

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Scott Borstad

**Zeitgeist in San Francisco features more than 40 beers on tap and a courtyard with well-worn wooden tables and a full kitchen supplying customers with burgers, kielbasa and bratwurst.**

**ZEITGEIST**



Zeitgeist bills itself as "San Francisco's No. 1 Beer Garden," and any bar that doesn't blink when you slap down a 3½-pound stein and say, "Fill er up, *bitte!*" is probably not overstating things.

The tattooed barmaid quickly comes up with a metric conversion. She fills a pint with water, twice, and pours it into the stein. There is about 2 inches more to go, but she says she'll only charge for 2 pints, \$9.

She says people don't usually come in with their own steins. But there is a live-and-let-live vibe at Zeitgeist, where cyclists walk in carrying their brakeless bikes over their heads, the stereo is stuck on punk, and the mascot, printed on black T-shirts and G-strings on the wall, is a skull with Playboy bunny ears and one crazed eyeball falling out of its socket.

There are more than 40 beers on tap, including four German ones. Asked which is most popular, the barmaid fills the mass with an ale called Weihenstephan.

Zeitgeist gets its biggest German high-five for its courtyard, filled with well-worn wooden tables and shade trees. You can't bring your own food as you can in Germany, but that's because there's a Zeitgeist kitchen pumping out burgers, kielbasa and bratwurst piled with sauerkraut, all day long, every day of the week.

— Meredith May

**Zeitgeist, 199 Valencia St., San Francisco. (415) 255-750. [www.zeitgeistsf.com](http://www.zeitgeistsf.com).**



**MARVIN GARDENS**



The old swinging double doors on Old County Road in Belmont look inviting, with neons for Spaten and Weisenbieren.

The patient bartender in a Giants cap does not seem opposed to the concept of customers bringing in their own steins — it is just that she doesn't know what a stein is. A water cooler in the hallway detracts from the charm. You wouldn't find that in a German beer hall. What is the point of drinking water? The hall opens up into a gravel yard with long wooden picnic tables and benches pressed together every which way. You can find a table for 20. Or join one. There is an outdoor bar with taps.

Every Friday afternoon, six Germans, a Russian and an Irishman from nearby Oracle gather for pitchers and (surprisingly decent) pizza. The Germans switch in and out of English, talking the importance of proper beer carbonation and mocking the beer snobbery of Bavarians.

The long, communal benches make this a place where conversations intersect and groups cross-pollinate. Some might be put off by Marvin Gardens' proximity to the railroad tracks. Sure, you might have to raise your voice to compete with the sound of the passing Caltrain, but the intermittent clack only adds to the charm.

— Nellie Bowles and David Wagner

**Marvin Gardens Pub and Grill, 1160 Old County Road, Belmont. (650) 592-6154. [www.marvin-gardens.com](http://www.marvin-gardens.com).**

**GOURMET HAUS STAUDT**



When Volker Staudt took over Gourmet Haus Staudt, his parents' German specialty shop in downtown Redwood City, his

condition was that he could add a beer garden in back. He imported 14 tables, and two years later they are all filled on a summer's eve.

The entrance is through an unmarked chain-link gate in a wooden fence, and if a newcomer walks in carrying a mass, it doesn't even merit notice. To fill up, you duck into a small barroom, where there are plenty of steins just like the one you brought, and the prices are listed by the liter, though not by the deutsche mark.

When the barman sees that you have mass cred, he will steer you away from the mass-produced Spaten and toward Warsteiner Pils.

This is the place where the Apple software engineer left the prototype of the next-generation iPhone, a \$5,000 mistake he later blamed on the quality of the beer. There are usually a few angel investor types prowling the garden, trying to pick up on engineering talent.

The tables are narrow with metal legs that match the bench legs, just like the ones Staudt has seen in Munich. The servers can haul out two or three masses in each hand, as they do in Bavaria. To sop it up, you can order a pretzel the size of a dinner plate, or you can get a dinner plate. One German specialty is served each night.

There is easy in-and-out flow from the garden through the gate to the parking lot. Maybe too easy. A sign on the chalkboard by the gate reads: "Please stop stealing our glasses."

— Sam Whiting

**Gourmet Haus Staudt, 2615 Broadway, Redwood City. (650) 364-9232. [www.gourmethausstaudt.com](http://www.gourmethausstaudt.com).**



Leave the Lederhosen at home. Strives to be authentic, but lacks either German spirit or a boisterous crowd.



A worthy place to sit outdoors and drink beer.



A beer garden, but nothing biergarten about it.



Not worth the effort.



Shows potential to rank high, but not yet open.

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### The steins collect: Bay Area beer gardens

Nellie Bowles, Meredith May, David Wagner, Sam Whiting, Chronicle Staff Writers  
Sunday, July 24, 2011

(page 1 of 3) SINGLE PAGE

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Outdoor beer garden at Zeitgeist in San Francisco

Scott Berstad

Earlier this summer, a beer garden opened in Sonoma County's Healdsburg. Later this summer, another one will open in San Francisco's Hayes Valley.

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iPhone

At this rate, we'll need an iPhone app to keep track of them, as people do in New York, where there are 54 beer gardens, the New York Times reports.

Chronicle reporters could identify only eight beer gardens in the Bay Area, but our standards are higher.

A beer garden, first of all, must be a beer garden, not an enclosed beer hall, and the garden aspect cannot be crammed onto the sidewalk or up on the roof. It must be a ground-level area dedicated to the consumption of cold beer fresh from the keg. It must have food, and that can't be sushi.

We honor the German tradition as codified in the Bavarian Beer Garden Ordinance. Fundamental to this

document, issued in Munich, are the right to bear your own beer stein and to bring your own food.

Health codes being stringent here, we decided not to be militant in upholding the right to bring a picnic. But to test the right to bear your own vessel, we found a 1978 1-liter stein known as a mass, dimpled and engraved with the crest of the Hofbrauhaus Munchen, from which it may have been snatched as a souvenir of a college summer on a Eurail pass.

Then we set off to get the stein filled, traveling in German cars, working undercover and carrying a Minox-size camera. Our parameters are that the garden must have wooden picnic tables and benches, not square restaurant tables or two-tops with bent-wood chairs, and the like. It also must have beer on tap, not just in the bottle, and must draft a product other than its own murky microbrew.

Galleries

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FROM OUR HOMEPAGE



**Why N.Y. chefs avoid S.F.**  
Michael Bauer explains why few big-name chef/restaurateurs open places here. Bay chef transplants

Comments & Replies (0)

Apart from the Wurst in Healdsburg, the beer gardens' locations span San Francisco to Silicon Valley, so they can fulfill a convenient wanderlust driving south toward warmer air. Here they are in geographic order. Each is rated using a formula that includes authenticity, crowd, coldness of the beer and comparison to one another.

- Sam Whiting

### The Wurst

The matching waiters' uniforms and shiny-clean fast-food aura might put off beer garden purists, but you have to support any place that will take on the wine bar stranglehold in Healdsburg, a tourist town on a bend in the Russian River.

When you go inside and hoist the mass onto the bar and ask the clerk to fill it, she looks at it dumbfounded, consults her tip sheet for guidance, then calls over the owner, Charles Bell.

He won't fill it to the 1-liter mark, but he will stand you a pint, then pour it into the mass. The draft selections are mostly Sonoma and Mendocino County, and he'll line up shots of each for a taste test before you ask for it.

The sausages are under glass, as at a butcher shop, and after making a selection and navigating the variety of toppings, you take a number on a stick and haul the mass of Scrimshaw Pilsner out to one of the wooden picnic tables in front.

As you wait for your wurst, you have to keep looking up to the sign that reads "beer garden" in order to believe you are in one. But it has a very local feel because tourists don't come to Healdsburg to pay \$6.75 for a sausage sandwich and a \$5 for a pint. They come to pay \$35 for a Kobe burger and \$12 for a glass of Pinot anywhere else in town.

So is it worth driving 65 miles up 101 from San Francisco just for the beer? No. Is it worth driving 65 miles to eat a wurst washed down by a Scrimshaw, then walk around the plaza to throw some pucks at the 22-foot shuffleboard table at John & Zeke's Bar? Yes.

- Sam Whiting

Rating: Stein half full

The Wurst Sausage Grill & Beer Garden, 22 Matheson St., Healdsburg. (707) 395-0214

### Zeitgeist

Zeitgeist bills itself as "San Francisco's No. 1 Beer Garden," and any bar that doesn't blink when you slap down a 3 1/2-pound stein and say, "Fill er up, bitte!" is probably not overstating things.

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**SFGATE** <http://www.sfgate.com/food/article/The-most-popular-bar-in-California-is-a-brewpub-6775112.php>

## The most popular bar in California is a divey brew pub in San Francisco

By Alyssa Pereira Updated 1:44 pm, Thursday, January 21, 2016

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IMAGE 1 OF 54

Zeitgeist, a divey brewpub located at 199 Valencia St in San Francisco.

Foursquare, an app dedicated to helping users discover cool bars and restaurants near where they are, has just released its list of the most popular bars in each state, and just as we suspected, California's top spot is right here in San Francisco's Mission District.

Zeitgeist, known for its large patio and even bigger beer selection, stood out as the most well-liked watering hole on the app's list, with a rating of 9.1 out of 10. Not bad.



"A real biker bar with heart," IFC stated in its review of the pub. "It's the last bastion of the pre dot-com rebel/artist."

See the most popular bars in the other 49 states here.

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SFGATE <http://www.sfgate.com/food/article/San-Francisco-s-most-popular-bars-according-to-7396283.php>

## San Francisco's most popular bars, according to Lyft and Uber

Dianne de Guzman Updated 4:00 am, Friday, May 6, 2016

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#### Zeitgeist

199 Valencia St., SF (415) 255-7505

This SF classic earned a place on the most-popular list, despite its reputation for a surly staff and ever-present security. The bar's infamous patio and picnic tables make it a natural spot for groups to gather, even if they're known for having a low tolerance for overly rowdy patrons.

Zeitgeist: Popular with Uber or Lyft riders?

We all have our favorite places to grab a drink and hang out, and even if you're at a loss for where to go, there's plenty of bar lists to solve that problem.

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For beer lovers, a pub crawl by BART

San Francisco's best outdoor bars

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But, do you long to be where the people are? Wanna know where they're drinking? To figure out where everyone's imbibing, SFGATE pestered the good folks at Uber and Lyft to find out where the ride-sharing people of San Francisco spend their money.

Each company handed over a list of 10 spots that the local denizens are getting rides to so far this year, offering a glimpse at the popular spots in the city.

It's no surprise that part of these unranked lists overlap, but the interesting part is where the selections diverge. Can you guess which bars are favorites with each ride-share company? Here's your chance to see if you can decipher the Lyft riders



versus the Uber crowd — all based on watering hole. Click through the gallery above.

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## GREETINGS FROM THE MAYOR

August 8, 2003

To: Zeitgeist Bar:

On behalf of the City and County of San Francisco, I want to take this opportunity to acknowledge your generous contribution to the victims of the Valencia Street apartment fire on January 17, 2003. Allowing your club to remain open through the night and into the morning in order to provide warmth and shelter for those left with no home was an extremely generous act and did not go unnoticed.

Thank you.

With warm regards,

A handwritten signature in black ink, appearing to read "Willie L. Brown, Jr.", written in a cursive style.

WILLIE L. BROWN, Jr.  
Mayor