



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: March 3, 2021

Filing Date: February 3, 2021
Case No.: 2021-001255LBR
Business Name: Central Drug Store
Business Address: 4494 Mission Street
San Francisco, CA 94112
Zoning: NCD- Excelsior Outer Mission Street Neighborhood Commercial District
40-X Height and Bulk District
Block/Lot: 6796/011
Applicant: Jerrold Tonelli
4494 Mission Street
San Francisco, CA 94112
Nominated By: Supervisor Ahsha Safai
Located In: District 11
Staff Contact: Elton Wu - 628-652-7415
Elton.Wu@sfgov.org
Recommendation: Adopt a Resolution to Recommend Approval

Business Descriptions

Central Drug Store is a local, family-owned traditional pharmacy and general store in the Excelsior District since 1908. In addition to being a knowledgeable pharmacy medications and consultations, Central Drug Store sells household goods, toys, perfumes, colognes, and durable medical equipment. Central Drug Store originally started with William Brenner back in 1908 located at 4394 Mission Street. After a year in the business, Brenner moved the business to 4513 Mission Street. In 1918, Brenner moved the business to its current location at 4494 Mission Street. In 1921, Brenner sold the business over to Wilbur G. Stahl. Stahl operated and ran the Central Drug Store until 1927 and sold the business over to Claude L. DeVecenzi. Claude L. DeVecenzi included two additional business partners George DeVecenzi and William Tonelli in 1950 and operated two other pharmacies, which were Golden State Pharmacy and Rex Drugs. After working as a pharmacist at Central Drug Store for about 16 years, Dino Tonelli took over all three pharmacies. Over time, the business split off and Central Drug Store ran independently. When Dino Tonelli died in 1991, Jerry Tonelli, Dino's son, took over the business and manages the business with his mother, Elsie Tonelli. Both Jerry and Elsie have been running the business ever since.

Through its extensive history in the Excelsior neighborhood, Central Drug Store has been providing reliable service to the Excelsior neighborhood. Central Drug Store has served customers that are multigenerational from the community and the Bay Area. Central Drug Store has always been involved with making the community a better place. Dino Tonelli started the Excelsior Business Association and one of his main initiatives was to decorate the storefronts and streets around the Excelsior District for the Holiday Season.

Central Drug Store has been a community resource to the Excelsior community. They pride themselves in being a friendly, safe, and welcoming place for all people. They provide free medical advice and free counter counseling. Some important affiliations they are with are Coalition of Concerned Medical Providers (CCMP) and Retail Clerks Union Local 648. Through CCMP, Central Drug Store provides free medication and counseling to the low-income and people without housing. Retail Clerks Union Local 648 provides employees with livable wages, health insurance and pension plans. Besides hiring only family members, Central Drug Store hires students from local high schools to provide them with after school jobs. Central Drug Store has supported multiple organizations like Coalition of Concerned Medical Providers, Corpus Christi Church, St. Roberts Catholic Church YMCA, St. Johns High School, St. Ignatius College Preparatory High School, Archbishop Riordan High School, Italian American Social Club, Lucchesi Nel Mondo, Excelsior Action Group, Jerry Garcia Day, Sunday Streets SF, Knights of Columbus, Pharmacist Society of San Francisco, and the San Francisco Democratic Club.

The business is located in a Category B (Unknown / Age Eligible) structure on the northwest side of Mission Street between Santa Rosa Avenue and Francis Streets. It is within the Excelsior Outer Mission Neighborhood Commercial District (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1908.

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

Yes. Central Drug Store qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Central Drug Store has operated continuously in San Francisco for 113 years.
- b. Central Drug Store has contributed to the history and identity of the Excelsior neighborhood and San Francisco.
- c. Central Drug Store is committed to maintaining the physical features and traditions that define the organization.

3. Is the business associated with a culturally significant art, craft, cuisine, or tradition?

Yes. The business is associated with the pharmaceutical and health care industry

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

Yes. Their existing site, 4494 Mission Street, is located in the center of the Excelsior District. Although it is not been analyzed for its eligibility for historic resource status, the property has a well-preserved building façade and interiors in the Excelsior neighborhood since 1976 from their interior remodel.

The business encountered some significant people like Jerry Garcia, Monty Stickles, Juan Marichal, Paul Tonelli, Quentin Kopp, Jackie Speier, Benito Santiago, and Rinaldo Joseph “Rugger” Ardizoia.

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

No, this property is not listed on a registry. The business is located in a Category B (Unknown / Age Eligible) structure on the northwest side of Mission Street between Santa Rosa Avenue and Francis Streets. It is within the Excelsior Outer Mission Neighborhood Commercial District (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District and is within an ongoing Neighborhood Commercial Corridor Historic Survey.

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

No, not as of the date of this Executive Summary, but it is located within the boundaries of an ongoing Neighborhood Commercial Corridors Historic Resources Survey.

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

Yes. Central Drug Store has been mentioned in San Francisco Chronicle and San Francisco Heritage. Central Drug Store has been mentioned in multiple awards like:

- Most Successful Year in the History of Blue Stamp Award by the Blue Stamp Committee
- Certificate of Special Congressional Recognition Small Business Award from previous Congresswoman Nancy Pelosi
- San Francisco Certificate of Honor presented by former Mayor Edwin Lee
- Coalition of Concerned Medical Professionals Awards

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 4494 Mission Street (1918– Present)

Previous (No Longer Extant) Locations:

- 4394 Mission Street (1908 – 1909)
- 4513 Mission Street (1909 – 1918)

Recommended by Applicant

- Bright Neon “Central Drug Store” Letters
- The large display windows
- Decorative Blue Tiles
- Old-Time Glass Cabinet
- Mural on the side of the building facing Santa Rosa Avenue titled “The San Francisco You Should Know”.

Painted by Precita Eyes Muralists

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: March 3, 2021

Case No.: 2021-001255LBR
Business Name: Central Drug Store
Business Address: 4494 Mission Street
San Francisco, CA 94112
Zoning: UMU- Urban Mixed Use Zoning District
68-X Height and Bulk District
Block/Lot: 6796/011
Applicant: Jerrold Tonelli
4494 Mission Street
San Francisco, CA 94112
Nominated By: Supervisor Ahsha Safai
Located In: District 11
Staff Contact: Elton Wu - 628-652-7415
Elton.Wu@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CENTRAL DRUG STORE CURRENTLY LOCATED AT 4494 MISSION STREET (PRIMARY ADDRESS), BLOCK/LOT 6796/011;

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 City's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on March 3, 2021, 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 Central Drug Store qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Y Central Drug Store.

Locations

Current Locations:

- 4494 Mission Street (1918– Present)

Previous (No Longer Extant) Locations:

- 4394 Mission Street (1908 – 1909)
- 4513 Mission Street (1909 – 1918)

Physical Features or Traditions that Define the Business

- Bright Neon “ Central Drug Store” Letters
- The large display windows
- Decorative Blue Tiles
- Old-Time Glass Cabinet
- Mural on the side of the building facing Santa Rosa Avenue titled “The San Francisco You Should Know”. Painted by Precita Eyes Muralists

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 to the Office of Small Business March 3, 2021.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

Resolution No. ###
March 3, 2021

CASE NO. 2021-001255LBR
4494 Mission Street

ABSENT:

ADOPTED: March 3, 2021



Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-033
Business Name: Central Drug Store
Business Address: 4494 Mission Street
District: District 11
Applicant: Jerrold Tonelli, Co-Owner
Nomination Letter Date: February 2, 2021
Nominated By: Supervisor Ahsha Safai

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

4394 Mission Street from 1908 to 1909 (1 year)
4513 Mission Street from 1909 to 1918 (9 years)
4494 Mission Street from 1918 to Present (103 years)

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: N/A

DELIVERY DATE TO HPC: February 4, 2021

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
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(415) 554-6680
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Member, Board of Supervisors
District 11



City and County of San Francisco

AHSHA SAFAÍ
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February 2, 2021

Richard Kurylo
Legacy Business Program
Office of Small Business
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 140
San Francisco, CA 94102

RE: LEGACY BUSINESS STATUS FOR CENTRAL DRUG STORE

Attention Legacy Business Program:

I am nominating the Central Drug Store to represent District 11 in the San Francisco Legacy Business Directory. Central Drug Store, currently located at 4494 Mission Street in the Excelsior neighborhood, was established in 1908 by owner George Brenner. In 1921, Mr. Brenner sold the business to Wilbur G. Stahl who operated it until 1927. Claude L. DeVencenzi then purchased Central Drug Store. In 1950, George DeVencenzi and William Tonelli were brought on as co-owners, and the three men together owned and operated three pharmacies: Central Drug Store on Mission Street at Santa Rosa Avenue, Golden State Pharmacy on San Bruno Avenue at Silliman Street, and Rex Drugs on Mission Street at Onondaga Avenue.

Dino Tonelli started as a pharmacist at Central Drug Store in 1949 after his service in the Army Air Corp and Air Force. Dino took over Central Drug Store, Golden State Pharmacy, and Rex Drugs in 1965. In 1984, Dino closed Rex Drugs due to rent increases by the new building owner, and Golden State Pharmacy split off from Central Drug Store. The Tonelli family took over ownership in 1965. Dino Tonelli passed away in 1991 doing what he loved – working in the pharmacy – at the age of 70. His son Jerry Tonelli, who worked with Dino as a pharmacist since 1978, took over day to day operations along with his mother Elsie Tonelli. Central Drug Store remains a family-owned business to this day.

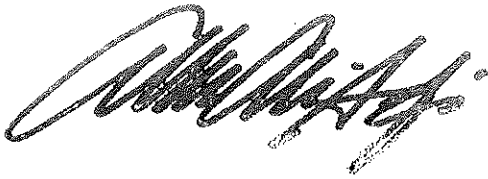
Central Drug Store is a traditional pharmacy that has become an up-to-date pharmacy in technology, education, services, and medications, all while continuing to keep its classic look and feel. Central Drug Store takes pride in knowing their customers and patients, as well as being known as a friendly, safe, and welcoming place for all people. In addition to providing prescriptions, Central Drug Store provides free medical advice and over the counter counseling.

They have served generations of San Franciscans and still have customers well into their 90s that remember shopping at Central Drug Store as children. People that have moved out of the area will make a special trip just to come back from time to time. They always comment on how Central Drug Store is the one thing in the Excelsior that has remained the same.

Central Drug Store has always been a mainstay in supporting the Excelsior neighborhood that serves as an accessible pharmacy for all residents. Over the years, they have had a positive effect on the neighborhood. They regularly support the Coalition of Concerned Medical Providers, Corpus Christi Church, St. Roberts Catholic Church, YMCA, St. Johns High School, St. Ignatius College Preparatory High School, Archbishop Riordan High School, Italian American Social Club, Lucchesi Nel Mondo, Excelsior Action Group, Jerry Garcia Day, Sunday Streets SF, Knights of Columbus, Pharmacist Society of San Francisco, and the San Francisco Democratic Club. Central Drug Store also hires from within the neighborhood. Many of Central Drug Store's customer's children and grandchildren have worked at the store, and some have even met their future spouses while employed there.

The historic nature and the impact this business has made for the Excelsior community make the Central Drug Store an ideal District 11 representative in the San Francisco Legacy Business Directory.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ahsha Safai', written in a cursive style.

Ahsha Safai
District 11 Supervisor

Section One:

Business / Applicant Information.

Please provide the following information:

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

| | |
|---|--|
| NAME OF BUSINESS: | |
| Central Drug Store | |
| BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business): | |
| Elsie Tonelli and Jerrold Tonelli | |
| CURRENT BUSINESS ADDRESS: | TELEPHONE NUMBER: |
| Central Drug Store 4494 Mission Street San Francisco, CA 94112 | 415-585-0111 |
| | EMAIL ADDRESS: |
| | |
| MAILING ADDRESS – STREET ADDRESS: | MAILING ADDRESS – CITY AND STATE: |
| <input checked="" type="checkbox"/> Same as Business Address | |
| | MAILING ADDRESS – ZIP CODE: |
| | |
| WEBSITE ADDRESS: | |
| n/a | |
| FACEBOOK PAGE: | |
| https://www.facebook.com/Central-DRUG-Store-469415426417663/ | |
| TWITTER NAME: | |
| n/a | |
| APPLICANT'S NAME: | APPLICANT'S TELEPHONE NUMBER: |
| Jerrold Tonelli | |
| APPLICANT'S TITLE: | APPLICANT'S EMAIL ADDRESS: |
| Co-Owner | |
| SAN FRANCISCO BUSINESS ACCOUNT NUMBER: | |
| 0005200 | |
| SECRETARY OF STATE ENTITY NUMBER (If applicable): | |
| C0243767 | |

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 |
|---|-------------------------------------|------------------------|
| 4394 Mission Street | 94112 | 1908 |
| IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS? | DATES OF OPERATION AT THIS LOCATION | |
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1908 to 1909 | |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| 4513 Mission Street | 94112 | Start: 1909 |
| | | End: 1918 |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| 4494 Mission Street | 94112 | Start: 1918 |
| | | End: Present |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| | | Start: |
| | | End: |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| | | Start: |
| | | End: |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| | | Start: |
| | | End: |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| | | Start: |
| | | End: |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| | | Start: |
| | | End: |

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current 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 grants through the Legacy Business Program.

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.

Jerrold Tonelli

2/2/2021



Name (Print):

Date:

Signature:

CENTRAL DRUG STORE

Section 4: Written Historical Narrative

CRITERION 1

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

Central Drug Store, currently located at 4494 Mission Street in the Excelsior neighborhood, was established in 1908 by owner William Brenner.

The pharmacy was originally located at 4394 Mission Street. Around 1909, Central Drug Store moved to 4513 Mission Street. By 1918, William moved the pharmacy to its current location at 4494 Mission Street at Santa Rosa Avenue.

In 1921, Mr. Brenner sold the business to Wilbur G. Stahl who operated it until 1927. Claude L. DeVencenzi then purchased Central Drug Store. In 1950, George DeVencenzi and William Tonelli were brought on as co-owners, and the three men together owned and operated three pharmacies: Central Drug Store on Mission Street at Santa Rosa Avenue, Golden State Pharmacy on San Bruno Avenue at Silliman Street, and Rex Drugs on Mission Street at Onondaga Avenue.

Dino Tonelli started as a pharmacist at Central Drug Store in 1949 after his service in the Army Air Corp and Air Force. Dino took over Central Drug Store, Golden State Pharmacy, and Rex Drugs in 1965. In 1984, Dino closed Rex Drugs due to rent increases by the new building owner, and Golden State Pharmacy split off from Central Drug Store. Dino Tonelli passed away in 1991 doing what he loved – working in the pharmacy – at the age of 70. His son Jerry Tonelli, who worked with Dino as a pharmacist since 1978, took over day to day operations along with his mother Elsie Tonelli.

As a side note, Dino and Elsie met while working at Central Drug Store when Elsie was 16 years old. She's 93 now and still working at the pharmacy!

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

Not applicable.

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

Central Drug Store is a family-owned business. The Tonelli family took over ownership in 1965. Dino Tonelli, who started at Central Drug Store as a pharmacist in 1949, bought the pharmacy in 1965 from then owners George DeVincenzi, Claude L. DeVencenzi, and William Tonelli. Dino operated the business until his passing in 1991. Dino's wife, Elsie Tonelli, and son Jerry took over the business after Dino's passing. Jerry started at Central Drug Store as a stock boy and store clerk in 1971. In 1978, Jerry began working alongside his father as a pharmacist. All 7 of Elsie's children and many grandchildren and even great-grandchildren, have worked at Central Drug Store at one time or another.

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

The ownership history of Central Drug Store is as follows:

| | |
|------------------|--|
| 1908 to 1921: | William Brenner |
| 1921 to 1927: | Wilber G. Stahl |
| 1927 to 1950: | Claude L. DeVencenzi |
| 1950 to 1965: | Claude L. DeVencenzi, George DeVencenzi, and William Tonelli |
| 1965 to 1991: | Dino Tonelli |
| 1991 to Present: | Elsie Tonelli and Jerry Tonelli |

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.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

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

The historic resource status of the building that houses the business is classified by the Planning Department as Category B with regard to the California Environmental Quality Act.

CRITERION 2

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

Central Drug Store is a traditional pharmacy serving the Excelsior District since 1908. It is an up-to-date pharmacy in technology, education, services, and medications, all while continuing to keep its classic look and feel. Central Drug Store has a distinct history that makes it a once-in-a-

lifetime place to work or shop. You just feel the history of the building when you walk in, and if you listen intently you'll hear her story.

Central Drug Store takes pride in knowing their customers and patients, as well as being known as a friendly, safe, and welcoming place for all people. In addition to providing prescriptions, Central Drug Store provides free medical advice and over the counter counseling. Above all, they provide excellent customer service to the people of the Excelsior District. They have served generations of San Franciscans and still have customers well into their 90s that remember shopping at Central Drug Store as children. People that have moved out of the area will make a special trip just to come back from time to time. They always comment on how Central Drug Store is the one thing in the Excelsior that has remained the same. They say it feels like home.

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

When Dino Tonelli took over ownership in 1965, the Excelsior was a vibrant corridor with a camera shop, hardware store, stationary store, donut shop, bike shop, and clothing stores. True to its name, Central Drug Store was central to it all. Dino started supporting local churches and schools. He was the founding member of the Excelsior Businessmen Association. As a member, he was able to promote decorating the Excelsior's streets and store windows during the holidays. His store was one of the original businesses to participate in the Excelsior Blue Chip Stamp program. Dino was Chairman of the Blue Stamp Committee and earned an award for "Most Successful Year In The History Of Blue Stamp 1961."

Elsie and Jerry continue to support the same churches and schools. They've extended their community outreach by hiring local students, participating in Sunday Streets SF every year and are current members of Coalition of Concerned Medical Providers (CCMP). Through CCMP, Central Drug Store provides medications to the underserved, poor, and homeless free of charge. Jerry Tonelli is a current member of The Pharmacist Society of San Francisco and California Pharmacist Association. Elsie and Jerry also helped sponsor the mural on the side of Central Drug Store's wall, on Santa Rosa Avenue, that portrays the rich history of the Excelsior and its hope for the future.

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

Central Drug Store has been referenced in the following publications and has received the following honors:

- Most Successful Year In The History Of Blue Stamp Award presented by the Blue Stamp Committee, 1961.
- Certificate of Special Congressional Recognition Small Business Award presented by Congresswoman (now House Speaker) Nancy Pelosi, May 24, 2016.
- San Francisco Certificate of Honor presented by Mayor Edwin Lee, January 2013.

- Coalition of Concerned Medical Professionals Award presented for professional services to benefit underpaid workers, 2011.
- Associazione Lucchesi Nel Mondo San Francisco Award presented to Central Drug Store for its support of the Italian community, 2011.

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

Central Drug Store is associated with the following significant and/or historical people:

- Jerry Garcia, founder and front man for the Grateful Dead, was a regular at Central Drug Store as a young teen. He was likely found in the magazine section checking out the comics. He grew up near the store.
- Monty Stickles, San Francisco 49ers, regularly shopped at the store up until his passing in 2006.
- Juan Marichal, San Francisco Giants, would hang out and talk sports.
- Paul Tonelli, Morning radio show personality at 107.7 THE BONE and voice of the San Francisco 49ers, worked at Central Drug Store and continues to shop here for his prescriptions and everyday needs.
- Quentin Kopp, former San Francisco Supervisor and State Senator, was a regular at Central Drug Store.

Other people who have patronized Central Drug Store include the following:

- Jackie Speier, Congresswoman
- Benito Santiago, San Francisco Giants
- Rinaldo Joseph "Rugger" Ardizoia, New York Yankees

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

Central Drug Store has always been a mainstay in supporting the Excelsior neighborhood. Over the years, they have had a positive effect on the neighborhood. They regularly support the Coalition of Concerned Medical Providers, Corpus Christi Church, St. Roberts Catholic Church YMCA, St. Johns High School, St. Ignatius College Preparatory High School, Archbishop Riordan High School, Italian American Social Club, Lucchesi Nel Mondo, Excelsior Action Group, Jerry Garcia Day, Sunday Streets SF, Knights of Columbus, Pharmacist Society of San Francisco, and the San Francisco Democratic Club. Central Drug Store also hires from within the neighborhood. Many of Central Drug Store's customer's children and grandchildren have worked at the store, and some have even met their future spouses while employed there. Central Drug Store also reaches out to our local high schools (St. Ignatius, Riordan, Balboa, and Sacred Heart Cathedral) when looking for after school help. They also take pride in being a member of the Retail Clerks Union Local 648, which provides employees with excellent wages, health insurance, and pension plans.

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

The Excelsior District is a very diverse neighborhood, so the customers and patients of Central Drug Store are of many different nationalities, languages, ages (multi-generational), and lifestyles. Central Drug Store is a special welcoming place for all people of the Excelsior.

Now that Airbnb is prevalent in San Francisco, there have been numerous customers at Central Drug Store from Europe, Asia, and South America.

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

The building that houses Central Drug Store has been a pharmacy for over 100 years. Central Drug Store is one of the only, if not the only, original “small business” to survive in the Excelsior since 1908 and continues to thrive today. Housing a simple mom-and-pop pharmacy since the building’s construction, the building is unique to the neighborhood because of its 1940s-1950s-style décor. The storefront is distinctive with its bright neon “Central Drug Store” lettering on the building, backed by black tiles. The large display windows are always decorated according to the holidays and seasons. Small blue tiles decorate the bottom half of the building, including the entryway, accenting the structure. Old-time glass cabinets hold beautiful gifts of perfume, colognes, wallets, various knick-knacks, and home items.

Central Drug’s interior was remodeled once in 1976, with the exception of the pharmacy room that is very much the same as it was in 1908. The store has a warm, inviting feeling. Jerry remembers falling down in the front of Corpus Christi Church (down the block from the pharmacy) when he was 5 years old and skinning his knees. His grandmother brought him straight away to Central Drug Store. The pharmacist, George DeVincenzi, put him up on the counter, cleaned up the scrapes, and bandaged his knees. Jerry now works at that very same counter and has bandaged up his share of scrapes.

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

If Central Drug Store were to close, it would be a tremendous loss to the city of San Francisco and the Excelsior District. San Francisco was built by independently-owned businesses (i.e., small businesses). In order for San Francisco to retain its character, small businesses such as Central Drug Store need to be here.

CRITERION 3

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

Central Drug Store is a pharmacy and general merchandise store, selling goods ranging from durable medical equipment, perfume and colognes, toys/stuffed animals, gifts, and household goods.

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)

Central Drug Store is committed to maintaining its historical tradition as a pharmacy and general merchandise store as it has since 1908. As a staple in the Excelsior, Central Drug Store will continue to be a place that the community can rely on for their prescriptions, generalized goods, and familiar welcoming faces and family.

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.).

The business is committed to maintaining the building's 1940s-1950s-style décor, the bright neon "Central Drug Store" lettering on the building, the large display windows, the decorative blue tiles that adorn the bottom half of the building, the old-time glass cabinets, and the mural on the side of the building titled "The San Francisco You Should Know."

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.

Documentation that demonstrates the business has been a pharmacy and general merchandise store for 30+ years is included in this Legacy Business Registry application including, but not limited to, the following:

- A directory listing from 1908 with Central Drug Store listed at 4394 Mission Street.
- A directory listing from 1911 with Central Drug Store listed at 4513 Mission Street.
- A directory listing from 1922 with Central Drug Store listed at 4494 Mission Street.
- An advertisement in a San Francisco Chronicle from August 2, 1931, showing Central Drug Store at 4494 Mission Street listed as an "Authorized Sheaffer's Dealer." Although Central Drug Store may no longer be an authorized Shaeffer's dealer, the store still does sell general merchandise.

CENTRAL DRUG STORE

GOOD NEIGHBOR
PHARMACY



GOOD NEIGHBOR
PHARMACY

TOYS HOUSEHOLD

GOOD NEIGHBOR
PHARMACY



4
4
1



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SCHOOL

CENTRAL CARPET STORE

WHEEL PAINTING CO.

WHEEL PAINTING CO.

WHEEL PAINTING CO.

COAST

Happy Passions
Cards & Gifts

AND
DOUGH
& SAND
SHO







B 1 A
GOOD NEIGHBOR PHARMACY

Thank you for shopping with us.
FOOD HOUSEHOLD
Cards TOYS

GOOD NEIGHBOR PHARMACY

30

Thank you for shopping with us.

Cousin

Birthday for Kids

Niece

Grandma

Aunt

Son

Daughter

Friend

Neighbor

Teacher

Classmate

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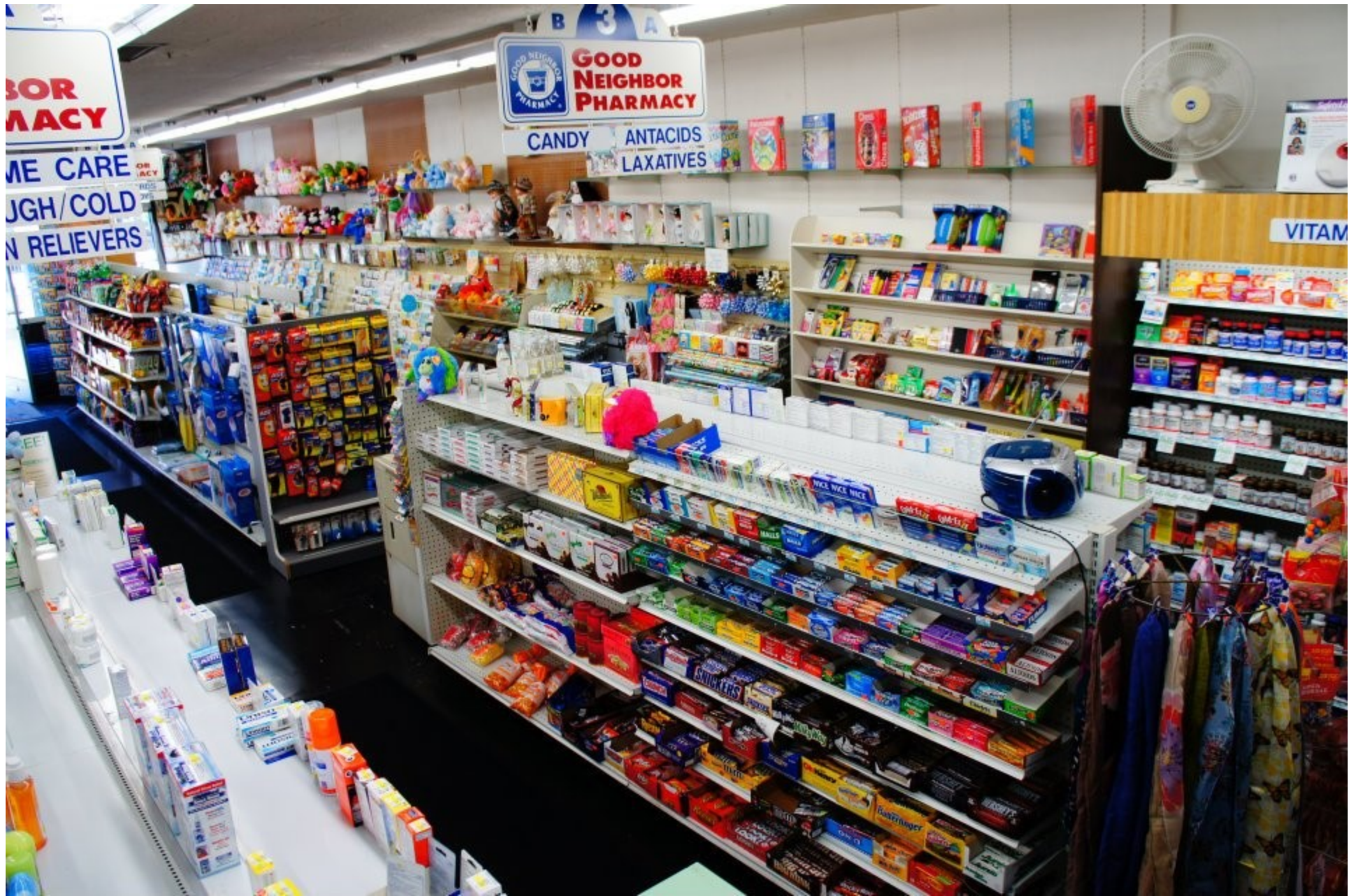
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Friend



PHARMACY



SATURDAY
July
26th
OPEN
9-1:30

ATTENTION
Pharmacy - Blue Cross is
reducing the cost of
prescriptions and NO longer
charging prescription
fees. We have a lot of things
to help you. Call us at
1-800-368-3688 or visit
www.bluecross.com

Ask Your Pharmacist
California law requires
pharmacists to spend
the extra time and
money to provide
the best care possible.

dry mouth?
MediAde
For relief of dry mouth
caused by medications,
illness, dehydration,
and aging.

Ganley
The Birthday
Cakes

DINO TONELLI

California State Board of Pharmacy
Dino Tonelli
Pharmacist



Artes - PA. Daxosin
la Flores - PA. Effexor
Jesera - PA. Androgel
Tronador - PA. Spiron
Cio Ayiles - PA. Sam PA
tre de - PA. Quar

Victoria DeLaMora

CENTRAL PHARMACY

CENTRAL PHARMACY

JOSHUA HENDY IRON WORKS
 MANUFACTURERS OF MINE AND ORE MILLING MACHINERY
 BOILERS, ENGINES, COMPRESSORS, SAW MILLS, ETC. 75 FREMONT ST. SAN FRANCISCO

USE
 Greater Quality
 DESKS

CEN

CROCKER-LANGLEY DIRECTORY

CER

417

Central California Traction Co, 347 Grant Av
 Central Canal and Irrigation Co, 702 Market
 Central City Wheelmen, Peter Cooney pres, 305 Guerrero

CENTRAL COAL CO.

J. J. McNamara general mgr, importers and dealers in coal and coke, SW cor Spear and Polson, tel Kearny 47
 Central Counties Land Co, Union Trust Bldg

Central Drug Store, 4394 Mission

CENTRAL ELECTRIC CO. L E Boynton mgr, elec construction and appliances, 185 Stevenson, tel Douglas 387

Central Emergency Hospital, Golden Gate Av cor Gough

Central Eureka Mining Co, W A M Von Bokkelen sec, Ross Bldg

Central Grocery, 101 Oak

Central Hotel, 574, 3d

Central Iron Works, A A Devoto pres, structural steel, 521 Florida

Central Loan Co (Inc) Aaron Heringhl pres, 1440 Ellis

CENTRAL LUMBER CO. A Christenson mgr, 21, 11th, tel Market 476

Central Manual Training and Cooking School, 8 s Geary bet Jones and Leavenworth

Central Methodist Episcopal Church (St Mark's) (temporary quarters) Rev Elbert R Dille pastor, 5 s O'Farrell bet Franklin and Gough

Central Milk Co, Edwin E Green mgr, 2482 Polson

Central Multigraphing Co, 925 Golden Gate Av

Central Pacific Railway Co, J L Willcutt sec, Flood Bldg

Central Police Station, 70 Eddy

CENTRAL REAL ESTATE OFFICE (C J and W A Cameron) 660 Market

Central Realty Building, 154 Sutter

Central Realty Co, 58, 2d

Central Stables, David J Morrison propr, 2478 Mission

Central Stationery & Supply Co, 1186 Market

Central Theatre, 1191 Market

CENTRAL TRANSFER CO. William Oviatt propr, main office 804 Larkin, tel Franklin 3815, branch 1965 Hayes, tel West 7977

Central Trust Building, 548 Golden Gate Av

CENTRAL TRUST CO OF CALIFORNIA. C F Leaga pres, B G Tognazzi cashier, NE cor Market and Sansome, branch 624 Van Ness Av and 3039 16th

Central Wine and Liquor Co, 566, 3d

Central Michael, bldr, 1568 Stockton

Centrup Charles, shoemkr, 2854 Mission

Centrup. See Cantrup

Century Club, Mrs Otis Lincoln pres, SW cor Sutter and Franklin

CENTURY ELECTRIC CONSTRUCTION CO. W W Hanscom mgr, contrs and engrs, 18 Fell, tel Market 283

Ceprieux Louis, lab, r 402 Broadway

Cerciat Eugene (Cerciat & Co) r 1045 McAllister

Cerciat & Co (E Cerciat and J Bourdette) laundry, 1045 McAllister

Circle de l'Union, club, 2400 Broadway

Circle Francais (French Club) H Scheck mgr, 1509 Gough

Cerda John, stov, 300 Stewart

Cerda John M, fireman, r 528 Vienna

Cereghino A & Bro (A and N) butchers, 1310 Grant Av

Cereghino Angelo (A Cereghino & Bro) r 427 Green

Cereghino Archibald, fireman str Thorougfare

PRESSED BRICK
CARNEGIE
BRICK AND POTTERY CO.
 119-10TH STREET PHONE MARKET 88

Cereghino Carlo, locksmith, 3392 Mission

Cereghino David, expressman, r 1444 Lombard

Cereghino David, pump repr, 4645 Mission

Cereghino Domenico (Cal Fish, Co) 518 Clay

Cereghino Dominick, lab, r 522 Vallejo

Cereghino Dora Miss, r 1234, 5th Av

Cereghino Emil, clk, r 4271 Mission

Cereghino Emile, tinemith, r 1202 Kearny

Cereghino Frank, carp, r 22 Croke

Cereghino Henry, carp, r 22 Croke

Cereghino Isidoro J, ceinteller U S Sub-Treasury, r Berkeley

Cereghino John, lab, r 6 Marshall

Cereghino John (Rittore & Cereghino) r 255 Montgomery Av

Cereghino Joseph, carp, r 22 Croke

Cereghino Joseph, foreman Am Can Co, r 2942 Webster

Cereghino Joseph, groceries, 2438 San Bruno Av, r 1234, 5th Av

Cereghino Joseph, teas and coffees, r 4271 Mission

Cereghino Joseph T, with J B F Davis & Son, r 1632 Broadway

Cereghino Josephine Miss, teacher, r 4271 Mission

Cereghino Lodovic, clk R Cereghino, r 4271 Mission

Cereghino Louis, bldr, r 6 Marshall

Cereghino Natali (A Cereghino & Bro) r 522 Vallejo

Cereghino Rocco, groceries, 4273 Mission, liquors, 4277 Mission

Cereghino Victor, bldr, r 6 Marshall

Cereghino William E, millman, r 689 28th

Cerelli Dominick (Joseph & Cerelli) r 437 Chestnut

Cerelli Gabriel, pastemkr, r 323 Filbert

zz Cereni. See Cerini

Cerente Angelo, lab, r 40 Jasper Pl

Ceresa Emilio, restaurant, Greater S F Market, r 927 1/2 Pacific

Ceresi Frank, lab, r 2832 Franklin

Ceresi Giuseppe, lab, r 2832 Franklin

Cerotti E, janitor, r 535 Union

Cerf Aaron, r 2102 Bush

Cerf Adrienne Miss, teacher Pub Schools, r 2224 Devisadero

Cerf Albert, r 3107 Washington

Cerf Alvin E, physician, r 3107 Washington

Cerf Arthur, salesman Clarion Co, r 2102 Bush

Cerf B & Co (B Cerf) dry goods, 2416 Mission

Cerf Barnard (B Cerf & Co) r 2430 Mission

Cerf Bernard J, plumbing, 612 Stanyan, r 3107 Washington

FRED W. VAUGHAN & CO.
 The **OLIVER** Typewriter
 THE STANDARD VISIBLE WRITER
 PACIFIC COAST DEALERS
 654 Market St. San Francisco Phone Douglas 1033

SPRINGFIELD
 Fire and Marine Insurance Company
 SPRINGFIELD, MASS.

GEO. W. DORNIN, Mgr. JOHN C. DORNIN, Asst. Mgr.
 304-310 KOHL BUILDING
 Cor. California and Montgomery Sts., SAN FRANCISCO
 SEE INS'PT

C.W. MARWEDEL MACHINE SHOP TOOLS AND SUPPLIES.
 BRASS COPPER STEEL.
 58-60 FIRST ST.
 PHONE MARKET 1284

“Central Drug Store, 4513 Mission”

Established thirty years **CHAS. LYONS** LONDON TAILOR 719 Market Street

USE Crocker Quality STATIONERY

391

Celler Mark, salesman, r 843 Devisadero
 Celler See Seller and Zellar
 Cellerius Albert, mach, r 273a Francisco
 Cellerius Rose, widow, r 273a Francisco
 Cellerius Walter, watchman, r 273a Francisco
 Celli Pietro, baker, r 702 Vallejo
 Cellier Alfred, with Ant Borel & Co, r 1740 Sacramento
 Celluloid Co The (Gardner Bros) 585 Mission
 Celoni John (John Celoni & Co) r 2908 23d
 Celoni John, clk, r 1423 Haight
 Celoni John & Co (J Celoni, C Ragghianti) groceries, 2904, 23d
 Celoni Pasqualini, widow, r 2208 Jones
 Celoni Poscuino, bartndr, r 2208 Jones
 Celustin Geo, plumber, r 801 Vallejo
 Cement Bag Co, 1 Montgomery
 Cement Lime & Plaster Credit Assn, 895 Commercial Bldg
 Cenatanro Harry, millhand, r 52 Santa Marina
 Cengelosa Michael, barber, r 274 Connecticut
 Centollno Peter, marble wkr, r 146 Britton
 Cennetti Andrew, bookbdr, r 1741 Kirkwood Av
 Cennetti Dominick, tanner, r 1741 Kirkwood Av
 Cennetti Jos, mach, r 1741 Kirkwood Av
 Centemeri P & Co, gloves, 153 Geary
 Centenaro John, yard man H S Thomson, r 72 Santa Marina
 Centenary M E Church South, Rev J A Batchelor pastor, 1757 Bush
 Centennial Church of Christ, W Stairs pastor, W s Castro bet 23d and 24th
 Centennial Mill Co, Merchants Exchange Bldg
 Centennial Stables, 1820 Greenwich
 Center Adeline, widow, r 122 Fair Oaks
 Center Elizabeth, widow, r 325 Bartlett
 Center Frank W, driver, r 325 Bartlett
 Center Geo, cabtmkr r 1418 Webster
 Center Geo H, clk Pac Hdw & Steel Co, r Fruitvale
 Center Geo L, capitalist, 660 Market, r Belmont
 Center John C, 660 Market
 Center Ray, mach, r 325 Bartlett
 Center Samuel (Center & Spader) r Alameda

CENTER & SPADER

(Samuel Center and Charles T Spader) real estate and insurance 660 Market, tel Kearny 607

Center See Senter
 Centrif Chas, riggr, r 1055 Ingerson
 Centlivre Agnes Miss, r 116 Sadowa
 Centlivre Chas F, hoseman Engine 33, r 116 Sadowa
 Centner Martin A, teacher Public School, r 2510 Pine
 Centoni Amadeo, r 30 Sonora
 Central Amusement Co, pool and bowling, 1747 O'Farrell
 Central Building, 1214 Polk
 Central Building and Financing Co, 16 Geary
 Central California Canneries, 1 Drumm
 Central California Investment Co, Crocker Bldg
 Central California Railway Co, 1017 Flood Bldg
 Central California Traction Co, 347 Grant Av

CENTRAL COAL CO.

J J McNamara general mgr, importers and dealers in coal and coke, SW cor Spear and Folsom, tel Kearny 47
 Central Counties Land Co, 14 Montgomery

CENTRAL CREAMERY CO. mfrs high grade dairy products, 425 Battery

Central Drug Store, 4513 Mission
 Central Electric Co, 185 Stevenson
 Central Emergency Hospital, Golden Gate Av cor Gough
 Central Feed Co, 1653 Valencia
 Central Florists, 501 Columbus Av
 Central Fuel Oil Co, 623 Wells Fargo & Co Bldg
 Central House, 1207 Market
 Central Hotel, Fred C Hawes mgr, 574 3d
 Central Iron Works, 621 Florida
 Central Loan Co, 31 Eddy
CENTRAL LUMBER CO., A Christenson mgr, 21, 11th, tel Market 476
 Central Manual Training and Cooking School, S s Geary bet Jones and Leavenworth
CENTRAL MARKET, Joseph Pontacq propr, 2244-2246 Fillmore, tels West 432, Home S 2306
 Central M E Church, Rev E R Dille pastor, SW cor O'Farrell and Leavenworth
 Central Milk Co, 2492 Folsom
 Central Mission and Hayes Valley Improvement Club, Dan O'Callaghan pres, H M Beatty sec, 6th floor Mills Bldg
 Central Oakland Light and Power Co, 57 Post
 Central Pacific Railway Co, G L King sec, Flood Bldg
 Central Park, E s 8th, Market to Mission
CENTRAL PLATING WORKS, manufacturers of brass beds, gold, silver and nickel plating, 17 Tehama, tels Douglas 5471, Home J 2041
 Central Plumbing Supply Co, 1489 Market
 Central Police Station, 64 Eddy
 Central Realty Bldg, 154 Sutter
 Central Realty Co, 58, 2d
 Central Rooming House, 1207 Market
 Central Stationery Co (L Parent) 1192 Market
 Central Theatre, 1193 Market
 Central Transfer Co, Wm Ovitt mgr, 711 Larkin
 Central Trust Bldg, 568 Golden Gate Av
 Centuri Giuseppe, r 483 Green
 Century Club, Mrs W Reding pres, 1355 Franklin
CENTURY ELECTRIC CO., R J Davis agt, single phase motors and fans, 533 Howard
 Century Investment Co, Crocker Bldg
 Ceperley Chas G, cigarmkr, r 145 Welch
 Cera David, r 1411 Stockton
 Ceraughino David, r 1644 Filbert
 Cerasco Steven, fruits, r 1660 San Jose
 Cerasna W, polisher, Jos Musto Sons, Keenan Co, r 330 Lombard
 Cerchi Bros (D and J) proprs Hotel Colombia, 621, 7th
 Cerchi David (Cerchi Bros) r 621, 7th
 Cerchi John (Cerchi Bros) r 621, 7th
 Cerchat & Co (J Bourdet, J Cronere, R Estarzan) laundry, 1045 McAllister
 Cercle De L'Union Club, 220 Post
 Cerda John, lab, r 358 Vienna
 Cereghino A & Bro (Mrs A and N) butchers, 1310 Grant and 1896 Hyde
 Cereghino Albert, r 2942 Webster
 Cereghino A Mrs (A Cereghino & Bro) r 427 Green
 Cereghino Angelo Mrs (A Cereghino & Bro) r 427 Green
 Cereghino Angelo, teamster, r 512a Greenwich
 Cereghino Carlo, locksmith, 3392 Mission
 Cereghino Emil, foreman Am Can Co, r 1202 Kearny
 Cereghino Emil, groceries, 4273 Mission
 Cereghino Frank, carp, r 22 Croke
 Cereghino Henry P, carp, r 22 Croke
 Cereghino Isidore J, clk U S Sub-Treasury, r Berkeley

9.00 A.M.
 10.20 A.M.
 6.40 P.M.
 7.00 P.M.

FAST TRAINS, STANDARD AND TOURIST CARS WITH DINER, LEAVE FOR THE EAST MORNING, NOON AND NIGHT LOCAL TRAINS TO NEARBY POINTS AT ALL HOURS

SOUTHERN PACIFIC

SUNSET MAGAZINE
 TELLS OF THE WEST BY PICTURE STORY AND VERSE
 ON ALL BOOKSTANDS FIFTEEN CENTS A COPY

BURLAP

BY THE
CARLOAD
BALE
OR
BOLT
IN ALL WEIGHTS
AND WIDTHS

COTTON
GOODS

AMES HARRIS
NEVILLE CO.

100 POTRERO AVE.

PHONE
MARKET 6100

See Page 9

Addressograph
PRINTS FROM TYPE
H. S. Crocker Co., Inc.
AGENTS
565-571 Market St.

PHONE MARKET 191 **WILL & FINCK** 1686 MARKET STREET
CUTLERY x BARBERS' SUPPLIES x SPORTING GOODS

CENTER & SPADER

(Samuel Center and Charles T Spader)
real estate and insurance, 660 Market,
tel Kearny 607
Centlivre Chas F (Marie) hosemn SFFED r 2589
Folsom
Centner Martin (Lucille) tchr Pub School r 827
Scott
Centoni Giuseppe lab r 445 Washington
Central and SP Co Employees Mutual Benefit
Assn 65 Market
* Baptist Church Rev D M Dawson pastor 144
Eureka
* Building 154 Sutter
* California Berry Growers Assn 510 Battery
* California Traction Co 9 Main
CENTRAL CALIFORNIA VINEYARD ASSN,
Grapevine Products, Chronicle Bldg
* City Chemical Co 635 Howard

CENTRAL COAL COMPANY
coal and wood, office Balfour Bldg,
351 California, tel Kearny 2647, yards
650, 8th (see left side lines and page 40)
* Commercial Co 560 Sacramento

CENTRAL DRUG STORE, Wilbur G Stahl
prop, 4494 Mission
* Electric Co 185 Stevenson

CENTRAL EMERGENCY HOSPITAL, cor
Polk and Ivy
* Eureka Mining Co 519 California
CENTRAL FINANCE CO, commercial paper,
440 Phelan Bldg, tel Douglas 6614
* Fire Alarm Station S s Turk bet Octavia and
Laguna
* Florists 501 Columbus Av
* Hotel 574 3d

CENTRAL IRON WORKS (Inc), A A Devoto
pres, structural steel contractors, office
2050 Bryant, works 621 Florida, tel Mis-
sion 58

* Iron & Steel Co 22 Battery
CENTRAL LOAN CO (Aaron Heringhi), ad-
vances made on bonds, mortgages, etc, 205
Gillette Bldg, 830 Market, tel Douglas
4753

* Methodist Episcopal Church Rev W J Sher-
man pastor O'Farrell and Leavenworth

CENTRAL NATIONAL BANK
J F Carlston pres, A J Mount v-pres-
cashr, Claud Gatch, M A Mosher,
E M Fitzgerald v-pres, Broadway NE
cor 14th, Oakland

CENTRAL NATIONAL BANK AND CENTRAL SAVINGS BANK, Broadway
NE cor 14th, Oakland

**CENTRAL NATIONAL FIRE IN-
SURANCE CO** (Des Moines, Iowa),
Clarence de Veuve gen agt, 407 Pine,
tel Kearny 2247

* Pacific Land & Lumber Co 681 Market
* Pacific Ry Co 65 Market
* Realty Building 154 Sutter
* Sunset Imp Assn 1321 20th Av
* Theatre 979 Market
* Trust Building 568 Golden Gate Av
* Trust Co (Anglo-California Trust Company
successors) 532 Market
* Warehouses 518 Brannan

CENTRUP see Cantrup
Century Club 1355 Franklin
* Cork Co 519 California
* Electric Co 229 11th

CENTURY ELECTRIC CO OF ST LOUIS,
R J Davis agt, alternating current electric
motors and fans, 171 2d, tel Sutter 2071
* Insurance Co 220 Sansome
* Music Co 437 Eddy

**CENTURY PORTABLE TYPE-
WRITER**, American Writing Machine
Co, 605 Market (See Page 91)
* Realty Co 544 Market

CENTURY THEATRE, Harry A Bailey mgr,
Ellis near Stockton tel Sutter 2460
Cepernich Maxim J (Helen M) mgr Arcadia
Apts 522 Hyde
Ceppi Martina bkpr Bank of Italy r 771 Turk
Cerac Chas P mfr r 387 Ellis
Ceragoli Ettore (Mary) r 3009a Buchanan
Ceran Anna (wid Louis) r 1117 Geary
Cerar Louis autorepr r 616 Golden Gate Av
Cerasi Virginia clk r 1382 Haight
Cerasi Enrico cigars 536 Jackson r 526 Jackson

CERASI

* Leon (Pauline) (New Roma Hotel) r 526
Jackson

Cerata Della feeder r 1597 Jackson
CERCIAT FRENCH LAUNDRY CO (J Bour-
det, R Estraziau, J Crouere, P Bigue),
1045 McAllister, tel Park 881

CERCLE DE L'UNION, 220 Post, tel Douglas
3130

Cerda A M painter r 1018 McAllister
* Andreas (Filiberta) (Andreas Cerda & Co)
r 1231 Powell

* Andreas & Co (A Cerda A Solari) grocers
1231 Powell
* John M (Guadalupe) bargemr r 358 Vienna

Cereal Products Refining Corp 762 Fulton
Cereghino Albert r 501 Delano Av
* Angelina seamstress r 3405 Mission
* Angelo (Rose) with Bank of Cal r 1637
Grant Av

* Beatrice r 4271 Mission
* Carlo locksmith r 3405 Mission
* Carrie r 40 Santa Rosa Av

* David (Victoria) r 1644 Filbert
* David (Sophie) well borer 4445 Mission
* David Jr autowkr r 4445 Mission

Dominick (Lillian) floor mgr Western Cal
Fish Co r 1029 Union
Edw clk Baker Hamilton & Pac Co r 4445
Mission

* Emilio foremn Am Can Co r 1761 Mason
* Frank pumpmn r 40 Santa Rosa Av
* Frank N comp r 3123 Laguna

* Geo (Edith) tmstr r 501 Delano
* Henry P pumpmn r 40 Santa Rosa Av
* I J with Bank of Italy r Berkeley

* John restaurant r 3123 Laguna
* Jos J pumpmn r 40 Santa Rosa Av
Cereghino Jos student r 110 29th

* Jos coffee r 4271 Mission
* Josephine C tchr Pub School r 4271 Mission
* Louis refreshments 4275 Mission r 4271
Mission

* Madelene Mrs r 526 Vallejo
* Mario lab r 3123 Laguna
* Mary (wid John) r 46 Santa Rosa Av

* Natale (Susie) butcher 1310 Grant Av r
526 Vallejo

* Rocco (Mary) r 4271 Mission
* Walter F (Alma) saln r 915 Filbert
* Wm J (Theresa) estimator Eureka Sash
D & M Mills r 1167 Pacific

Cerejo Fiorentino r 1834 Grant Av
* Gabriel seamr 629 Vallejo

Cerka Mitchell clk r 1130 Mason
Cerei Carmelo (Catherine) grocer r 1059 Pacific
Cereili Antonio driver r 1057 Pacific

* Catherine O steno r 658a Green
* Domenick (Pessano & Cereili) r 658a Green
* Hazel (wid John) r 380 Francisco

* John (Annie) pedler 586 Greenwich
* Jos clk r 1223 Kearny

CERENI see Cerini
Ceresa Emilio saln Wm Musante & Co r Peta-
luma

* Virginia salwn r 1382 Haight
Ceresoni Louis (Mary) (De Filippo & Ceresoni)
r 4979 Mission

Cerf Adrienne tchr Pub School r 1528 Sutter
* Alvin E (Hazel) phys Flood Bldg r 239 28th
Av

* Arthur (Addie) saln r 662 24th Av
* Bernard (Regina) pres-mgr Royal Hat Co
Inc r 85 6th Av

* Bernard J (Post St Garage) r 739 Post
* Blanch steno r 164 15th Av
* Cedric S rancher r 2821 Steiner

* Edw usher r 722 Hayes
* Edw M mfrs agt 112 Market r 835 Hyde
* Emanuel W (Rose) r 1175 Clay

* Emile (Carrie) (Clarion) r 24 Euclid Av
* Ernest Mrs widow r 2821 Steiner
* Eugene (Josephine) draying r 818 Hayes

* E W rancher r 2821 Steiner
* Jos L (Leah) druggist r 164 15th Av
* Laurence conftr r 1528 Sutter

* Lucien (Marie) saln r 2 Commonwealth Av
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LIVING

Wed., Nov. 15, 1978

HERE'S TO YOUR HEALTH

By Leonore Feinstein

That fellow with the "dead fish" handshake may not know it but he's maintaining his usual heart rate and blood pressure. Conversely, the one who crushes your hand with his mighty paw is raising his heart rate and blood pressure. This isometric fact of life may soon be used to estimate a surgical patient's response to imminent anesthesia, according to Dr. Paul J. Dauchot. The patient will handgrip an instrument that measures various functions, thus giving the anesthesiologist advance notice of possibly adverse reactions.

A drug used to stimulate ovulation in women has been found to boost male fertility as well. Clomiphene citrate administered to 14 men has increased their sperm count as much as 40 million per cc. and in six months or less, three of their mates have conceived.

The dizziness and hearing loss associated with Meniere's disease have been abated by means of a low-pressure chamber. Swedish professor Orjan Tjernstrom is not certain why the underpressure achieves such dramatic results, but American otolaryngologists are impressed, and are eager to try the new procedure.

After a heart attack, successful adjustment to emotional difficulties during the hospital stay bodes well for satisfactory convalescence and recovery. Natural feelings of helplessness in the strange surroundings of an emergency room and coronary care unit may be eased if doctors and nurses explain what is happening and why.

Specific explanations of what to expect when the patient moves to a regular hospital room and, finally, what problems he may face when he goes home help to minimize apprehensions of the unknown. Group psychotherapy helps significantly, too.

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San Francisco Chronicle

BB-3

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San Francisco Chronicle

EXCELSIOR / Locals honor Garcia / Jerry Day pays homage to singer's neighborhood roots

Carolyn Jones, Chronicle Staff Writer

July 1, 2005

Updated: Jan. 20, 2012

Long before he was lead singer for the Grateful Dead, Jerry Garcia was a scrappy kid in the Excelsior -- pulling fire alarms, sticking his hands in wet cement, throwing cherry bombs in the Alemany tunnel.

"Seems like we were always in the back of a police cruiser," said Garcia's childhood buddy, John Clark, a writer and filmmaker who now lives in Orlando. "The Excelsior was a lot of fun for us. Harrington Street was our world."

The Excelsior is now embracing Garcia once again. Commemorating Garcia's 63rd birthday on Aug. 1 and the 10th anniversary of his death on Aug. 9, residents of the Excelsior are hosting Jerry Day at the McLaren Park amphitheater.

The free event, scheduled for Aug. 7, will feature four bands, food booths and arts and crafts.

Organizers are expecting 1,300 to 1,500 people to attend Jerry Day, which is in its third year. The purpose is to celebrate Garcia's life, art and music, as well as bring people to the Excelsior -- a neighborhood that doesn't get nearly enough attention, promoters say.

"I know what it feels like to grow up out there, not feeling like you're part of the city," said organizer Tom Murphy, who was raised in the Excelsior and now works in finance on the Peninsula. "We're trying to build pride, community spirit, bring positive attention to the neighborhood."

Garcia fans have also gathered 1,000 signatures to rename the McLaren Park amphitheater after the world-famous singer and guitarist. Three years ago, they printed and sold T-shirts with Garcia's artwork to raise money for a new playground at the park. In all, they netted \$5,000. The playground was completed in 2003.

There's also a movement to declare his childhood home, at 87 Harrington St., a landmark and place a plaque out front.

"Jerry Garcia and his accomplishments help put the Excelsior on the map," said Supervisor Gerardo Sandoval, who represents the neighborhood.

Sandoval is particularly pleased with the Garcia celebration because "it's a well-kept secret that I'm the only Deadhead on the board. I have more than 50 shows under my belt."

Garcia's family has been very supportive of Jerry Day and efforts to commemorate his childhood, Murphy said. His family donated an original Garcia painting to auction to raise money for Jerry Day. The painting will be auctioned at a fund-raiser Thursday at Cafe Mama, 4754 Mission St.



AP

This is a 1994 file photo of singer JERRY GARCIA. Tired of diehard Grateful Dead fans clogging city homeless shelters while waiting for the next concert, Santa Cruz mayor, Scott Kennedy, is asking Jerry Garcia to share the cost of deadbeat Deadheads by giving to the shelters that feed the homeless and roaming Dead fans. Band spokesman Dennis McNally, skeptical about the extent of Santa Cruz's Deadhead problem, said band has made contributions to cities whose social services have been tapped by fans. (AP Photo/File)



GARCIA/C/20AUG99/PK/HO-This is a photo of Jerry Garcia dressed as a cowboy in his youth.
HANDOUT

Fans say they can hear the Excelsior's influence in Garcia's music. Although he was a hippie icon for three decades, he also favored bluegrass, blues and other working-class types of music -- a throwback to his youth in the blue-collar Outer Mission.

Sandoval noted that Garcia was originally trained as a Spanish classical guitarist, a reflection of the traditional lifestyle and Latin influence of the Excelsior.

Garcia isn't the Excelsior's only famous son. Boston Red Sox Hall of Famer Joe Cronin, Mix Master Mike of the Beastie Boys and former heavyweight champion Pat Valentino also hail from the foggy streets of the Outer Mission.

"North Beach had Joe DiMaggio; we have our own Hall of Famer," Murphy said.

Garcia grew up at 121 Amazon St., then moved when he was 5 to his grandmother's house at 87 Harrington St., where he lived until he was a teenager. Clark lived a few doors down at 32 Harrington.

"We were pretty inseparable," said Clark, who later wrote a book called "Dead Angel" about his childhood with Garcia.

Garcia, at the time of his death in 1995, was also working on a book about his youth, called "Harrington Street." It was published posthumously. Clark first met Garcia in the comic book aisle at the [Central Drug Store](#), which is still in business near Mission and Excelsior Avenue. They spent their youth "mostly getting into trouble and having fun," Clark said.

They built tree houses, played Union and Confederate soldiers in vacant lots, made an underground fort complete with periscope, went on Easter egg hunts at McLaren Park, cleaned the park's horse stables in exchange for rides, and exploded a lot of firecrackers.

"As a kid, Jerry was very fun-loving, very kind. A little lost, in a sense," Clark said. "I remember once we were walking down the street and he was singing 'When the Red Red Robin Comes Bob-Bob-Bobbing Along,' and thinking, 'Boy, I hope he doesn't become a singer.' "

Clark and Garcia stayed in touch over the years, although Clark never considered himself a Deadhead.

Nonetheless, he plans to return to the Excelsior for Jerry Day and emcee the event.

"I haven't been back to McLaren Park in years," he said. "I still remember stealing the Easter eggs out of Jerry's basket there."

Harrington Street

In Jerry Garcia's posthumously published "Harrington Street" ([Delacorte Press](#), \$22.95), he writes about his childhood. These are some of his memories of his Excelsior neighborhood:

"When I lived at 87 Harrington St., the neighborhood church was Corpus Christi (body of Christ) located one block northeast of Harrington Street and occupying about one half block of area. It was, when we first moved there, a typical wooden frame, sort of classic little old church-in-the-lane cum here's the church, here's the people, open the doors, etc... kind of deal."

On another page, he wrote:

"The Excelsior district of San Francisco was ethnically mostly Italian and Irish. My family was pretty much Spanish-Irish, a stricken combination of Catholicism's Weirder Interpretations. ... So one block, scarcely 100 yards from the door at 87 Harrington, was God's House! In those days they still had the wonderful Latin Mass with its resonant sonorities and mysterious ritual movements, the incense, the music, choir, organ, bells, candles, the muted light through the stained glass windows."

Visit our **Excelsior District** page for more content:



Top 5 Excelsior Commercial Buildings

March 23rd, 2020

[No Comments »](#)

We have already admired, written about, and helped with landmark designation for the terrific [Royal Baking Company building](#) at 4769-4773 Mission Street, but there are a number of other great commercial buildings in the Excelsior. While there are gems farther out Mission (we love the old Art Deco realty office at [5401 Mission Street](#)), we're not going south of Geneva Avenue for this post. As with our [top 5 residential buildings](#) and [top 5 institutional buildings](#), this list is very subjective. Let us know if you have a favorite one not mentioned!

Central Drug Store

(4494 Mission Street, built 1910)



The form is simple (a rectangle), but the drugstore on the corner at 4494 Mission Street at the corner of Santa Rosa Avenue has a couple of big reasons for making this list. Central Drug Store is the oldest still-operating business in the Excelsior District, having opened in this spot in 1910. A circa 1950 alteration to the building gave us the sleek Vitrolite sign with "Central Drug Store" in neon. Jerry Garcia bought comic books here when he was a boy, and he is still playing the guitar on the south side of the building along Santa Rosa Avenue in the 2009 work by Precita Eyes Muralists, *The San Francisco You Should Know*.



Detail of *The San Francisco You Should Know* on side of Central Drug Store building.

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