



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: APRIL 19, 2017

Filing Date: March 24, 2017
Case No.: 2017-003782LBR
Business Name: BrainWash, Inc.
Business Address: 1126 Folsom Street
Zoning: NCT (Folsom Street Neighborhood Commercial Transit)/
65-X Height and Bulk District
Block/Lot: 3730/014
Applicant: Jeffrey Zalles, President
1126 Folsom Street
San Francisco, CA 94103
Nominated By: Supervisor Jane Kim, District 6
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

BUSINESS DESCRIPTION

BrainWash, Inc. is a combination laundromat, internet café, restaurant, and entertainment venue founded by Susan Schindler in 1989 and located on Folsom Street between Rausch and Langton Streets in the South of Market. Schindler had worked as a party planner and initially sought to open a nightclub in the South of Market. She changed her mind after learning that the neighborhood lacked a laundromat. With the goal of making chores more fun, she opened BrainWash, the only laundromat in the neighborhood when it opened its doors in 1989. Nearly three decades old, it continues to offer over 30 high-tech washers and dryers, a 49-seat internet café and restaurant open daily until 2 a.m., electronic displays at the cafe indicating when clothes are ready, pinball machines, and a juke box, as well as live entertainment such as comedy standup, poetry readings, and all-age music shows.

The combination laundromat and café features large windows, concrete floors, and high, beamed ceilings. Its industrial interior design, signage and logos with company branding, and a tilted diagonal glass-and-metal wall separating the approximately 30 computerized washing machines from the café contribute to its “post-punk” aesthetic. Interior wall space is covered with art work by local artists to sell their work, signs on its all-gender restrooms read, “Readers,” and “Writers,” and a parklet on exterior allows customers to enjoy café beverages and food outside.

BrainWash gives back to the community by serving as a gathering spot and venue for community meetings, and by partnering with local government agencies to offer laundry services to homeless individuals at no charge. Through this partnership, City agencies provide homeless individuals with vouchers that can be redeemed at BrainWash for laundry services. The program was envisioned by Jeffrey Zalles, the current owner of BrainWash. In addition to serving South of Market residents, BrainWash attracts customers from outside the neighborhood who enjoy the unique amenities or wish to attend an event onsite. Tourists are also drawn to the establishment, which has received a significant amount of

BrainWash, Inc.; Cal's Automotive Center; Chinese Historical Society of America; Gino and Carlo, Inc.; Noriega Produce

national and international media attention over the years, including an article in Smithsonian Magazine, appearances in television shows on the Food Network, and reviews of its café and restaurant offerings by newspaper food critics. BrainWash is known for its stand-up comedy open mic, one of the oldest in the Bay Area; well-known comedians whose careers started at BrainWash include Ali Wong, Louis Katz, Mo Mandel, Sheng Wang, Brent Weinbach, and Al Madrigal, the "Senior Latino Correspondent" on the Daily Show. Other famous comedians such as Paul Mooney, Hannibal Burrell, Faizon Love, and the late Robin Williams have also performed at BrainWash.

BrainWash is currently at risk of closure or displacement. Ongoing construction of an adjacent six-story 112-unit apartment building has resulted in declining business and revenues. The company is unlikely to sustain itself for much longer without assistance and its lease expires in 2019 with negotiations for a new lease to begin soon.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1989.

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

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

- i. BrainWash has operated for 28 years, has made significant contributions to the neighborhood, and is at significant risk of displacement.
- ii. BrainWash has contributed to the identity of the West South of Market (SoMa) neighborhood by functioning as a neighborhood laundromat and combination café, restaurant, and entertainment venue. It was the first and only laundromat in the West SoMa neighborhood when it opened in 1989. It is unique in that it features high-tech washers and dryers, meals and beverages at its café, free internet Wi-Fi, and live entertainment programming, thus also promoting artistic and cultural expression in addition to providing a basic neighborhood service.
- iii. BrainWash is committed to maintaining the physical features or traditions that define its tradition as a neighborhood laundromat and combination café, restaurant, and entertainment venue in West South of Market.

While BrainWash has been in operation less than 30 years (eligibility Criterion I), it is currently at risk of closure or displacement. Ongoing construction of an adjacent six-story 112-unit apartment building has led to declining business and revenue. BrainWash is unlikely to sustain itself for much longer without assistance. The present lease will expire in 2019 and the business is looking to start negotiations on its new lease soon.

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

The business is associated with tradition of serving as a neighborhood laundromat, café, restaurant, and entertainment venue. It was one of the earliest documented business models of its kind.

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

1122-1126 Folsom Street is considered a "Category A Property," indicating the presence of a historic resource. It is a contributor to the California Register-eligible Western SoMa Light Industrial and Residential Historic District. It was also identified on page 178 of the *LGBTQ Historic Context Statement* for its association with Clementina's Baybrick Inn, a South of Market bar that welcomed lesbians of color.

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

No. However, it has been identified as a contributor to a potential historic district: the California Register-eligible Western SoMa Light Industrial and Residential Historic District

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

Yes. The business is noted on page 178 of the *LGBTQ Historic Context Statement* for its association with Clementina's Baybrick Inn, which welcomed lesbians of color.

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

Yes. BrainWash has been cited in numerous publications including, but not limited to:

Smithsonian Magazine, 04/1997, "It all comes out in the wash," by Chiori Santiago; San Francisco Chronicle, 1/27/1990, "49 Reasons the City is Super," by Pat Steger; Time Out: London's Weekly Guide, 10-13/1993, "Dispatches: San Francisco," by Alix Sharkey; America West Airlines Magazine, 3/1997, "A Clean Break," by Wendy Neri; Details: the music issue, 7/1993, "San Francisco: BrainWash"; Arena: The British Magazine for Men, Summer/Autumn 1991, "A City on a Hill"; Metropolitan Home, May 1990, "The Inside Track on Where to Eat, Stay, Play, and Shop: San Francisco"; The Magazine of Design and Style, April 1990, "Wash N' Nosh"; Flipside, March/April 1991; Prism Magazine, March 1990, "Brainwashed," by M.M.; San Francisco Examiner, 12/11/1989, "South of Market laundry-case opens," by Louis Trager; San Jose Mercury News, June 28-July 4, 1991, "Rockin' n' washin'," by David Plotnikoff; San Francisco Focus, August 1991, Letter from the Editor: Recipes for Success," by Mark K. Powelson; Food Arts, March 1990, "Spin Cycle Supper Club," by Kelley Regan; San Francisco Chronicle, 6/25/1990, "City Visions and a Laundromat," by Pat Steger; San Francisco Chronicle, 11/29/1989, "Bay City Beat," by Herb Caen; The Tribune, 3/24/1990, "The hip crowd comes clean at South-of-Market hot spot"; San Francisco Focus, May 1997, "Bay Beat: BrainWash"; San Francisco Examiner, 11/17/1992, "Sparky Takes off in 'This Modern World,'" by Tom Tomorrow and Bill Griffith; Restaurants & Institutions, 8/8/1990, "Where It's Funky." BrainWash has also been featured in San Francisco Focus' Best of the Bay Area: the Ultimate Insider's Guide and Lonely Planet travel guides.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1126 Folsom Street

Recommended by Applicant

- Laundry services
- Café function

Additional Recommended by Staff

- South of Market location
- Entertainment function
- Industrial interior design and signage
- Company branding and logo
- Juke box
- Pinball machines
- Practice of displaying artwork by local artists

Filing Date: March 24, 2017
Case No.: 2017-003872LBR
Business Name: Cal's Automotive Center
Business Address: 1004 Treat Avenue
Zoning: UMU (Urban Mixed Use)/
40-X Height and Bulk District
Block/Lot: 3640/039
Applicant: Dominic and Josie Calabrese
1004 Treat Avenue
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, 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

Established by the Calabrese family in 1975, Cal's Automotive Center ("Cal's Auto") has continuously served the Mission District, operating out of its 1004 Treat Avenue shop since 1980. Fortunato "Fudge" Calabrese and his son, Dominic "Nick" Calabrese, opened the business and ran it together for over two decades. Fudge – a San Francisco native and Korean War Veteran – earned a reputation as one of the city's most talented mechanics, and was an avid drag racer. He belonged to a drag race team called the Excelsior Throttlers who raced on the Great Highway during the 1960s and 1970s. Nick started working at the shop while in high school and took over the business following Fudge's death in 1998. He and his wife, Josie, remain the owners.

Cal's Auto provides general auto repair services for all types of vehicles but specializes in working on classic and vintage cars, which can often be seen in the shop or parked on the street nearby. Some of these include vintage cars owned and restored by Cal's Auto mechanics, and include a 1962 Cadillac Park Avenue, 1938 Chevrolet Master Deluxe, and 1969 Oldsmobile 422 convertible. As an Italian American-owned business, Cal's Auto sends its classic cars to participate in the annual Columbus Day parade in North Beach; it also participates in the annual St. Patrick's Day parade and other community events.

As evidenced by the letters of support submitted as part of its Legacy Business Registry application, Cal's Auto has a loyal customer base that can count on the business to provide honest appraisals, reasonable prices, and an "extra ordinary" quality of service. An A+ ranked member of the Better Business Bureau since 1998, Cal's Auto has built cars for a number of famous Bay Area residents, including Huey Lewis, Robin Williams, Jay Leno, Boz Scaggs, and Joan Baez. Most patrons of the business are neighborhood residents, many of whom have been loyal customers since the shop opened; most customers are referred by word of mouth. With all staff living in the Mission District and a strong emphasis on providing assistance to neighborhood schools, churches, organizations, and community members in need, Cal's Auto maintains a strong Mission District identity.

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Nick is well-known in the neighborhood as a caring figure, offering repairs to struggling neighbors for little or no cost. Cal's Automotive is involved with two churches in the neighborhood – St. Peters and St. Charles. Nick does not charge patrons of either church for labor costs on work done to their vehicles. Nick, an amputee, has connected fellow amputees (who he meets through the church associations) by connecting them with resources and support groups. The business also participates in car show fundraisers for St. Anne's Home for the Elderly, as well as a toy drive called Ships for Tots, supplying toys to 12 women's shelters in Marin County and the San Francisco Fire Department.

Cal's Automotive Center continues to create culture and community in the Mission District through its restoration and creation of classic and vintage cars, its participation in parades and motorcades, and the many ways in which it gives back to local schools, its neighbors, and those in need. The business is currently at risk of displacement as it has received a Notice of Termination from its Landlord.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1975.

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

Yes, Cal's Automotive Center qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Cal's Automotive Center has operated for 42 years.
- ii. Cal's Automotive Center has contributed to the history and identity of San Francisco's Mission District by continuously offering high quality auto repair services, participating in the restoration of classic and vintage cars, and fostering a culture of giving to neighbors in need.
- iii. Cal's Automotive Center is committed to maintaining the physical features or traditions that define its practice of offering low cost auto repair services to Mission District residents, including its expertise in servicing classic and vintage cars.

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

The business is associated with auto repair services with a special expertise in servicing vintage and classic cars.

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

The property at 1004 Treat Street was identified as a "Category C Property" through the South Mission Historic Resource Survey and is not considered a historic resource based on its architecture.

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

No.

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

No.

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

No.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1004 Treat Street

Recommended by Applicant

- Auto repair services
- Specialty in restoration of vintage and classic cars
- Mission District location
- Commitment to neighborhood and practice of community service

Additional Recommended by Staff

- No additional recommendations

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Filing Date: March 24, 2017
Case No.: 2017-003808LBR
Business Name: Chinese Historical Society of America
Business Address: 965 Clay Street
Zoning: UMU (Urban Mixed Use)/
65-A Height and Bulk District
Block/Lot: 0024/078 and 079
Applicant: Sue Lee, Executive Director
965 Clay Street
San Francisco, CA 94108
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Established in Chinatown in 1963, the Chinese Historical Society of America (CHSA) is the oldest and largest archive and historical center in the United States that documents the Chinese American experience. As a nonprofit organization, CHSA is “dedicated to the interpretation, promotion, and preservation of the social, cultural, and political history and contributions of the Chinese in America.” It accomplishes this mission by hosting exhibitions and public programs at its Museum and Learning Center, producing publications on Chinese American history, offering tours of the surrounding Chinatown neighborhood, and serving as the steward of the historic Chinatown YWCA, which it has owned and operated since 2000. The building, designed by renowned architect Julia Morgan, is designated City Landmark No. 122. CHSA previously operated out of 644 Broadway, 650 Commercial Street, and 17 Adler Place (now Jack Kerouac Alley). It holds one of the country’s largest collections of Chinese American historical objects and frequently serves as a resource for historical research; for example, CHSA’s archives were utilized in the making of Ric Burns’ PBS documentary film, “The Chinese Exclusion Act.” Its programming focuses on three core values, as described in its application: 1.) respect for cultural traditions and history/heritage; 2.) the belief that innovation is part of how the organization keeps traditions relevant and up-to-date; and 3.) a goal to reach “above and beyond” Chinatown in order to continue the process of expanding definitions of the Chinese American community and its role in society.

In addition to showcasing rotating exhibitions, the CHSA Museum offers several permanent exhibitions, including *Chinese American: Exclusion/Inclusion*, which tells the history of people of Chinese descent in the United States from the late 18th century to the present, and is accompanied by an education guide consisting of educational curriculum designed to meet national content standards. Other permanent exhibits include the *History of the Chinatown YWCA*, which sheds light into the life of Chinese American women from the 1930s to the 1980s, and *Living in Chinatown: Memories in Miniature*, which showcases the work of Chinatown artist, Frank Wong, who created miniature scenes of Chinatown.

Founded by local Chinese American community advocates, CHSA has continued a legacy of community advocacy through its historical and educational work, and also through its support of local historians

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such as, Philip Choy and Him Mark Lai, both of whom “contributed significantly to the understanding and awareness of Chinese American history through scholarly work.” Their scholarship and advocacy has continued to demonstrate its impacts in the broader community. One such effort was the preservation of Angel Island Immigration Station, now open to the public for educational tours. CHSA also remains deeply connected to its surrounding neighborhood of Chinatown, keeping its doors open six days a week and collaborating with others to offer film screenings, book readings, presentations, workshops, and panel discussions in the neighborhood.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1963.

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

Yes, the Chinese Historical Society of America (CHSA) qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. CHSA has operated for 54 years.
- iv. CHSA has contributed to the history and identity of San Francisco's Chinatown neighborhood by promoting the history, heritage, and culture of Chinese Americans in the Bay Area and beyond through its museum exhibitions, educational and cultural programs, and historical archive.
- v. CHSA is committed to maintaining the physical features or traditions that define its practice of operating museum, archive, and historical center focused on Chinese American history, heritage, and culture.

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

CHSA, a nonprofit organization, the oldest and largest archive and historical center documenting the Chinese American experience in the United States. It is associated with the curatorial, archival, and story-telling traditions; it is associated with promoting Chinese and Chinese American heritage and culture; and it is associated with the tradition of stewarding and interpreting a historic site.

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

The property at 965 Clay Street is Article 10 Landmark No. 122, significant for its architecture and social history. Designed by master architect, Julia Morgan, in 1932, the historic Chinatown YWCA is associated with Chinese and Chinese American history of the neighborhood.

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

Yes, the property is a designated City Landmark under Article 10 of the Planning Code. It was also found eligible for listing on the National Register of Historic Places and the California Register of Historic 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. CHSA has been cited in numerous publications including but not limited to:

San Francisco Chronicle, 10/29/2016, "NY gives SF vivid view of Chinese immigrants' history," by Carl Nolte; *San Francisco Chronicle*, 10/3/1966, "Chinese Society Opens Museum," by Jerry Root; *San Francisco Chronicle*, 10/6/1966, "Boost for Chinese History," by Millie Robbins; *San Francisco Magazine*, 2/1967, "Or a Chinese Historical Society?" by Thomas W. Chinn; *Bulletin for April 1969*, *East/West News*, 1/14/1988, "Historical Societies Play a Key Role in Chinese American History"; *Tri-Valley Herald*, 11/16/2001, "Museum gives Chinese-American history its due," by Titania Leung Inglis; *San Jose Mercury*, 11/17/01, "Chinese-American museum conceived in '63 opens," by L.A. Chung; *San Francisco Chronicle*, 11/18/01, "Chinese museum finally gets a home," by Tyche Hendricks; *New York Times*, 2/11/11, "Lost for Years, a Trove of Chinatown Art is Tracked Down," by Bernice Yeung; *nbcnews.com*, 11/11/16, "Chinese-American History Finds Permanent Home in San Francisco," by Frances Kai-Hwa Wang; *nbcnews.com*, 2/11/17, "Oldest Chinese Laundry in the U.S. Closes Shop After 140 Years"; and *nbcnews.com*, 2/11/17, "CAAM to Launch 'Who is American?' Education Campaign on Chinese Exclusion Act."

Asian Pacific America with Robert Handa, an interview with Su Lee, Executive Director of CHSA, aired on NBC Bay Area January 29, 2017 (available on YouTube, see application for links).

CHSA has been the recipient of numerous awards, including: 2004 National Preservation Award from the National Trust for Historic Preservation; 2005 Preservation Award from California Heritage Council; and 2016 Award from the Art Deco Society of California.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 965 Clay Street

Recommended by Applicant

- Dedication to the interpretation, promotion, and preservation of the social, cultural, and political history and contributions of the Chinese in America
- Function as a home for the stories and experience of the Chinese in America
- Chinatown location
- Maintenance of a cultural asset that is the historic YWCA Chinatown building
- Function as a museum, historical archive, and source of educational programming focused on Chinese and Chinese American history

Additional Recommended by Staff

- No additional recommendations

Case No.: 2017-003825LBR
Business Name: Gino and Carlo, Inc.
Business Address: 548 Green Street
Zoning: NCD (North Beach Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 0116/017
Applicant: Marco Rossi, Frank Rossi, and Ron Minolli
548 Green Street
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Gino and Carlo, Inc. is a 75-year-old sports bar located at the northeast corner of Green Street and Jasper Place in San Francisco's North Beach neighborhood. It was established in 1942 by two friends, Gino and Carlo, to cater to the surrounding working class Italian American community, and more specifically, those who worked the graveyard shift. The business opened at 6 a.m. to serve this niche – a practice that continues today. In 1956, Gino and Carlo sold the business to Donato Rossi and Aldino Cuneo, a famous bocce ball player. Rossi's brother, Frank Rossi Sr., joined the business in 1968, followed by Ron Minolli who joined a decade later. Today, the business is co-owned by Frank Rossi Jr., Marco Rossi, and Ron Minolli.

Over the years, Gino and Carlo's initiated numerous traditions and events that provided opportunities for neighborhood residents to come together. When Frank Rossi Sr. managed the establishment, he organized a monthly Thursday Banquet Luncheon prepared by neighbor, Denise Sabella, which served up to 90 people family style and consisted of traditional Italian dishes such as Osso Buco. Sabella also cooked and served Thanksgiving meals at the bar for those with nowhere else to go. While Sabella has since passed away, the tradition has continued. Gino and Carlo's also became a popular space for elderly Italian men to socialize and play pedro, an Italian card game, as well as bocce ball. Memorial services for famous residents of North Beach, such as Joe DiMaggio, Warren Hinckle, and Carol Doda, have been held at the bar, and the business regularly participates in the annual Columbus Day Parade and North Beach Fair. Gino and Carlo's most popular event, however, is its annual eight-week-long Donato Rossi Bocce Tournament, which starts and ends at the bar, and takes place on the courts at Jo DiMaggio Playground.

Located in the ground floor of a three story commercial over residential property, the interior space of Gino and Carlo's features a long wood bar spanning the course of its long, narrow entrance and opening towards the middle and rear of the space. Its walls are painted green or are covered with wood paneling and/or mirrors, and are decorated with Italian flags, sports memorabilia, and dozens of framed photos of famous Italian American celebrities and historic photos of the bar and its patrons. Two pool tables are located near the rear of the dimly lit bar. Its exterior is characterized by a green awning located over its front entrance, which is recessed and clad in decorative green, white, and yellow tile. A terazza spells out "Gino & Carlo" at the entrance. Its primary façade is clad in painted green brick and its windows feature

more logos with specials painted on the windows. One of its strongest visual features is a projecting green neon blade sign. On the secondary elevation, the exterior siding is painted the colors of the Italian flag – green, white, and red – along with the words, “Gino & Carlo, Est. 1942, Cent’ Anni.”

Operating in the same location for 75 years, Gino and Carlo has become a neighborhood institution, attracting a loyal customer base that continues to patronize the business. Gino and Carlo is essential to the identity of North Beach, serves as a cultural landmark and tangible reminder of North Beach’s Italian American working class heritage, and continues to serve both long-time residents with deep roots in San Francisco and newcomers. The business further contributes to its community by sponsoring various benefits and donating to local schools and nonprofit organizations, including St. Vincent de Paul and Sacred Heart High Schools, and the Salesian Boys and Girls Club.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1942.

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

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

- i. Gino & Carlo has operated for 75 years.
 - vi. Gino & Carlo has contributed to the history and identity of San Francisco’s North Beach neighborhood by serving as a working class neighborhood bar for a largely Italian American customer base. While the neighborhood continues to change demographically, it retains a loyal customer base and maintains the connection to its Italian American heritage by hosting and participating in community events such as its annual Bocce ball tournament and the San Francisco Columbus Day parade.
 - vii. Gino & Carlo is committed to maintaining the physical features or traditions that define its tradition of serving as a neighborhood bar in North Beach and that connect it to its working class Italian American roots.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*
The business is associated with tradition of neighborhood-serving bars that promote community.
 4. *Is the business or its building associated with significant events, persons, and/or architecture?*
The property at 548 Green Street is associated with significant architecture, as it was identified as eligible for listing in the California Register eligible Upper Grant Avenue Historic District and is thus considered a “Category A” property for the purposes of CEQA.
 5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

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

No.

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

Yes. Gino & Carlo has been cited in numerous publications including but not limited to: *San Francisco Appetites and Afterthoughts: In Search of the Good Life by the Golden Gate* (2017), by Ernest Beyl, published by Grizzly Peak Press; SFGate, 8/22/2010, "Frank Rossi of Gino and Carlo's to retire," by Carl Nolte; San Francisco Examiner, 3/25/2011, "Gino and Carlo holds steady amid a changing North Beach," by Erik Cummins; SFGate, 8/24/2011, "Gino & Carlo's Donato Rossi Bocce Tournament," by Catherine Bigelow; Hoodline, 9/28/2015, "Frank Colla Says Goodbye to Gino & Carlo Tonight."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 548 Green Street

Recommended by Applicant

- Function as a neighborhood bar
- Affordable prices
- Promotion of Italian American heritage through events such as its annual bocce ball tournament and family-style Italian lunches, as well as its interior decoration features

Additional Recommended by Staff

- Interior design features including its wood bar
- Exterior features including its neon green awning, tile entrance, terrazzo, characteristic green-painted brick, and painted signs associated with the business

Case No.: 2017-003815LBR
Business Name: Noriega Produce
Business Address: 3821 Noriega Street
Zoning: NC-1 (Neighborhood Commercial, Cluster)/
40-X Height and Bulk District
Block/Lot: 2082/001K
Applicant: Dimitri Vardakastanis
3821 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

Founded in 1985 by the Vardakastanis family, Noriega Produce is a local, family-owned grocery store located on Noriega Street between 46th and 45th Avenues in the Outer Sunset neighborhood of San Francisco. Dimitri Vardakastanis immigrated with his brother to the United States in 1974 from the Greek island of Zakynthos and was eventually joined by his wife and children in San Francisco. Dimitri and his son, Konstantinos “Gus” Vardakastanis, worked at various grocery stores in the city until they were able to save enough money to open their own market, Haight Street Market, in 1981. Noriega Produce was their second store, which they opened in 1985 at 3749 Noriega Street. The store was relocated in 1996 to its current, larger location at 3821 Noriega Street.

Occupying a one-story utilitarian commercial building, Noriega Produce celebrates its proximity to the beach with an exterior mural on the front exterior façade depicting a surfer sitting on a beach with his surfboard, admiring a setting sun. Images of fruits and vegetables echo the contents inside the store and on display in the fruit stand below. Signage on the interior adds to the “family-friendly, beachy vibe” of the store. A sign made of an actual surfboard features the Noriega Produce logo, which itself consists of an image of a breaking ocean wave.

Gus and his wife, Georgia, eventually took over the business from Dimitri. Gus hand-selects the produce they sell from the San Francisco Wholesale Produce Market while Georgia prepares popular Greek food items like baklava and spanakopita for sale under their private, in-house label called “Gus’s.” Gus and Georgia’s two sons, Dimitri and Bobby, grew up in the family business and in 2001 assumed management of the Noriega store. The brothers added organic groceries and natural meats to the store’s offerings, which include a wide variety of products at different price points to accommodate all income levels.

Open seven days a week, 365 days a year, Noriega Produce has been open every single day since its founding. It even opened for the afternoon on the day it moved from its old site to its current location, as well as for a few hours on the day a main water line burst at the property and flooded the store with water. The dedication to its customers on the part of the Vardakastanis family is further evidenced by its participation in efforts to improve the neighborhood and build community in the Outer Sunset. Family members are actively involved with the Outer Noriega Merchants Association, working to transform the

Outer Noriega corridor through pedestrian safety efforts, landscaping improvements, and the annual Ocean Beach Music Festival. The business also supports neighborhood schools and community centers. Its script program has raised over \$20,000 annually for local schools by collecting five percent of customers' total purchases and giving it back to their children's school. One of the oldest businesses in the Outer Noriega corridor, Noriega Produce is now operated by the third generation of the Vardakastanis family and continues to function as a stable force in the business district.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1985.

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

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

- i. Noriega Produce has operated for 32 years.
- ii. Noriega Produce has contributed to the history and identity of San Francisco's Outer Sunset neighborhood by continuously offering a wide selection of groceries including local produce and Greek food items from the Vardakastanis family's in-house brand, "Gus's." The business has become a fixture of the community through its leadership in neighborhood improvement efforts and community events, and its practice of giving back to local schools through a customer donation program.
- iii. Noriega Produce is committed to maintaining the physical features or traditions that define its tradition as a neighborhood-serving grocery store.

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

The business is associated with the tradition of operating a neighborhood-serving grocery store.

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

The property at 3821 Noriega Street is considered a "Category B Property." It was evaluated in the *draft Neighborhood Commercial Corridors Historic Resources Survey* and given a "C" rating, indicating it is not found to be significant for its architecture. This rating, however, should not be considered final, as the survey has not yet been adopted. It is included here for information only.

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

No.

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

No.

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

Yes. The Afar Guide to San Francisco, January/February 2012 Issue, "Noriega Produce"; San Francisco Chronicle, 10/28/2015, "How a neighborhood grocer beats the odds – on heart & soul," by Tara Duggan; Hoodline, 2/15/2016, "Behind the Scenes with Dimitri Vardakastanis of Noriega Produce," by Stephen Jackson.

Noriega Produce also received a Certificate of Honor from Supervisor Carmen Chu during Small Business Week 2010, recognizing the business' significant contributions to the community. In 2015, the business received another Certificate of Honor from Supervisor Katy Tang recognizing Noriega Produce as the Small Business of the Year for District 4 during Small Business Month, in recognition for "working collaboratively with other merchants, advocating for neighborhood beautification, and hosting annual events" in addition to offering healthy food, good service, and friendship to Outer Sunset families.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3821 Noriega Street

Recommended by Applicant

- Function as a neighborhood-serving grocery store
- Offering a variety of groceries at different price points to service all demographics in the neighborhood
- Selling in-house product, "Gus's," that features Greek food items
- Providing a friendly, comfortable atmosphere for neighbors to come to shop and meet others in the community
- Working to raise funds for local schools and nonprofit community organizations
- Characteristic signage, including sign featuring company logo on a real surfboard
- Mural on front façade that incorporates beach themes such as a surfer with surfboard and a sun setting behind the ocean

Additional Recommended by Staff

- Offering of local produce

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

To date, the Department has received 7 letters in support of adding Cal's Automotive Center to the Legacy Business Registry. The letters were included in the business' application, which is contained within 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 Red and White Fleet and Ruby Sailing qualify for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the above listed physical features and traditions as amended by Staff.

ATTACHMENTS

Draft Resolution
Legacy Business Application

DS: XXXX



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE APRIL 19, 2017

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: March 24, 2017
Case No.: 2017-003782LBR
Business Name: BrainWash, Inc.
Business Address: 1126 Folsom Street
Zoning: NCT (Folsom Street Neighborhood Commercial Transit)/
65-X Height and Bulk District
Block/Lot: 3730/014
Applicant: Jeffrey Zalles, President
1126 Folsom Street
San Francisco, CA 94103
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BRAINWASH, INC.,
CURRENTLY LOCATED AT 1126 FOLSOM (BLOCK/LOT 3730/014).**

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 20 or more years, with no break in San Francisco operations exceeding two years, and is at significant risk of displacement; and

WHEREAS, the subject business has contributed to the identity of San Francisco's West South of Market neighborhood; 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 April 19, 2017, 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 BrainWash, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years, has continued to contribute to the community, and is at significant risk of displacement.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for BrainWash, Inc.:

Location (if applicable)

- *1126 Folsom Street*

Physical Features or Traditions that Define the Business

- *Laundry services*
- *Café function*
- *South of Market location*
- *Entertainment function*
- *Industrial interior design and signage*
- *Company branding and logo*
- *Juke box*
- *Pinball machines*
- *Practice of displaying artwork by local artists*

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 2017-003782LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 19, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

Resolution No. XX
April 19, 2017

2017-003782LBR
1126 Folsom Street; BrainWash Inc.

NOES:

ABSENT

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE APRIL 19, 2017

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: March 24, 2017
Case No.: 2017-003872LBR
Business Name: Cal's Automotive Center
Business Address: 1004 Treat Avenue
Zoning: UMU (Urban Mixed Use)/
40-X Height and Bulk District
Block/Lot: 3640/039
Applicant: Dominic and Josie Calabrese
1004 Treat Avenue
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CAL'S AUTOMOTIVE CENTER, CURRENTLY LOCATED AT 1004 TREAT AVENUE (BLOCK/LOT 3640/039).

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 identity of San Francisco's Mission District neighborhood; 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 April 19, 2017, 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 Cal's Automotive Center 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 Cal's Automotive Center:

Location (if applicable)

- 1004 Treat Avenue

Physical Features or Traditions that Define the Business

- Auto repair services
- Specialty in restoration of vintage and classic cars
- Mission District location
- Commitment to neighborhood and practice of community service

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 2017-003872LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 19, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE APRIL 19, 2017

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: March 24, 2017
Case No.: 2017-003808LBR
Business Name: Chinese Historical Society of America
Business Address: 965 Clay Street
Zoning: UMU (Urban Mixed Use)/
65-A Height and Bulk District
Block/Lot: 0024/078 and 079
Applicant: Sue Lee, Executive Director
965 Clay Street
San Francisco, CA 94108
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CHINESE HISTORICAL SOCIETY OF AMERICA, CURRENTLY LOCATED AT 965 CLAY STREET (BLOCK/LOT 0024/078 AND 079).

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 identity of San Francisco's Chinatown neighborhood; 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 April 19, 2017, 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 Chinese Historical Society of America 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 the Chinese Historical Society of America:

Location (if applicable)

- 965 Clay Street

Physical Features or Traditions that Define the Business

- *Dedication to the interpretation, promotion, and preservation of the social, cultural, and political history and contributions of the Chinese in America*
- *Function as a home for the stories and experience of the Chinese in America*
- *Chinatown location*
- *Maintenance of a cultural asset that is the historic YWCA Chinatown building*
- *Function as a museum, historical archive, and source of educational programming focused on Chinese and Chinese American history*

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 2017-003808LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 19, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE APRIL 19, 2017

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: March 24, 2017
Business Name: Gino and Carlo, Inc.
Business Address: 548 Green Street
Zoning: NCD (North Beach Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 0116/017
Applicant: Marco Rossi, Frank Rossi, and Ron Minolli
548 Green Street
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CHINESE HISTORICAL SOCIETY OF AMERICA, CURRENTLY LOCATED AT 548 CLAY STREET (BLOCK/LOT 0116/017).

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 identity of San Francisco's Northbeach neighborhood; 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 April 19, 2017, 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 Gino and Carlo, Inc. 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 Gino and Carlo, Inc.:

Location (if applicable)

- 548 Green Street

Physical Features or Traditions that Define the Business

- Function as a neighborhood bar
- Affordable prices
- Promotion of Italian American heritage through events such as its annual bocce ball tournament and family-style Italian lunches, as well as its interior decoration features
- Interior design features including its wood bar
- Exterior features including its neon green awning, tile entrance, terrazzo, characteristic green-painted brick, and painted signs associated with the business

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 2017-003825LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 19, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE APRIL 19, 2017

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: March 24, 2017
Business Name: Noriega Produce
Business Address: 3821 Noriega Street
Zoning: NC-1 (Neighborhood Commercial, Cluster)/
40-X Height and Bulk District
Block/Lot: 2082/001K
Applicant: Dimitri Vardakastanis
3821 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

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CHINESE HISTORICAL SOCIETY OF AMERICA, CURRENTLY LOCATED AT 3821 NORIEGA STREET (BLOCK/LOT 2082/001K).

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 identity of San Francisco's Outer Sunset neighborhood; 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 April 19, 2017, 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 Noriega Produce 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 Noriega Produce:

Location (if applicable)

- 3821 Noriega Street

Physical Features or Traditions that Define the Business

- Function as a neighborhood-serving grocery store
- Offering a variety of groceries at different price points to service all demographics in the neighborhood
- Selling in-house product, "Gus's," that features Greek food items
- Providing a friendly, comfortable atmosphere for neighbors to come to shop and meet others in the community
- Working to raise funds for local schools and nonprofit community organizations
- Characteristic signage, including sign featuring company logo on a real surfboard
- Mural on front façade that incorporates beach themes such as a surfer with surfboard and a sun setting behind the ocean
- Offering of local produce

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 2017-003821LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 19, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

Resolution No. XX
April 19, 2017

2017-003815LBR
3821 Noriega Street; Noriega Produce

NOES:

ABSENT

ADOPTED:

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-069
Business Name: BrainWash, Inc.
Business Address: 1126 Folsom Street
District: District 6
Applicant: Jeffrey Zalles, President
Nomination Date: January 30, 2017
Nominated By: Supervisor Jane Kim

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

1122 Folsom Street from 1989 to Present (28 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: BrainWash is at risk of displacement or closing. Construction of a six-story, 112-unit apartment building directly adjacent has severely affected business. Revenues are down nearly 20% and cashflow is negative. Without some form of assistance, BrainWash cannot sustain itself through what is likely to be a long construction period. In addition, the present lease expires in 2019, and lease negotiations will begin prior to BrainWash's 30th year of business.

DELIVERY DATE TO HPC: March 24, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM
金貞妍

January 30, 2017

Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110

Dear Regina:

I would like to formally nominate BrainWash as a candidate for the registry of Legacy Businesses in San Francisco. BrainWash was opened in 1989, by Susan Schindler, who noticed that there were no laundromats in the South of Market Neighborhood. Susan wanted to not only supply the community with a local place to do laundry, but to create something new and quintessentially San Francisco. BrainWash's innovative idea was to be not only a laundromat, but also a coffee shop, a restaurant, and an entertainment venue. BrainWash has been a staple of the community and has received much adulation ever since.

BrainWash has received rave reviews, and has been featured in national news outlets. It has been voted the 'Best Laundromat', 'Best Cybercafe', 'Best Non-Bar Night Spot', 'Best Open Mic', and more. In 1997, BrainWash became the only laundromat to be featured in Smithsonian Magazine. In 2004, Yahoo! awarded BrainWash with the distinction of being the "most unusual internet café" in the world. A glowing review in the San Francisco Chronicle described BrainWash as "a multi-tasker's Shangri-La." In another Chronicle article, Pat Steger included BrainWash in her list of "49 Reasons the City is Super". BrainWash has been featured in print ads and commercials, and has appeared on three separate Food Network programs. In the movie "Contagion," Jude Law can be seen doing his laundry at BrainWash. In short, BrainWash has been an important item on the list of things that make our city so unique.

Today, BrainWash employs seventeen people, most of whom are minorities and residents of San Francisco. It provides laundry facilities to its neighbors and those who travel from other areas because they enjoy getting their clothes clean in such a unique and fun environment. Thanks to many travel publications, BrainWash is a destination for tourists from around the globe. On top of all that, BrainWash hosts the longest running live stand-up comedy open mic in the Bay Area. Over the years, many successful comedians have dropped in on BrainWash's open mic events — performers such as Paul Mooney, Hannibal Buress, Faizon Love and the late Robin Williams. The laundromat not only serves as a place to clean cloths, but has also been an important space for local comedians to hone their craft.

Since buying BrainWash in 1999, Jeffry Zalles has carried-forth the legacy that Susan began, including supporting local charities. BrainWash works with 8 separate local agencies to provide services to individuals who are homeless. One service involves providing homeless people with laundry services. This program involves city agencies giving homeless people vouchers that can be redeemed at BrainWash for laundry services. It has been an important program for improving the lives among the San Francisco homeless population.

Their business would be greatly missed by many if they were to go away. I am proud to nominate BrainWash as a candidate for the San Francisco Legacy Business Registry.

Thank you,

A handwritten signature in blue ink, appearing to read "Jane Kim", with a stylized flourish at the end.

Supervisor Jane Kim

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
BrainWash Inc. dba BrainWash Cafe/Laundromat		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Jeffrey Zalles		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1122 Folsom St. San Francisco, CA 94103		(415) 255-4866
		EMAIL:
		jeff@brainwash.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.brainwash.com		

APPLICANT'S NAME	
Jeffrey Zalles	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
President	
APPLICANT'S ADDRESS:	TELEPHONE:
3 Dokes View Circle Greenbrae, CA 94104	(415) 999-5333
	EMAIL:
	jeff@brainwash.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0324871	C2130189

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

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
1122 Folsom Street	94103	1989
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1989 - 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:

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		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.

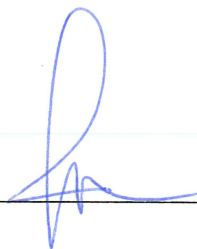
- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of 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.

Name (Print):

Date:

Signature:

Jeffrey Zalles Jan 11, 2017



BrainWash

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.

BrainWash opened in 1989 to much fanfare in the local media and in publications around the world. The combination of a coffee shop, a restaurant, an internet café, a laundromat and an entertainment venue was both new and different.

If one were to summarize the history of BrainWash in one sentence, it would read something like this... BrainWash was an accident.

It was a day in 1987, and Susan Schindler was searching for a location to house a nightclub she planned on opening in the South-of-Market neighborhood of San Francisco. As she describes it:

“I was having a beer with the guy named Don who owned a store called the Balloon Lady on Howard Street between 8th and 9th. He - and the store - are no longer with us. Don had invited me for a beer at a building on 9th and Howard which housed a bar which the locals called 'lipps' because it had a big neon sign that spelled 'Phillips' but the 'Phil' had burned out years ago, and all that was still lit on the old sign was 'lipps'. The building has since become the nightclub AsiaSF. Don wanted me to consider taking over the building for my intended nightclub location. It was a derelict bar, and he wanted to improve the neighborhood near his store.

“In the course of conversation, out of the blue, Don said, ‘You know I love this space, but every time I look at that wall (it was the southern wall behind the bar), all I ever see is a line of washers and dryers.’

“‘Why?’ I asked, in response to what could only be considered a bizarre comment at best.

“He replied, ‘Because there is no laundromat south of Market, and people are always coming into the store asking where they can go to wash their clothes.’

“‘Are you kidding?’ I asked. ‘There's no laundromat South of Market? Where do you send them?’

“He shrugged his shoulders and said, ‘I don't know - sometimes the Mission, sometimes the Tenderloin. Depends.’

“That was my ‘Ahaa!’ moment.”

With a revised plan, Susan continued her search and eventually found the building on Folsom Street that would house the most unique laundromat on Earth — Café Laundré.

BrainWash was an accident — Part 2

It's been said that BrainWash got its name because it just happened to be located across the street from the building where Patty Hearst had been held captive in the 1970s. Don't believe everything you hear. As Susan tells it:

“I was at my kitchen table reading the Sunday paper and looking at coupons (the only thing that would make it more Jewish is if I had been eating a bagel). I saw a coupon for Tide and suddenly, the letters of the word “Tide” on the cover of the box on the coupon swirled around and made the word 'Brainwash.' And no, I was NOT hung over or stoned. I phoned a few friends and they were unanimous in their preference for BrainWash over Café Laundré.”

Looking for a new adventure, Susan sold her creation to Jeffrey Zalles in 1999.

BrainWash is at risk of displacement or closing. Construction of a six-story, 112-unit apartment building directly adjacent has severely affected business. Revenues are down nearly 20% and cashflow is negative. Without some form of assistance, BrainWash cannot sustain itself through what is likely to be a long construction period. In addition, the present lease expires in 2019, and lease negotiations will begin prior to BrainWash's 30th year of business.

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

BrainWash has not ceased operation in San Francisco since its opening.

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

BrainWash is not a family-owned business.

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

The original owner of the business was Susan Schindler. Jeffrey Zalles purchased the business in 1999 and remains the current owner.

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.

Included in the Legacy Business Registry application are magazine articles written about BrainWash at the time of its opening in 1989.

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.

None known.

CRITERION 2

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

BrainWash employs 17 people, most of whom are minorities and residents of San Francisco. It provides laundry facilities to its neighbors and those who travel from other areas because they enjoy getting their clothes clean in such a unique and fun environment. Thanks to many travel publications, BrainWash is a destination for tourists from around the globe. On top of all that, BrainWash hosts the longest running live stand-up comedy open mic in the Bay Area. Over the years, many successful comedians have dropped in on BrainWash's open mic events — performers such as Paul Mooney, Hannibal Buress, Faizon Love and the late Robin Williams. Some of today's favorite comedians got their starts at BrainWash, including Ali Wong, Louis Katz, Mo Mandel, Sheng Wang, Brent Weinbach and Al Madrigal, the "Senior Latino Correspondent" on the Daily Show. BrainWash is a regular stop for scores of comics who aspire to follow in their footsteps.

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

BrainWash has been used as a backdrop for numerous films, documentaries and commercials, including three separate Food Network programs and the movie "Contagion." It hosts the longest running stand-up comedy open mic in the Bay Area Mondays-Fridays. It is often used as a meeting place for community gatherings and business meetings. Founders of some of the most prominent businesses in the tech world, including Uber and Airbnb, could be seen regularly at BrainWash sitting with their laptops for hours developing their concepts.

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

In 1997, BrainWash became the only laundromat to be featured in Smithsonian Magazine. In 2004, Yahoo! awarded BrainWash with the distinction of being the “most unusual internet café” in the world. A glowing review in the San Francisco Chronicle described BrainWash as “a multi-tasker's Shangri-La.” In another Chronicle article, Pat Steger included BrainWash in her list of “49 Reasons the City is Super.” BrainWash has been featured in print ads and commercials, and has appeared on three separate Food Network programs. In the movie "Contagion," Jude Law can be seen doing his laundry at BrainWash.

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

Many comedians, including the late Robin Williams, but no historic person I am aware of. Comedians Ali Wong, Louis Katz, Mo Mandel, Sheng Wang, Brent Weinbach and Al Madrigal, the "Senior Latino Correspondent" on the Daily Show, have all performed at BrainWash. Jude Law can be seen doing his laundry at BrainWash in the movie “Contagion.”

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

BrainWash is proud of the work it does with local charities. Several years ago, owner Jeffrey Zalles was approached by a representative of one of the many agencies that work with the city's homeless population. She lamented that getting her clients to clean their clothes was a challenge. At the time, their policy was to provide money to be used at a local laundromat. However, as one might expect, too often that money ended up somewhere else. Jeff came up with the idea of a program whereby clients would be issued vouchers that could be redeemed at BrainWash. Rather than give them money, BrainWash staff would take their vouchers and start the machines for them. The program has been very successful and currently serves eight different agencies and hundreds of their grateful clients.

In addition, the art wall at BrainWash provides local artists an opportunity to display and sell their wares at no cost.

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

BrainWash serves the West SOMA community of residents and workers, providing food, entertainment, laundry and dry-cleaning services, and a place to “hang out.” Patrons range from high-tech workers to singles to neighborhood families. In addition, in cooperation with local agencies, the business provides laundry services to those who suffer from poverty and hard times.

The construction of the first Parklet on Folsom Street has made BrainWash a gathering place for neighbors.

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

No.

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

BrainWash has been an important item on the list of things that make our city so unique. It is a destination for tourists who leave with a positive feeling for the business and the City that hosts it. At the neighborhood level, the loss of BrainWash would be a major blow to the people who either enjoy its ambiance or depend on it for essential services. The charitable agencies and their clients we serve would no longer be able to get the laundry services they badly need.

CRITERION 3

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

One could describe BrainWash as the quintessential neighborhood business. It is a coffee shop, a restaurant, a laundromat and an entertainment venue. With plenty of outdoor seating thanks to the first Parklet on Folsom Street, it's an oasis for neighbors wishing to enjoy food and drink while soaking up the fresh air and sunshine. It's a place to go that can make the everyday chore of doing laundry a pleasant experience. Add to that the synergy that exists between BrainWash staff and its customers and you have a business that fills many needs as a community anchor.

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 business's historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

BrainWash is essentially the same that it was when it first opened in 1989. The only change being its gradual evolution as a comedy venue and periodic changes to its menu. BrainWash is committed to maintaining its tradition of being a laundromat and café.

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 industrial interior design and signage remains unchanged. BrainWash branding and special logos can be spotted everywhere, both inside and out.

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.

The Legacy Business Registry application includes numerous pictures of BrainWash beginning at its opening in 1989.

CAFE

Laundromat

BRAIN
WASH

WASH

PLEASE
RECYCLE
CHEERS

PLEASE
RECYCLE
CHEERS

BRAINWASH
NOM
ZAGAT
SF
410





















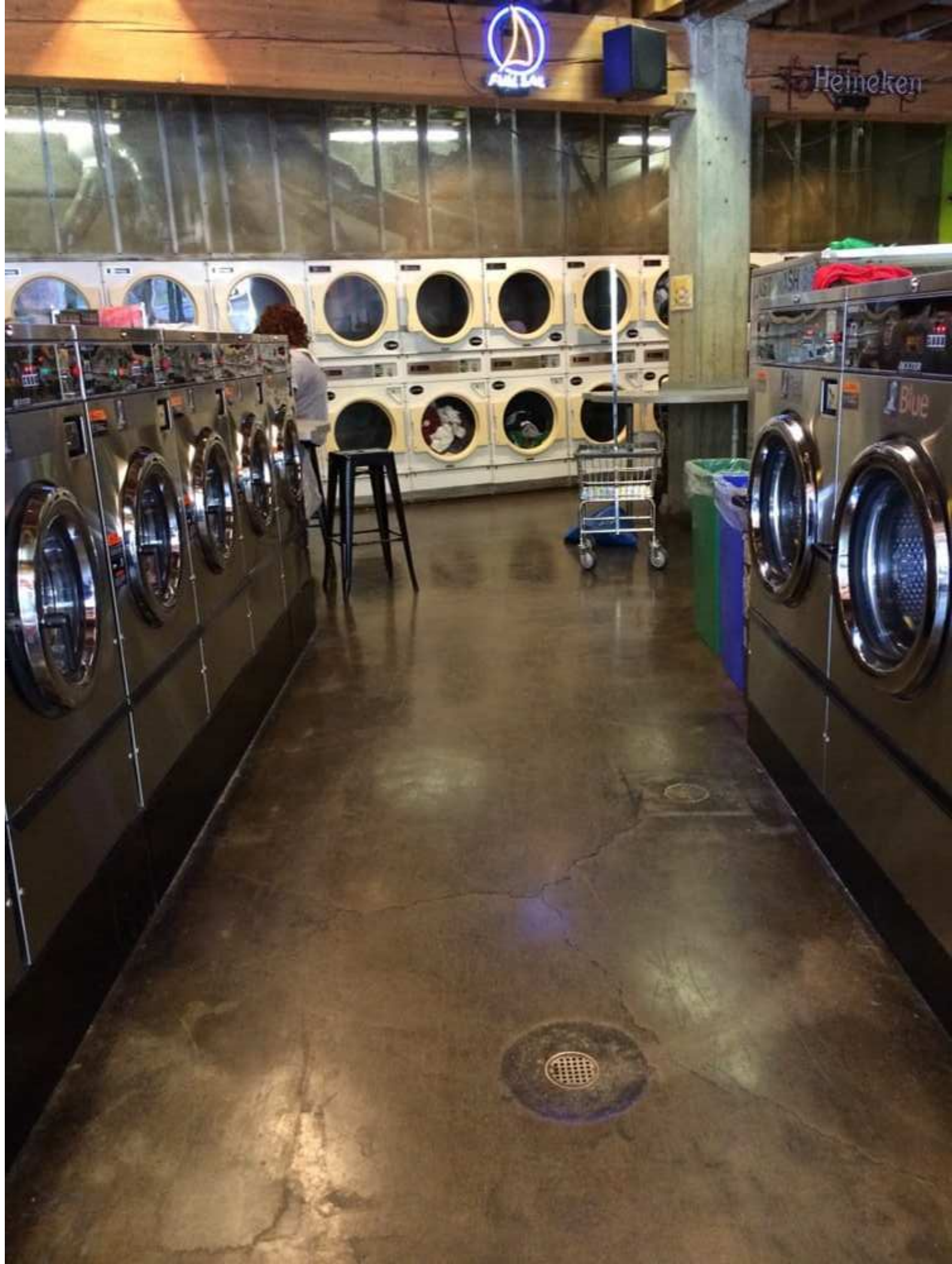










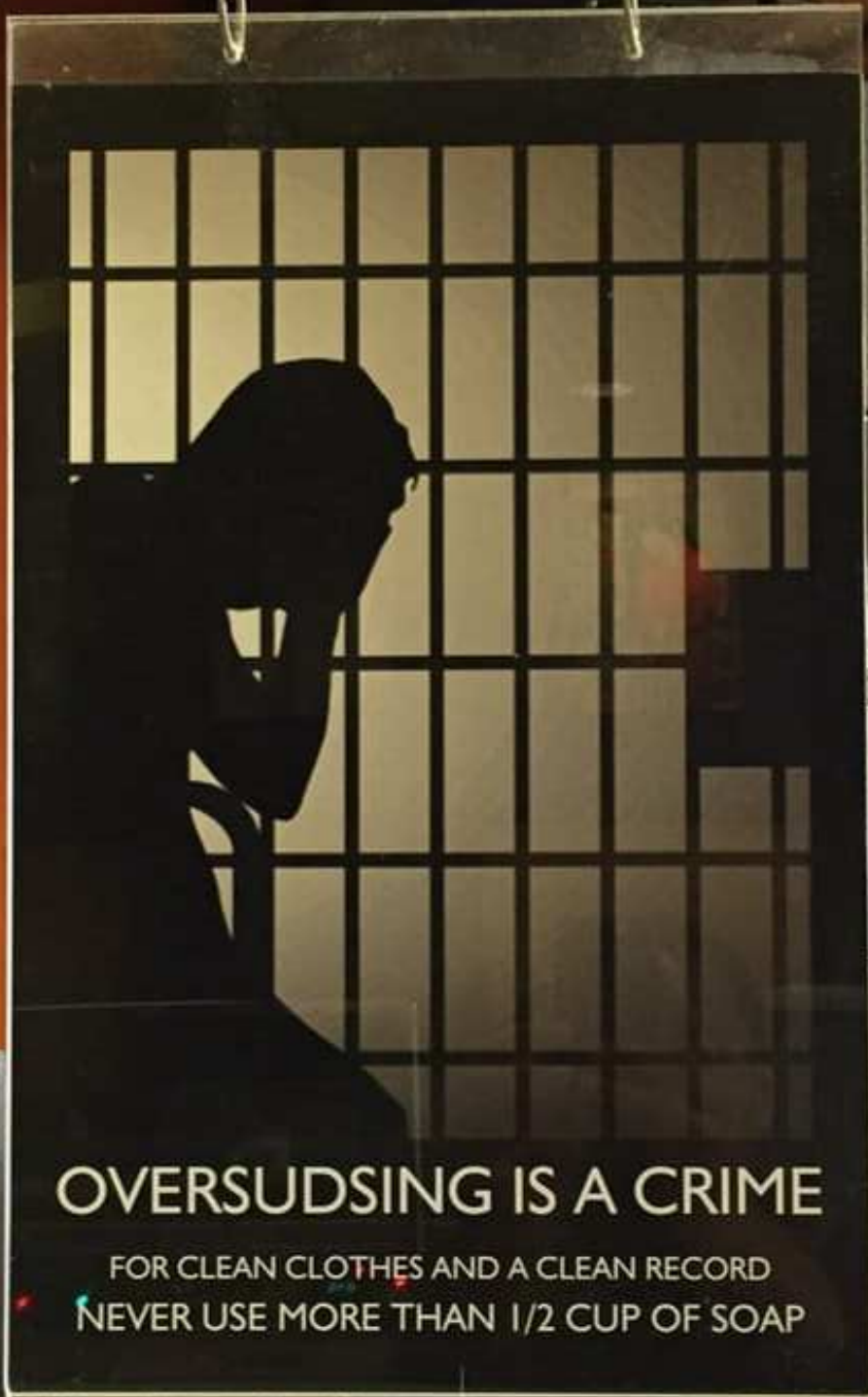






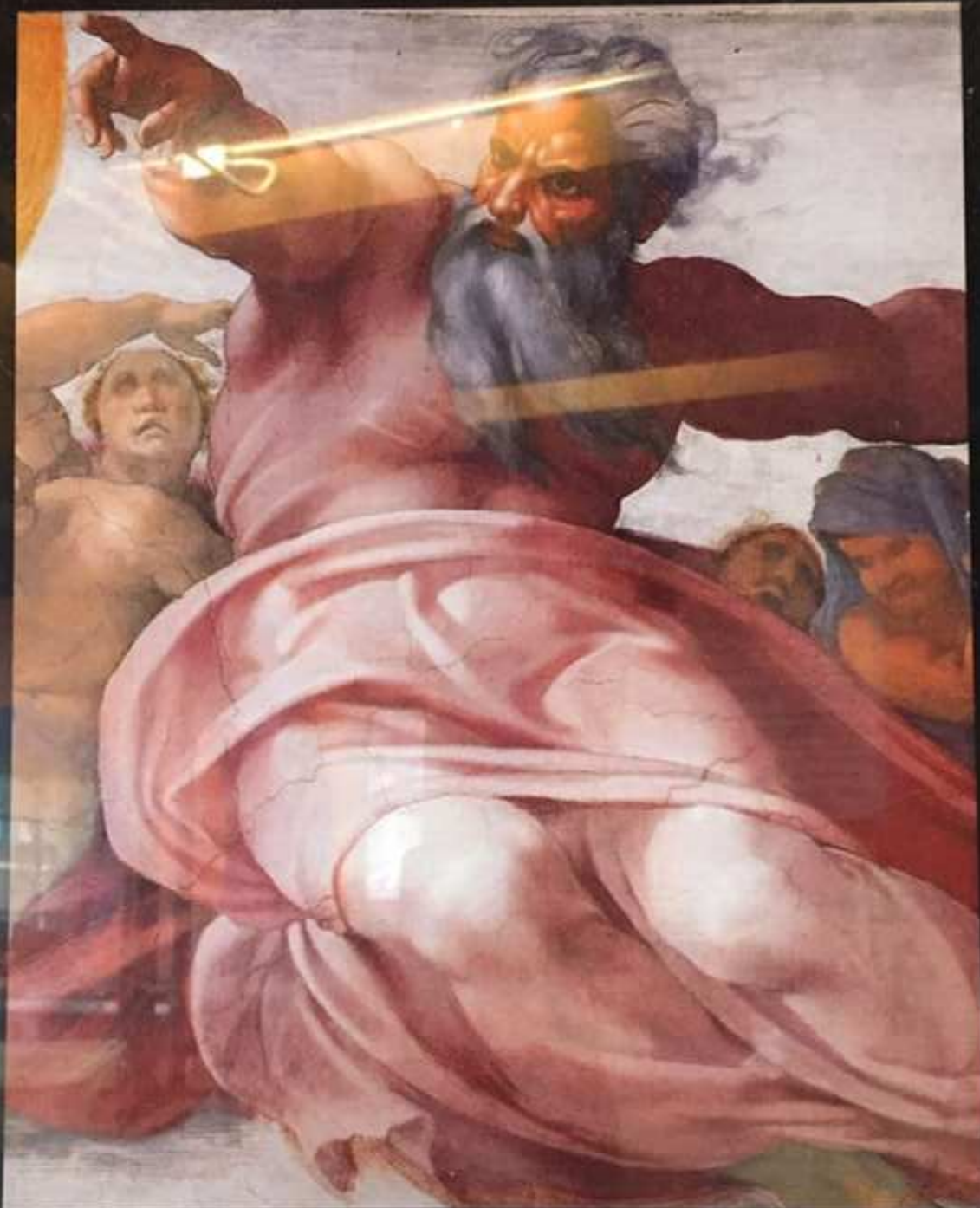






OVERSUDSING IS A CRIME

FOR CLEAN CLOTHES AND A CLEAN RECORD
NEVER USE MORE THAN 1/2 CUP OF SOAP



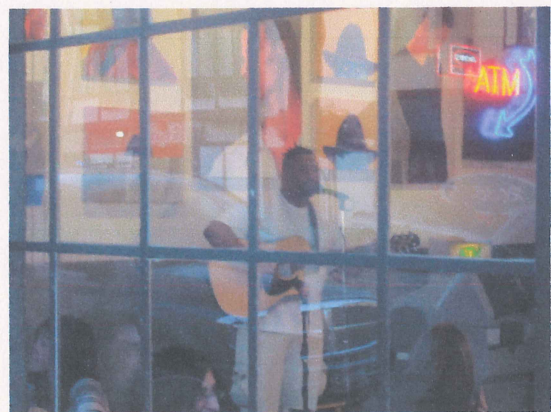
Thou shalt not ober-suds thine wash!

Leviticus ch.11 vs.22

I command thee useth not more than 1/2 cup of thy soap.



A MEDIA HISTORY



Smithsonian

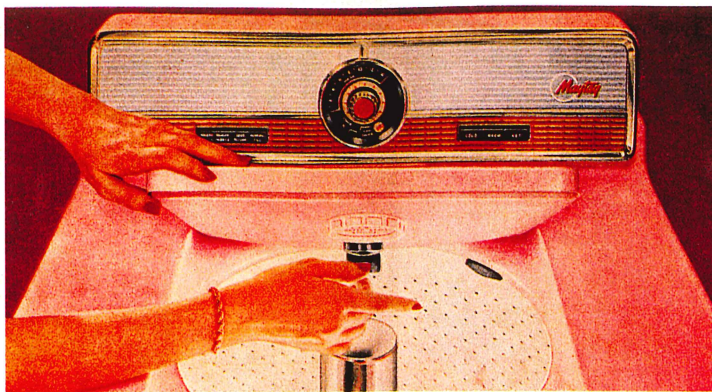
SEPTEMBER 1997



Ironing Out Those
Washday Blues

[PAGE 84]

It all comes out in the



BY CHIORI SANTIAGO

THIS IS A GOOD PLACE TO BE IN A BAD MOOD. THE reason for my grumpiness is a couple of weeks' worth of dirty clothes stuffed into two shopping bags. I couldn't face an afternoon at the laundromat on the corner, a purgatory of leaky machines, petroleum-strength coffee and dog-eared copies of auto-repair journals. So, on a friend's suggestion, I've hauled my bags across the bay to the Brain Wash, a different kind of laundromat in San Francisco. I can tell at a glance that this is not the washhouse of my mother's day, where entertainment meant staring at the clothes tumbling in the dryer, and my spirits have revved up like a washer on spin cycle.

Sure, the change machine balked at my dollar bills, spitting them back as if sticking out its tongue. And I've forgotten to bring soap. But the young woman behind the counter sells me a 40-cent scoop of house detergent from a huge container and congratulates me for having bought "bulk" ("Much better for the environment," she explains). Before long my dirty clothes are sloshing away, and I stroll across the floor to the Brain Wash Cafe, where I can buy a latte and settle down with a copy of the free neighborhood weekly. A few minutes later, a musician wedges himself into the strip of space between the roomful of washers and the coffee bar, plugs in

wash

his microphone and launches into loud, earnest lyrics accompanied by the bass thrum of dryer cylinders and the soprano whir of gyrating washers.

By the time I stuff my clothes into one of the big dryers, I'm dancing across the concrete floor and wishing I had more dirty clothes. I'm even willing to do someone else's wash just to hang out a while longer. I've discovered a subculture that unites a spectrum of humanity, from the guy with the shaved head who's folding an entire wardrobe of black clothes to the mother of three who's commandeered a couple of "big whopper" machines.

Once, colleges furnished students with special boxes for shipping laundry home to Mom. Today, with Mom at work and the kids doing their own wash, laundromats are becoming a watering hole in every sense—part nightclub, part meeting place. The Bobs, a popular a cappella group, celebrate the possibilities in their five-song "Laundry Cycle." "I've never washed clothes with a strange man before," they croon in "Share a Load"; "But what the hell, let's try it!"

In the song, a couple starts out sharing a load and the next thing they know, their garments are cohabiting. In Travelers Rest, South Carolina, Annie Ables hosted a wedding in her laundromat for two patrons who met while folding clothes. The bride "marched from the back between the washers and dryers," Ables told the *Wall Street Journal*. "It was beautiful." At Stan Klein's Rock & Fold in Chicago customers are treated to neon lights, movies on five screens and gospel music pouring from overhead speakers. "People seem to want something spiritual when they're doing laundry," Klein explains.

On the home front, too, the chore of doing laundry has undergone a major transformation. Washing machines, once one of the great luxuries of the postwar era, are one of the few commodities that cost less today than a generation ago. In 1947, when many families didn't own a toaster, let alone a washing machine, the average washer cost \$240, or about \$1,770 in today's dollars. For a present-day family, the price of a washer is about \$380. Americans wash a whopping 200 billion pounds of laundry every year, and manufacturers of detergents, stain removers, and washers and dryers spend huge sums to get their products to that insatiable market.

Still, in many parts of the world, the laundry is done as it has been for at least 4,000 years: people haul their baskets to the nearest river, pound the clothes clean on the rocks, and spread them in the sun to bleach and dry. Perhaps the oldest known records of washday are those that appear in the wall paintings in Egyptian tombs dating from around 2000 B.C. One of them depicts men bending over the wash, two scrubbing the fabric, two folding, while two more twist the fabric to dry it.

According to Pliny the Elder (*SMITHSONIAN*, November 1995), a washday miracle occurred in 600 B.C. when the



Phoenicians mixed goat's tallow and wood ashes, creating soap. They had discovered the advantage of a surfactant—a substance that reduces the surface tension of water, enabling it to better penetrate fabric, loosen dirt and hold that dirt in suspension until it's rinsed away.

Humankind now had the three ingredients for a good, clean wash: water, agitation and surfactant. Here's how washing basically works. Let's say you're out gardening in your backyard, and at the end of the day you're wearing one grimy T-shirt. The dirt, if you could see it through a microscope, clings to the fibers in your cotton shirt the way trail-side burrs stick to your socks. You can turn the hose on your T-shirt and get it fairly clean, because the onrush of the water will loosen the grip of many of the dirt particles and carry them away.

Most body oils, though, repel water molecules. To get rid of that yellow ring around the neckband, you need to rub it with surfactant (you'll find it in your bathroom disguised as a bar of soap). Surfactant compounds are made up of molecules that act like microscopic magnets. One end of the "magnet" attracts dirt; the other end is attracted to water (these



At the Brain Wash in San Francisco, patrons can grab a bite or listen to live music and poetry readings while juggling loads. The trend toward hip, multiservice laundromats is spreading.

compounds are produced by mixing animal fat with lye from wood ashes, a formula used by the Celts when they made their *saipo*, from which the word “soap” is derived). The dirt-loving end gloms on to body oil, and the water-loving end loosens the oil from the cotton fibers, keeping it suspended. Add a little elbow grease, and the dirt washes away.

In other words, if you have ready access to running water and your wardrobe is minimal, laundry isn’t a big deal. Mariners of old had a nonchalant approach: they stuffed their dirty doublets in a bag, fastened it with rope to the ship and tossed the bag overboard, letting the sea agitate the load as they sailed. Sir John Hoskins borrowed the idea in 1677, when he tied linens in a bag and used a wheel-and-cylinder device to squeeze water through it in the first recorded clothes-washing mechanism. The more common method involved tubs of water (often cold) and plenty of elbow grease. Hot water is more effective—the heat helps dissolve oil and grease—but fuel was precious.

Where wardrobes expanded, so did the laundry. English estates of the 17th and 18th centuries refined it to an art. Prosperous households could devote substantial space to such

amenities as bleach houses, hot-air closets and rooms devoted to ironing and folding. Batteries of servants did the hot, dangerous work of boiling laundry in copper tubs, stirring it with wood “scrubbing sticks” and then flattening everything between the rollers of a mangle, which could crush fingers, even whole limbs, in an inattentive second.

In Colonial America, tackling the wash was such an arduous process that some households did it only four times a year. One letter from 1760 notes that “Grandmother Blum is so deep in her Quarterly wash this Weeke that she has no time only to send her love.” The labor-saver of this generation was a “pounder,” a pole capped by a block of wood drilled with holes. Moved up and down in a “pounding barrel,” the device suctioned water through the clothes, anticipating the action of the modern washing machine. By the next generation, wooden washboards were widespread.

Wet clothes were spread on the ground or draped over a bush to dry, until the clothesline became widely available in the 19th century, and with it a technological marvel, the clothespin. The early friction types of these fasteners were whittled in dozens of variations, from the knob-top versions



P1599 F

NR. 2/90 März/April

TRAVELLER'S

WORLD

REISEN
für Anspruchsvolle

SAN FRANCISCO

Wäschewaschen: Die Insider können es gar nicht erwarten, bis die Wäsche schmutzig ist. Dann müssen sie ins *Brain Wash*, den zur Zeit heißesten Treff. Dieser Selbstbedienungswaschsalon im South-of-Market-Viertel ist ein High-Tech-Wunder mit angeschlossenem Café, eine Kreation der 43jährigen Susan Schindler. Zum Hauptwaschgang gibt's Panini-Sandwiches und Clorox, Espresso mit Weichmachern, oder **Killer-Chili** mit Amstel-Bier und Fleckentferner. Dazu Live-Musik am Sonntagmorgen, dekoriert mit Laser-Kunstwerken von Steve Hornbuckle und ART LUX. Im (sexuell aufgeschlosse-



nen) San Francisco sind die Unisex-Klos ein Erlebnis: eines für Leser, eines für Schreiber. Vor dem riesigen Computer-Bingo-Board vergißt man leicht das Schleuderprogramm. Kein Wunder, daß Brain Wash zum neuesten Single-Treff avancierte (1122 Folsom Street, Tel. 415-431 92 74, täglich 7.30 bis 2 Uhr).

Helmut Werb

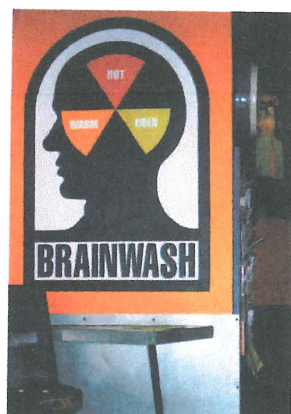
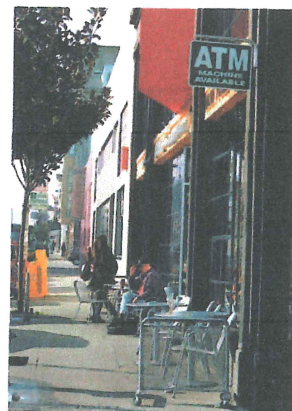


Brainwash Cafe & Laundromat

1122 Folsom Street San Francisco 415-861-food

As well-designed as the building is, as satisfying as the omelets are, as funky as the music can be, it is tempting to dismiss the Brainwash Cafe & Laundromat as a simple gimmick. True, way back in the early 1980's a laundromat in Champaign, Illinois started offering beer to its customers and made the local news. But it is a far cry from a few drinks to a vibrant and active cafe, especially one set in San Francisco. This is not to say that the Brainwash has not had its own fair share of press. The owner, Jeffrey Zalles, has been covered in every media outlet from Smithsonian magazine to cable television's Food Network. The real reason for the interest, however, is that the Brainwash is a great place to visit.

Located in SoMA, the Brainwash gets sun through its multi-paned windows at least two-thirds of the day, a major premium in San Francisco. Add to that the fact that you can get a table almost anytime except during San Francisco's Weekend Brunch Rush Hours (10am-1pm, Saturday and Sunday anywhere in town). Plus in the evenings live entertainment often takes over, offering a range of options from spoken word to open mike comedy to musical performances. Combined, all of the above results in a cafe so engaging that it is much more convenient to bring an extra set of clothing with you than to go home. You can always wash the ones you're wearing at the laundromat.



49 Reasons the City Is Super

Here's why San Francisco is a championship kind of town

BY PAT STEGER

CHRONICLE SOCIETY EDITOR

There are at least 49 reasons San Francisco is a world-champion city. Some of the city's bests are small, but some are very big indeed. They all add up to making San Francisco unique, without even mentioning the cable cars, the song, the bridges, or the football team. It makes you wonder why people want to live anywhere else, and here are 49 of the best reasons to live here.

1. Best hamburger: Indoors, Balboa Cafe; outdoors, the snack bar at the Olympic Club golf course.

2. Best potpourri: At Agraria on Nob Hill, a smell that's gone around the world.

3. Best place to see yuppies: The booths at the bottom of the stairs at Post-Trio.

4. Best place to see the Establishment: Captain's Cabin in Trader Vic's, the home of the mai tai that has circled the globe.

5. Best hip clothes: Ralph Davies for duds, 22 Steps for shoes, Billyblue's for neckties. Also, the Junior League's Next-to-New shop on Fillmore, where designer clothes can be found cheap and clean.

6. Best view: Almost any corner on Russian Hill. If you really want to be picky, maybe it's the view from Vallejo, just past private little Russian Hill Place, overlooking one of the city's best small parks, Ina Coolbrith on Taylor.

7. Best cheap thrill: Driving out-of-towners down Filbert, between Hyde and Leavenworth, one of the steepest hills.

8. Best expensive thrill: Really doing the opening of the opera; and without a doubt, the War Memorial Opera House is one of the world's best-looking.

9. Best bread: Joyce Goldstein's Italian peasant bread at Square One, the sourdough whole wheat from Patisserie Francaise on 18th Street, and almost any good sourdough (even if it is from Acme in Berkeley).

10. Best bike ride: Through Sea Cliff to the California Palace of the Legion of Honor with a stop at Thiggy's at Lincoln Park Golf Course, where great homemade soup (\$2) is served. Incidentally, the public golf courses of the city are also bests.

11. Best ice cream: Rory's on Fillmore; great ice cream pies.

12. Best dinner at home: Fresh cracked crab with homemade mayonnaise.

13. Best salad: The celery root at the Franciscan Club. If you're not a member, buy celery root, peel it, slice it in long strings with a hand-held slicer or a food processor, then place in a sauce of mayonnaise and red wine vinegar (preferably from France). Serve cold.

14. Best movie theater: The Kabuki 8, where the \$3.50 bargain matinee lasts until 6 p.m. (until 4 p.m. on weekends) and there is validated, free parking. There's also a world-class snack bar including cream soda, items from Just Desserts, and if you buy the giant-size popcorn, you get a free refill.

15. Best creamed spinach: At the downtown Olympic Club's Thursday night buffet; if you're not a member, then there's the creamed spinach at Vic's or at the House of Prime Rib, probably the best place for pigging out because you can get seconds on everything (great mashed potatoes).

16. Best walk with dogs: From the St. Francis Yacht Club to Fort Point.

17. Best pizza: Quattro formaggio at the Cafe Roma in North Beach (try to sit at

one of the outside tables; for nouvelle pizza, Vicolo).

18. Best street for browsing: Outer Sacramento, dotted with boutiques (great finds at Forrest Jones; unusual ones at American Pie; best wearable art at Virginia Breier) and antique shops (Robert Heiring for English), and it's fun to watch the beautiful people getting clipped through the windows at David Oliver's and at Roy's.

19. Best tub: The French hydro-massage at Mister Lee's; best tubs with a view: Mandarin Oriental Hotel's guest bath-rooms.

20. Best duck pond: Palace of Fine Arts.

21. Best place to eat a shrimp or crab Louis: Swan Oyster Depot on Polk.

22. Best french fries: The chili-pepper fries at Rings.

23. Best bookstore: The Green Apple on Clement. A hang-out for survivors of the beat generation and a great place to get imported and used books, records, tapes; open until midnight.

24. Best Mission: Mission.

25. Best parties: Those at the home of Gordon and Ann O'Shea. They have the best private chef —

26. Best home: Any perfectly redone Victorian, which means that the bathroom will not be next to the kitchen.

27. Best (and least expensive) fitness and beauty program: Walking the hills for exercise; fog moisture for the skin; if that doesn't work, the best facial is at Votre Beauté on Sacramento; and fresh bay breezes for revitalizing.

28. Best foreign magazine store: European Book Co. on Larkin (all the top

29. Best high: The view from the Carnelian Room at the Bank of America.

30. Best buildings: Transamerica Pyramid; City Hall, with its beautiful rotunda.

FEELING TRIUMPHANT ABOUT WHERE WE LIVE



Watching the surfers at Fort Point makes an exciting spectator sport.

Saturday, January 27, 1990

San Francisco Chronicle

PEOPLE

There are fabulous views from every angle.



The perfectly refurbished Victorians.

27. Best place to air your dirty laundry and make friends: Brain Wash.

31. Best show: "Beach Blanket Babylon" with someone who has never seen it.

32. Best cake: La Nouvelle Patisserie on Union (Danielle Steel Traina likes the marzipan icing) and the St. Honore cake at Victoria Pastry on Stockton.

33. Best chocolate: Custom-made from Joseph Schmidt and truffles at the Candy Jar.

34. Best hot dog: Hot dog with sauerkraut (\$3.50) at Stars, and it's even better if chef-owner Jeremiah Tower is there.

35. Best free spectator sport: Watching the surfers and waves at Fort Point, the swimmers at Aquatic Park and the barstool jocks at Pat O'Shea's.

36. Best portrait photo: Russ Fischella, especially if you look like you this year.

37. Best hair: Any hair that makes you look like you this year.

European fashion and home magazines as well as Time Out from London, with free parking in the adjacent lot.

42. Best place for tea: The Japanese Tea Garden when the cherry blossoms bloom in February.

43. Best dance floor: Townsend; for small, cozy dancing, there's the small floor at the Compass Rose in the St. Francis.

44. Best deli: Molinari's in North Beach.

45. Best shopping: LaRocca's, Long Man's, and Wal-

46. Best neighborhood: The people of the neighborhood.

47. Best deal for women: University of California at San Francisco Mobile Mammogram Unit. Call 476-2193 for information.

48. Best lamp: Michael Taylor's bean pot; and for rattan furniture, there's McGuire, which also does the best ads in magazines — all photographed at the homes of Ellnor and John McGuire in San Francisco and Seadrift.

49. Best feeling: The view of San Francisco when you return from somewhere else. Flying, driving, biking, boating or walking into the city from any approach. It's simply beautiful.

Why else would people live here and put up with things like Candlestick Park and earthquakes?

Time Out



FILM SPECIAL

'Hard Boiled

John Woo

Hard gra

Ken Loach

Hard ad

Kieslow

finest f

San Francisco dispatches

Hotshot

Brainwash is not your average launderette. For a start it's located on Folsom Street in the heart of San Francisco's clubland. Upstairs is a nightclub with cabaret shows scheduled to run no longer than a heavy wash cycle. Downstairs, there's the coffee bar, where many a lonely launderette encounters his/her soul mate, and shares a tumble-drier before the night is through. And for the computer-literate there are tables with built-in terminals, via which they can access the Well.

The Well is San Francisco's computer bulletin board. Anyone owning a PC and a modem can, for a small monthly subscription, access this system and communicate with thousands of other users. The Well prides itself

'Are your chakras out of tune? Then send off now for seven tuning forks in a velvet case'

on catering for all tastes, and one is hard-pushed to imagine a special interest it doesn't yet address. Feeling horny? Then punch up *alt.sex.wanted*, type in your desires, sit back and wait for a response. Of course, you could be more specific and put yourself on *alt.sex.bondage* or even *alt.sex.bestiality*.

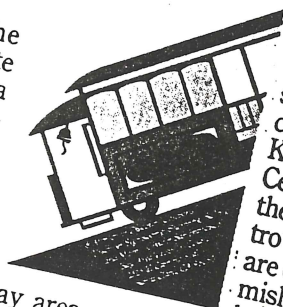
Nothing doing? Then why not scan through *alt.drugs.recipes* and see if there's a new MDMA derivative you

fancy concocting in your bathroom laboratory tonight. Or, if you prefer a particularly Californian brand of rock 'n' roll to sex and drugs, perhaps you'll key into one of the various 'conferences' (as each of these information networks is known) that revolve around the Grateful Dead, such as *deadlit*, or *feed-back.dead*.

Initiated in 1979, the Well was once the private virtual playground of a small, select band of computer boffins, hackers, technophiles and scientists. But its growth has matched the proliferation of the PC, and it now has tens of thousands of subscribers in the Bay area alone. And it doesn't stop there, or even at America's borders; since the Well is part of Internet, the largest computer network on Earth, subscribers can access a whole world of data. See that nerdy guy in the corner there? While his smalls are drying he could be having a conversation through cyberspace with some dissident student in Peking. Then again, he's probably still searching for someone to sit on his face.

Of course, futuristic global communications are not the only growth industry in San Francisco. After all, this

city gave birth to the hippy movement, and old habits die hard. The New Age is doing brisk business. Are your chakras out of tune? Then send off now for a full kit, including seven tuning forks in a velvet case. In need of some celestial assistance? Why not call toll-free, quote your credit card number, and have the (otherwise anonymous) 'founder' of Star Life 'synchronise his higher self with yours'.



For those who prefer a personal touch, there is no shortage of choice. In a city stuffed with storefront churches, my favourite is Karma Moffat's Psychic Centre, on 18th Street, in the predominantly gay Castro district. The windows are crammed with a curious mish-mash of Tibetan embroidery, contemporary handmade American ceremonial garb and home-made audio cassettes. Apparently Karma specialises in an ersatz religious ceremony incorporating Tibetan 'singing bowls', native American 'sweat' ceremonies, and a bit of 'rolfing' thrown in for good measure. Sadly, I was unable to attend, but I felt a little closer to the great man after reading his bumper sticker, which said: 'Perform random acts of beauty and shower strangers with kindness.' Only in America, as they say.

Alix Sharkey.

PIZZA
LESS DOUGH

RESTAURANTS WHERE

MARCH 1997

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AMERICA WEST

A I R L I N E S M A G A Z I N E

A Clean Break

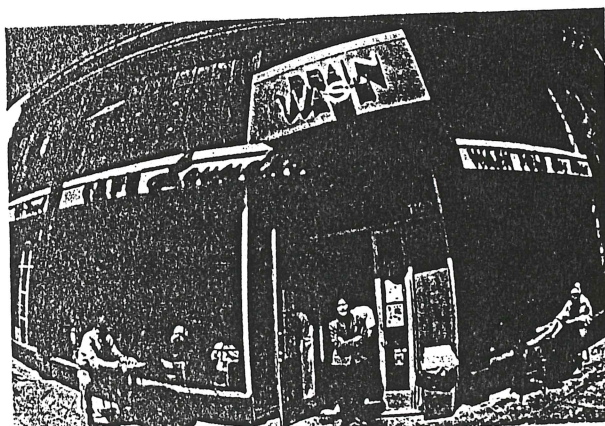
Doing laundry likely isn't your idea of a good time, but plenty of people are having loads of fun doing just that at BrainWash, a funky cafe/laundromat in San Francisco. For the past seven years, this hip hangout has been putting a fresh spin on a mundane

task by offering a whole laundry list of creative cuisine, nine microbrews, live music five nights a week, pin-ball machines and a computer connected to other cafes in the area via the San Francisco Net—all while your threads are spinning and soaking in the adjacent room.

BrainWash is the brainchild of owner Susan Schindler, who came up with the idea based on her philosophy that "everyone needs to do laundry and everyone needs to eat, so why not have some fun?" And fun is what she's made it, with quirky furniture, local artwork on the walls, and restrooms labeled "Readers" and "Writers." Though the idea of enjoying a Caesar salad with your spin cycle may sound strange, the clientele doesn't seem to think so: BrainWash is one of the busiest laundromats in the city, according to Schindler, and last year it was named "Best Laundromat" by *San Francisco Weekly*.

It's also gained some renown, of sorts, after appearing in commercials for Clorox and Snapple, in a Robert Cray video and in a

recent episode of the TV series *Nash Bridges*, starring Don Johnson. It even has been the site of a wedding, as well as the starting point of several romances that have resulted in both marriage and divorce. But don't ask for details: BrainWash isn't in the business of airing other people's dirty laundry.



BrainWash: the place for washing and noshing.

—Wendy Neri

Entrepreneur[®]

The Small Business Authority

October 1990

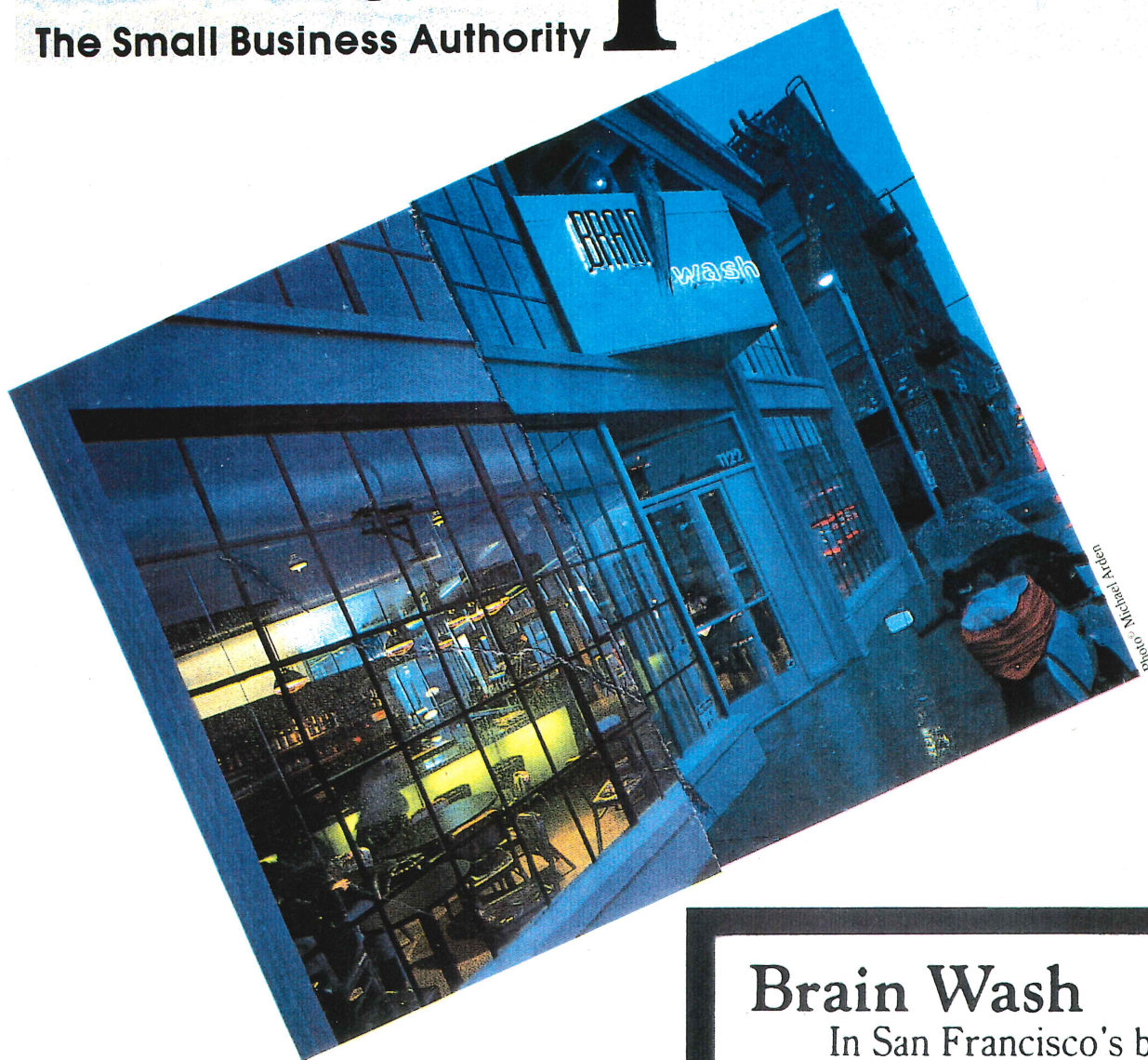


Photo: Michael Arden

Brain Wash

In San Francisco's bohemian SoMa (South of Market Street) district, Susan Schindler's Brain Wash cafe/laundromat does a brisk business. "I get bored with everything very quickly," says Schindler. "So I started thinking of how to make a laundromat fun." A combination of high-tech washing machines, electronic displays and a 49-seat cafe serving soups, salads and sandwiches draws all sorts of customers from artists to yuppies.

Details

July 1993 \$2.00

Clubs
THE 300 BEST
NIGHTS OUT
IN AMERICA

the music issue

Starring

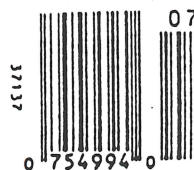
Perry Farrell
dis
rs
n



San Francisco **BRAINWASH**
1122 Folsom St., 415-255-4866

An airy, postmod laundromat with a wraparound bar, café, local bands, poetry readings, and SFNet, a computer bulletin board linking pellerhead poets to their coffeehouse brethren throughout the Bay Area.

...Groux
Rick Rubin
and
... Tom Jones



ARENA

Woody Allen in Las Vegas
Rik Mayall in turmoil

trav

The Arena world

California dreaming
Fun in Acapulco
Fear of flying

Why **Julie Burchill**
has never been abroad
Why **Tony Parsons**
hates Britain's beggars

Fashion on the move!
Suits that go places

THE NEW LASS
The sex war continues

A 29

PHOTOGRAPHY TROY WORD

A CITY ON A HILL

San Francisco: picture-postcard perfect

ON SAN FRANCISCO'S Folsom Street there's a typical Californian haunt - Brain Wash, a combined café and laundromat (specializing in that strange hybrid of Italian, French and American cooking called 'Californian cuisine'). "I want to change the way

Most of California seems like a grandiose camp site, with everything thrown up overnight. Here, nothing looks permanent, making the landscape look even more intimidating, even more untamed

people think about laundry," says its owner, Susan Schindler. "This is an environment where people can turn something they hate into something they love."

San Francisco is a deceptively quaint residential Eden, an urban paradise on the edge of the world. This is a city with more than its fair share of charm, a kaleidoscopic jumble of Victorian and Painted Lady houses (what Tom Wolfe called "those endless staggers of bay windows"), of perpendicular hills, ornamental cable cars and European bonhomie. The Bay Area includes Marin County, San Jose, and Oakland, yet it's San Francisco that's been sprinkled with stardust, San Francisco that's become an affluent Bohemia. San Franciscans - aggressively narcissistic, quietly intellectual - are fiercely proud of their heritage; they know they've been dealt a good hand, and they are not about to throw it away.

The city blends an energizing mixture of the Oriental and the European, giving a richness in its architecture, cuisine and especially its people that can be found nowhere else in the world. The city, too, has long been a magnet for the politically and sexually outspoken. Towards the end of World War II, when the US military began systematically purging its ranks of gays, the most popular debarkation point was San Francisco. Many stayed, as did the beats, the poets, the musicians and activists who assembled here in the Fifties.

Even today, 25 years after San Francisco became the focus of the Sixties zeitgeist, the city's liberalism is still a force. Though AIDS has ripped out all but the heart of the city's gay community, in the Castro Street area - once called the Golden Gay Ghetto - you still see men openly hugging each other and holding hands. And, though the bath houses have gone, the leather shops and bars remain.

"San Francisco is a city of cults and religions," wrote Peter Ackroyd, "a city of strident white minorities, a city of people who wear respective uniforms and who wield the impersonal vocabulary of liberation. They have done what they came such a long way to do: they have lost themselves. But what exactly is it that they have found instead?" The answer is freedom, however contrived that might seem.

On Stinton Beach, on the peninsular above San Francisco, a group of affluent white teenagers played volleyball on the deserted sand. Watching them walk back to their cars, on their way back to school, I suddenly felt insanely jealous. What a place to grow up, I thought, what a place to spend your youth, frolicking in the sand on the Wild West Coast, drowning only in the luxury of good fortune.

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ITALY 18000 FRANCE 40F BELGIUM 970BR



METROPOLITAN

MAY 1990 • \$3.00

● **CHICAGO:** Less is not a bore

plethora of

Mirador for

Angeles' P

owners Pa

stated style, letting chef Carol Brandin's food hold forth. The menu includes mesquite-grilled lamb with couscous, seared red snapper with *chermoula*—a Moroccan salsa—and lush ginger custard for dessert. 1400 North Wells St.; 312/951-6441. ● **TEMPE, ARIZONA:** *Tablescapes* takes party rentals beyond heavy white

diner dishes and thick-rimmed glasses. Cl

ware in nine bold colors, wonder

can stemware and charger plates

Special touches include

center

linens in public at **BRAIN WASH**, the chic café/laundromat in the city's reviving South of Market district. Architects Jeremy Kotas and Anthony Pantaleoni employ a tilted diagonal

glass-and-metal wall to separate the 32 shiny, computerized washers from the restaurant, where the inexpensive menu features breakfast fare, chili, sandwiches, WASH or 415/861-FOOD

haute pizzas and sweets. 1122 Folsom St.; 415/861-WASH or 415/861-FOOD. Comb and John Randolph (metal chandeliers are endearingly matched) with inexpensive food (a great grilled-chicken sandwich is \$6.75).

Better still, half of the profits support **Artspace**, the

artists' collaborative gallery next

door. 299 Ninth St.; 415/255-

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Manhattan's prestigious **Kips Bay**

Decorator Showhouse opens its

doors April 26 (through May 13) at 7

E. 76th St.; 212/893-8600. American

Craft Enterprises' major opening

show, **American Craft At The Armory**,

runs May 11 to 13 at the Seventh Regi-

ment Armory, Park Ave. and 67th St.;

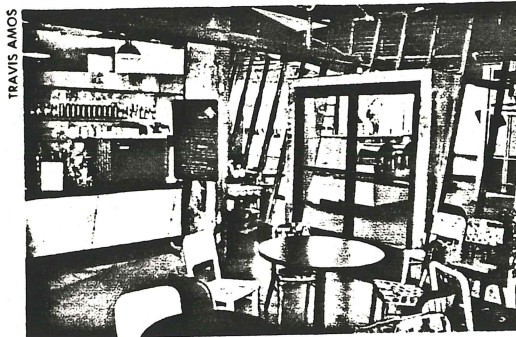
212/420-1140. ● **BALTIMORE:** *Decades*

of Design runs April 27 to 29 at Inner

Harbor's Festival Hall, 914/725-0292.



TONING DOWN the glitz: For Mirador's low-key interior, designer



"MY POST-PUNK laundrette" is how Susan Schindler describes Brain Wash, her techy café/washateria that's one of San Francisco's hottest hangouts.

glass-and-metal

restaurant, where the inexpensive menu features breakfast fare, chili, sandwiches, WASH or 415/861-FOOD

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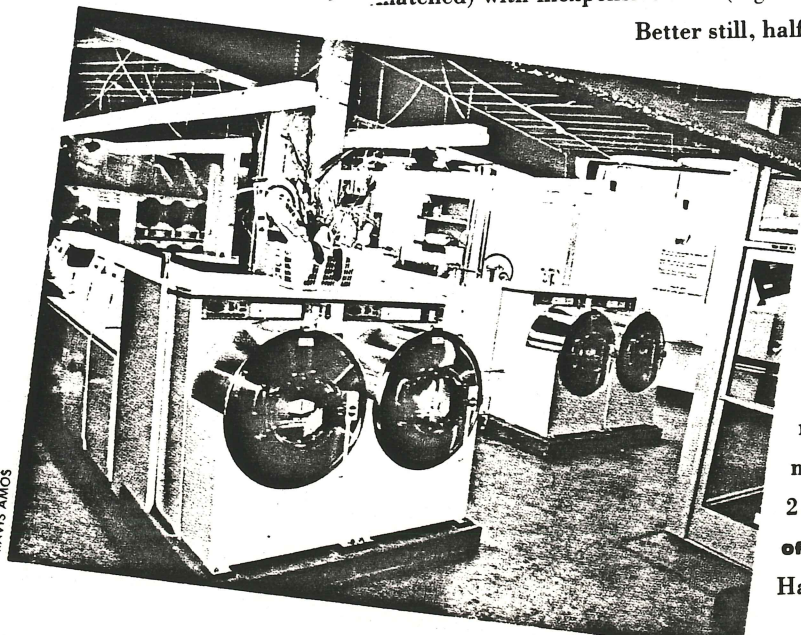
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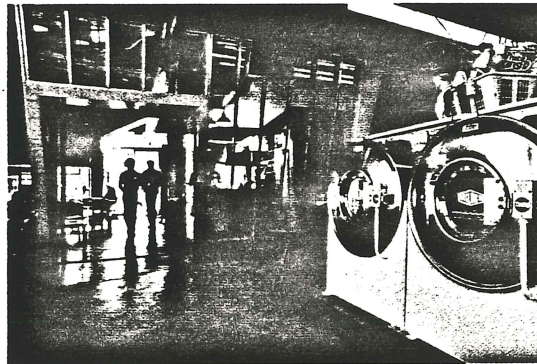
WASH 'N' NOSH

Those who have been wringing out the praises of Brainwash café and laundromat—the latest hangout for the (dirty) black T-

Down in the suburbs they're satisfied to sit in front of the big-screen TV with a bagel dog and a Coke and watch *Sincerely*

Yours—The Liberace Story.

"This is just a relaxed, friendly neighborhood place. It's not romance," explains Nina Myers, owner of the Mountain



shirt crowd, might be agitated to learn that the idea did not originate here.

The Oasis laundromats-cum-eateries down in Mountain View and San Jose did it first.

Of course, unlike Brainwash, the Oasis chain has no imported beer, no neo-industrial architecture, no eggplant-and-feta pizzas, and very little attitude (so little time, so many ripped Levis to wash).

View Oasis. "Here, you don't have to run out to the store because you've got three kids complaining that they're hungry. They can watch TV, eat a snack, or play video games."

The Oasis already has 13 franchises around Northern California and another 17 are expected to open within the year in such places as Oakland, Hayward, and Cupertino.

Meanwhile, Clean and Lean down in San Diego seems to promote the philosophy that you should earn your washer by first working up a good sweat at the adjoining gym or in the tanning booth down the hall. Or perhaps the thinking is that after a full aerobic workout, you won't have to worry about shrinkage from excessively hot dryers.



FLIPside

MARCH / APRIL
1991
\$2.00

recently
compilation 7")

Also in the news is that Brain-
wash a cafe/eatery/laundry mat
have been having some free all
ages shows with bands in the
milder vein such as Harm Farm,
and I hear that Steel Pole are/
were or have performed there
mellowed, and incognito under
the moniker of the Steel Pole
Bathtub Jazz Quartet. Booking
being done through KUSF's
Alycia Rose who is also helping
book the Chameleon club as well
now.

contacted at the Cha-
12-

HELL
ACCUSED, AGG
BORN AGAINST, FASTBACKS
GLYCINE MAX, HUNGER FARM
KILLING JOKE, LOOMPAINCS ULTD.
SKINNY PUPPY, WEATHER BELL

X

magazine

WASH S P R

MARCH
1990



PRISM 4

BRAINWASHED

I gather the clothes strewn across my floor and stuff them into a pillow case. Then I put on my tattered but beloved sweats and head to Brain Wash, the first real SoMa laundromat.

Should have known something was amiss when I heard the name... Brain Wash. Like many of the district's clubs and dives, it sits in an old converted warehouse. It's all windows and high ceilings and the chairs and tables are decorated with "laundry art."

I use the side door, not the main entrance at Folsom and Seventh — Thank God I didn't parade my sweats through the cafe and bar where the best-dressed laundry set I'd ever seen sat sipping espresso. Inside, I cram my laundry into two digital-display washers and self-consciously dig a wadded five from my pocket. (The state-of-the-art change machines take ones, fives and twenties).

I deposit the quarters, dump the All-TempaCheer, and debate whether to chance cold stares for a hot cup of coffee. Full loads take a long time, I think, even in the hippest laundromat.

So I brave the bar, my sweats not nearly as beloved as before. And even though the best-dressed-laundry-set doesn't bat an eye, the coffee is good and strong from behind my sunglasses.

- M.M.

San Francisco Examiner BUSINESS



EXAMINER/JUDITH CALSON

Susan Schindler decided SOMA needed a hangout and a laundromat, so she's opening Brain Wash, where the dressed-in-black crowd can do laundry while grabbing a bite and a cold one.

South of Market laundry-cafe opens

Suds, food and suds for the too hip

By Louis Trager
OF THE EXAMINER STAFF

Can a laundromat be too hip?

A possible answer to that question is coming to the South of Market district this month.

Brain Wash invites you to cure those washday blues by tossing quarters into state-of-the-art washers and driers, eating moderately priced prepared food and tossing back a cold one.

The business will also offer wash-and-fold and dry cleaning services. All this amid high-tech decor and, presumably, no lack of people dressed in black.

The Brain Wash breakthrough

is the brainchild of owner Susan Schindler.

Her resume looks impeccable for a San Francisco entrepreneur: Free Speech-era student at UC-Berkeley, third-grade teacher in Watts, jewelry design student in Stockholm, unpublished sex novelist and co-owner of a party-planning firm.

Schindler, 43, was making a doomed search for a place to start another nightclub South of Market when she realized that what the area lacked were a hangout and a laundromat.

The brainstorm started with a real estate developer-friend's musings about getting into the laundromat business for the high financial return.

"The cafe just came about natu-

rally because it seemed like a great idea for the neighborhood," Schindler says. "The two together — it just seemed beautiful."

"You're stuck for over an hour doing a wash. My friends and I always rush out to the first place you can get doughnuts or ice cream or something."

Ergo, a hangout-laundromat on Folsom Street with concrete floors, beamed ceilings, a juke box with the obligatory eclectic selection of 45s, counter seating and a menu ranging from beer to espresso and baked apples to chili.

For number fans: 49 seats in a 1,000-square-foot cafe; 32 washers and 24 driers in a 2,500-square-foot, attendant-served laundromat.

A diagonal glass wall between the two business elements will keep the sounds and smells on their own sides. It also will allow Schindler to keep the cafe open till 2 a.m. on weekends while closing the laundromat at 11 p.m.

The standard rates will be \$1.25 for a top-loading washer, \$3 for the jumbo 35-pounder and 25 cents for 10 minutes on a dryer. Automation allows Schindler to get a quick count on the quarters and to change prices instantly for a special.

A typical lunch with a beer will set you back another \$6 or \$7.

She'll put in televisions only if customers insist "they really need to see their soaps, or they really need to see their ballgame." But she'd sooner have live acoustic music for Sunday brunches when she can get the requisite permits.

The grand opening festivities are Friday night, by invitation. The place is scheduled to open for business — and the true test of whether they can keep the fabric softener out of the pizza — the next Monday.

Schindler bought the fixer-upper building for \$750,000, partly with the proceeds of an Edwardian building in the Haight that she rehabilitated.

"I have a (South of Market) building only I could love," she says. "When I first saw this building, I knew it was Brain Wash."

She borrowed some of the \$1.4 million that's gone into Brain Wash and expects to gross about \$600,000 in the first year of business.

Despite all the last-minute hassles, she's willing to speculate about adapting the idea elsewhere: "We might have Brain Wash II — The Sequel."

eye

June 28-July 4, 1991

San Jose Mercury News



DAVID PLOTNIKOFF
Music Writer

I KNEW it the minute I stepped out of the car and looked down Langton Alley. I'd made an error and now I was going to pay for it.

It was a balmy San Francisco night two Saturdays ago, and my driver and I were late for an appointment. Perhaps if I hadn't been so rushed, things would have been different. I looked down the unit alley at the three street urchins — mere shadows shambling around the little mini-park at the corner of Langton and Seventh Street. That sinking feeling that something was terribly amiss hit me like a load of wet towels. "How could we let this happen?" I said to the driver. "We forgot the laundry."

Well, I thought, I'm here to do the job. If it means sitting in a rock 'n' roll laundromat sans blanchissage — watching other people's clothes thrill to the spin cycle and luxuriate in the tumble dry — so be it. I'm a professional, and this is business.

As it turns out, there were many others at Brainwash in the same tub, so to speak. The front of the operation is a very cozy, atypical South-of-Market neighborhood cafe featuring beer, espresso, baked goods, sandwiches, genuinely

See LAUNDRY, Page 18

Laundry and live rock
on the gentle cycle in SoMa

Rockin' 'n' washin'

LAUNDRY, from Page 17
friendly service and a good view of the pedestrian circus that is Folsom Street.

The back half of the facility is a clean, well-lighted place for sheets, towels, stray socks and the like, separated from the cafe by a glass partition. While several of the predominantly thirtysomething post-collegiate patrons were keeping one eye on the clock and the other on the back room, most were absorbed either in conversation or Thrasher magazine to Guy de Maupassant.

The prototypical Brainwash patron has two college degrees, one good suit and a cat named either Sid Vicious or Salieri. He or she would sooner skateboard down the Filbert Steps blindfolded than ever consider buying a house equipped with a washer and dryer.

While Brainwash is not the first local facility to merge the cafe al, it is the only one we know of that has yoked live rock 'n' roll into the experiential troika. It also is an oasis of civilized manners and cleanliness in the Folsom nightlife jungle — a place to gather one's wits before wading into the fray.

Brainwash has the feel of an East Village loft — it's in the heart of the Folsom scene, yet somewhat aloof from the tawdry tableau unfolding on the other side of the tall windows.

The seats at the little 12-stool bar began filling up at 9 p.m. as the Pounding Birds, a hipper-than-thou jazz/folk/rock combo, made their pre-concert adjustments in a corner by the front windows.

The band was as intense as a wet tube sock, and many people didn't even bother to look up from their journal-writing — but it didn't matter much. This is high-concept nightlife, and the concept of doing the wash while being serenaded by a folk-rock band in a hip, post-industrial cafe was far more important than the quality of the components.

Brainwash

1122 Folsom St., San Francisco
Admission: No cover
Details: Live music
Tuesdays-Thursdays and
Saturdays at 9 p.m. (415)
861-3663

Forty-five minutes later, the band was still tooling around. In any other venue, this would be unforgivable. But why fuss, when the clothes are going to dry at their own pace anyway, right?

The phone rang and the woman behind the bar answered it. After a pause, she bellowed at the band, "Hey, what kind of band are you guys?"

"A good one."

"They say they're a good one. Right. Hey, it's free."

At almost 10, the Birds started on a slow, somnolent folk number. People in the back stopped folding their wash and began to filter in. It was not a barn-burner, as club shows go. The semi-acoustic group seemed subdued and disjointed. Perhaps they were wondering if they made the right decision when they put the colored sheets in with that white load.

LETTER

F R O M T H E E D I T O R

Recipes for Success

In any other city in America it would have been a joke. But San Francisco worships at the altar of the edible. So no one snickered when a combination restaurant/laundromat called Brain Wash opened south of Market. No one blinked at the fact that it served twenty-one brands of beer and twelve coffee drinks (not counting decafs).

But a *Washington Post* food writer visiting our fair city recently shook her head in wonder—not so much at the concept of having something to eat while your T-shirts tumble, but more at the astonishing notion that newspapers sent their restaurant reviewers to critique the place!

"If you want a measure of how spoiled San Franciscans are when it comes to eating, note that a *San Francisco Chronicle* restaurant reviewer complained that Brain Wash has 'an uninspired menu.' " Uninspired? For a laundry?

The discouragingly circumspect review brings up another point. In the Bay Area, restaurant critics wield godlike power. People depend on reviewers to steer them away from culinary danger and toward interesting discoveries. But taste is highly individual, and restaurant reviewers sometimes let subjectivity reign—which can wreak havoc on the establishments they cover.

In this special issue, we turn the tables. We interviewed a dozen top local chefs and restaurateurs and polled several dozen more to let them tell their side of the story.

One frequent complaint: too many critics know too little about the business. "Reviewing restaurants should not be on-the-job training," says the owner of a popular local fish restaurant.

Do some critics demand and receive special treatment? Do all of them dine anonymously? "Hell, yes," fumed one chef to the first question, and "Hell, no!" to the second.

What both critics and the dining public need to understand, says another chef, is that restaurants are not a glamour business. They are a sweat business. "There's no such thing as an eight-hour shift in the restaurant business," says award-winning chef Howard Bulka, formerly at the Mandarin Hotel's Silks, now at Earl's. "There's a certain naïveté some people have thinking that the food is always perfect, the service is hopping, the crowd looks good, the martini is perfectly chilled and perfectly stirred, and if you drop your fork, there's another one in front of you instantly." When all that does come together, it's not just a dinner. "That's a miracle," says Bulka. "And people should understand it's a miracle." ♦

Mark K. Powelson

SAN FRANCISCO FOCUS®

FOOD ARTS

Volume 3 Number 2 MARCH 1990

Spin Cycle Supper Club

San Francisco—It's your first day off in weeks and you're left with no clean clothes. Let's face it, regardless of necessity, no one *wants* to do laundry in his spare time.

But **Susan Schindler**, co-owner of **r.s.v.p.**, a Bay Area event-planning firm, seems to have found a great way not only to motivate people to perform this dismal task, but even to enjoy it. She calls her method "brainwashing," and it sprang from her search for a perfect nightclub location in the South of Market (SoMa) area. Her fruitless hunt

all day; poached eggs are served until noon. "Real Food" includes chili, sandwiches, pizza, "soup de day," and panini sandwiches, supplemented by assorted snacks and sweets. Thirsty? Perhaps a glass of fresh orange juice would satisfy, or maybe some mineral water. Choose a cappuccino, one of four types of espresso, or a café mocha. Beer, wine, and champagne are also available.

There are two unisex restrooms at BrainWash and, true to the creative atmosphere, one door is labeled *Readers*, the other *Writers*. The Readers Room is papered with *Dirty Laundry* and *Howard the Duck* comic strips. In the Writers Room, a green chalkboard serves as

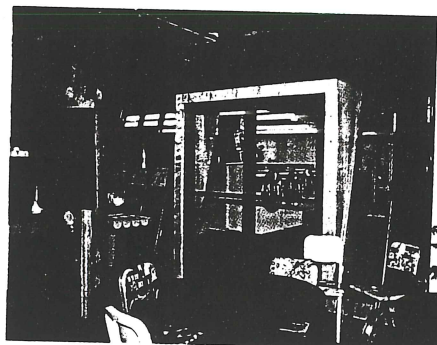


PHOTO BY TRAVIS AMOS



led to the discovery that what SoMa *really* needed was services, and a place to hang out. So she set out to provide both.

A "neoindustrial-style cafe and laundromat," **BrainWash** opened in December. With concrete floors and beamed ceilings, Schindler describes the decor as "high-kitsch and low-tech." A glass wall with doors separates work from play; a juke box stocked with 45s provides music while 32 state-of-the-art computerized washers and 24 dryers help agitate the work along. There are also a few tables and chairs set about the laundry area and a full-time attendant available for assistance.

While awaiting the time to fluff and fold, you can slip into the 49-seat cafe and enjoy conversation and a bite from a moderately priced menu. Warm baked apples with cream, muffins, bagels, croissants, and toast are available

wallpaper; chalk and erasers are provided.

If you enjoy the food and atmosphere but are *still* not roused to join the domestic activity, BrainWash also provides a wash-dry-and-fold service, and dry cleaning may be introduced in the future.

Schindler views BrainWash as a place where work becomes fun, where people will come "to meet, to socialize, and to accomplish something constructive." So far, she reports, the response has been excellent; BrainWash already attracts an eclectic neighborhood crowd including writers, artists, photographers, journalists, and the like. BrainWash opens every morning at 7:30; on Sunday through Wednesday closing hour is 11 p.m., Thursday through Saturday, 12:30 a.m. Last call for dryers is one hour prior to closing.

—KELLEY REGAN

WISH YOU WERE HERE

Vacation is a time for getting away from the stress of work and everyday life. Share your trip with loved ones back home and other readers here.



Bruce Fessier/The Desert Sun
Diner with a difference: Patrons of Brain Wash in San Francisco enjoy lunch.

San Francisco

Look for good, clean fun at Folsom Street laundromat

BY BRUCE FESSIER
People/entertainment editor

I can think of a dozen good reasons for going to San Francisco. But I never thought going to a laundromat would be up there with cable cars, the Golden Gate Bridge and all those other things Tony Bennett sings about.

But I've got to come clean since visiting the Brain Wash Cafe and Laundromat on Folsom Street.

This joint makes you want to soil your clothes just to clean them.

Brain Wash is the brainchild of Susan Schindler, a graduate of Berkeley's Free Speech movement in the '60s who has turned a laundromat into a bohemian meeting place. You can savor good, moderately priced food and drink for a light dinner or lunch, enjoy local artwork, play pinball and listen to cool, cutting-edge music while your laundry is being tossed and dried in a back room.

Brain Wash has come out with two live albums of original music recorded on the premises and you can't hear the churning of washers or dryers on either one.

Arnie Montes, who's been working at this laundromat for five years (which in itself is remarkable), says Brain Wash has been getting people from the East Bay, Marin County and the Peninsula bringing their laundry in.

Now they're going for the tourist trade.

"We get a ton of tourists," Montes said. "We have discount cards at visitors bureaus. They love it. We get postcards from Germany, the United States and all over Europe."

Now, you might expect a laundromat like this to take you to the cleaners when it comes to actually washing your clothes, but that's not the case. A top-loading washer is \$1.50 and a jumbo, 35-pound washer is \$3.50. Dryers are 25 cents per eight minutes.

Music is featured five nights a week, and the bands play jazz, bluegrass, rock and classical. On Acoustic Wednesdays, you could hear a classical string quartet. Fridays and Saturdays focus on unplugged alternative rock. They generally stay away from punk. If it gets too loud, you wouldn't be able to hear the buzzer go off on your wash.

Brain Wash is at 122 Folsom St. between Seventh and Eighth streets among several rock and acid jazz nightclubs. It has two phone numbers for information, depending upon your areas of interest: (415) 431-WASH or (415) 861-FOOD.

Montes said Schindler is now looking to expand to other sites on the West Coast. There could one day be an entire franchise of hip Laundromats with fine food, art, music and pinball. Who knows, maybe they'll even replace comedy weddings as the newest wrinkle in supper clubs.

-Share your recent vacations with us. We'll publish the best ones. Send your story and photos to the Sunday Features editor, The Desert Sun, P.O. Box 2734, Palm Springs, CA 92263. Or fax your story to 778-4654.

PEOPLE

MONDAY, JUNE 25, 1990



Anne Dewey, party chairman, with her mother, Joyce Dewey.



Contemporary Extension president Steven Kingsley with his wife Claire, at the San Francisco Museum of Modern Art.

City Visions and a Laundromat

BETWEEN BITES, everyone had a chance to chat, to dance and to look at the San Francisco Museum of Modern Art's new architectural — and much talked about — exhibit, Visionary San Francisco, at the party given Saturday by the museum's Contemporary Extension.

PAT STEGER

THE SOCIAL SCENE

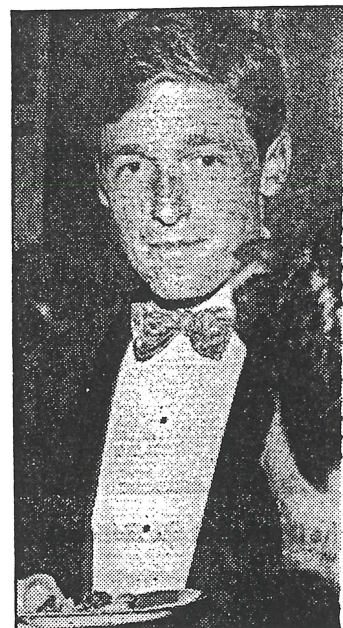
That's the new kind of of yup-xiliary of professionals, aged 25 to 40 (married or single), who are interested in art, design and architecture, which a lot of them are creating. Chairwoman Anne Dewey created a good party with neat favors from Michael Moser of Tiffany: address books, perfect for networking.

Daphne and Bob Bransten took over Brain Wash last week, the laundry/cafe on Folsom, to give a party for their daughter,

Annie. Among the adults: Astrid and James Flood, Peter and Mimi Haas, Andy and Kathy Dias Blue and Annie's aunt, art gallery owner Rena Bransten. Daphne and Bob Bransten.

Wendell's (Ca. Magnin threw Thursday in the Russian Hill con-der Gerson and B. Heldfond's son, Nick, was really Wash is really a Laundromat, he and said, "I can't believe they brought them in just for the party" ...

paintings. Now that is planning. Guest. ed Jo Schuman, hford, John ach, Rhea and d John Cella, ley and the Also Marie Bra- fic black — just in ne like ore to a ast, Car-



Jim Morrison at the museum buffet party

San Francisco Chronicle

THE LARGEST DAILY CIRCULATION IN NORTHERN CALIFORNIA

HERB CAEN



Through a Glass Lightly

★ ★ ★

BAY CITY BEAT: S.F.'s Andy Aaron, who does the monthly anagrams for Spy magazine, comes up with this for Mayor Art Agnos: "Gay Man's Orator" . . . In case you never heard of it, Spy is a satirical N.Y. monthly that is almost as clever as it thinks it is. Unfortunately, Spy is hard to find in this undernewsstand town. No, undernewsstand is not a word . . . Now then: you know that drink called the Redeye? Right, beer and tomato juice. Not as bad as it sounds. Writer Edwin Heaven has begun bottling the stuff under the brand name of "Redeye" and hopes it does better than his Pet Rubber, which he brought out at the height of condomania. It never took off . . . Lou's Pier 47 Club, that ever-swinging place on Jefferson at the Wharf, is putting on a quake fund-raiser tomorrow through Sunday, with such talent as Mark Naf-talin, Nick Gravenites, Jules Broussard and Denise Perrier. Door charge is only \$2 in the aft and \$5 at night and it all goes to charity . . . Another first for Folsom St.: a cafe-coin-laundry called Brain Wash, opening next month; 34 washers, 24 dryers, 49-seat cafe overlooking the rinse cycle.

November 29, 1989



By Matthew J. Lee/The Tribune

Brain/Wash's cafe offers refuge from the bustle and noise of the laundry room.

The hip crowd comes clean at South-of-Market hot spot

When Susan Schindler thought about opening a coin-op laundry, she had a definite concept in mind.

"I wanted to create a sort of informal place that would also encourage people who weren't doing their wash to come in and hang out," said Schindler, the co-owner of r.s.v.p.*, a party-planning firm that specializes in one-of-a-kind events.

The result is Brain/Wash, which opened in December to become San Francisco's first cafe and coin-op laundry. It's also the only coin laundry available to residents in the South of Market area.

Schindler admits her never-ending quest for the slightly bizarre was the prime motivation for creating a cafe/laundry. Without a doubt, her new business is a reflection of her personal style.

Brain/Wash is located at 1122 Folsom St. in San Francisco and is open Sundays through Wednesdays from 7:30 a.m. to 11 p.m.; Thursdays through Saturdays from 7:30 a.m. to midnight.

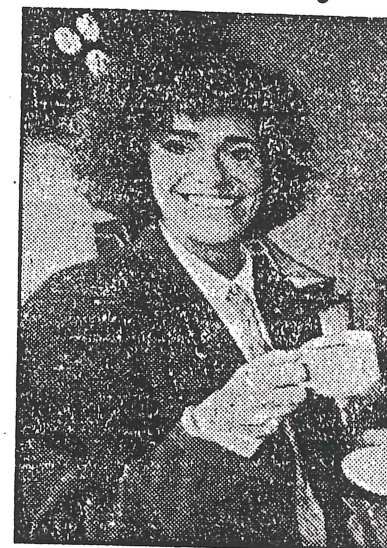
From the outside, the establishment resembles just another nightclub in South of Market. But a glance inside reveals a wacky and artistic interior, complete with concrete floors, beamed ceilings, neon lights and a glass wall that divides the cafe from the washing area.

The washing area is in the back of the cafe and houses 32 computer-run washers, 24 dryers and a wash-and-fold and dry-cleaning service counter. An attendant is on duty for customer assistance.

After putting in their loads of wash, patrons can walk into the cafe and order moderately priced items from a menu that includes sandwiches, chili, soup, pastries, coffee, soft drinks, beer and wine.

And patrons don't have to worry about running back and forth between the cafe and laundry to see if their wash is finished. Each washer and dryer is numbered and a board with corresponding numbers on the cafe wall lights up to indicate when a washer or dryer finishes its cycle.

While having a sandwich or coffee, customers can listen to tunes from the Brain/Wash juke box.



Brain/Wash's Susan Schindler.

"This is a killer juke box filled with a variety of 45s donated by some personal friends from

THE TRIBUNE

Oakland, California

Saturday, March 24, 1990

the

NOSE

San Francisco

Brainwash—1122 Folsom

At Brainwash, they encourage graffiti, to the point that they installed walls and a ceiling of green chalkboard in the bathroom, whose door bears the sign "Writers." (The other room is labeled "Readers," and has walls decorated with cartoons and a pastel psychedelic dot pattern.) You'd think since they provide the chalk, people could come up with something more interesting to say:

"I will not talk in class.

I will not talk in class."

"John Lennon lives."

"John Lennon is one legged."

"I eat hate dirty underpants."

"SID 57-79"

"Leave Tobasco Jones alone."

"The best blow job I ever had was in 1972. I'll never forget it. A girl named Marie, turned out to be a dyke and burned rug regularly. But boy could she swallow paste."

"Liar."

"Fiction. 'A Million Hundred Tries.' Available in July (free)."

"Je craquez, vous craquez

—Bober ze French kitty-kat" (Accompanied by picture of kitty cat with beard and glasses.)

"Is it too late for me to have my body pierced? I mean — in terms of exploring physical sensation without being trendy? I really want to know. — Raisa G."

"The answer is yes. It's too late."

"It was over before you started."

"Don't look up here. The joke is in your hand." (Written above toilet.)

"BINKAFRUPPERYAMMAGROMMTI."

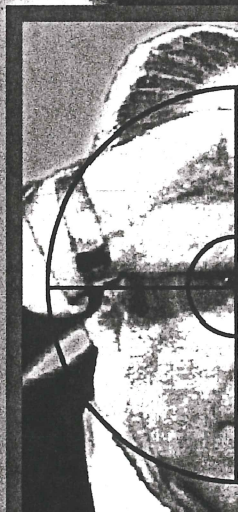
— Cate Corcoran

DOPE BUSTS

From BILLIE HOLIDAY
to JERRY GARCIA

SHOOT THE
PRESIDENT?

Stand On the Spot Where
Ford Almost Bit It

PATTY
HEARST

LIBRARY MUSEUM

An informal field guide to the Bay Area's

sunglass culture

SAN FRANCISCO FOCUS



MAY 1997 / \$2.95

BRAIN WASH

This laundromat and café is really a triple-threat situation. You can grab a drink, a light snack, or a full meal while you do your wash ... and soak up some live music, too. Wednesday nights feature acoustic singer-songwriter types; Thursdays are set aside for a jumble of rotating DJs; Fridays feature rock bands in the "unplugged" format (touring acts and locals such as self-proclaimed psycho-acoustic popsters the Krinkles); and Saturdays blend acid-jazz records with piquant jazz acts such as Broun Fellinis and Pigeon Talk. But the biggest draw at Brain Wash these days is Monday night's Ian Brennan Show, featuring the iconoclastic singer-songwriter and a veritable orchestra of his friends from the Bay Area music scene. 1122 Folsom, SF (415) 861-FOOD or (415) 431-WASH.

BAY★BEAT

M A Y

Our critics choose the best in arts and entertainment

GENERAL NEWS	B-10
COMICS	B-6
WEATHER	B-7
TV LISTINGS	B-8

San Francisco Examiner

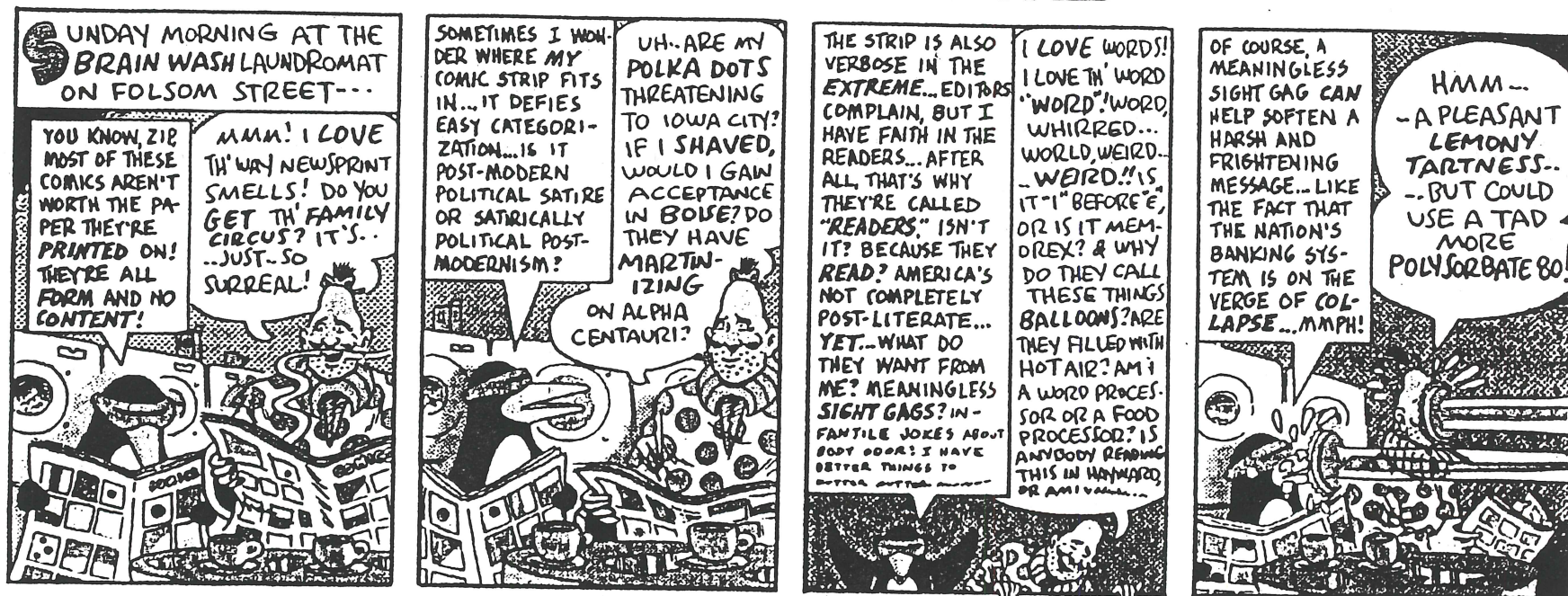
Style

★ ★ ★ Tuesday, November 17, 1992 B-1

Andrea Brem-
bry interprets
the songs of
Billie Holiday
in "Lady Day
at the Emerson
Bar & Grill" at
Marin Theatre
Company.
[B-3]



SPARKY TAKES OFF IN 'THIS MODERN WORLD'

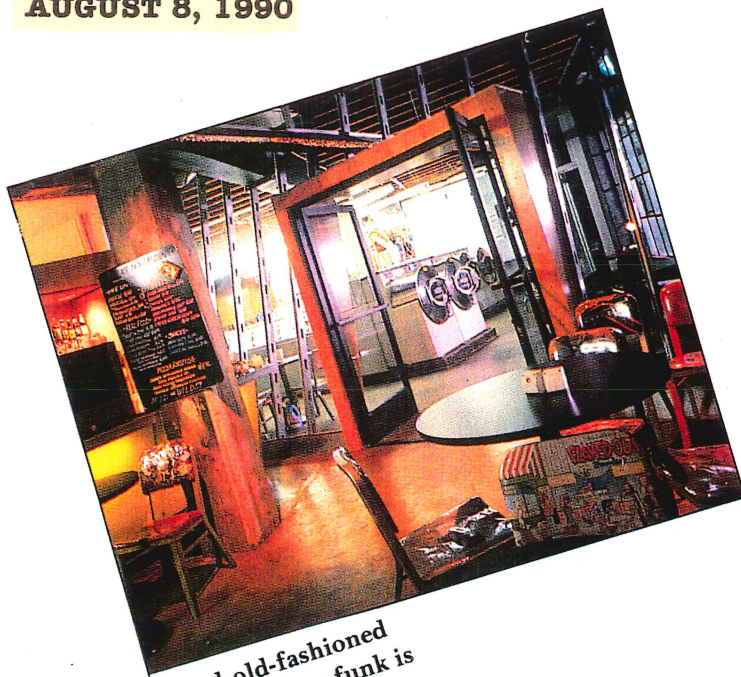


The creators of Sparky and Zippy acknowledge their respect for each other's work in this special strip, a tête à tête on their non-traditional cartooning styles

© TOM TOMMROW / © BILL GRIFFITH

® RESTAURANTS & INSTITUTIONS

AUGUST 8, 1990



Good old-fashioned San Francisco funk is alive and well at Susan Schindler's whimsical Brain Wash, a cafe-cum-laundromat.

WHERE IT'S FUNKY

And what would San Francisco be without a bit of funk? Today, most of it is found south of Market. The Caribbean Zone's mezzanine cocktail lounge is an authentic section of airplane fuselage. Television screens in the cabin's porthole windows run continuous footage of a passenger's eye view of a runway during takeoff. High-decibel airport sound effects boost the sensation of being aboard a moving plane.

Brain Wash is a laundromat/eatery housed in a two-story industrial space. Owner Susan Schindler wanted to do something fun and offbeat. "The area didn't have a 'keep-it-simple, stupid,' and inexpensive casual hang-out place, or a laundromat. I wanted to change the way people think about doing their laundry."

A glass wall separates the cafe from the high-tech backdrop of modern computer-run laundry equipment. Customers nosh on burgers, pizza or chili, sip wine and read newspapers, oblivious to the steady rhythm of 32 churning washers and 24 thumping dryers.

R&T

San Francisco

TM

HIDDEN TREASURES SOUTH OF MARKET

A TASTY PROPOSITION

There are popular restaurants and bars aplenty in SoMa. Dozens of restaurants dishing up California cuisine and more include South Park Cafe, The Cadillac, Chevys, Julie's Supper Club (it'll remind you of "The Jetsons"), Eddie Rickenbacker's, Milano Joe's, Ruby's, The Fly Trap, The Half Shell, Brain Wash (a new cafe concept offering both trendy food and the opportunity to clean your clothes in the adjoining Laundromat), Ace Cafe, Eddie Jax, Embarko, Hamburger Marys and Max's Diner. (Max's Deli and Cafe To-

OF THE CITY

Listen to the
rhythm of the City,
scintillating, pulsating
with a spirit and vitality
that delights and
excites people from

Come to San Francisco. Shop, dine, be entertained.
Share in the excitement. Be a part of this dynamic
and beautiful city. Rediscover for yourself the
art of the City!

**SEX OFFENDERS: Why Punishment
Doesn't Fix the Crime** by Marilee Strong

SAN FRANCISCO FOCUS

APRIL 1985 / \$2.50

BEST OF THE BAY AREA

the **Ultimate Insider's Guide**

Best Place to
Smell the Roses

Best Hamburger

Best Toll Taker

Brain Wash Laundromat/
club/café with a grunge but
clean crowd. 1122 Folsom St.,
San Francisco, 415/861-3663.

Best Masseuse

Best Martini

Best Place to
Talk Dirty

Best-Kept Secret

Best Seat at
the Geary

Best Bartender





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-074
Business Name: Cal's Automotive Center
Business Address: 1004 Treat Avenue
District: District 9
Applicant: Dominic Calabrese, Owner
Nomination Date: March 6, 2017
Nominated By: Supervisor Hillary Ronen

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

30 Pearl Street from 1975 to 1980 (5 years).
1004 Treat Street from 1980 to Present (37 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: NA

DELIVERY DATE TO HPC: March 24, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

Mr. Richard Kurylo
Legacy Business Program
Office of Economic and Workforce Development
1 Dr. Carlton B. Goodlett Place, Room 448
San Francisco, CA 94102

March 6, 2017

RE: Nomination of Cal's Automotive Center (Cal's Auto)

Dear Mr. Kurylo:

I am excited to nominate to the Legacy Business Registry – Cal's Automotive Center (Cal's Auto), a family owned auto repair shop that has been a staple in San Francisco's Mission District for over 40 years.

Cal's Auto has been at 1004 Treat Avenue since 1980 and run by the Calabrese family since 1975. Cal's Auto has been a vital part of the history and identity of the Mission District. Nick, the primary owner of Cal's Auto, is a community anchor who knows everyone in the neighborhood and often repairs cars for little or no cost to low cost for struggling neighbors. The staff at Cal's Auto are all from the Mission and continue to raise their family in the Mission. Cal's Auto is one of the rare gems left in San Francisco that treats everyone like family.

This business plays an essential role in creating community, culture, and history in the Mission District of San Francisco and it is my honor to nominate Cal's Auto to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Hillary Ronen

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
Cal's Automotive Center		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Dominic and Josie Calabrese		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1004 Treat Street San Francisco, CA 94110-3322		((415))550-6999
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
Dominic Calabrese	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
1004 Treat Street San Francisco, CA 94110-3322	(415)550-6999
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0341449	

NAME OF NOMINATOR:		DATE OF NOMINATION:	

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
1004 Treat Street San Francisco, CA 94110-3322	94110	
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1980 to present	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
30 Pearl Street, San Francisco, CA	94103	Start: 1975
		End: 1980

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.

Dominic Calabrese Feb. 15, 2017

Name (Print):

Date:

Signature:

CAL'S AUTOMOTIVE CENTER

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.

Cal's Auto was started by Fortunato (Fudge) Calabrese and his son Dominic (Nick) Calabrese in 1975. Fudge and Nick's operated the business together until Fudge's death in January 1998. Nick was still in high school when the business began and has been continuously operating the business since that time.

The business was originally located at 30 Pearl Street in San Francisco, and moved to 1004 Treat Avenue in October 1980 when the Pearl Street building was torn down to make way for an apartment building. Cal's Auto has been at 1004 Treat Avenue since then. This is its only location of the business.

Cal's Automotive Center has operated in San Francisco for more than 40 years. The business is, and always has been, a family owned business.

Cal's Auto has significantly contributed to the history or identity of its neighborhood and community and, if not included in the Registry, Cal's Auto will face a significant risk of displacement. Cal's has received a Notice of Termination form its Landlord.

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

Cal's Automotive Center has not ceased operations in San Francisco since it opened in 1975.

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

Cal's Automotive was originally owned by Fortunato Calabrese, a San Francisco native and Korean War veteran, who opened the automotive shop in 1975. Fortunato owned and operated Cal's Automotive with his son Nick until he passed on in 1998, when Nick took over business operations. Currently the business is owned by Nick and his wife Josie Calabrese.

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

Cal's Automotive is 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.

Not applicable.

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.

Cal's Automotive is located in a 1950s-era warehouse in the Mission District. The building is not listed on a local, state, or federal historic registry.

CRITERION 2

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

Cal's Automotive Center is intimately connected to the Mission District. The Calabrese family has been in the Mission District for generations, and current owner Nick Calabrese grew up in the neighborhood. Cal's Automotive is always open for business, and has been serving the community since its doors opened in 1975. Along with being an automotive shop, many of the elderly neighborhood residents have come to rely on Nick for the well-being of the neighborhood and residents. Cal's is very much a neighborhood business in that it serves the community with its services, as well as its personal identity as a neighborhood business.

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

Cal's Automotive, being an Italian-American owned business, participates in the annual Columbus Day parade in North Beach by sending cars that the business owns to ride down the street. Cal's also sends its cars to the annual San Francisco St. Patrick's Day parade. Cal's sends vintage cars such as a 1962 Cadillac Park Avenue, 1938 Chevrolet Master Deluxe and 1969 Oldsmobile 442 Convertible, all restored and maintained by Nick at Cal's Automotive.

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

As an auto body shop, the business does not attract media coverage generally. However, Cal's Automotive has been an A+ ranked member of the Better Business Bureau since 1998.

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

Cal's Automotive founder Fudge was a very well-known mechanic in the City, widely regarded as one of the best mechanics in San Francisco. Fudge was a Mission native, born and raised in the neighborhood. He also was a member of the drag race team the Excelsior Throttlers, who raced in the 1960s and 1970s on the Great Highway.

Cal's has also built cars for several notable Bay Area residents such as Huey Lewis, Robin Williams, Jay Leno, Boz Scaggs (also owner of the San Francisco rock club Slim's) and Joan Baez.

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

Cal's Automotive is very committed to the neighborhood residents and particularly involved with two churches in the neighborhood, St. Peters and St. Charles. When patrons from the church come to Cal's, Nick does not charge them labor costs for work done on their vehicles. Cal's has serviced over 100 vehicles in this way. Also, as an amputee, Nick has helped fellow amputees associated with the churches by connecting them with support groups such as San Francisco Prosthetics.

Nick also participates in a toy drive for the past 18 years called Ships for Tots, which supplies toys to 12 women's shelters in Marin County, with the extra toys brought back to the San Francisco Fire Department for them to distribute. The toys given to children in San Francisco generally number between 1,200 and 1,500.

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

Cal's Automotive is located in the heart of the Mission District and is very characteristic of a neighborhood-serving business. The patrons of Cal's are made up of the shop's neighbors, many of whom have been loyal customers since the shop opened. Most of Cal's customers are also referred by word of mouth, and rarely gets customers off of the street. The referrals ensures that there are cars in the shop to be serviced. In addition to general car repairs, Nick is an expert in classic and vintage cars and has an encyclopedic knowledge of how they are "supposed to look" on the inside and outside.

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

Cal's is located in a 1950s-era warehouse that does not have any cultural significance. Many of the classic cars seen around the Mission District, however, are serviced by Nick at Cal's Automotive.

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

Cal's Automotive is definitive of a neighborhood-serving business. Most of Cal's customers are residents of the surrounding neighborhood and know Cal's because of its location on Treat Avenue. If the business were to be relocated or closed down, many of the residents would have to look elsewhere and lose a neighborhood service that has existed for over 30 years.

CRITERION 3

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

Cal's Automotive is your typical auto body shop, however it is its neighborhood-serving attitude that makes this business characteristic of the Mission District. Owner Nick Calabrese seems to know every customer that walks into his shop, as well as everything about any car that is brought into the shop. As mentioned earlier, the shop also services a great deal of classic cars and many times will have them on site as they are being worked on. On any given day you can walk into Cal's Automotive and see a classic car that has been restored to its original grandeur, making this an essential character of the shop.

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)

The auto repair service has been in existence as long as the automobile itself. Cal's Automotive is characteristic of an auto body shop in that it services any type of vehicle that enters the shop. However, when discussing Cal's and the historical traditions of the automotive repair industry, it is prudent to mention the vintage and classic cars that are serviced and parked around the location. Servicing these types of vehicles along with cars for everyday use are essential in maintaining the historic traditions of the automotive industry, which in many ways is representative of a wider historic automobile industry in the United States.

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.).

Cal's Automotive is largely unchanged since its opening in 1975. The exterior of the warehouse still features the classic signage in 1970s style. There is a stylized sign over the front office that reads "Cal's Automotive Center" in red, white and black, as well as black lettering describing the business over the garage door. These features being unchanged since the 1970s are characteristic of a neighborhood auto body shop and present a specific aesthetic of a working and functioning neighborhood such as the Mission District of San Francisco.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the

current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

The business is currently owned by the son and daughter-in-law of the original owner Fortunato "Fudge" Calabrese. The owners Nick and Josie have owned the business since 1998 and can provide adequate documentation of the age and ownership of the business.



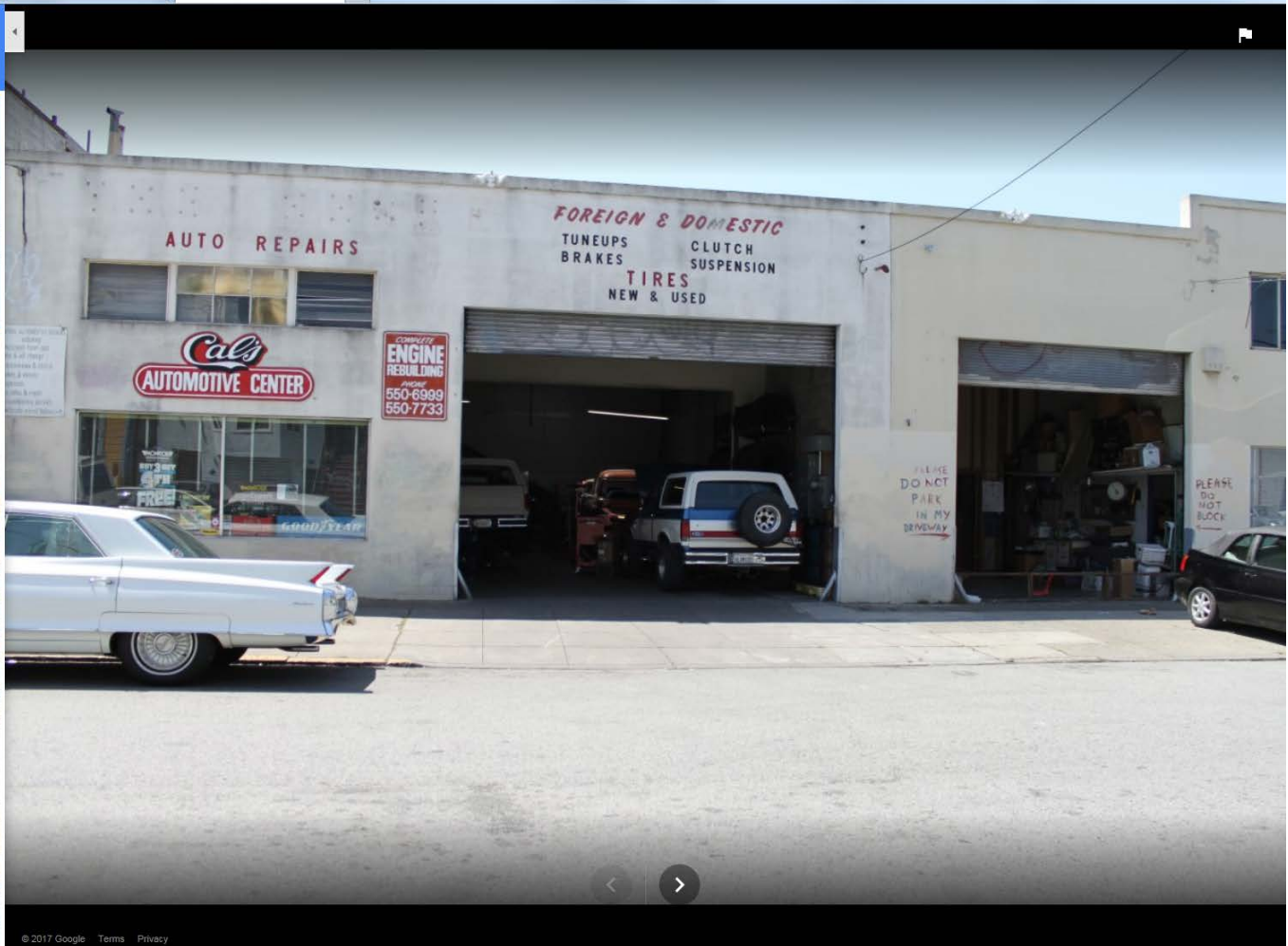
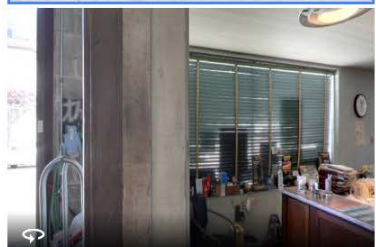


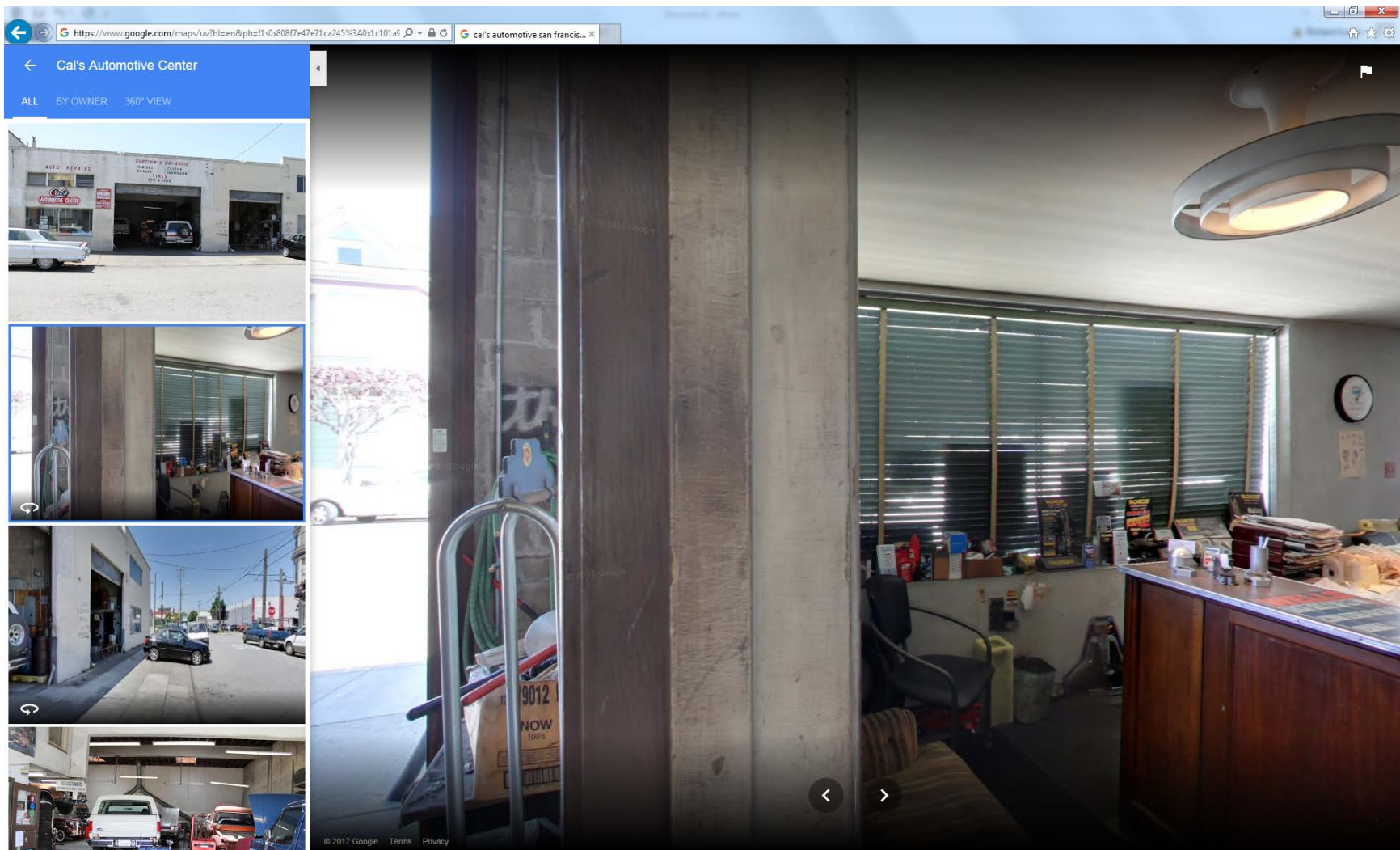


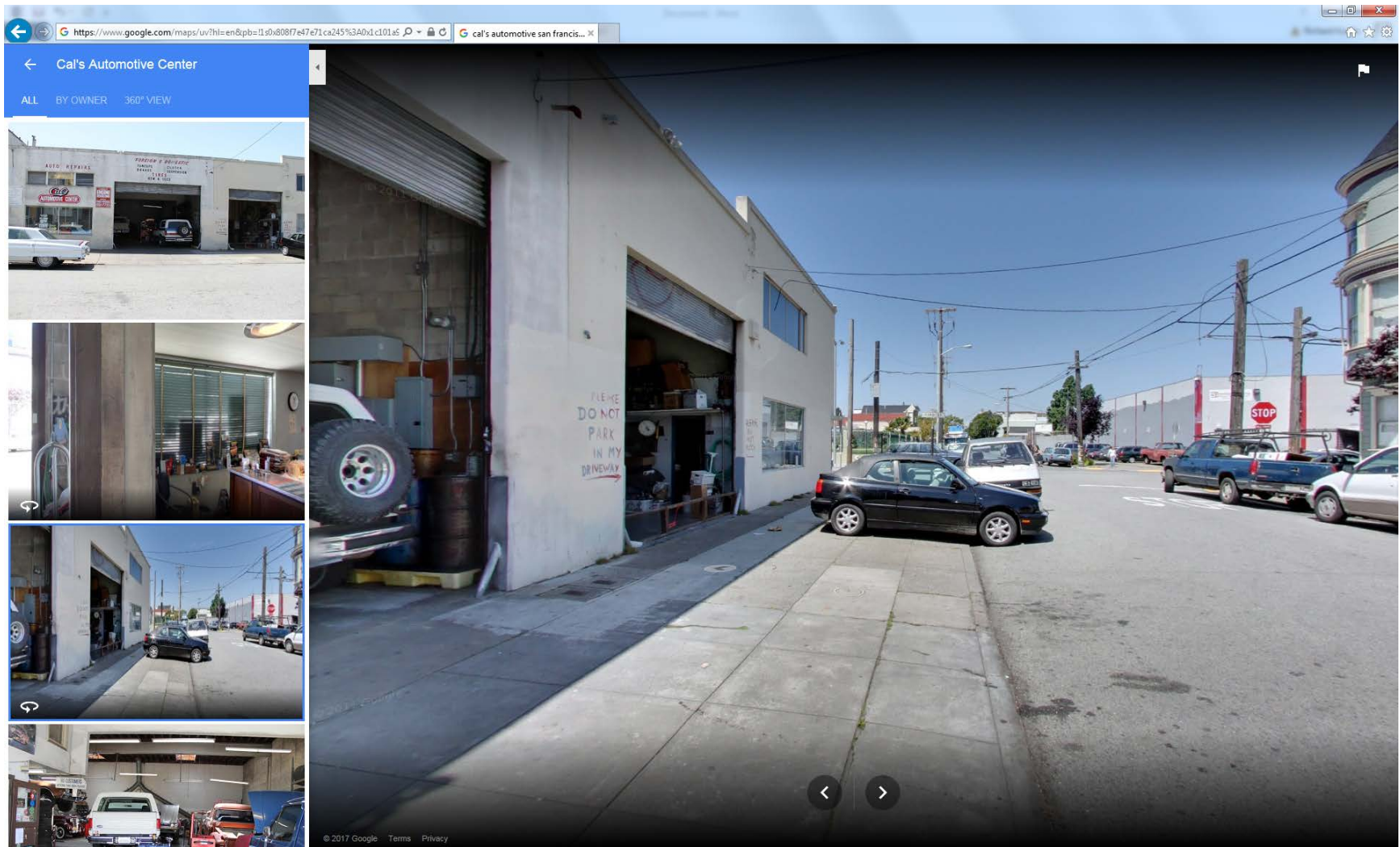


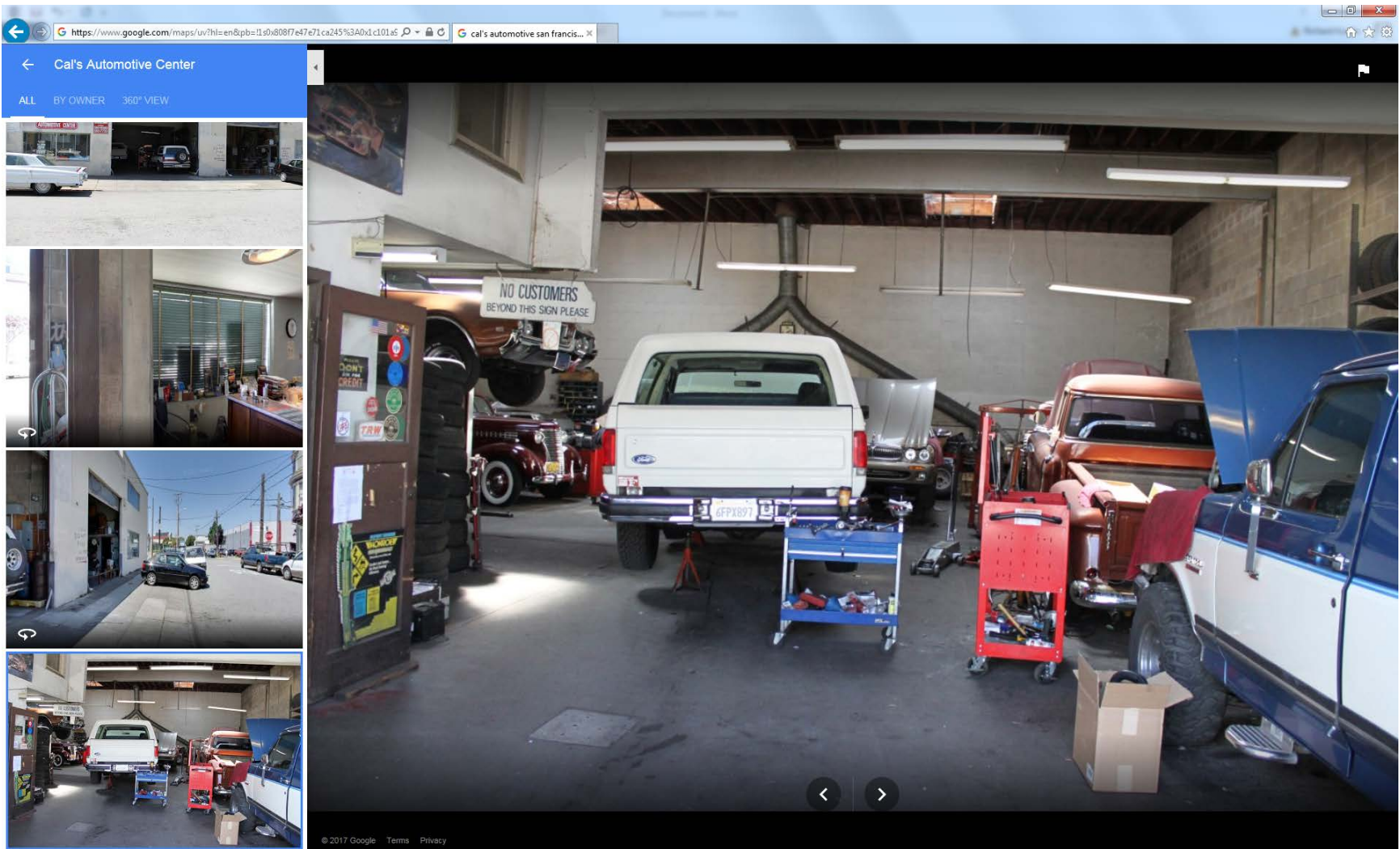
Cal's Automotive Center

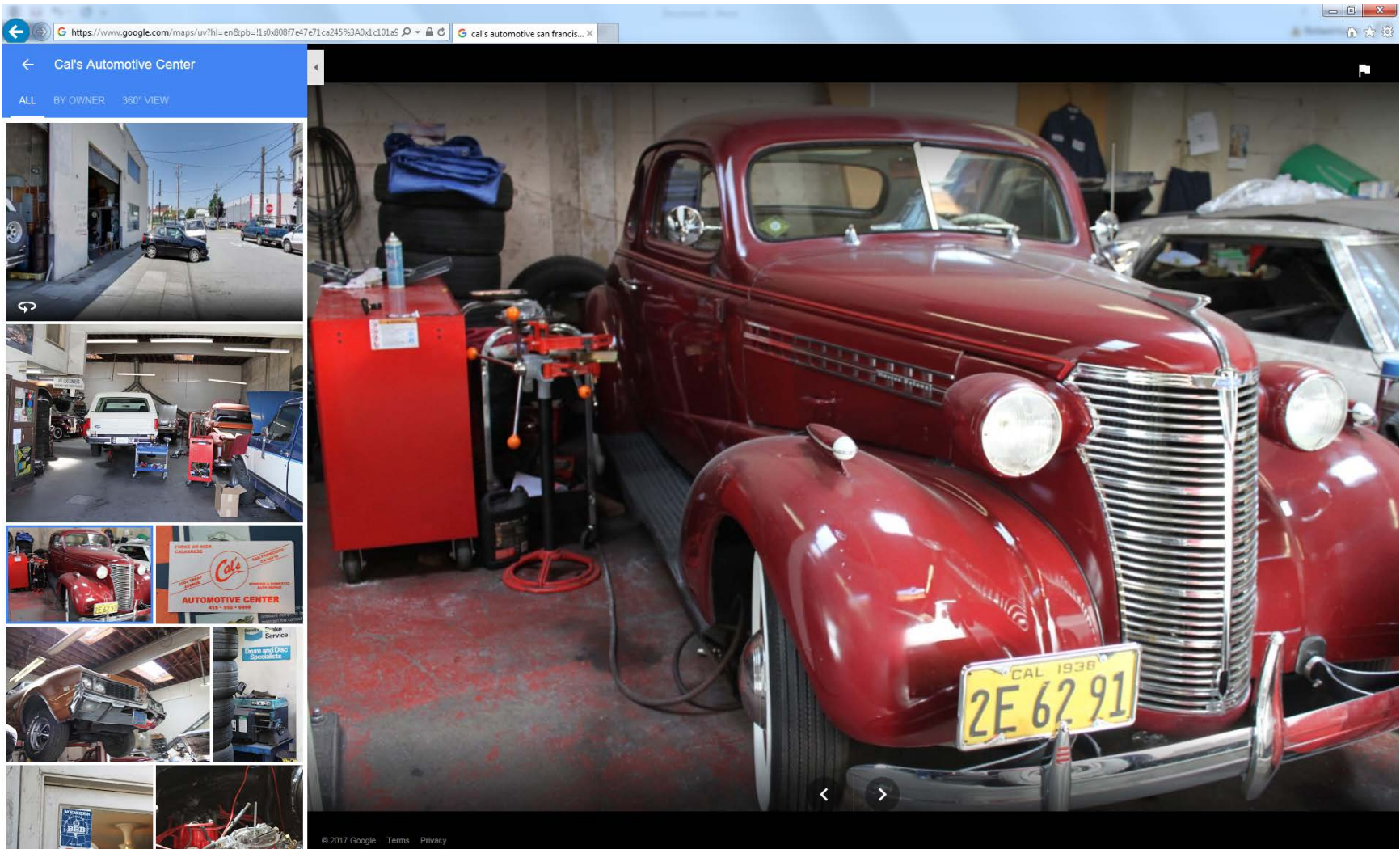
ALL BY OWNER 360° VIEW

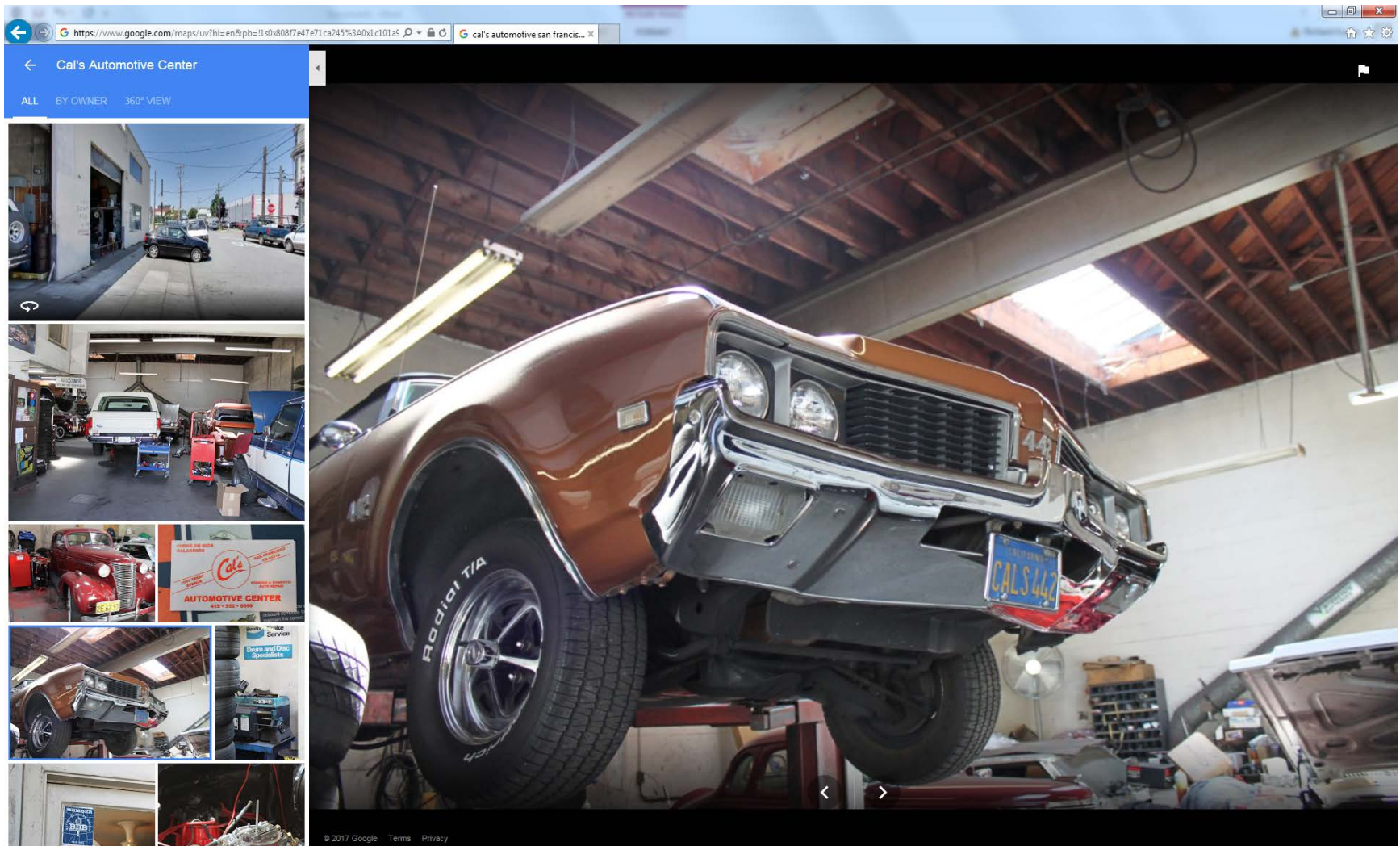


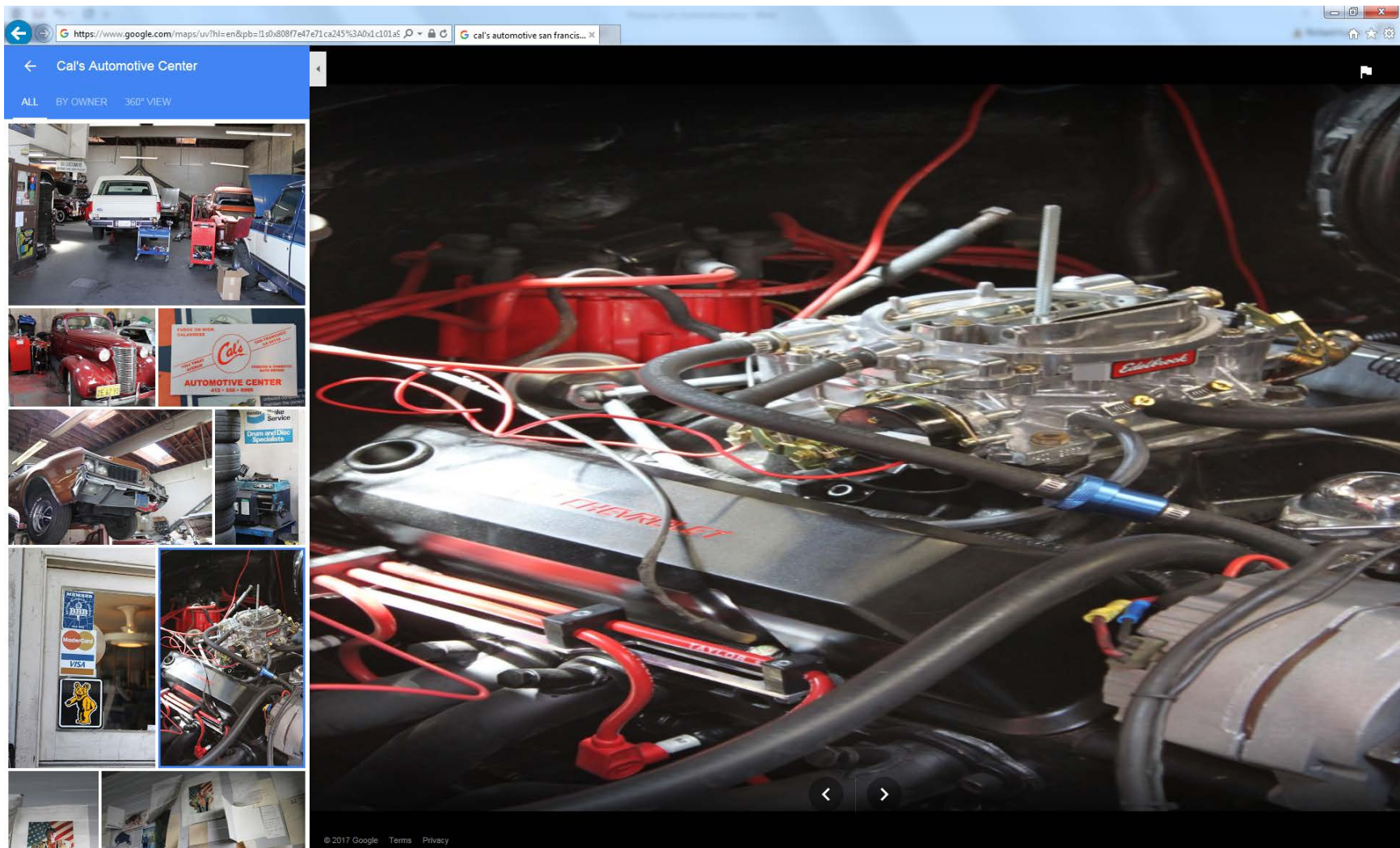












From: [Roger Douglas](#)
To: [Gee, Natalie \(BOS\)](#)
Subject: Cal motors
Date: Thursday, February 16, 2017 12:56:26 PM

I really hope there's a way to keep Nick, Marcus and Sal here in the neighborhood-- extra ordinary service and honest appraisals. I always go to them first unless my car breaks down far away. Nick even ran over to St. Francis hospital to give me a ride home!!

From: [St.Charles Borromeo](#)
To: [Gee, Natalie \(BOS\)](#)
Subject: Cal's Auto Body on Treat at 23rd street: desire to stay at location during upgrade of building
Date: Thursday, February 23, 2017 8:27:10 AM

Greetings

I am writing on behalf of Nick Calabrese, owner of Cal's Auto Body to support his efforts to work with the owner of the building on Treat and 23rd street, who needs to upgrade their building for insurance purposes.

I have known Mr. Calabrese since going to school together, from primary to high school and I can attest to his good character and his willingness to help others in need. Now that I am pastor at St Charles Borromeo Church, a few blocks away from their location, I can also attest to his community involvement, from helping to fix cars for elderly or low income people in the area and being a reliable help to them, to helping with carshow fundraisers, such as the annual large fundraiser for St. Anne's Home for the Elderly on Lake street and 2nd Avenue.

I think Mr. Calabrese's offer to help the owner to do the retrofits necessary is the better solution, rather than have the tenants move out. This way, the owner gets what they need, a retrofited building, and the neighbors get what they need, a reliable auto repair nearby, and Nick can also continue his public service of fundraisers. Feel free to call me for anything


Respectfully,

Fr. John Jimenez

St. Charles Borromeo Church

713 S. Van Ness

SF Ca 94110



From: [Jesse Hagy](#)
To: [Gee, Natalie \(BOS\)](#)
Subject: Cal's Automotive - 1004 Treat Ave
Date: Friday, February 24, 2017 4:56:47 PM

Hello Natalie,

This email is in regard to Cal's Automotive at 1004 Treat Avenue. I have been informed that they are being threatened with eviction. Nick Calabrese's shop is a neighborhood institution and represents the kind of family businesses that are being forced out of San Francisco on a daily basis. My business uses Nick's shop for all of our automotive repairs, and for that we are thankful. But what is truly invaluable is Nick himself, a man who has been working in that shop since he was a kid, and is a repository of stories that only a local would know.

The owners of the property just want to tear it all down to build condos. There are already three potential developments being built on this block, and none of them have adequate parking for what is already an overcrowded neighborhood. Nick's shop is an asset to the community, certainly more than another overpriced soulless apartment building. We don't need any more million dollar condos.

Best,

Jesse Hagy
General Manager
The Little Giant Lighting & Grip Co.

www.littlegiantlighting.com
Shop: 415.626.3555
Fax: 415.723.7232



From: [allenleong](#) [REDACTED]
To: [Gee, Natalie \(BOS\)](#)
Subject: Cal's Automotive
Date: Friday, February 24, 2017 5:30:40 PM

I'd like to put in a good word for Legacy Business status for Cal's Automotive, at 1004 Treat Ave. in the Mission. Nick Calabrese has kept up my GMC Safari van for more than 20 years now, starting with a rebuilt engine and covering everything else, including a transmission. He goes out of his way to make sure my needs are covered and that the price is reasonable, and he is a good neighbor to the businesses around him. He's an old school guy who adjusts to the changes around him. If I need a good place to eat breakfast while my car is being repaired, he knows where the good places are. Apparently he's been there more than thirty years, and the community would be poorer without him.

-Thanks,
Allen Leong
[REDACTED]

THE SAPIRO LAW FIRM

77 VAN NESS AVENUE, SUITE 201
SAN FRANCISCO, CA 94102-6042
(415) 771-0100

JEROME SAPIRO, JR.
DAVID A. SAUERS
GARY ALABASTER
JOHN FINBARR HAYES (1932-2016)

February 21, 2017

The Honorable Hillary Ronen
Supervisor
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, Ca 94102-4689

re: Dominic Calabrese, dba Cal's Auto

Dear Supervisor Ronen:

I am a third generation San Franciscan. Although I am not a resident of your Supervisorial District, I write in support of the proposal to add Mr. Dominic Calabrese, doing business as Cal's Auto, to the Historic Business Registry.

Dominic is known as "Nick" Calabrese. Nick's father was Fortunato Calabrese. Fortunato was known as "Fudge" Calabrese. Unfortunately, Fudge died in 1998.

I first met Fudge and Nick more than thirty years ago, when I began to patronize Cal's Auto. At that time, they were located on Pearl Street. In 1981, they moved to 1004 Treat Street. I have been so impressed by the magnificent service I have received from them that I have not only kept patronizing them but also referred my mother and other relatives and friends to them.

Nick and Fudge have long provided valuable services to San Franciscans. By itself, Cal's Auto would deserve listing as an Historic Business. There is more, however.

Nick has long supported good causes and deserves recognition for his public service. He and his father have been supporters of St. Peter's and St. Charles' Roman Catholic Churches. Nick has assisted homeless women and children. He is a long time, ardent supporter of, and has given many volunteer days to, the Toys for Tots program run by the San Francisco Fire Department.

For more than twenty years, Nick has employed two immigrants from Latin America. They live in your Supervisorial District and also deserve your support.

The Honorable Hillary Ronen
February 21, 2017
Page 2

If I can provide any additional information about Nick Calabrese or Cal's Auto, please contact me.

Very truly yours,

Jerome Sapiro, Jr.

js:1098

From: [theharveys](#) [REDACTED]
To: [Gee, Natalie \(BOS\)](#)
Subject: Legacy Business; Cal's Automotive
Date: Friday, February 17, 2017 5:32:45 PM

Natalie,

My name is Tom Harvey and I'm writing on behalf of Nick Calabrese and Cal's Automotive at 1004 Treat Avenue at 23rd Street.

I have been going to Nick for many years to keep my 1994 Toyota and 2001 Ford van on the road.

I now work in San Bruno but previously had driven a tow truck for Courtesy Tow in San Francisco. It is now located in San Bruno.

I also used to work for a printing company that closed operations in San Francisco. I think it is great that the City is trying to keep "legacy" businesses in town. Cal's is definitely the business we need to keep in the neighborhood.

I've lived in San Francisco my whole life and I thank you and Supervisor Ronen for your efforts to keep Nick and his employees in the City.

You could check with Nick but I think he has been at this location about 40 years and treats his mechanics, Salvador and Marco well.

He had mentioned in the past helping with school attendance to help one of the mechanics with English in what I would guess was an ESL program to help with gaining citizenship.

You would not notice but Nick has a disability and a prosthetic leg. He works six days a week.

I know many San Franciscans who rely on Nick to keep their older vehicles functional and would hate to see his business close or move outside of San Francisco.

I don't know where I would go for repairs if we lose this auto repair shop, quite possible not in San Francisco and not in Supervisor District 9.

If I can provide any information or attest to the professional service provided by this generous fixture of the community, please contact me at your convenience.

Thank you for your time and that of the Supervisor.

Tom Harvey
[REDACTED]

From: [brodie](#)
To: [Gee, Natalie \(BOS\)](#)
Subject: Pertaining to Treat and 24th >
Date: Saturday, February 25, 2017 1:20:23 PM

Greetings Natalie,

My name is Brodie Sullivan, a 17 year resident artist of San Francisco proper. I'm writing in regards to the displacement of certain long-standing business owners from their establishments.

Now, I get by as an artist and performer here because I was trained to adapt my craft for different environments and shifting social-climates. Some studios cannot be transported so easily, as they rely on their immediate surroundings for consistent business to continue. For instance, Cal's Automotive in the Mission has been precisely where we needed it to be all along.

Nick, the Mechanic, is a steady compatriot for the neighborhood. Companero, it's also called.

He established lasting relationships with the locals, and that is exactly how I came to rely on his business.

Steady, incredibly personable, and mechanically sound. He is the neighborhood medic.

I'm certain that you recognize yourself the general ambiance of any Mission mechanics shop

and how every crew has their own system/tool-kit laid out for the daily loop.

If Nick is forced to relocate his auto-shop, as I am told is happening quickly, this upsets the foundation.

Firstly, the man himself is gigantic and rooted into the property by his stature alone, not to mention his legs aren't working so well as of late.

He has taken great care to keep some class and quality vintage vehicles on this corner for many years.

And he keeps it all clean and clear. Recognize the park and foot traffic right there, all day, every day. Respectfully,

the district will not benefit by removing this workshop. His crew is literally a tribe of elders in their element.

They are not only old in years; they are established and wise.

By no means feeble in this future-forward city, but dang Nat, have you been to the shop?

Seen the crew embedded in their trade? Are you certain that your team understands the character and cars of this city block? They fit like a glove, Cal's. They protect the neighborhood and our response-abilities therein.

People make places.

Please continue the discussion necessary to keep this shop right where it is.

Thanks for the work you do and the stand you might take to protect the integrity of small business owners here.

Cheers ~ ;b

>>> Note the locals and out-of-towners who maintain the importance and HISTORY of this shop!! >>>>



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-043
Business Name: Chinese Historical Society of America
Business Address: 965 Clay Street
District: District 3
Applicant: Sue Lee, Executive Director
Nomination Date: November 28, 2016
Nominated By: Supervisor Aaron Peskin

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

17 Adler Place from 1966 to 1969 (3 years).
650 Commercial Street from 1969 to 1993 (24 years).
644 Broadway #402 from 1993 to 2001 (8 years).
965 Clay Street from 2001 to Present (16 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: NA

DELIVERY DATE TO HPC: March 24, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN
佩斯金 市參事

November 28, 2016

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Dick-Endrizzi:

It is my honor and privilege to nominate The Chinese Historical Society of America (美國華人歷史學會) for inclusion on the Legacy Business Registry.

Founded in 1963, The Chinese Historical Society of America has become a cornerstone of Chinatown history, and maintains its position as a bastion of art, tradition and culture for the Chinese American experience. The Chinese Historical Society of America has played a rich role in shaping the understanding of the Chinese American experience across the Bay Area. Not only is it one of Chinatown's most storied societies and museums, it also is the oldest and largest archive and historical center documenting the Chinese American experience in the United States. With its traditional Chinese facade, the Chinese Historical Society of America is brimming with inspiring Chinese culture inside and out. From hosting art exhibits to conferences, the museum acts not only as a collection of artifacts and modern art but as a venue for the discussion of the Chinese American experience and the American immigrant experience.

I hope for the continued success of Chinese Historical Society of America. It is a critical part of the cultural heritage of Chinatown, District 3 and, indeed, the San Francisco Bay Area.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
Chinese Historical Society of America		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Sue Lee		
CURRENT BUSINESS ADDRESS:	TELEPHONE: 415-391-1188	
965 Clay Street San Francisco, CA 94108	(415)391-1188	
	EMAIL:	
	suelee@chsa.org	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.chsa.org	facebook.com/chsamuseum	yelp.com/biz/chinese-historical-society-of-america-san-francisco

APPLICANT'S NAME	
Sue Lee	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Executive Director	
APPLICANT'S ADDRESS:	TELEPHONE:
965 Clay Street San Francisco, CA 94108	(415) 391-1188
	EMAIL:
	suelee@chsa.org

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

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

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
17 Adler Place, San Francisco, CA	94133	January 5, 1966
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
650 Commercial Street, San Francisco, CA	94111	Start: 1969
		End: 1993

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
644 Broadway #402, San Francisco, CA	94133	Start: 1993
		End: 2001

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
965 Clay Street, San Francisco, CA	94108	Start: 11/2001
		End: present

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Sue Lee

2/16/2017



Name (Print):

Date:

Signature:

The Chinese Historical Society of America, (CHSA) was founded in 1963 and opened its first place of business in 1966 at 17 Adler Place (now Jack Kerouac Alley) in San Francisco Chinatown between Grant and Columbus Avenues, where it remained until 1989. Through the 1990s, CHSA would be located at 650 Commercial Street between Clay and Sacramento. It moved to 644 Broadway between Stockton and Grant for two years between 2000 and 2001 before opening at the newly renovated and retrofitted Chinatown YWCA at 965 Clay Street; it's current home, which CHSA owns, in November 2001. As such, CHSA has operated within the Chinatown community for nearly 51 years and has been housed for 17 years in one the neighborhood's major properties that is a City Landmark and significant tourist attraction as a Julia Morgan designed architectural marvel.

CHSA was founded by well-known Chinese American figures and community advocates Thomas W. Chinn, C.H. Kwock, Chingwah Lee, H.K. Wong, and Thomas W.S. Wu D.D.S. In the contemporary period, grand historians Philip Choy and the late Him Mark Lai, made major contributions to the understanding and awareness of Chinese American history through scholarly work and advocacy projects through CHSA, including the saving from destruction and preservation of Angel Island Immigration Station.

The content of the Museum overall, is a treasure trove of the historical record of the experience of Chinese in America, which includes the remarkable narrative of the phoenix like rising from the ashes of Chinatown after the 1906 Great Earthquake and Fire, the creation of one of the nation's iconic neighborhoods, and the ongoing triumph of a vibrant residential and business nexus that has defined San Francisco's unique cultural importance. CHSA is the steward of the community narrative of Chinese in America and makes this narrative a living history through a variety of high quality cultural content such as exhibitions and public programs. It provides ongoing service as an anchor community-based organization for the Chinatown neighborhood that is open six days a week, ensuring a continuous opportunity for the public to engage with the remarkable narrative of our community.

CHSA promotes the contributions and legacy of the Chinese in America through its exhibitions, publications, and educational and public programs in the Museum and Learning Center. We offer tours of the Museum and the surrounding Chinatown community for a nominal charge. We have extended our reach with online content with online exhibits through our main portal chsa.org, sharing information and news through our Facebook, Twitter, and Tumblr, and sharing photographs through our Instagram. We have also opened our doors to collaborations with others who want to share their stories and experiences through film screenings, book readings, presentations, workshops, panel discussions and so much more.

The CHSA Museum provides a permanent home for the stories and experience of the Chinese in America that stretches back to the Spanish period in California history. It shares these stories with a world class \$2 million exhibition entitled *Chinese American: Exclusion/Inclusion*,

numerous rotating exhibitions, and through regular schedule of public engagement programs such as literary events, film screenings, lectures and panel discussions, performances, and walking tours of the neighborhood. It also serves as an important resource for historical research in the writing of multiple books and films, including the upcoming PBS Documentary film by Ric Burns “The Chinese Exclusion Act”. As part of the wealth of content that CHSA provides, it holds one of the largest collections of historical objects of Chinese American historical interest from works of art, clothing, household objects, and books.

CHSA serves the local San Francisco Chinatown neighborhood, the greater City-wide population, and the Bay Area region which is home to over 500,000 Chinese Americans. Moreover, CHSA has a national and international footprint, providing value to individuals and organizations interested in the significance of the history of Chinese in America to our nation and to our world. The Chinatown neighborhood of which CHSA a homegrown product is one of the oldest communities of its kind in the country that is both an active commercial center and residential hub. It is a coveted cultural destination for a City of cultural destinations, attracting over six million visitors annually.

CHSA represents the heart and identity of the Chinatown community and as such contributes to positive and vibrant quality of life for the neighborhood as well as a place of learning for the many visitors. If CHSA were to cease to exist, the Chinatown would lose a significant cultural and physical asset that would harm the economic and cultural well-being of the neighborhood.

The core values of our programming include: 1) Respect for cultural traditions and history/heritage. 2) That innovation is part of how we keep our traditions up to date and relevant. 3) That we must reach “above and beyond” Chinatown to continue the process of expanding our definitions of our community and its role in our society. The content of our programming stretches from exploring our historical narratives to how these narratives inform our current world in a variety of ways from culinary art to fashion, the visual, literary and performing arts, and in the media.

An aspect of the Museum’s presentation is sharing of stories of how Chinese women built the YWCA during the era of the Exclusion, traveling up and down the coast to raise money, engaging architect Julia Morgan, and built a highly impactful social and cultural institution during 60+ years of operations. As a significant historical cultural asset we are committed to following the guidelines for the preservation of the building. This takes the form of organizational policies governing visitors and programming to our ongoing maintenance of the building.

The CHSA Museum has been recognized multiple times for its historic significance including: 2004 National Preservation Award from the National Trust for Historic Preservation, 2005 Preservation Award from California Heritage Council, and 2016 award from The Art Deco Society of California.

The CHSA Museum is a City of San Francisco registered landmark, #122. It is recognized as of architectural significance both for its age (built in 1932) and as a singular artistic achievement of one of the 20th Century's most famous architects. It is also recognized for its cultural and historical significance for the lived experience associated with the YWCA in Chinatown and now more recently as the home of one of the neighborhood's significant cultural institutions.

Continuing to celebrate our name and organizational and community history is critical to maintaining our own historical traditions. Our priority on cultural and historical interpretation as a cornerstone to our content shapes each of our offerings to the public as well as our communications strategies.

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You are here: [Home](#) / About CHSA

About CHSA



The Chinese Historical Society of America Museum is the oldest organization in the country dedicated to the interpretation, promotion, and preservation of the social, cultural and political history and contributions of the Chinese in America.

When founded in 1963, there were fewer than 250,000 people of Chinese descent living in the US and CHSA was a lone voice for the study and dissemination of the history of this segment of the US population. Today, as the number of Chinese in the US has risen to nearly 4 million, CHSA strives to be a responsible steward of the remarkable narrative of this rapidly growing and increasingly visible community.

What we do

CHSA promotes the contributions and legacy of the Chinese in America through its exhibitions, publications, and educational and public programs in the Museum and Learning Center. We are housed in the landmark Julia Morgan-designed Chinatown YWCA building at 965 Clay Street, San Francisco.

We offer tours of the Museum and the surrounding Chinatown community for a nominal charge. We have extended our reach with online content with online exhibits through our main portal chsa.org, sharing information and news through our Facebook, Twitter, and Tumblr, and sharing photographs through our Instagram. We have also opened our doors to collaborations with others who want to share their stories and experiences through film screenings, book readings, presentations, workshops, panel discussions and so much more.

Come visit CHSA today

CHSA Commercial



Share this:

Chinese Historical Society of America

Commercial:

<https://youtu.be/cxYD20fxzeo>

Asian Pacific America with Robert Handa recently interviewed Sue Lee, Executive Director of Chinese Historical Society of America. The episode aired on NBC Bay Area January 29, 2017. This 3-part episode can be viewed:

http://www.nbcbayarea.com/on-air/as-seen-on/Chinese-American_-Exclusion_Inclusion_Bay-Area-412344753.html

http://www.nbcbayarea.com/on-air/as-seen-on/Chinese-Exclusion-Act_Bay-Area-412344073.html

http://www.nbcbayarea.com/on-air/as-seen-on/Chinese-Inclusion_Bay-Area-412344763.html

The screenshot shows a web browser window displaying the NBC Bay Area website. The address bar shows the URL: www.nbcbayarea.com/on-air/as-seen-on/Chinese-American_-Exclusion_Inclusion_Bay-Area-412344753.html. The website header includes the NBC Bay Area logo and navigation links: Home, News, Weather, Investigative Unit, Sports. A weather widget shows 65°F and a 'Connect' button. The main content area is titled 'Chinese American: Exclusion/Inclusion'. Below the title are social media sharing icons for Facebook, Twitter, YouTube, Email, and Print. The video player shows a woman with short dark hair and red-rimmed glasses, wearing a purple top, speaking. A lower-third graphic identifies her as 'SUE LEE, CHINESE HISTORICAL SOCIETY OF AMERICA EXEC. DIR.'. The video progress bar shows 2:09 / 5:41. Below the video player, the text reads: 'Asian Pacific America with Robert Handa: The Chinese Historical Society of America talks about its new exhibit.' and 'Published at 3:30 PM PST on Jan 31, 2017'. To the right of the video player is a promotional banner for a contest: 'WIN UP TO \$10,000! FRIDAYS, FEBRUARY 3, 10, 17, 24 DRAWINGS AT 9PM'. The bottom of the screenshot shows a Windows taskbar with various application icons including Internet Explorer, Firefox, and several PDF files.

October 29, 2016, the San Francisco Chronicle published “NY gives SF vivid view of Chinese immigrant’s history”, an article about CHSA’s opening of a major exhibition. Full article can be found:

<http://www.sfchronicle.com/bayarea/nativeson/article/NY-gives-SF-vivid-view-of-Chinese-immigrants-10421722.php#photo-11656974>

NY gives SF vivid view of Chinese immigrants’ history

By Carl Nolte, San Francisco Chronicle | October 29, 2016 | Updated: October 29, 2016 1:54pm



Photo: Amy Osborne, Special To The Chronicle

IMAGE 7 OF 7

Left: Sue Lee is executive director of the Chinese Historical Society of America.

Chinese Historical Society of America has operated at 965 Clay Street, San Francisco
from 2001 to the present. ©2001



Exterior plaque detail. ©2017



Architectural detail of exterior. ©2017



Interior photo of Chinese Historical Society of America foyer. ©2013



Architectural detail of interior. ©2001



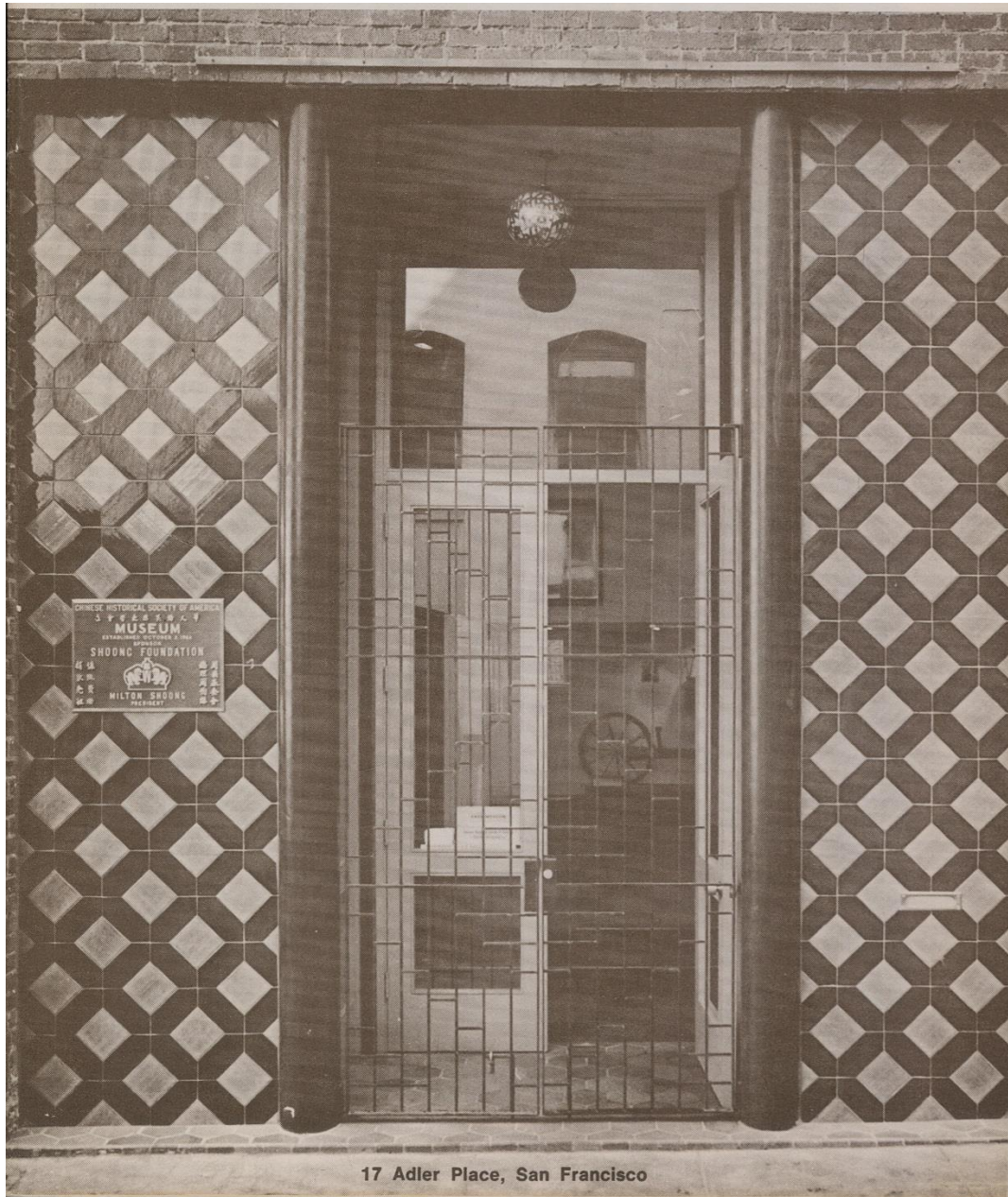
Architectural detail of interior. ©2001



Architectural detail of garden. ©2007



Chinese Historical Society of America operated at 17 Adler Place,
San Francisco from 1966-1989. ©1968



In January 4, 1981, YWCA Chinatown Center (at 965 Clay Street) became a Registered
Landmark #122 of the City & County of San Francisco. ©2017



In 2004, Chinese Historical Society of America received the National Preservation Award from the National Trust for Historic Preservation for the adaptive use of the Julia Morgan-designed YWCA. ©2017

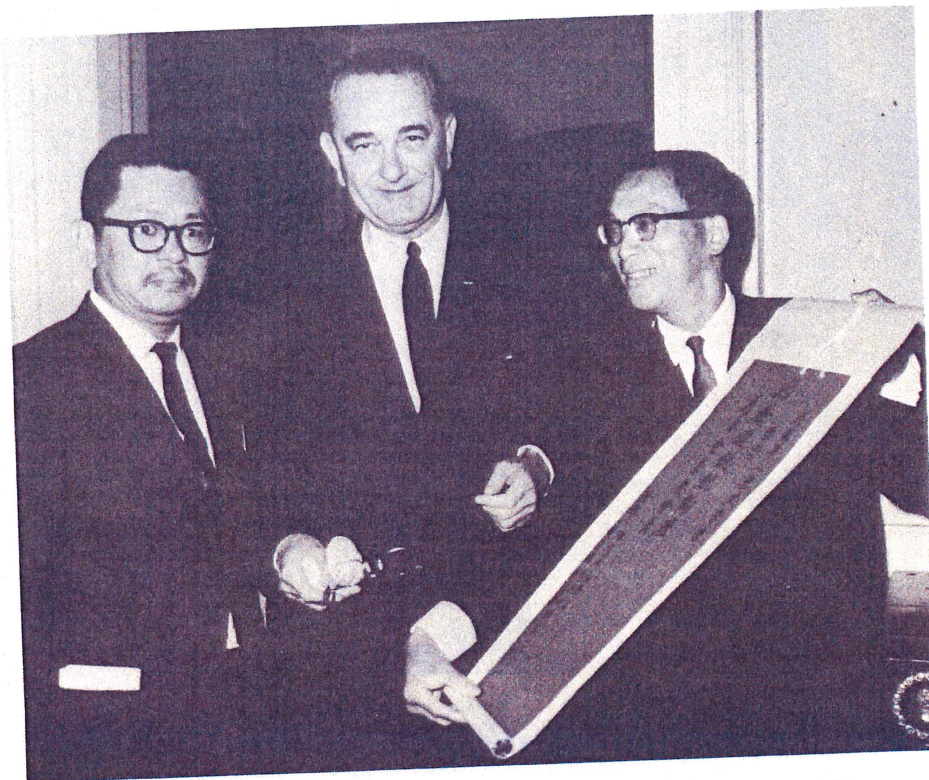


In 2016, Chinese Historical Society of America received an award for historic preservation and stewardship of the 1932 Julia Morgan Chinatown YWCA from The Art Deco Society of California. ©2017



President Lyndon B. Johnson became the first honorary member of the Chinese Historical Society of America in 1964. ©1964





Society members C. H. Kwock and H. K. Wong presenting Honorary Membership scroll to President Lyndon B. Johnson at the White House, August 2, 1964.



CHINESE HISTORICAL
SOCIETY OF AMERICA



MUSEUM
AND LEARNING CENTER

THE MUSEUM IS
OPEN
PLEASE COME IN
ADMISSION IS FREE

博物館
開放
請內進
入場免費

源流四海

A Diverse Chinese America

From the early 19th century, Chinese immigrants arrived in the United States, seeking economic opportunity and a better life. Over time, they have become an integral part of American society, contributing to the nation's growth and development. This exhibit explores the diverse experiences of Chinese Americans, from the early pioneers to the present day.

Chinese Americans have made significant contributions to the United States in various fields, including science, technology, arts, and sports. This exhibit highlights the achievements of Chinese Americans and the challenges they have overcome.

Chinese of America, Year 2000

2000年美國華人人口分佈圖





CHINESE HAND LAUNDRY







CHINESE AMERICAN

美籍華人

EXCLUSION / INCLUSION

America's desire for trade with China is older than Independence, yet in 1882 the nation's borders shut for the first time to exclude Chinese workers. A long and bitter contest over immigration and citizenship ensued, influenced by tensions within the United States and the changing tenor of relations between the two countries.

This struggle over freedom and the right to belong shaped the Chinese American experience and the very formation of American society. It is a story of extraordinary individuals, fearful and courageous acts, and unexpected twists and turns that have surprising relevance to our world today.





[illegible]

1. Ökonomische Zusammenfassung

Die vorliegende Studie untersucht die Auswirkungen der Einführung der neuen Steuerregelungen auf die Steuerbelastung von Unternehmen. Es wird festgestellt, dass die Einführung der neuen Regelungen zu einer Verringerung der Steuerbelastung führt, was die Wettbewerbsfähigkeit von Unternehmen stärkt. Die Studie zeigt auch, dass die neuen Regelungen zu einer Erhöhung der Investitionen führen, was die Wirtschaftsentwicklung fördert.

2. Methodische Vorgehensweise

Die Studie verwendet eine quantitative Methode, um die Auswirkungen der neuen Steuerregelungen zu messen. Es wurden Daten von Unternehmen gesammelt, die die neuen Regelungen anwenden, und diese wurden mit Daten von Unternehmen verglichen, die die alten Regelungen anwenden. Die Ergebnisse werden in Form von Tabellen und Diagrammen dargestellt.

3. Ergebnisse und Diskussion

Die Ergebnisse der Studie zeigen, dass die Einführung der neuen Steuerregelungen zu einer Verringerung der Steuerbelastung führt. Dies ist auf die Erhöhung der Investitionen und die Verringerung der Ausgaben zurückzuführen. Die Studie diskutiert auch die möglichen Auswirkungen der neuen Regelungen auf die Wirtschaftsentwicklung und die Wettbewerbsfähigkeit von Unternehmen.

4. Schlussfolgerungen

Die Studie kommt zu dem Schluss, dass die Einführung der neuen Steuerregelungen zu einer Verringerung der Steuerbelastung führt, was die Wettbewerbsfähigkeit von Unternehmen stärkt. Es wird empfohlen, die neuen Regelungen weiter zu verfolgen und zu evaluieren, um die Auswirkungen besser zu verstehen.





Text panel describing the historical context of the exhibit.



Text panel describing the historical context of the exhibit.



Text panel describing the historical context of the exhibit.



Signs of Change
1941-1971

Chinese women's fashion in the United States has been a subject of interest for many years. The qipao, a traditional Chinese garment, became a symbol of Chinese identity in the United States. It was often worn by Chinese women in the early 20th century, and its popularity continued to grow in the mid-20th century. The qipao was a reflection of the Chinese diaspora in the United States, and it was a way for Chinese women to express their identity in a new country.





Immigration Begins Again
1950-1960s



Immigration Begins Again
1950-1960s

After World War II, immigration to the United States began to rise again. This was due to a number of factors, including the end of the war, the Cold War, and the desire for a better life. The Immigration and Naturalization Service (INS) was established in 1953 to oversee the process of immigration. The INS was responsible for determining which immigrants were eligible for entry into the United States and for processing their applications. The INS also had the authority to deport immigrants who were found to be inadmissible. The INS was a key agency in the federal government's efforts to control immigration.

Immigration began to rise again in the 1950s and 1960s. This was due to a number of factors, including the end of the war, the Cold War, and the desire for a better life. The Immigration and Naturalization Service (INS) was established in 1953 to oversee the process of immigration. The INS was responsible for determining which immigrants were eligible for entry into the United States and for processing their applications. The INS also had the authority to deport immigrants who were found to be inadmissible. The INS was a key agency in the federal government's efforts to control immigration.

Immigration Begins Again
1950-1960s

Immigration Begins Again
1950-1960s



The Empress of China Sails from New York to Canton

The Empress of China, a clipper ship, was the first American ship to sail from New York to Canton, China, in 1844. The ship was built in New York and was the largest and fastest clipper ship of its time. It was owned by the American Fur Company and was captained by John Smith. The ship sailed from New York on September 1, 1844, and arrived in Canton on October 1, 1844. The ship was the first American ship to sail from New York to Canton, China, in 1844. The ship was built in New York and was the largest and fastest clipper ship of its time. It was owned by the American Fur Company and was captained by John Smith. The ship sailed from New York on September 1, 1844, and arrived in Canton on October 1, 1844.

Global Trade

Global trade has been a major force in the development of the world. It has allowed for the exchange of goods and services between different parts of the world, leading to economic growth and the spread of ideas. Global trade has also led to the development of new technologies and the creation of new markets. Global trade has been a major force in the development of the world. It has allowed for the exchange of goods and services between different parts of the world, leading to economic growth and the spread of ideas. Global trade has also led to the development of new technologies and the creation of new markets.



Two small, rectangular text panels mounted on the display board, providing additional information about the exhibit.



A small, rectangular text panel mounted on the display board, providing additional information about the exhibit.





LANDMARKS PRESERVATION ADVISORY BOARD

100 LARKIN STREET • CIVIC CENTER • SAN FRANCISCO • 94102

FINAL CASE REPORT, RESIDENCE CLUB AND CLAY STREET CENTER APPROVED MAY 21, 1980

BUILDING NAME CLAY STREET CENTER

OWNER: YOUNG WOMEN'S CHRISTIAN ASSOCIATION

BUILDING ADDRESS 965 CLAY STREET

OF SAN FRANCISCO

ZONING RM4

BLOCK AND LOT: 224/24, PORTION LOT 18

BACKGROUND
 Original occupant/use residences,
 Current occupant/use social services
 No. of stories: one to three
 Exterior Materials brick
 Window Type steel casement
 Lobby/Public Spaces Chinese motif

CRITERIA

A. Architecture

Style of Chinese influence
 Type of Construction Brick
 Date of Construction October 8, 1932
 Design Quality Excellent
 Architect/Builder Julia Morgan/K.E.
 Interior use of traditional Parker
 Chinese courtyard

B. History

(a brief narrative associating the building with persons, events and/or patterns of significance):
 The founding of the Chinese YWCA was the result of efforts of both missionary workers and Chinese community members who saw the need for social services among Chinese women. Among them were Mrs. P.D. Browne, Donaldina Cameron, Mrs. Poon Chew.

C. Environment

(relation to surroundings in terms of continuity, setting and/or importance as a visual landmark)

The architecture expresses the ethnic composition of the neighborhood, reflecting Nob Hill on the Powell Street side and Chinatown on the Clay Street side.

D. Integrity

(cite alterations, if any, and current physical condition)

Presently being brought up to date to comply with structural safety requirements with the use of gunite on the interior surfaces of the brick walls of the gym. Interior space of basement being altered. Integrity of other areas is maintained.

RATINGS

DCP INVENTORY
2

HERITAGE
N.R.

HERE TODAY
N.R.

LPAB VOTE
CFC VOTE

STATE LANDMARK
NAT'L LANDMARK
NAT'L REGISTER - Eligible

STATEMENT OF SIGNIFICANCE

(pertaining to special character or special historical, architectural or aesthetic interest or value)

Julia Morgan was a woman pioneer architect with many firsts. She was the first woman to be graduated in engineering from the University of California, Berkeley; the first woman to study at the Ecole des Beaux Arts; and the first woman architect licensed in California. The YWCA and the Women's Residence Club reflected the era when women sought equal rights entering the world of men, while the Chinese YWCA reflected the process in the socialization of the Chinese into American traditions.

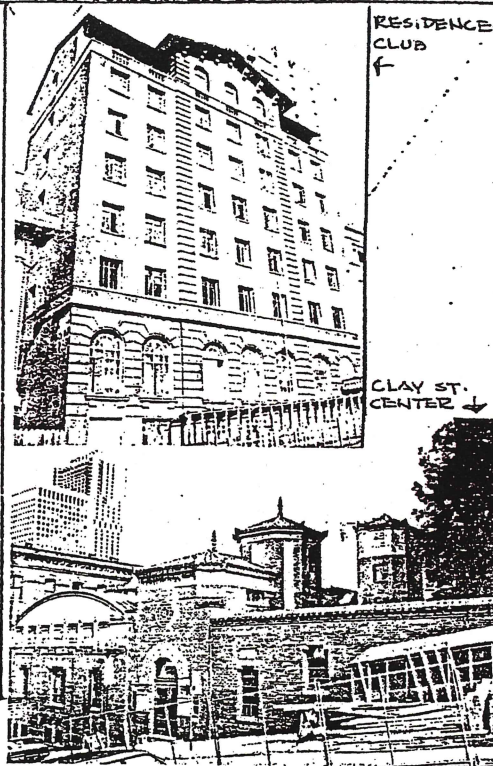
Julia Morgan was the most important woman architect in America. The Clay Street Center and the Residence Club are examples of her high quality work.

(cont'd on back)

BIBLIOGRAPHY: list original sources
on back of this page.

PREPARED BY Philip P. Choy
ADDRESS 1350 Union Street
DATE 5/15/80

Page 1 of 2





LANDMARKS PRESERVATION ADVISORY BOARD

100 LARKIN STREET • CIVIC CENTER • SAN FRANCISCO • 94102

FINAL CASE REPORT, RESIDENCE CLUB AND CLAY STREET CENTER APPROVED MAY 21, 1980

BUILDING NAME RESIDENCE CLUB

OWNER: YOUNG WOMEN'S CHRISTIAN ASSOCIATION OF
SAN FRANCISCO

BUILDING ADDRESS 940 POWELL STREET

BLOCK AND LOT: 224/18

ZONING RM4

BACKGROUND

Original occupant/use Women's Residence
Current occupant/use Housing
No. of stories: Eight (8)
Exterior Materials Sandstone, brick, concrete
Window Type steel casement & fanlight sash
Lobby/Public Spaces Chinese motif

CRITERIA

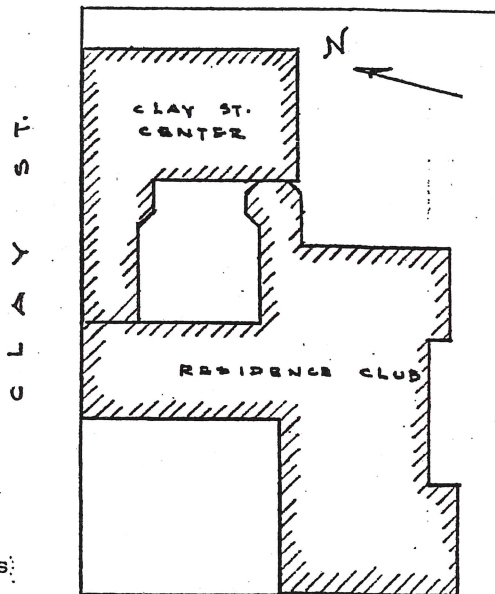
A. Architecture

Style eclectic
Type of Construction reinforced concrete
Date of Construction August 15, 1932
Design Quality Excellent
Architect/Builder Julia Morgan
Interior Excellent; sensitive integration of Chinese interior within a

B. History western structure.

(a brief narrative associating the building with persons, events and/or patterns of significance):
The Residence Club was built by the YWCA in response to the need for housing of single women in the Progressive Era (1930's) when women aspired to enter the business world.

J O I C E S T.



P O W E L L S T.

C. Environment

(relation to surroundings in terms of continuity, setting and/or importance as a visual landmark)

Maintains the character of neighboring surroundings respecting the hotel mass on Powell Street. (see Page 1)

D. Integrity

(cite alterations, if any, and current physical condition)

Upper floors of living quarters being altered to meet present housing needs. Integrity of public spaces to be retained.

RATINGS

DCP INVENTORY

HERITAGE

HERE TODAY

LPAB VOTE

STATE LANDMARK

2

N.R.

N.R.

CFC VOTE

NAT'L LANDMARK

NAT'L REGISTER - Eligible

STATEMENT OF SIGNIFICANCE

(pertaining to special character or special historical, architectural or aesthetic interest or value)

see Page 1

BIBLIOGRAPHY: list original sources
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PREPARED BY Philip P. Choy

ADDRESS 1350 Union Street

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Page 2 of 2

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Chinese Society Opens Museum

By Jerry Root

The Chinese Historical Society of America opened its doors ceremonially yesterday at 17 Adler place on the northern fringes of Chinatown.

At least 300 persons, including the spectrum of State and local officialdom, attended the ceremony despite a drizzly rain and became the first visitors to the society's small new museum.

Mrs. Glenn Anderson, the beautiful blonde wife of California's lieutenant governor, was one of the principal ribbon-cutters, and easily the most charming.

"Wives of politicians don't have to make speeches," she said, midway in a program abounding in speeches. "They just have to smile," which she did to appreciative applause.

MOTHER

Yin-Shou Che, the consul-general for the Republic of China, also wielded scissors, as did Supervisor Kevin O'Shea and Mrs. Chinn Lee Shee Wing, the 95-year-old mother of society president Thomas W. Chinn.

The society and its headquarters are "in recognition of the contributions made to America" by the Chinese who came to San Francisco in the mid-1800s to escape the Manchu tyranny, said Albert C. Lim, the master of ceremonies for the occasion.

The society was founded four years ago by five men — Chinn, writer C. H. Kwok, Dr. Thomas Wu, art dealer Chingwah Lee and businessman H. K. Wong.

JOHNSON

It is the only Chinese-American organization in the Nation which can claim as a member President Johnson, who sent a congratulatory telegram.

Among the other speakers were State Senator



Cutting the ribbon at the ceremony were H. K. Wong, Mrs. Chinn Lee Shee Wing and Mrs. Glenn Anderson.

J. Eugene McAteer, Assemblyman John Burlon, Supervisor Peter Tamaras and Louis L. Stein Jr., vice noble grand humbug of the Yerba Buena chapter of E Clampus Vitus.

The society's headquarters, and its \$20,000 remodeling by the noted architectural firm of Campbell and Wong, was a gift from Chinatown tycoon Milton Choong, who was presented with a golden key in appreciation.

In the four years since founding the society, its members have searched the Chinese community for relics of the Chinese's earliest years in California, and although the collection is still small, it is growing.

Among the exhibits:

- The altar of a Chinese temple built in Napa a century ago by quicksilver miners.

- A petition to President Theodore Roosevelt asking for more lenient immigration laws.

- A Chinese lumber camp cook's broken spatula repaired by a reckless prospector with a gold nugget.

- Scores of old photographs of early Chinese life in California, clothing worn by the Chinese '49ers, mining tools, hand-made wheelbarrows, pioneer merchants' cash boxes and tape recordings of the recollections of Chinatown old-timers.

Boost for Chinese History

By Millie Robbins

AMFET a resounding volley of firecrackers followed the usual oratory, the new headquarters of the Chinese Historical Society of America was officially opened last Sunday afternoon . . . and guests streamed in to have a look.

The small but smart red-brick-fronted building at 17 Adler Place, an alley that cuts into the 1100 block of Grant avenue, is owned by Milton Shoong, who gave it to the organization rent-free for 15 years.

Most recently this had been an art gallery. Previous to that it had housed a laundry in the basement, now converted into an attractive room that'll probably be used for meetings.

(The narrow courtyard opening off it is prettily decorated with plantings and a stack of cobblestones that once paved the street at the intersection of Washington and Grant avenue.)

Before that, according to H. K. Wong, the association's first vice president and one of its founders, this probably was the site of a monkwah furnace.

Time out now for a spot of explanation:

Certain societies believed that all Chinese writing was sacred and should never be stepped on, thrown out or disposed of in any way except by burning.

So all scraps of paper on which writing appeared in households or business offices were separated from other discards, collected, and taken to a specific place in Chinatown.

There, after a brief traditional ceremony, they were burned, the ashes gathered and dumped into the sea.

The practice, however, was discarded here some 50 or more years ago.

The membership of the three-year-old society, divided into active and associate status, currently stands at around 100—approximately 60 Chinese.

The first life member was James Wong Howe, the eminent motion picture cameraman, who was here from Hollywood for a few days recently, by the way, and recorded his life story on tape for posterity.

Moreover, he donated his first camera—an unwieldy, wooden 1802 job with which he took the still photos of movie stars that helped start him on the road to fame.

Mrs. Rose T. Y. Chen, a businesswoman, was the second life member.

The directors plan to establish a library of documents. They already have an important nucleus in the files of valuable material collected by William Hoy, who willed it to Mr. Wong when he died seven years ago.

The building also will be a museum of art and arti-



MILTON SHOONG, H. K. WONG AT DEDICATION
Fireworks and oratory at Chinese Historical Society

facts, and a series of rotating exhibits are to be arranged.

It's hoped that eventually it will be open to the public daily. For the present, however, visitors will be welcomed only between 7 and 9 o'clock Tuesday and Friday nights.

Incidentally, early Sunday morning, while the staff was rushing to get everything in readiness for

the dedication, the sister of one of the first Chinese aviators brought in his collection of memorabilia.

Then, just a half hour before "curtain time," an elderly gentleman arrived with his family's priceless ancient altar.

The society would like to expand, and interest in establishing similar chapters in Hawaii, Texas and Colorado has been evinced by

Chinese with pioneer ancestors and others.

After the dedication fete d'rol, a number of guests, including civic officials and representatives of various local historical societies, were entertained at a sumptuous "tea luncheon" at the Imperial Palace restaurant.

(Fortune cookie comment on initial affair—"Sackerson Success.")

Or a Chinese Historical Society?

by Thomas W. Chinn

It started with an interview for a Chinese New Year's edition of the old *News-Call Bulletin* in 1962.

Don Canter wanted to interview my mother, Mrs. Chinn Wing, 91-year-old matriarch of our family. So there we were, the three of us, in the room. Don said, "Now you translate what questions I ask her, and when she answers, give me the reply." I started out innocently enough, but soon his questions seemed so apparent to me, the son, that I commenced answering him without putting the questions to my mother. "Enough!", roared Don, "I want her answers—not yours!"

That's when I found out the earliest member of our family to come to America was *not* my father who, as a lad of 16, arrived here from China in 1877. Don's questioning revealed two things I had not known: my mother's first name is "Ah Guk," or Chrysanthemum, and my maternal grandfather came to America in 1849—one of the first 700-800 to arrive after the discovery of gold in California. "But why didn't you tell me these things before?" I asked my mother. She replied, "You never asked me."

This became the final prod I needed to stir into action. I reflected that it really started in 1924, while I was in a small, obscure village in interior Canton, China. Father had just sent me there to acquire a Chinese education. I listened to the many stories about the village elders, and about those who came to America in the days when China was still a strong monarchy. There were tales aplenty for a youngster.

In 1935-36 Chingwah Lee and I started a weekly English language newsmagazine: to devote much space to Chinatownia; a record of the Chinese, past and present. However, the climate was still too close to the Depression, and the magazine stopped publication in 1937.

Time stood still for 25 years. Now it was 1962! So I contacted four friends of mine: H. K. Wong, Chingwah Lee, C. H. Kwok and Dr. Thomas Wu. We met many times that summer of 1962, and discussed and wrote a Constitution and by-laws which officially launched the Chinese Historical Society of America on January 15, 1963.

One of the first activities which we started was annual field trips to places where Chinese activity had been part of a local community. The first year was to Armona, near Hanford, to visit that ghost Chinatown, with its one 60-odd-year-old Chinese man keeping his lonely vigil.

After several other field trips, it quickly became apparent that many inaccuracies in "Chinatownia" existed. In one town, a Chinese temple had engraved on its entrance way: "This temple was built partly with funds donated by the Emperor of China, and when the temple was completed, the Emperor sent a representative to its opening." Chinese historians easily point out the Emperor of China had, in fact, proclaimed that all persons leaving China be declared outlaws, with punishment a threat to deter others from leaving. It turned out that the money was sent to the temple builders by a suddenly prosperous Chinese from the San Francisco Bay Area. A guilty conscience made him present the gift in the Emperor's name; when the temple was completed, he designated himself as the Emperor's emissary.

This and other inaccuracies in historical records have made Society members deeply conscious of the special role they can play to help others in presenting a really complete history of the Chinese in America.

The steady stream of inquiries received also makes it clear that scant background material can be found on this subject. Consider the case of more than 100,000 Chinese in the late 1860's and 1870's. For nearly a half century most of these people never knew a western doctor. How did they manage to survive? They used herbs, and there were herb doctors. A hundred stories, each on a different phase of Chinese life in America, could be written and still others would want attention.

Hitherto, one of the greatest drawbacks to writing a history of the Chinese has been the reluctance of the Chinese to talk about themselves. The bugaboo of deportation for "illegal entry" was too great a risk. Following World War II, rapid strides were made in the field of racial understanding, and the Chinese gradually emerged from their self-imposed shell of silence.

The California Historical Society, The Society of California Pioneers, and the Conference of California Historical Societies have given material as well as moral support to our group. Our membership represents a strong cross-section of cosmopolitan individuals, from bank president to homemaker.

Shortly after the Society started, it became apparent that a headquarters was an absolute necessity. Much of the material and artifacts were being stored in members' and friends' homes and basements.

Although a museum was one of our objectives from the beginning, we thought that it would be a long time forthcoming.

Luckily, the Society's plight reached the ears of the Shooong Foundation. The foundation promised the use of a small building and funds to entirely remodel it into a headquarters and museum. Campbell and Wong voluntarily undertook the designing and supervision of the remodeling at 17 Adler Place.

On October 2, 1966, dedicatory ceremonies were held and telegrams came from throughout the State. Congratulatory cables were also received from the Vice President of the Republic of China and several cabinet members. To crown the event, the City of San Francisco presented a resolution commending the Society and felicitations came from President Lyndon Baines Johnson who became an honorary member in 1964. □

The author, his mother and Milton Shooong.



Bulletin

FOR APRIL, 1969

VOL. IV, NO. 4

Chinese Historical Society of America

MONTHLY MEETING APRIL 11, 1969—7:30 p.m.

Volunteers to help with the April 19th Seminar for educators are requested to attend for briefing on assignments and duties, etc.

Following the meeting, member Charles Chuck Chan of San Mateo, will review some recent books on the Chinese. Mr. Chan also writes book reviews for the East-West Weekly.

RAILROAD CENTENNIAL

One hundred years ago on May 10, 1869, the first transcontinental railroad in America was built. As the people throughout the nation observe the centennial of this historic event, our Society would remind its members and friends of the part that the Chinese played in making possible the joining of the Central Pacific and Union Pacific railroads on that historic date.

Oscar Lewis, in the foreword to his book, *The Big Four* (Alfred A. Knopf, New York, 1938), wrote that "the building of the first transcontinental railroad profoundly influenced the social, economic, and political life of the Pacific Coast, bringing about its transition from an isolated and largely self-sustaining region to one with fortunes closely linked with those of the rest of the nation." . . . "Typical products of that period were the Central Pacific's Big Four: Huntington, Stanford, Crocker, and Hopkins—men who from places behind the counters of pioneer stores had, in far less than two decades, shouldered their way upward to places of national importance."

Locally, these men were to bring about social, economic and political changes which wrought in the area, the very essence of our west as we now know it. It would be pure conjecture to hazard a guess as to the region's social and political development had the Union Pacific managed to push its way entirely to the end of the line in Sacramento. Cer-

tainly it would be hard to conceive that the Union Pacific's eastern capital would have the same personal interest as those of the "Big Four" in developing the west.

From the railroad's completion, the Central Pacific, Southern Pacific and the "Big Four" were good friends of the Chinese community. Huntington, in 1900 said in a major speech that among the Chinese "will be found some of the best men who ever lived." Stanford provided in his will for permanent Chinese employment for many, some of whom were still working at Stanford University in the 1930's.

As we watch the approach of that centennial date, it is hard to realize that while credit for the Central Pacific's achievements is generally given to the Chinese workers whose labor made it possible, there has never been a physical token of credit placed or erected to serve as a reminder of this fact. (Nevada, during its centennial in 1964, placed two markers paying tribute to its Chinese pioneers.)

To partially rectify this situation, one in which neither local nor national agencies seem inclined to take the initiative, the Chinese Historical Society of America has decided to shoulder this responsibility.

On the morning of May 9, 1969, an historical plaque will be placed during centennial ceremonies in Sacramento, California, the starting point of the Central Pacific over a century ago. (After the ceremonies, the plaque will be stored until the completion of a new Historical Locomotive Museum in that city. The plaque will then be permanently attached to the building.)

On May 10, 1969, an identical plaque will be dedicated at Promontory Point, Utah, where the two railroads were joined. The wording on the markers will read: "To commemorate the centennial of the first transcontinental railroad in America and to pay tribute to the Chinese workers of the Central Pacific Railroad whose indomitable courage made it possible. May 10, 1869 - May 10, 1969. Plaque placed by the Chinese Historical Society of America." These words will also be translated into Chinese on the plaques.

THE CHINESE LABORERS AND THE CENTRAL PACIFIC

By GEORGE KRAUSE

*Reprinted by special permission from the
Utah Historical Quarterly
Winter 1969, Vol. 37, No. 1*

The stern task faced by Central Pacific's Big Four in driving the nation's first trans-continental railroad over the High Sierra and across the Nevada plains and desert to join with Union Pacific at Promontory Summit, Utah, would have taken much longer were it not for the Chinese laborers who played such a significant role in building the railroad.

Charles W. Crocker — known as the organizer, construction genius and leader of men among the Central Pacific's "Big Four" — was the man responsible for recruiting the Chinese, first in California, and later in Canton province and bringing them to California.

Due to a shortage of money, Leland Stanford told the Pacific Railroad Commission in 1887, that Central Pacific was able to field only 300 workers during the extremely mild Sierra winter of 1864 compared with the 13,500 they would have on the payroll two years later.

But on January 2, the California Supreme court reaffirmed the constitutionality of the state legislature's act providing for payment by California of interest on \$1.5 million in bonds for the hard-pressed Central Pacific at the rate of seven per cent. This made the bond immediately salable and gave the railroad instant financial relief from long and agonizing financial strain.

Four days later, the Sacramento "Union" carried a Central Pacific ad calling for "5,000 laborers for constant and permanent work; also experienced foremen."

Construction, long halted at Newcastle, California, speeded immediately — but apparently the need for labor continued strong, for the Shasta Courier carried this advertisement on January 2.

"The Central Pacific Railroad Company advertises for 5,000 laborers to work upon the road between Newcastle and Illinoistown (Colfax). It is the intention of the company to employ at once as many men as can be advantageously worked on the distance between these points — 23 miles. The iron for laying this additional amount of track is already in Sacramento and it is expected that the cars will run to Illinoistown by August

next. The above opportunity affords a chance for those out of employment."

Base camp for Supt. J. H. Strobridge's construction crews was in Auburn. New men were hired as a result of the fresh money in the treasury and were put to work completing the unfinished grading of the 12 miles between Newcastle and Clipper Gap.

It was after passing Auburn early that year that the first Chinese were employed — apparently because Central Pacific was unable to fill its ranks.

The first indication of this appears in an April 12, 1865 letter written by Central Pacific's legal counsel — Judge E. B. Crocker — to his longtime friend Cornelius Cole, who was retiring as a California Congressman and returning to his home.

"Friend Cole," he said, ". . . . we have now about 2,000 men at work with about 300 wagons and carts and I can assure you they are moving the earth and rock rapidly. We are now on some of the heaviest work in the mountains, but so far we have been very fortunate in meeting very little hard rock. You will be astonished when you come back and see the amount of work we have done.

"A large part of our force are Chinese and they prove nearly equal to white men in the amount of labor they perform, and are far more reliable. No danger of strikes among them. We are training them to all kinds of labor, blasting, driving horses, handling rock, as well as the pick and shovel. We want a body of 2,500 trained laborers and keep them steadily at work until the road is built clear across the continent, or until we meet them coming from the other side . . ." ¹ Charles Crocker, who conceived the plan of employing the Chinese, was opposed by Strobridge, who gave in only after a series of trials demonstrated the worth of the Celestial worker.

Crocker insisted that the race that built the Great Wall of China could certainly be useful in building a railroad, countering Strobridge's claim that they were "not masons."

Strobridge finally agreed to try 50 Chinese. They did so well, he agreed to 50 more — and before the road was finished, there were about 12,000 on the payroll. As the Chinese increased their numbers and their skill, the ascent of the railroad toward the Summit also increased in speed, despite ever-greater difficulties. ²

Shovel and pick and black powder were the only aids to grading — and horsepower meant horses pulling small carts. Speedy construction under such conditions required em-

ployment of many men — and nothing was scarcer in California than labor in 1865. Such Caucasians as were not employed on ventures of their own found it more profitable to work in the mines or follow agricultural pursuits than to face the hardships of hand-carving a railroad right-of-way up the steep slopes and through the granite spires of the Sierra. At the same time, there were many thousands of Chinese in California. Drawn here by gold fever, they were eager for employment.³

S. S. Montague, in his annual report of 1865, said "It became apparent early in the season that the amount of labor likely to be required during the summer could only be supplied by employment of the Chinese element in our population. Some distrust was at first felt regarding capacity of this class for the services required, but the experiment has proved eminently successful. They are faithful and industrious and, under proper supervision, soon become skillful in the performance of their duty. Many of them are becoming very expert in drilling, blasting and other departments of rock work."

The Chinese on the Central Pacific were divided into little groups. Each had a cook, who not only prepared their meals but was required to have a large boiler of hot water ready each night so that when the Chinese came off the road they could fill their little tubs made from powder kegs and take a hot sponge bath. This bath and change of clothes was a regular thing every night before they took their evening meal. Strobbridge pronounced them "the best in the world. They learn quickly, do not fight, have no strikes that amount to anything, and are very cleanly in their habits. They will gamble, and do quarrel among themselves most noisily — but harmlessly," he noted.

Stanford, in a report to Andrew Johnson, had this to say about the Chinese on October 10, 1865:

"As a class they are quiet, peaceable, patient, industrious and economical. Ready and apt to learn all the different kinds of work required in railroad building, they soon become as efficient as white laborers. More prudent and economical, they are contented with less wages. We find them organized into societies for mutual aid and assistance. These societies can count their numbers by thousands, are conducted by shrewd, intelligent business men who promptly advise their subordinates where employment can be found on most favorable terms. No system similar to slavery, serfdom or peonage prevails among these laborers. Their wages, which are always

paid in coin each month, are divided among them by their agents who attend to their business according to the labor done by each person. These agents are generally American or Chinese merchants who furnish them their supplies of food, the value of which they deduct from their monthly pay.

"We have assurance from leading Chinese merchants that, under the just and liberal policy pursued by the company, it will be able to procure during the next year not less than 15,000 laborers. With this large force the company will be able to push on the work so as not only to complete it far within the time required by the Acts of Congress but so as to meet the public impatience."

The difference in the eating and drinking habits of the Chinese and white workers building the Central Pacific was as great as their other living habits.

The Chinese menu included dried oysters, abalone and cuttlefish, dried bamboo sprouts and mushrooms, five kinds of vegetables, pork, poultry, vermicelli, rice, salted cabbage, dried seaweed, sweet rice crackers, sugar, four kinds of dried fruit, Chinese bacon, peanut oil, and tea. Seemingly, this was the forerunner of the modern American well-balanced diet.

The fare of the Caucasian laborer consisted of beef, beans, bread, butter and potatoes.

On the grade, the Caucasians relieved their thirst with water — not always the best and at times, despite all precautions, a source of illness.

The Chinese drank luke-warm tea. It stood beside the grade in 30 and 40-gallon whiskey barrels, always on tap. Several times daily, a Chinese mess attendant brought fresh tea, pouring it into the big barrel. These beverage reinforcements were carried to the work site in powder kegs suspended from each end of a bamboo pole which was balanced on a Celestial shoulder.⁴

On October 10, 1865, Governor Stanford again wrote President Andrew Johnson and Secretary of Interior James Harlan:

"A call was issued for 5,000 laborers and from that day to the present, every able-bodied laborer that could be procured has been employed and kept constantly at work in the construction of the road.

"Labor is, however, scarce and dear in this state. For several months the number procured was comparatively small, but recently they have increased more rapidly, until now, 5,000 men are employed, with over 6,000 teams and the prospect is that the number of

laborers will be increased to 6,000 during this season.

"A large majority of the white laboring class on the Pacific Coast find more profitable and congenial employment in mining and agricultural pursuits, than in railroad work. The greater portion of the laborers employed by us are Chinese who constitute a large element in the population of California. Without them it would be impossible to complete the western portion of this great national enterprise within the time required by the Acts of Congress."

Governor Stanford held the Chinese workers in such high esteem that he provided in his will for the permanent employment of a large number. Some of these were still living and working lands now owned by Stanford University in the '30s.

Building the Central Pacific road over and through the granite walls of the Sierra Nevada was literally hand carving. Pick and shovel, black powder and one-horse dump carts were the only aids to grading. Chinese were lowered in baskets over cliffs 2,000 feet above the base of the American River Canyon to literally chisel a roadway through the granite reaches and occasional shale deposits for the iron rails. It is thus easy to understand why Central Pacific's Chinese became known as "Crocker's Pets."⁵

Central Pacific and its Chinese laborers met the biggest problem in the fight to cross the Sierra head-on after the line was opened to Cisco. This was the Summit Tunnels — ten of them, numbered 3 to 13 within a 20-mile stretch between Cisco, located at Mile Post 92 (from Sacramento) and Lake Ridge at Mile Post 112 just west of Cold Stream Valley on the eastern slope of the Summit.

These tunnels were bored while the mountain slopes were covered under as much as 30 feet of snow at times.

Civil Engineer John R. Gills, who worked on these tunnels, told the American Society of Civil Engineers, which recently declared the Central Pacific (not the Union Pacific) a National Civil Engineering Landmark:

"During the fall of 1866, the track reached Cisco, and as fast as the gangs of (Chinese) were released, they were hurried to the Summit to be distributed among the tunnels in its vicinity. The year before (in August, 1865) some gangs had been sent to Summit Tunnel No. 6, and commenced the cuts at its extremities; winter set in before the headings were started, and the work had to be abandoned. To avoid a repetition of such de-

lay, the approaches to all the tunnels were covered with men (who) worked day and night in three shifts of eight hours each. Thus, time was saved, and the tunnel organization started at once. As an illustration of the hurry, I may mention walking two miles over the hills after dark and staking out the east end of Tunnel 12 by the light of a bonfire. At nine o'clock the men were at work...."

Gills went on to describe the weather problem at the Summit and said that "At Tunnel 10, some 15 or 20 Chinese were killed by a slide" that winter. The year before, in the winter of 1864-65, two wagon road repairers had been buried and killed by a slide at the same location.

J. O. Wilder, a Central Pacific — Southern Pacific employe for many years, in an interview with the late Erle Heath, onetime Southern Pacific historian, said:

"The Chinese were as steady, hard-working a set of men as could be found. With the exception of a few (Caucasians) at the west end of Tunnel No. 6, the laboring force was entirely composed of (Chinese) with white foremen. A single foreman with a gang of 30 to 40 men generally constituted the force at work at each end of a tunnel; of these, 12 to 15 worked on the heading, and the rest on the bottom removing material. When a gang was small or the men needed elsewhere, the bottoms were worked with fewer men or stopped so as to keep the headings going.

"The Chinese were paid \$30 to \$35 in gold a month, finding (maintaining) themselves, while the (Caucasians) were paid about the same with their board thrown in..." Nine-tenths of the force on the road, he said, was Chinese. Using black powder, the Chinese averaged an advance of 1.18 feet daily.

The first train arrived at Summit from Sacramento November 30, 1867. The Summit tunnels had been completed in August of that year when the thousands of workers, mostly Chinese, were turned loose to build the line which had previously been graded to the Nevada State line. Now the job of hauling locomotives, cars and iron over the Summit, for the 40 miles of roadbed awaiting the rails, began.

A. P. Partridge, who also aided in construction, told Heath this story:

The snows came early that year, he said, "and drove the crews out of the mountains. There were about 4,000 men... 3,000 of them Chinese. Most... came to Truckee and filled up all the old buildings and sheds. An

old barn collapsed and killed four Chinese. A good many were frozen to death."

A construction report by Strobridge indicated that crews, that winter, were at work many miles ahead of the line. "It was necessary," he said, "to have the heavy work in Palisade Canyon done in advance of the main force, and 3,000 men with 400 horses and carts were sent to that point, a distance of 300 miles in advance of the track. Hay, grain and all supplies for the men and horses had to be hauled by teams over the deserts for that great distance. Water for men and animals was hauled at times 40 miles."

On August 1, 1867, C. P. Huntington issued a report from his New York office as the race to meet Union Pacific gathered storm:

"The company hopes to increase its force of 10,000 men to 15,000 during the present season when progress over the plains will be very rapid."

Charles Crocker announced as a New Year's resolution "a mile a day for every working day in 1868." Apparently, the other associates were of the same mind as on January 26, 1868, Collis P. Huntington wrote to Crocker, "I consider it of the most vital importance that we build to the Wasatch Mountains. . . . I would build the road in the cheapest possible manner then go back and improve it at once, because the Union Pacific have built the cheapest kind of road."

On June 20, 1868, the Alta California of San Francisco carried a story on the first trip between Sacramento and Reno. The reporter who told the story mentioned this item in passing: Below Chisno, "Chinamen are swarming all along the road. They have nearly finished their work in this vicinity and are packing their traps preparatory to passing on over the Summit into the great interior basin"

On passing the Summit, he went on, "As the first through passenger train sweeps down the eastern slopes of the Sierras, John (meaning the Chinese laborers) comprehending fully the importance of the event, loses his natural appearance of stolidity and indifference and welcomes with the swinging of his broad-brimmed hat and loud, uncouth shouts the iron horse and those that he brings with him."

"John with his patient toil, directed by American energy and backed by American capital, has broken down the great barrier at last and opened over it the greatest highway yet created for the march of commerce and civilization around the globe . . ."

"Central Pacific found it desirable to increase grading forces considerably, so they brought several hundred (Chinese) direct from China and organized them into construction gangs. The Piute Indians got among these Chinese and told them some big stories about enormous snakes out on that desert large enough that they could swallow (a man) easily . . . four or five hundred took their belongings and struck out to return directly to Sacramento. Crocker & Co. had spent quite a little money to secure them and they sent men on horseback after them . . . Most of them came back again, kind of quieted down, and after nothing happened and they never saw any of the snakes, they forgot about them."

Despite such diversions, progress was swift. San Francisco's Alta California pictured the pace of Central Pacific Construction: "Camp equipage, work shops, boarding house, offices and in fact the big settlement literally took up its bed and walked. The place that knew it in the morning knew it no more at night. It was nearly 10 miles off and where was a busy town of 5,000 inhabitants in the morning, was a deserted village site at night, while a smooth, well-built, compact road bed for traveling stretched from the morning site to evening tarrying place."

Caxton, pen name for San Francisco Chronicle Correspondent W. H. Rhodes, along on an inspection trip by railroad commissioners early in September, 1868, wrote: ". . . . we were informed by Mr. Crocker . . . he had just placed upon the work all the Indian tribes living in the great basin of the Humboldt, consisting chiefly of the Pah-Utahs, Cowchillas and Washoes. I asked him how many men he had at work? He replied that it was impossible to tell as no list of names was kept and the men worked by the squad and not as individuals. In explanation, he added that Indians and Chinese were so much alike personally that no human being could tell them apart and, therefore, for fear of paying double wages, he devised the scheme of employing, working and paying them by the wholesale. Thus, every morning a count is made of those who go to work, a second of those who eat and a third of those who quit at night. In this way, lengthy book-keeping is avoided, time is saved and cheating prevented. At the present time, there are about 10,000 Chinese, 1,000 (Caucasians) and 'any number' of Indians employed on the road . . ."

At the end of the track, 307 miles from Sacramento between Mill City and Winnemucca, the train trip ended, Caxton reported.

"Here we found a very large number of men at work — principally Chinese — laying the track . . . A horse was furnished me by Gen. Crocker and I rode on a gallop to the front. The grading is completed several hundred miles in advance of the track laying, so there is no delay in placing the rails.

"It would be impossible to describe how rapidly, orderly and perfectly this is done without seeing the operation itself. There are just as many employed as can conveniently work, and no more. Vehicles laden with ties are always in advance, and Chinese with gauge and leveling rod place them across the grade, almost as quick as thought. The car with the rails is brought up at a gallop and six white men — three at each rail — roll the iron off the car and drop it upon the track with the velocity of steam. The empty car is lifted off the track, and then one fully loaded is drawn to the front, and the same operation repeated ad infinitum.

"I found it was no joke (when) Gen. Crocker (said) it would be no easy task to overtake the end of the road. Taking out my watch, I timed the last half mile I saw laid, and it took a little less than 28 minutes . . ."

On November 9, 1868, the San Francisco Alta California, further pictured the Chinese forces in action at the rail end:

"Long lines of horses, mules and wagons are standing in the open desert near the camp train. The stock is getting its breakfast of hay and barley. Trains are shunting in from the west with supplies and materials for the day's work. Foremen are galloping here and there on horseback giving or receiving orders. Swarms of laborers, Chinese, Europeans and Americans, are hurrying to their work . . . By the side of the grade smokes the camp fires of the blue clad laborers who could be seen in groups waiting for the signal to start work. These are the Chinese, and the job of this particular contingent is to clear a level roadbed for the track. They are the vanguard of the construction forces. Miles back is the camp of the rear guard — the Chinese who follow the track gang, ballasting and finishing the roadbed.

"Systematic workers these Chinese — competent and wonderfully effective because tireless and unremitting in their industry . . .

"The Chinese board themselves. One of their number is selected in each gang to receive all wages and buy all provisions. They usually pay an American clerk — \$1 a month apiece is usual — to see that each gets all he earned and is charged no more than his share of the living expenses. They are paid from \$30 to \$35 a month, out of which they board

themselves. They are credited with having saved about \$20 a month. Their workday is from sunrise to sunset, six days in the week. They spend Sunday washing and mending, gambling and smoking, and frequently, old timers will testify, in shrill-toned quarreling.

"At sunrise a signal to turn to is given from the camp train. What at first seemed confusion to the visitor soon is the aim of this third gang to keep pace with the rail gang. At times lack of wagons make it impossible to keep up the supply of poles and the telegraph gangs, who pride themselves on never letting the track get ahead of them utilize sage brush, barrels, ties — surreptitiously taken from the track — or anything else that would keep the wire off the ground until the supply of poles again equal the demand.

"Then comes a wagon bearing a reel of wire which unrolls as the wagon goes ahead. As the wire uncoils it is carried up on the poles and made fast to the insulators.

"Back of the track builders follows a gang with the seven or more ties necessary to complete the foundation for each rail. These are put into position and spiked by another gang, which also level up the track and leave it ready for the ballasters.

"Meanwhile on board the camp train cooks are preparing dinner, clerks are busy with accounts and records, and the telegraph wire is tapping back the needs for tomorrow in the way of material and supplies.

"Twice a day the camp train moves to the end of the track — at noon to give all hands the hot dinner that six-hours of labor has earned and at night to give supper and sleeping accommodations.

"Immediately on reaching the end of the track at night a telegraph wire is cut in from the last pole to the telegraph car and Sacramento is notified of the number of miles of track laid."

The Vallejo Evening Chronicle of January 11, 1869, told how the Chinese gangs were paid:

"Sisson and Crocker Co. had an interpreter named Sam Thayer and also a Chinese interpreter. When they came up to these gangs of Chinamen, the money due them would be already counted out and they would dump the money in one of the Chinese' hats for that gang with a statement written in Chinese. There would be no time for explanations. They had to take it whether they liked it or not. This Sam Thayer claimed he could speak half a dozen Chinese dialects. If there were any claims about the pay, they

would take it up with the Sisson and Crocker Company later."

Most intense construction came in the early months of 1869. One day Union Pacific's Irish "terriers" laid six miles of track. Crocker's "pets," paced by Central Pacific's own Irish track builders, followed with seven. This was bettered by the rival camp and brought the boast from Crocker that his men could lay ten miles of track in a day. It is said that his wager of \$10,000 was "covered" by Thomas C. Durant, vice-president of the Union Pacific. Crocker and Strobridge made careful plans. Ties were laid several miles in advance and materials were hauled ahead to strategic points. April 28, 1869, was the day. While a number of officers of both companies, including Gen. G. M. Dodge, chief engineer of the UP, several newspaper correspondents, and workers from the rival camp looked on, the Central Pacific forces, working with military precision and organization, laid ten miles and 56 feet of track in a little less than twelve hours, a feat that has never been equaled. This day's performance brought the CP rail-head past Camp Victory, later Rozel, a few miles from Promontory and completion of the Central Pacific.⁶

Although many claims have been made about the Central Pacific and Union Pacific powder crews blowing up each other's forces as the grades began to parallel in Utah, I have been unable to substantiate this with any contemporary account.

The Salt Lake City Deseret Evening News of March 25, 1869, reported that "Sharp Young's blasters are jarring the earth every few minutes with their glycerine and powder, lifting whole ledges of limestone rock from their long resting places, hurling them hundreds of feet in the air and scattering them around for a half mile in every direction. Mr. T. E. Ticks showed me a boulder of three or four hundred pounds weight that was thrown over a half mile and completely buried itself in the ground within twenty yards of his cook room. I ate a hearty breakfast and left that spot *sine dine*. At Carlisle's works a few days ago, four men were preparing a blast by filling a large crevice in a ledge with powder. After pouring in the powder they undertook to work it down with iron bars, the bars striking the rocks caused an explosion; one of the men was blown two or three hundred feet in the air, breaking every bone in his body, the other three were terribly burnt and wounded with flying stones . . .

"From what I can observe and hear from others, there is considerable opposition between the two railroad companies, both lines

run near each other, so near that in one place the UP are taking a four feet cut out of the CP fill to finish their grade, leaving the CP to fill the cut thus made in the formation of their grade.

"The two companies' blasters work very near each other and when Sharp & Young's men first began work, the CP would give them no warning when they fired their fuse. Jim Livingston, Sharp's able foreman, said nothing but went to work and loaded a point of rock with nitro-glycerine, and without saying anything to the CP 'let her rip.' The explosion was terrific. The report was heard on the Dry Tortugas, and the foreman of the CP came down to confer with Mr. Livingston about the necessity of each party notifying the other when ready for a blast. The matter was speedily arranged to the satisfaction of both parties."

Nothing was mentioned of any injury or death resulting from actions of either road, however.

On May 6, the San Francisco Evening Bulletin reported a Chinese Tong war:

"A battle has occurred between two rival companies of Chinamen, several hundred in number, laborers of the See Yup and Teng Wo Companies. They have been idle at (Camp) Victory, eight miles from here, for a number of days past. The row occurred about \$15 due from one camp to the other. After the usual braggadocio, both parties sailed in, at a given signal, armed with every conceivable weapon. Spades were handled and crewbars, spikes, picks and infernal machines were hurled between the rank of the contestants. Several shots were fired and everything betokened the outbreak of a riot. At this juncture, Superintendent Strobridge, with several of his men, rushed into the melee and, with the assistance of the leading 'Chinamen,' who were more peaceably disposed, he succeeded in separating the combatants and restoring order . . .

"The casualties include the shooting, fatally, it is supposed of a Chinaman. The ball penetrated his left side, tearing the flesh and inflicting a very ugly wound. If this man dies, another encounter will certainly follow and much bloodshed will doubtless ensue. Dr. Blackwood has rendered surgical attendance to the wounded man." Further fighting was apparently avoided since no other mention appeared in the newspaper.

On May 8, a dispatch to the San Francisco Bulletin reported that "A large gang of graders attached to the Union Pacific road, made their appearance here today, announcing their intention to 'clean out' the Chinese

who had an encounter here yesterday . . . Though much bluster and menacing language was indulged, still no positive demonstration has yet been made. . . . At all events, no collision can occur today and steps will be taken to prevent such altogether."

"Crocker's Pets" — who had made the road possible, almost disrupted the final events that were to celebrate their labor.

On the way to Promontory, the Stanford special narrowly escaped catastrophe. Chinese, cutting timber on the mountains above the entrance to Tunnel No. 14 near the State Line east of Truckee, saw the regular train pass. Unaware of the following special, they carelessly skidded a log down upon the track below. The log, 50 feet long by 42 inches in circumference, landed in a cut with one end against the bank and the other on a rail. The engineer, rounding a curve there, braked his train but it struck the log, crippling the engine. A guest, riding on the cowcatcher, was seriously injured. The log scraped all along one side of the car, taking the steps with it. A wire was sent ahead from the next station in time to hold the train at Wadsworth until the Stanford coach could be attached. Thus, the Chinese were responsible for the use of the CP Locomotive "Jupiter" at the ceremonies, rather than the "Antelope" which had started to make the trip.

The famous Gold Spike ceremony that united the Central Pacific and Union Pacific railroads at Promontory took place only a few days later — on May 10, 1869.

With the completion of the Central Pacific, many Chinese workers moved to other railroad construction jobs, including some for

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DIRECTORS: Mrs. Vyolet Chu, Alfred Kennedy, S. K. Lai, Chingwah Lee, Albert C. Lim, P.P., Frank Lim, Paul H. Louie, Hobart M. Lovett, Dr. Walter M. F. Wong, John Young.

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Chinese historical material solicited. All donations are tax-deductible. Membership welcome.

the Central Pacific. Others returned with their savings to their families in Canton. Others still sent to China for wives and settled in various western communities as laundrymen and restaurateurs. The majority who remained, however, returned to the Pacific Coast.

- 1 "Memoirs," Cornelius Cole, published 1908.
- 2 "From Trail to Rail," Chapter XV, series in the Southern Pacific Bulletin by Erle Heath and Lindsay Campbell.
- 3 Ibid.
- 4 Ibid.
- 5 Ibid.
- 6 Ibid.

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Historical Societies Play A Key Role

(In tribute to this week's celebration of the 25th anniversary of the Chinese Historical Society of America, East/West is printing the following article, excerpted from a longer article, "Chinese American Studies: A Historical Survey," in current issue of "History and Perspectives.")

The society's events scheduled for Jan. 16 include an auction, 2:30-4 pm, and open house, 10:30-3pm, at 17 Adler Place, between Columbus and Grant Ave., and a banquet at the Empress of China Restaurant at 6 pm. - Ed.)

By H.M. LAI

During the post war period, the Chinese American middle class began to participate in mainstream society in increasing numbers and to press for recognition as equal partners in America's pluralistic society.

Ethnic awareness was especially heightened after the black-led civil rights struggle that began in the late 50's. American-born Chinese expressed increased interest in the Chinese American heritage, and the time was ripe for the appearance of an organized historical group.

In 1962, Thomas Chinn, H.K. Wong, Ching Wah Lee, C.H. Kwok, and Thomas Wu met and planned a Chinese historical society.

On January 5, 1963, the Chinese Historical Society of America (CHSA) held its first organizational meeting and became the first major scholarly group formed to document and disseminate information on the history of the Chinese of America.

In 1966 the Shoong Foundation provided a small building for the society to establish a headquarters and a museum. The museum, open to the public, is still the only facility in the US with a permanent exhibit devoted solely to the history of the Chinese of America.

ETHNIC HISTORY

By the late 60's and early 70's, the civil rights movement had led to the gradual acceptance by the larger society of ethnic history and culture as valid components of a pluralistic, multi-cultural America.

During this period CHSA expanded its activities. At the centennial of the completion of the transcontinental railroad in 1969, CHSA erected plaques at Sacramento, California, and at Promontory Point, Utah, to commemorate the contribution of Chinese railroad workers.

That same year CHSA organized a seminar on Chinese American history for educators and published "A Syllabus, A History of the Chinese in California."

In 1975, in observation of the United States bicentennial, the society organized the first national conference on Chinese American studies in the country.

In 1980 CHSA cosponsored a second national conference with the Chinese Culture Foundation of San Francisco. Since 1966 CHSA has published a monthly bulletin with historical items of interest to the membership.

In 1987 the society also published its first annual collection of historical essays, *Chinese America: History and Perspectives*, 1987.

OTHER GROUPS

The increasing ethnic awareness among Chinese Americans during the 1970s stimulated the formation of similar historical groups in other Chinese communities.

In 1970 Irma Tam Soong, Larry F.C. Ching, Dr. Bernhard C. Hormann, and others met to discuss the possibility of founding a Chinese historical society in Honolulu. The Hawaii Chinese Historical Center (HCHC) was incorporated in 1971.

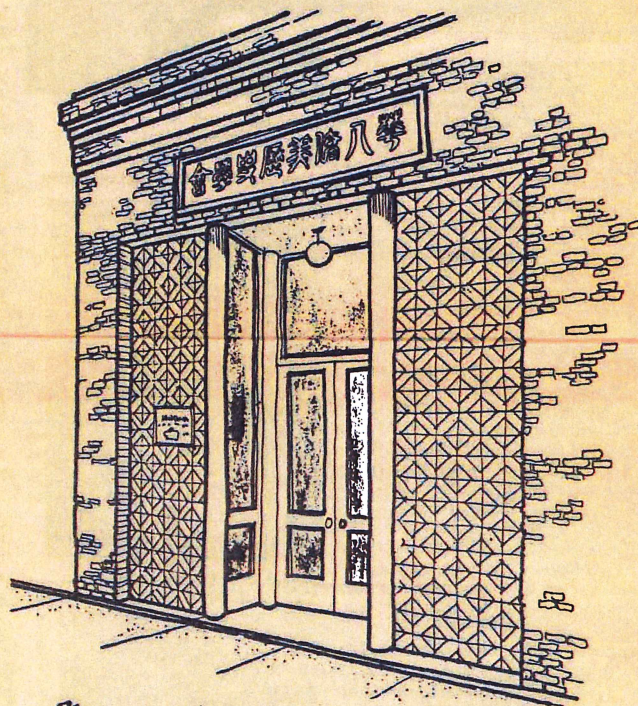
HCHC focuses on the Chinese in Hawaii. It particularly emphasizes research on family history and genealogy, and in 1985 it sponsored a conference, "Researching One's Chinese Roots."

HCHC is also planning a conference on Chinese Hawaiian history to be held in Honolulu in 1988 to commemorate the bicentennial of the first arrival of the Chinese in the islands.

The Center has co-sponsored publication of several historical works on the Chinese of Hawaii with University of Hawaii Press. HCHC's best-known historical writers are probably the husband-and-wife team of Tin Yuke and Wai Jane Char.

LOS ANGELES GROUP

In November 1975 Ann Lau, Stan Lau, Emma Louie, Paul Louie, Gerry Shue, and 22 others from the greater Los Angeles area organized the Chinese Historical Society of Southern California (CHSSC).



Chinese Historical Society of America

In 1976 CHSSC dedicated a plaque to honor Chinese laborers in Southern California who built the Southern Pacific Railroad and the San Fernando Tunnel.

In 1978 it worked with UCLA's Asian American Studies Center on an oral history project that resulted in the publication of *Linking Our Lives: Chinese Women of Los Angeles* (1984).

Currently the society is helping to develop a Chinese American historical museum at El Pueblo de Los Angeles State Historic Park. CHSSC periodically publishes historical essays in its *Gum Saan Journal*.

NY HISTORY PROJECT

The New York Chinatown History Project (NYCHP) is the only major Chinese American historical research group in the East. It began in 1976 when John Tchen coordinated the Asian American Resource Center (AARC) as part of New York City's Basement Work shop.

CULTURE

e In Chinese American History

In 1980 Tchen and Charles Lai inherited the AARC collection and founded NYCHP. NYCHP gathers information on New York City Chinese community life and history and applies it to a wide range of activities such as radio docu-dramas, historical slide programs, and video documentaries.

Since 1980 NYCHP has been conducting historical interviews of New York residents, particularly members of the Chinese Hand Laundry Alliance.

In 1983 it organized a prize-winning exhibit, "Eight Pound Livelihood: Chinese Laundry Workers in the U.S." Three times per year NYCHP publishes *Baogaoban*, which includes historical information and news of NYCHP activities.

PACIFIC NORTHWEST

Another organization, formed in 1980, is the Chinese Historical Society of the Pacific Northwest (CHSPNW). The founders include the late Willard Jue and other individuals from Seattle's Chinese community and Prof. Douglas Lee and others from academic circles.

In 1984 CHSPNW co-sponsored a traveling exhibit of Chinese herbal medicine with the Wing Luke Museum of Seattle. The society has published two collections of historical essays *The Annals of the Chinese Historical Society of the Pacific Northwest* in 1983 and 1984, respectively.

Other groups are still being formed. The Chinese Historical Committee of Stockton began in Spring 1985 as a special project of the Stockton Cathay Club, with Dr. Yi Po Anthony Wu appointed as head of the group. Later the Chinese Cultural Society of Stockton also joined as co-sponsor. The society publishes a quarterly newsletter.

Eve Armentrout and professors Donald Gibbs, Gary Hamilton, and Benjamin Wallacker of the University of California, Davis, initiated the Chinese/Chinese American History Project around 1979. In 1986 the group was reorganized as the Chinese and Chinese American History Association (CCAHA). CCAHA publishes a newsletter, "Chung-Hsi Liao-wang T'ai."

The Chinese Historical Society of Greater San Diego and Baja California, founded in 1986, was founded as the result of efforts to preserve historical sites in San Diego's old Chinatown. An active leader is Dorothy Hom, member of a pioneer San Diego Chinese family.

Chinese historical groups are basically volunteer organizations. Their interest in sensitizing the larger society to Chinese American contributions in the development of America has led to efforts to preserve historic sites such as the Angel Island Immigration Detention Station, China Camp, the town of Locke, and Hanford's Chinese temple, with varying degrees of success.

Having many links to the Chinese American community also facilitates access to informants and historical records. Hence, historical societies can be effective at the grass-roots level in recording oral history as well as in collecting and preserving historical documents and artifacts.

CULTURAL ORGANIZATIONS

Some Chinese cultural organizations have also played significant roles in disseminating information on Chinese American history. The most prominent of these is the Chinese Culture Foundation (CCF) of San Francisco. Founded only two years after the founding of CHSA, in 1965, CCF established a Chinese Culture Center (CCC) in 1973. . . .

Major CCC Chinese American historical exhibits, some organized in cooperation with CHSA, include "Three Generations of Chinese: East and West" (1974); "Island: History of the Chinese Immigrants Detained on Angel Island, 1910-1940" (1980); "Chinese of America, 1785-1980" (1980); and "Chinese Women of America, 1834-1982" (1982). Texts based on each of these exhibits were also published.

In 1982 CCF also co-sponsored with other community organizations an exhibit and seminar to commemorate the centennial of the 1882 Chinese Exclusion Act.

The exhibits "Island," "Chinese of America," and "Chinese Women of America" have traveled to several American and Canadian cities. In 1985 "Chinese of America" was sent to the People's Republic of China and was the first exhibit on Chinese American history and society to be shown in that country.

It was seen by the public in Shanghai, Beijing, Guangzhou, as well as Jiangmen, Taishan, and Zhongshan in the Pearl River delta region.

NYC, BOSTON & SEATTLE

New York City's China Institute, Boston's Chinese Culture Institute, Seattle's Wing Luke Museum, and Santa Ana's Chinese American Historical and Cultural Council also have from time to time organized activities connected with Chinese American history.

Another group active in the field of Chinese American history is The Association of Chinese Teachers of San Francisco, which developed audiovisual materials on Chinese American history for use in the schools. Articles in community newspapers such as *East/West* and *Asian Week* and in periodicals such as *Bridge* (now defunct) have also helped to popularize Chinese American history.


The same factors stimulating the proliferation of organized historical and cultural groups also stimulated the publication of works on Chinese American history for the general public.

In 1967 Betty Lee Sung published *Mountain of Gold: The Story of the Chinese in America*. Other works of this nature are Ruthanne Lum McCunn's *Illustrated History of the Chinese in America* (1979), Jack Chen's *Chinese of America: From the Beginnings to the Present* (1980), Diane Mark and Ginger Chih's *A Place Called Chinese America* (1982), and Judy Yung's *Chinese Women of America: A Pictorial History* (1986).

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甘國亮第一部電影作品
— 梁好迷門連子蓮 —

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— A COMEDY DIRECTED BY KAM KWOK-LEUNG, STARRED BY CORAL CHENG, CECILIA YIP & MICHAEL WONG

SHOWTIMES: 「神」: 1:55 5:40 9:35
「你」: 12:00 3:50 7:00

CANTONESE WITH CHINESE / ENGLISH SUBTITLES

ART

Continued from previous page

2324 Alameda Ave., Alameda. (510) 521-1233 or (510) 522-3056.

A.R.T. INC. — Photographs by Edna Bingham, oils by Rosalie Mahkian and acrylics by Helene Mischovich are on display at the Willow Park Restaurant through Dec. 29. Hours are 5 to 10 p.m. Thursdays through Sundays. 17007 Redwood Road, Castro Valley. (510) 537-3174.

EAST BAY HERITAGE QUILTERS — "Quilt Show" continues through Jan. 4. Admission is free and quilts are for sale. Hours are 7:30 a.m. to 6 p.m. weekdays. Mezzanine Art Gallery, Oakland Kaiser Center, 300 Lakeside Drive, Oakland. (510) 834-3706 or (510) 653-9534.

GREEN SHUTTER GALLERY — "Unique Voices 2001" continues through Dec. 7. Mixed media, painting, prints and sculpture by artists including Linda DeLaurenti, Susan Serti and William Wolf are displayed. Hours are 11 a.m. to 4 p.m. Wednesdays through Saturdays. 22654 Main St., Hayward. (510) 538-2787.

JOHN F. KENNEDY UNIVERSITY ARTS AND CONSCIOUSNESS GALLERY — "Elaine Toland" closes Tuesday. Toland's paintings explore the experience of intimacy. Reception is Saturday from 4 to 7:30 p.m. Gallery hours are 11 a.m. to 5 p.m. weekdays. JFUK Arts Annex, 2956 San Pablo Ave., Second Floor, Berkeley. (510) 649-0493.

LIZABETH OLIVERIA GALLERY — "Recent Work" continues through Nov. 24. New pieces by Nick Ackerman, David Huffman and Christopher Oliveria. Hours are 10:30 a.m. to 5:30 p.m. Tuesdays through Saturdays. 942 Clay St., Oakland. (510) 625-1350.

NIAD ART CENTER — "Layers" closes today. Works explore layers of images and meanings. Hours are 10 a.m. to 3 p.m. weekdays, and by appointment. 551 23rd St., Richmond. (510) 620-0290 or www.niadart.org.

OLIVE HYDE ART GALLERY — "Peering In — Peering Out: Figurative Paintings by Valerie Winslow and Maxine Solomon" continues through Nov. 25. Hours are noon to 5 p.m. Wednesdays through Sundays, 6 to 8:30 p.m. Thursdays. 123 Washington Blvd., Fremont. (510) 791-4357.

PHANTOM FINE ART GALLERY — "Spirits of the Seasons" closes Saturday. Watercolors by John Svenson and sculptures by Dorless Barmettler-Ewing are on display. Hours are 11 a.m. to 5 p.m. Tuesdays through Saturdays. 22475 Foothill Blvd., Hayward. (510) 538-9763.

PRO ARTS — "Holiday Arts Fest" continues through Dec. 1. Prints, photography, jewelry, textiles and ceramics by Bay Area artists are for sale. Hours are 11 a.m. to 5 p.m. Wednesdays through Saturdays. 461 Ninth St., Oakland. (510) 763-9425.

THIRD STREET GRIND AND GALLERY — "Paintings Between" continues through Nov. 30. Works by Amanda Lockwood are on display. Hours are 6:30 a.m. to 2:30 p.m. weekdays. 464 Third St., Oakland. (510) 832-5282.

Museum gives Chinese-American history its due

By Titania Leung Inglis
STAFF WRITER

CHINESE records indicate that Chinese explorers may have reached America more than 1,000 years before Columbus encountered it, and Spanish records show that Chinese were on this continent by the 1630s.

So when Melissa M. Szeto, executive director of the Chinese Historical Society of America, talks to community members about the society's new museum, she's not too surprised that their usual reaction is, "Finally!"

San Francisco is about to become the third city in the nation — after New York and San Diego — to boast a museum of Chinese-American history. After a decade of planning, the society's Museum and Learning Center opens its ornate, Chinese-style doors to the public this weekend in the newly renovated San Francisco Chinatown YWCA building.

The Julia Morgan-designed landmark will provide a space for society's educational programs, as well as a permanent home for the more than 50,000 artifacts and works of art in the historical society's collection.

At the premiere Tuesday, historian and society board member Him Mark Lai made his way through the crowd, inspecting the exhibition for mistakes as he greeted friends. Now an adjunct professor of Asian American studies at San Francisco State University, Lai was working the engineer at Bechtel when Chinese Historical Society of America was founded in 1963.

A society-sponsored photography exhibit he came across in 1965 sparked his interest in Chinese American history and led him to join the young organization. After writing a syllabus for a seminar on Chinese-American history, Lai was asked by San Francisco State to teach the first class on the history of the Chinese in America, which he co-taught with fellow board member Philip P. Choy.

In his years with the society, Lai has watched the founders of the historical society fade out of the scene to be replaced by what he describes as "more Westernized Chinese" who are interested in history but often have little grasp of their ancestral language.

In that time, he says, Chi-



THE CHINESE Historical Society of America's new museum opens this weekend in the San Francisco Chinatown YWCA, an historical landmark.



A LANTERN near the door says "YWCA" in English and Chinese.

nese America as a whole has also changed as new Chinese immigrants arrived from nearly every Asian country, establishing themselves in all 50 states and all social classes.

"We still don't have enough space to show the diversity and richness of Chinese-American society today," he lamented.

This creates a new challenge for the historical society, says Lai, in representing the diversity of Chinese America and teaching more recent immigrants about the history of their forebears.

In the former gym, the main exhibition gives an overview of Chinese-American history, celebrating Chinese-American entrepreneurs while reminding

viewers of the anti-Chinese racism that has endured from the Chinese Exclusion Act to the recent espionage trial of Wen Ho Lee.

And of course, there's room for art. In a climate-controlled room adjoining the main gallery, the featured exhibition pays tribute to celebrated watercolorist Dong Kingman, who died last year.

The artist's son, Dong Kingman Jr., says his Oakland-born father retained a lifelong love of the Bay Area, even though he spent the last 50 years of his life in New York City. That affection shines through the simple watercolors in the exhibition, many of which evoke the lively urban settings of San Francisco's Chinatown.

Just downstairs, a work by one of Kingman's proteges brightens the otherwise empty Learning Center.

James Leong recalls meeting Kingman in the 1940s, when Leong was studying at the California College of Arts and Crafts in Oakland, and Kingman frequented a nearby restaurant, trading his watercolors for spaghetti. Kingman took the young artist under his wing, and when he received a commission for a mural for a housing project in San Francisco's Chinatown, Kingman passed it on to Leong.

That mural, a colorful piece depicting various periods of Chinese American history, was rediscovered by the artist's wife in the late 1970s, and was later

IF YOU GO

Chinese Historical Society of America Museum and Learning Center

■ **When:** Grand opening 11 a.m.-4 p.m. Saturday and Sunday; regular hours, 11 a.m.-5 p.m. Tuesdays through Fridays, noon-4 p.m. Saturdays and Sundays, closed Mondays

■ **Where:** 965 Clay St., San Francisco

■ **Admission:** Free Saturday and Sunday; \$3 adults, \$2 students and seniors, \$1 ages 6-17

■ **Call:** (415) 391-1188 or visit www.chsa.org

donated to the historical society. Visiting from his current home in Seattle, Leong declared that he was "pleased and proud" to be exhibiting together with his old mentor and friend.

Lai appeared equally pleased and proud to be taking part in the museum's opening.

"The Chinese are a part of this country," he emphasizes. "Their history is a part of this country. And it really should be told."

You can reach Titania Leung Inglis at tinglis@angnewspapers.com.

HOW TO HELP THE NEEDY

Area food banks and social-service agencies are collecting donations to help the needy through the holidays. Here's how you can help:

Second Harvest Food Bank of Santa Clara and San Mateo Counties is seeking 2 million pounds of food, \$3.5 million and 20,000 turkeys and chickens to feed 170,000 people this holiday season and an average 120,700 people a month year-round. Items needed most are powdered milk, peanut butter, canned meats, tuna, cereals, 100 percent fruit juices, meals in a can (stew, chili, soup), and canned foods with pop-top lids. Donations can be dropped off at all Safeway and Albertson's markets and at public libraries in both counties; in Santa Clara County also at all Longs Drug Stores, Federal Express centers, California Federal Bank branches and Willow Street Wood-Fired Pizza parlors; at the dock of the food bank in San Jose, 750 Curtner Ave., 10 a.m. to 4 p.m. today and Sunday, and 7 a.m. to 7 p.m. Monday through Wednesday. In San Mateo County, food can be dropped off at 1051 Bing St., San Carlos, from 9 a.m. to noon today, and 7:30 a.m. to 6 p.m. Monday through Wednesday. Call (800) 870-3663 or visit www.donatefood.org.

CityTeam Ministries needs 3,500 fresh or frozen turkeys, canned food and non-perishable items. Drop off donations of food, warm clothing and blankets at CityTeam's Family Service Center, 1297 N. 13th St., San Jose, weekdays from 7 a.m. to 4 p.m. Call (408) 293-4657 for large pickups. Visit www.cityteam.org.

Emergency Housing Consortium needs funds to buy food to serve more than 1,000 meals a day this winter — 300,000 meals during the year — at San Jose's largest shelter, the Boccardo Regional Reception Center, 2011 Little Orchard St., San Jose. The agency also is seeking groups of volunteers to serve and prepare meals. Call (408) 294-2100, extension 204, or visit www.homelessness.org.

InnVision serves 11,000 people a year at 11 locations with emergency shelter, transitional housing, and job or skills training. The agency needs gift certificates from markets for turkeys, hams and other foods, and store gift certificates to purchase warm clothing, blankets and other winter items. Checks designating food or gift items can be sent to InnVision's main office, 974 Willow St., San Jose. Non-perishable foods may be brought at any time to the Julian Street Inn

Chinese-American museum conceived in '63 opens

Sometimes it takes succeeding generations to build what the first could only begin to dream of. This dream was born nearly 40 years ago.

Through Silicon Valley wealth and San Francisco political muscle, the first national museum of Chinese-American history opens in Chinatown today. It hopes to tell the multitude of stories about Chinese-Americans from gold rush days to modern times, from New York to Louisiana to Hawaii.



L.A. chung
city stories

"I wish the other founders of the Chinese Historical Society of America could be here to see this," said Thomas Wu, 87, among the core five who met and came up with the idea in 1963. After nearly four decades, Wu stood inside the handsome, Julia Morgan-designed building that had once been the Chinatown YWCA on Clay Street. It was the Y across from his boyhood home, the Y where he had played piano at chaperoned dances and wooed his sweetheart of 61 years, and now the Y that has been reborn into the \$3 million Chinese American National Museum and Learning Center.

Saturday's opening is one that has not only realized the dreams of a fading generation, but came about through the forging of an uncommon partnership among South Bay, Peninsula and San Francisco Chinese donors.

"It's not common for South Bay people to come up to San Francisco and San Francisco people to go to South Bay" to raise money, said Doris Him Grover, who was capital campaign co-chair of the museum with Sunnyvale resident Gerry Wong. Regional differences carried from China, different dialects, different immigration patterns, often separate Chinese-Americans in everyday life.

But times have been slowly changing.

Sometimes you just need a project that embodies everyone's hopes that untold stories will finally be heard.

"I had been talking to some of the very prominent Americans of Chinese descent who have made significant contributions to technology and the business development of Silicon Valley," said donor Kenneth Fong, chairman of Menlo Park biotech venture capital firm Kenson Ventures. "I felt this Chinese-American museum might be the

source of a way to tell these stories."

Inside the building are four exhibition halls, an art gallery, research space and an interactive educational center for children. School groups can visit.

The main exhibit is "The Chinese of America: Toward a More Perfect Union," one that traces Chinese immigration to the United States beginning in the 19th century and documents accomplishments along the way. It recognizes regional differences and common heritage.

In the climate-controlled rotating gallery is the opening exhibit, "Dong Kingman in San Francisco," a collection of works by the famous Chinese-American watercolorist.

There is also a YWCA history room, documenting the history of the Chinatown Y, which since 1916 provided a haven and an incubator for leadership among young Chinese women in the community.

San Francisco's small, volunteer-run historical society had shepherded the museum in temporary sites across Chinatown — a series of basements and donated spaces — for more than three decades before turning to Wong and Grover to raise money for a first-class museum, managed by a professional staff.

For donors large and small, the idea of the museum



PENNY DE LOS SANTOS — MERCURY NEWS

Exhibit designer Steven Sutley puts some finishing touches on the Dong Kingman art display at the Chinese American National Museum and Learning Center in San Francisco, which opens today.

struck a chord, said Hazel Louie, who organized the first fundraiser for the museum.

For Phil Choy, not a founder but a longtime keeper of the flame who had stored much of the collection in his home and had kept the museum idea alive for many decades, it is particularly pleasing. And at age 74, he can't wait for the museum to start its programming.

"Having the Chinese Historical Society recording history doesn't mean much if that history doesn't remind us of important lessons to be learned," said Choy. "It's not for venerating the past. That we learn lessons from history is the important thing."

Contact L.A. Chung at lichung@sjmercury.com or (415) 394-6881.

WEEKEND CELEBRATION

The Chinese American National Museum and Learning Center at 965 Clay St. in San Francisco celebrates its opening with two days of free admission, activities and tours. For more information, see www.chsa.org or call (415) 391-1188.

TODAY

11 a.m.

- Dedication ceremony with Mayor Willie Brown and Assembly Majority Leader Kevin Shelley, former San Francisco Supervisor Tom Hsieh and White Crane Lion Dance Troupe

Noon to 4 p.m.:

- Exhibition gallery tours, including the exhibit "Dong Kingman in San Francisco"
- Puppet theater by Charlie Chin and Cecily Chow
- Storytelling of Chinese

mythology with Irene Collier

- Storytelling of Chinese-American pioneers with Ruthanne Lum McCunn
- Chinese-American arts and crafts
- The Community College Foundation eBus, sponsored by Wells Fargo Bank

SUNDAY

11 a.m. to 4 p.m.:

- Exhibition gallery tours
- Community Youth Center performance
- Chinese-American arts and crafts
- The Community College Foundation eBus

2 p.m.

- Dedication of the YWCA History Room

Source: Chinese American Historical Society of America



BAY AREA

AND CALIFORNIA

SUNDAY, NOVEMBER 18, 2001

A25

SUNDAY, NOVEMBER 18, 2001

San Francisco Chronicle A2

Chinese museum finally gets a home

New history center shows
perseverance of immigrants

By Tyche Hendricks
CHRONICLE STAFF WRITER

For 10-year-old Dominic Chan, a family outing to the new museum of the Chinese Historical Society of America was a fun chance to see some cool artifacts, including an old Chinese fishing junk and a water cannon used by Chinese laborers in Placer gold mining.

For Kuimeuy Wang, 26, who drove up from Sunnyvale yesterday for the San Francisco museum's grand opening, it was a glimpse into an unfamiliar history: the story of Chinese immigrants in the United States over more than a century and a half.

"It's educational looking at what Chinese people have accomplished," said Wang, who is ethnically Chinese but was born in Laos and moved to California in

Perspectives," in 1987. And he watched with pride as the current board undertook an unprecedented \$3 million capital campaign to purchase and renovate the YWCA building.

"This is a joyous day," said Chu as he stood beside a shady courtyard amid hundreds of museum visitors. "We'll reach a lot more people now. I hope they come down and read our history and hear about our aspirations. Maybe they'll find out that we're like everybody else."

Chu said cases like the nine-month imprisonment of scientist Wen Ho Lee on unfounded espionage charges demonstrate there is still anti-Chinese prejudice in the United States that must be overcome.

Historical society director Melissa Szeto said the museum — which also includes a library, photo archive and learning center for monthly lectures, oral history seminars and K-12 curriculum development — will be national in scope.

"We want to help people see that the Chinese story is part of the American story," said Szeto. "Without the Chinese, you're missing part of American history."

The new museum, a block from the Powell Street cable car line and two blocks from Grant Avenue's tourist strip, is sure to attract visitors from all over the world, she said.

Wang, who works for a high-tech company in Santa Clara, said she was glad to find a place where she could learn about the struggles of earlier generations of Chinese immigrants.

"I came here when I was 7, I started learning English, and that was it. I assimilated," she said. "My parents were immigrants, and they were in survival mode. They didn't teach me about my own history. But learning about other people's journey... I can see that's probably what my parents faced, too."

The Chinese Historical Society of America Museum and Learning Center is at 965 Clay St. For information, call (415) 391-1188 or go to www.chsa.org.

E-mail Tyche Hendricks at thendricks@sfgate.com.



KIM KOWENICH / The Chronicle

The Chinese Historical Society of America celebrated its grand opening in the old Julia Morgan-designed Chinatown YWCA on Clay Street. The museum includes a library, photo archive and learning center for monthly lectures, oral history seminars and K-12 curriculum development.

"We'll reach a lot more people now. I hope they come down and read our history and hear about our aspirations."

DANIEL CHU
member of
Chinese Historical Society

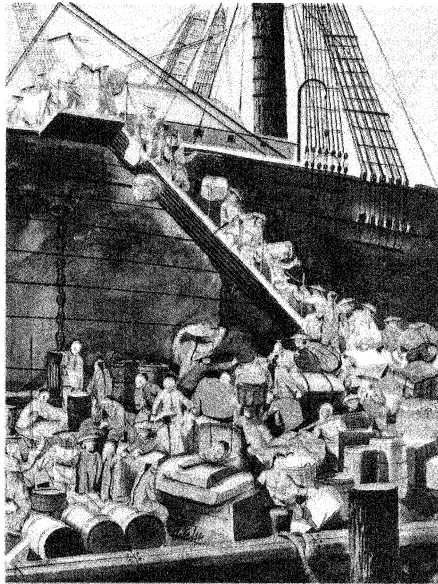
1983. "They had to go through so much, but they demonstrated a lot of perseverance and strength."

For Daniel Chu, 87, the opening of the museum, in the old Julia Morgan-designed Chinatown YWCA on Clay Street, was the fulfillment of a dream of almost half a lifetime.

Chu joined the society in 1965 and served as president of the board in the early 1970s. He saw the tiny museum move through a series of rented spaces around Chinatown, including a basement on Commercial Street.

He helped the all-volunteer group launch a scholarly journal, "Chinese America: History and

On February 11, 2011, The New York Times published an article on Chinese Historical Society of America rediscovery of paintings by Chinese American artist.



NY Times 2/11/11

The poster-size watercolors by Jake Lee, dating to 1959, include "Immigrants Disembarking Ship" and "Chinese Opera House."

Lost for Years, a Trove of Chinatown Art Is Tracked Down

By BERNICE YEUNG

It's a modern detective story, set in San Francisco's atmospheric Chinatown.

It took an out-of-the-blue e-mail and some old-fashioned legwork, but Sue Lee of San Francisco's Chinese Historical Society of America has solved a mystery that had stumped scholars of Chinese-American art for decades: the case of the missing Jake Lee paintings.

Mr. Lee, a Chinese-American artist who studied in Oakland and who died in 1991, made 12 works for the then-glamorous Kan's Restaurant in 1959. The poster-size watercolors hung in the Chinatown establishment for more than 30 years, but in the early '90s they disappeared.

The works are notable for their rare depictions of Chinese-American history, including laborers working in vineyards, on shrimp farms and in cigar factories at the turn of the 19th century.

"People didn't know where they were because the restaurant had changed hands, and the paintings were gone," said Ms. Lee, the society's executive director (she is not related to the artist).

The trail on Mr. Lee's paintings had run cold — until last Lunar New Year, when an electronic tipster informed Ms. Lee that 11 of the 12 acclaimed Kan's Restaurant paintings were going up for auction in Southern California the following week.

Ms. Lee jumped to reclaim what she saw as a crucial piece of



Jake Lee depicted Chinese-Americans in varied activities.

San Francisco and Chinese-American history. Her dogged work culminates in the exhibit, "Finding Jake Lee: The Paintings at Kan's," which opens Saturday in the historical society's gallery space.

Scholars say the recovery of the paintings — and their exhibition in a venue that is open to the public — is a victory for Chinese-American history. "This is the single most important acquisition that the historical society has made," said Gordon Chang, a co-director of the Asian American Art Project at Stanford, who once tried to find the paintings. "Unfortunately, we have few artists in our history who have painted about the history of Chinese-Americans, and Jake Lee really stands out."

The watercolors also evoke a glittering bygone Chinatown era because they were originally displayed in the Gum Shan Room of the restaurant, a storied hot spot

frequented by the likes of Frank Sinatra, Cary Grant, Marilyn Monroe and Herb Caen, the long-time newspaper columnist.

Raising money for acquisitions can take years, but within 72 hours of learning about the paintings' whereabouts, Ms. Lee had gotten \$60,000. "I told people, 'Look, if we don't do this, the paintings will be lost,'" she said. "We thought they were already lost, but here we have a second chance to recover them and bring them back to Chinatown."

A few days later, after some white-knuckled bidding in Pasadena, she came away with 7 of the available 11 paintings. (The remaining four went to a Jake Lee enthusiast from Kern County, and the historical society hopes to exhibit the entire collection in the future.)

But Ms. Lee was still determined to find the missing 12th painting. After a bit of sleuthing, she found Guy Wong, who had taken over the restaurant after Johnny Kan, the original owner, died in 1972. Mr. Wong said he had packed the paintings when he closed the restaurant in the early '90s — and then had stored the works in a busboy's garage.

Ms. Lee then paid a visit to the busboy, Bloor Chau, who now owns an auto repair business in the Bayview.

The mystery of the last painting was solved as soon as Ms. Lee pulled up to the business. From the car, she spied the missing work hanging on the auto shop wall, above a partially disassembled car.

"I saw this amazing color," Ms.

Lee says of the eight-foot painting, which features the champion Chinese fire-hose team of Deadwood, S.D., circa 1888, in berry-blue uniforms. "You could see it from across the street."

Mr. Chau offered it to Ms. Lee immediately upon hearing of her quest.

How the other paintings went from Mr. Chau's garage to an auction house in Pasadena, however, remains unknown. Mr. Chau said that he had stored the paintings in his Daly City garage for a decade, but when he was forced to move two years ago, he no longer had space for them and he put them in the trash.

A representative of the Pasadena auction house, John Moran Auctioneers, would not disclose the identity of the paintings' consigners, though the catalog notes that the paintings had moved from the restaurant to private collectors in San Francisco, and then to their relatives in Los Angeles.

The paintings are the focal point of Ms. Lee's exhibit. But the show is also an homage to Mr. Kan, who is credited with introducing Cantonese fine dining to Americans, and for inventing lychee-flavored ice cream and the restaurant-size lazy Susan. The historical society has gathered artifacts from the restaurant — matchbooks, menus, plates — to put the paintings in their original context.

"This is a convergence of entrepreneurship, art and history," Ms. Lee said of the exhibit. "For the historical society, it's a way of telling our stories and not just showing somebody an artifact."

byeung@baycitizen.org

NEWS NOV 11 2016, 4:14 PM ET

Chinese-American History Finds Permanent Home in San Francisco

by FRANCES KAI-HWA WANG

The largest exhibition to date about Chinese-American history and experience, "Chinese American: Exclusion/Inclusion," was permanently installed at the Chinese Historical Society of America (CHSA) in San Francisco this week.



The largest exhibition to date about Chinese-American history and experience, "Chinese American: Exclusion/Inclusion," was permanently installed at the Chinese Historical Society of America (CHSA) in San Francisco this week. Courtesy of CHSA

Originally created by the New York Historical Society, the exhibition explores the long history of immigration and trade between China and America, from the chinaware George Washington ordered from China, to the Chinese Exclusion Act — which banned Chinese immigrants to America from 1882 to 1943, to historic Jake Lee paintings of Chinatown, to contemporary explorations of identity through graphic novels and interactive media.

RELATED: Oldest Chinese Laundry in the U.S. Closes Shop After 140 Years

"This is the most comprehensive exhibition on Chinese American experiences," Pam Wong, CHSA deputy director, told NBC News. "Though Chinese have been a part of this country from the very beginning, we're still seen as foreigners, as if we do not belong. This exhibition allows for us to tell our story. This is America's story."



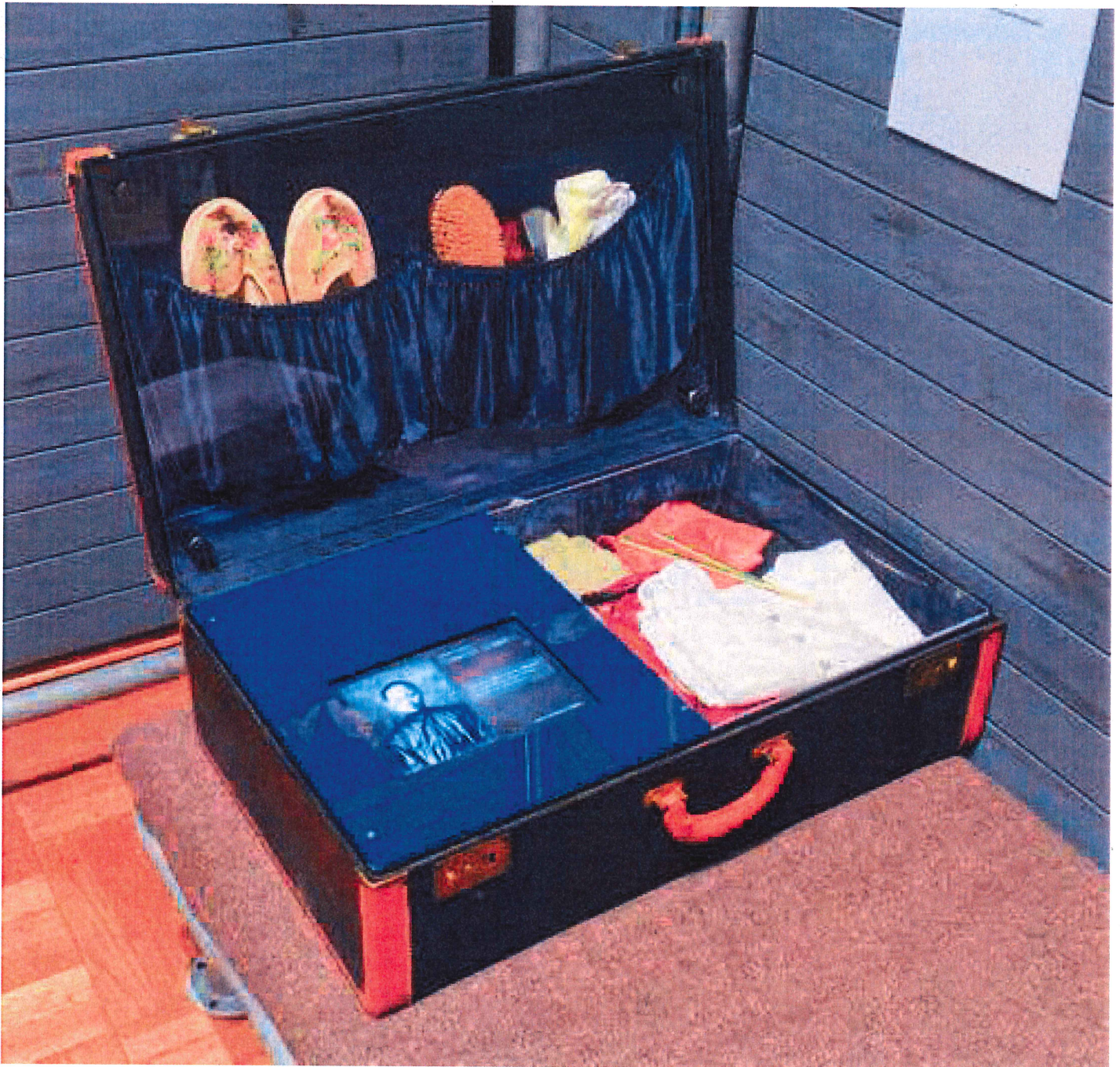
A display featuring graphic novel art at "Chinese American: Exclusion/Inclusion" at the Chinese American Historical Society
Courtesy of CHSA

According to the exhibition prospectus, the exhibition "immerses visitors in a broad sweep of history, presenting key protagonists and signal events, while also creating compelling spaces that present stories and micro-histories and other layers of objects, documents, and media for discovery."

The exhibition also features an education curriculum meeting national content standards.

RELATED: CAAM to Launch 'Who Is American?' Education Campaign On Chinese Exclusion Act

"This is an unprecedented opportunity and an unprecedented gift for us," Sue Lee, executive director of the Chinese Historical Society said in a statement. "The curatorial quality, the historical detail, and the hands-on interactive technology of this exhibit are unlike anything we have ever done. Its educational potential really raises the bar for us."



A suitcase on display in "Chinese American: Inclusion/Exclusion" Courtesy of CHSA

The museum closed for several months while the exhibition was being installed and reopened this week with the launch of the exhibition.

Follow NBC Asian America on Facebook, Twitter, Instagram, and Tumblr.



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-045
Business Name: Gino and Carlo, Inc.
Business Address: 548 Green Street
District: District 3
Applicant: Marco Rossi, Frank Rossi and Ron Minolli, Owners
Nomination Date: December 12, 2016
Nominated By: Supervisor Aaron Peskin

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

548 Green Street from 1942 to Present (75 years).

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

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

NOTES: NA

DELIVERY DATE TO HPC: March 24, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

佩斯金 市參事

December 12, 2016

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Dick-Endrizzi:

It is my honor and privilege to nominate Gino and Carlo Cocktail Lounge for inclusion on the Legacy Business Registry.

Established in 1942, Gino and Carlo's remains a tremendously popular destination and is particularly well known for fostering community among its local regulars. The bar is a well-traversed nook in North Beach's "living room" environment and has a verifiable reputation for taking care of its people. Among its regulars, the late writer Warren Hinckle remarked fondly that it's "an institution that has never changed." For the last decade, Gino and Carlo's has hosted a newer tradition: the immensely popular eight week-long Donato Rossi Bocce Tournament.

Gino and Carlo's is committed to keeping North Beach's heritage alive, and in doing so is an important meeting place and cultural landmark for the North Beach community. It's a community-serving business both qualified and deserving of a spot on the Legacy Business Registry, and I hope for its continued success and growth.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

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:		
Gino & Carlo, Inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Marco Rossi Frank Rossi Ron Minolli		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
548 Green St, San Francisco, CA 94133		(415) 421-0896
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
http://www.ginoandcarlo.com/	www.facebook.com/pages/Gino-and-Carlo	https://www.yelp.com/biz/gino-and-carlo-co

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

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
1036917	C0930844

BACKGROUND INFORMATION	
Founding Location: 548 Green St, San Francisco, CA 94133	
Current Headquarters Location: 548 Green St, San Francisco, CA 94133	
Operating in San Francisco since: 1942	

NAME OF NOMINATOR:	DATE OF NOMINATION:
Aaron Peskin	12/12/2016

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
548 Green St, San Francisco, CA 94133	94133	1942 to 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

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.

Marco Rossi

3/24/17

Name (Print):

Date:

Signature:

Gino & Carlo
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.

In 1942, two friends, Gino and Carlo, opened a cocktail bar in North Beach at 548 Green Street in the location of a former boarding house. With the passage of time, nobody quite remembers the surnames of Gino and Carlo.

In 1956, Aldino Cuneo (one of the greatest bocce players in the world) and Donato Rossi took over the bar, purchasing it from Gino and Carlo. In 1968, Frank Rossi Sr., Donato's brother, became a co-owner as well. This continued for a decade until 1978, when Ron Minolli joined as well.

In 1981, Aldino left the bar and Frank Colla bought the shares of Aldino. Frank Colla, Frank Rossi, Donato, and Ron owned the bar until 2005, Donato passed away and left his share of the bar to his son Marco. In 2010, Frank Sr. retired and left his shares of the bar to Frank Jr., long time employee who currently is a part owner. The current ownership consists of Frank Jr, Ron Minolli, and Marco Rossi.

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

Gino & Carlo has never ceased operations in San Francisco.

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

Gino & Carlo is partially a family owned business. The original owners and namesakes Gino and Carlo sold the bar to Donato Rossi and Aldino Cuneo, who owned the bar until 1968. That year, Donato's brother Frank Rossi Sr. joined as well. Though there have been other shareholders such as Ron Minolli and Frank Colla, the bar is currently owned by sons of the Rossi brothers, Marco and Frank Jr, as well as Ron. Both Frank Jr. and Marco were employed at the bar prior to their ownership and have been a part of the North Beach institution for generations. Chronologically, the ownership is:

Gino and Carlo 1942-1956

Donato Rossi and Aldino Cuneo 1956 -1968

Donato Rossi, Frank Rossi, Sr. and Aldino Cuneo 1968-1978

Donato Rossi, Frank Rossi, Sr., Aldino Cuneo and Ron Minolli 1978-1981

Donato Rossi, Frank Rossi, Sr., Ron Minolli and Frank Colla 1981-2005

Frank Rossi Sr., Ron Minolli, Frank Colla and Marco Rossi 2005-2010

Ron Minolli, Frank Colla, Marco Rossi and Frank Rossi, Jr. 2010-2015

Ron Minolli, Marco Rossi and Frank Rossi, Jr 2015- present

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

Gino & Carlo is a family-owned business purchased from the original owners in 1956.

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.

N/A

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 bar location is not a registered landmark, however the business Gino & Carlo is listed as a Certified Legacy Establishment by San Francisco Heritage in J.K Dineen's 2015 Book *High Spirits: The Legacy Bars of San Francisco*.

CRITERION 2

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

Gino & Carlo has been a North Beach institution since its inception in 1942. Being an Italian-American owned bar in the historic Italian district of North Beach in San Francisco, it remains a neighborhood-serving bar and essential part of the identity of the neighborhood.

The bar has long been a gathering space for the Italian-American community of North Beach. Throughout its history, elder Italian men would play bocce ball and pedro (an Italian card game), and the bar has accommodated guests for holidays such as Thanksgiving and Christmas. The bar also is one of the only bars in the City that opens at 6:00 a.m., originally catering to the graveyard shift working-class Italian population of the neighborhood. The bar has also hosted numerous events over the years that have come to be neighborhood traditions and have maintained North Beach's association with the Italian-American community.

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

Gino & Carlo has hosted numerous neighborhood events throughout the years. One tradition is the monthly Thursday Banquet Luncheon, which accommodates up to 90 patrons and serves Italian staples such as Osso Buco and other specialties family-style. This tradition has been going on monthly for 25 years and was initiated by Frank Rossi Sr. as a way of keeping his bar patrons around for the lunch rush. This event was originally held bi-monthly, however it changed to monthly when the rush became too much and has continued to be a neighborhood tradition

Gino & Carlo also hosts an annual bocce ball tournament each summer that lasts between 6 to 8 weeks depending on turnout. The league normally consists of 8 teams and originates at the bar and continues onto the bocce courts at Joe Dimaggio playground. After the games, the players head back to the bar where a spread of food is provided.

The bar also is known to host memorial services for famous San Franciscans and Italian-Americans of North Beach origin such as: Joe Dimaggio, Warren Hinckle and Carol Doda.

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

Gino & Carlo has been featured and mentioned in numerous media and publications, local and national. These publications include but are not limited to: the San Francisco Chronicle, San Francisco Examiner, New York Times, Hoodline, Trip Advisor, Marina Times, Nob Hill Gazette, a full chapter in the 2015 book *San Francisco: Appetites & Afterthoughts* by Ernest Beyl and Look Magazine. The bar was listed as a Certified Legacy Establishment by San Francisco Heritage in J.K Dineen's 2015 Book *High Spirits: The Legacy Bars of San Francisco* .

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

Many famous San Franciscans and celebrities as well were known to visit Gino & Carlo. Some of these personalities include: Carol Doda, Curt Gentry, Paul Newman, Matt Dillon, Nicholas Cage, Matt Damon, Laurence Fishburn, Ray "Boom Boom" Mancini, "Irish" Pat Lawler – "The Pride of the Sunset", Tony Dingman, Herb Caen, Charles McCabe, Stanton Delaplane, Sean Mooney, Francis Ford Coppola, Willie Brown, Gavin Newsom, Kamala Harris, Aaron Peskin, Jane Kim, Al Saracevic, Steve McQueen, Brian Sabeen, poolshark Sam Runco and Vida Blue.

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

As a longstanding North Beach business, Gino & Carlo has contributed in many ways to the North Beach and San Francisco community. Gino & Carlo donates to the Salesian Boys and Girls Club, numerous Bay Area memorial golf tournaments and schools such as St. Vincent de Paul and Sacred Heart High School. They sponsor the Donato Rossi Annual Bocce Ball Tournament, the Annual 8 Ball Tournament (at the bar) and a number of softball and pool teams. The bar also does field trips to San Francisco Giants and 49ers games and to the horse races at the Sonoma County Fair, as well as trips to tour breweries such as Lagunitas and Anchor Steam. The bar also is part of the annual Columbus Day Parade and North Beach Fair, key events in the North Beach community.

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

Throughout its history, the bar has long been a community staple where residents from all types of backgrounds, although heavily Italian, have come to congregate. The patrons ranged from local judges to longshoremen and largely consist of people with very deep roots in San Francisco. When someone asks you "what school did you go to?" at Gino & Carlo, they are referring to your high school.

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

The building that Gino & Carlo is located in is not a historic landmark, however there is a great degree of history behind the building. The title history for the site dates back to 1847 – before the Gold Rush. The current building was re-constructed just after the San Francisco Earthquake in 1907. Originally it was a boarding house for Italian immigrants arriving from the Cicagna/Genoa area of Italy known as the Verde Hotel (Verde, meaning “green” in Italian, could be for Green Street, its location). The boarding house operated in the upstairs units, while the street level storefront originally was Tony & Marios until 1942, when Gino & Carlo opened their bar in that space. The basement for many, many years was used to store the family’s Sonoma wine for local distribution.

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

Gino & Carlo is a longstanding neighborhood bar that has drawn North Beach residents for generations. Over the years, people have come to Gino & Carlo to see a familiar face. The bar has long been associated with North Beach and holds a distinctive place in the community. During the holidays, former North Beach and other former San Francisco residents visiting their families come to Gino & Carlo to catch up. The bar has long catered to the residents in the neighborhood of all professions, ranging from bakers, to longshoremen, to police officers, to judges, to firefighters. The North Beach community would be missing a key part of its identity without Gino & Carlo.

CRITERION 3

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

Gino & Carlo is a neighborhood establishment cocktail bar that has deep roots in North Beach. An essential feature of the bar is its Italian heritage, which is reflected in its ownership as well as its patrons. The bar maintains a dimly lit interior, full of draft beers, wood paneling and flat screen TVs, as the bar is a sports bar as well. There are also two pool tables where the pool tournaments are held, and many identifiers of its Italian heritage such as Italian flags and photos of Italian celebrities like Joe DiMaggio. The bar is also located on a heavily trafficked section of Green Street, at the heart of the North Beach neighborhood.

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)

As a neighborhood staple, Gino & Carlo caters to its neighborhood base. The regular customers mostly come from the North Beach neighborhood and have been loyal patrons for, in some cases, decades. In order to honor their patrons and keep true to their roots, Gino & Carlo ensures that its food and drinks are affordable, as many of their patrons are retirees and long-time residents. The monthly Thursday luncheon for example, is \$30 for a large amount of food, attended by around 90 people. This demonstrates both the commitment to the patrons and the commitment for maintaining the Italian heritage of the neighborhood.

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.).

Gino & Carlo is a bar in the most traditional sense. It resembles a pub with a wooden bar and wood panel walls. The bar also has a distinctive green awning and neon sign with the name Gino & Carlo. It is located on a busy strip of Green Street between Grant and Columbus Avenues and is part of the fabric of the neighborhood culturally, as well as physically.

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

Not applicable.



BE HERE
for
*Monday Night
FOOTBALL!*
AND ALL MAJOR SPORTING EVENTS
ON THE 6' SCREEN

Gino & Carlo
Open 6 AM till
Draft Beer
Well Drinks 4

All major sport even
On big screen TV
2 Pool tables and
Tournaments
Buffet & Special event
Thursday Lunch
New York Steak ^{\$5} 20
Prime Rib - Rack of Lamb
Salad - Pasta - Wine

EST.
1942

GINO & CARLO

EST.
1942



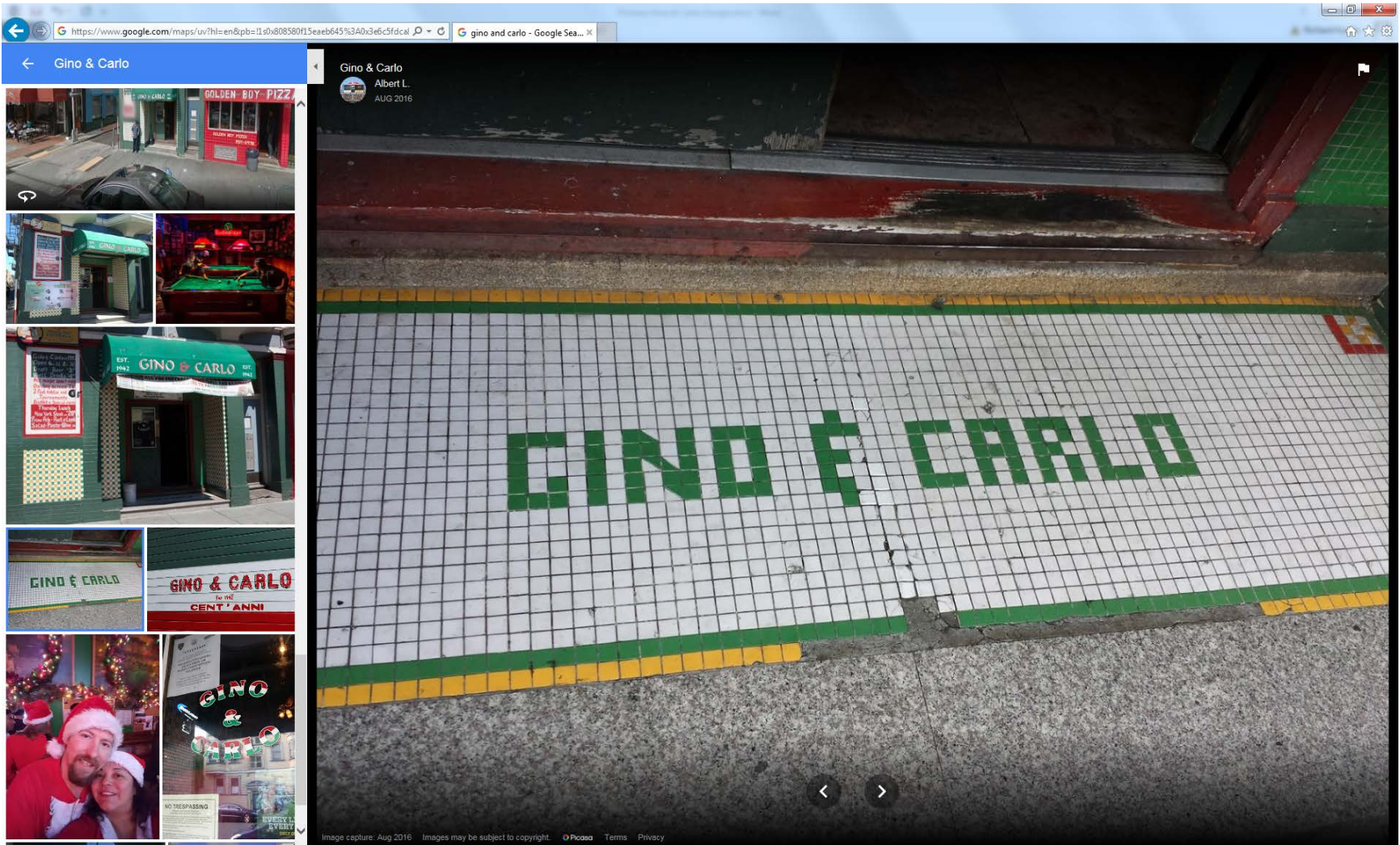
GINO & CARLO

Gino & Carlo



Gino & Carlo
Gary Clark
JUL 2016

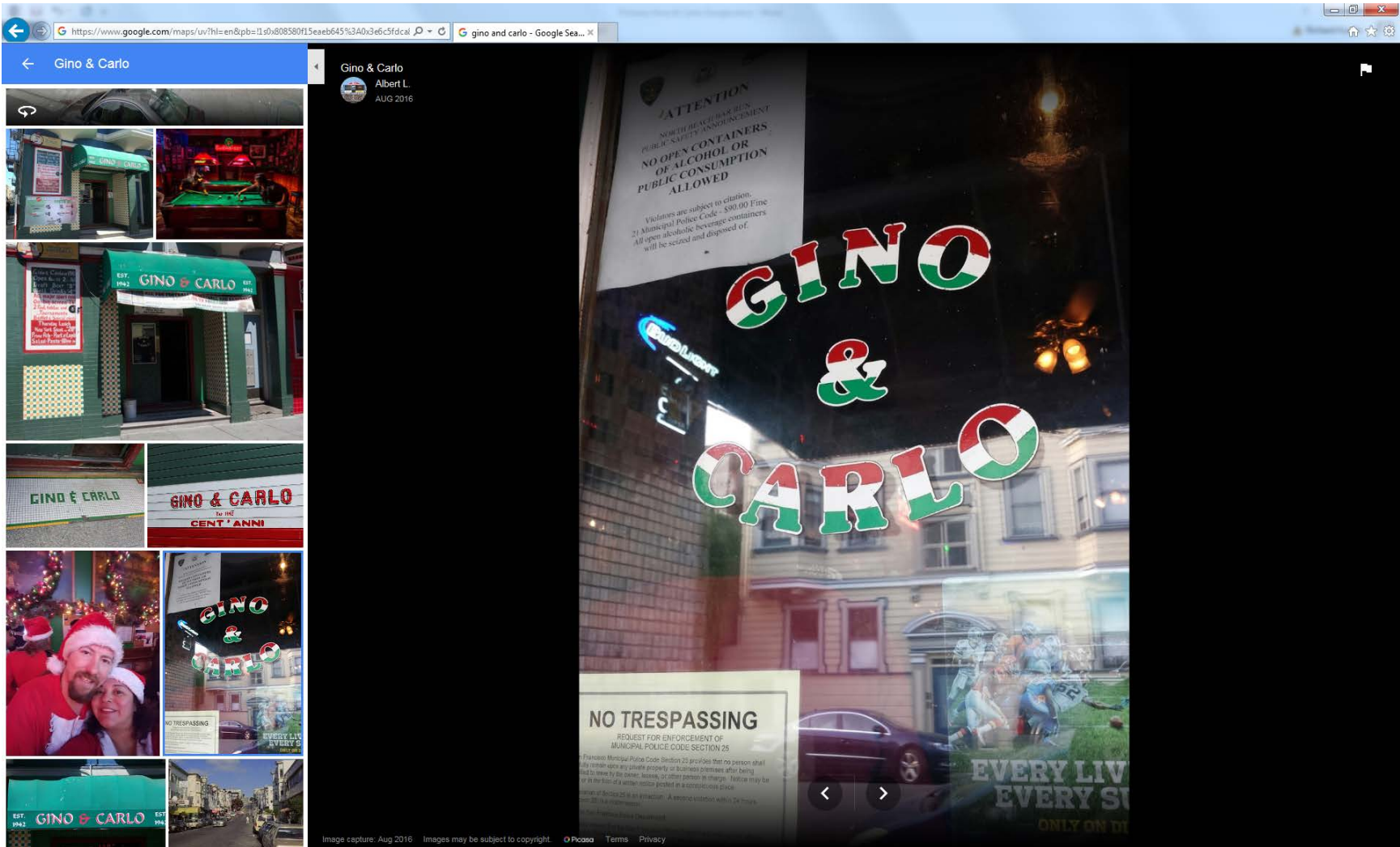






Gino & Carlo
Albert L.
AUG 2016





Gino & Carlo





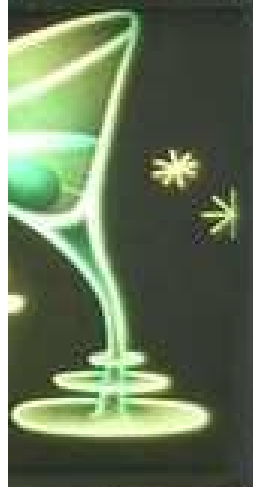
GINO & CARLO

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CAFE



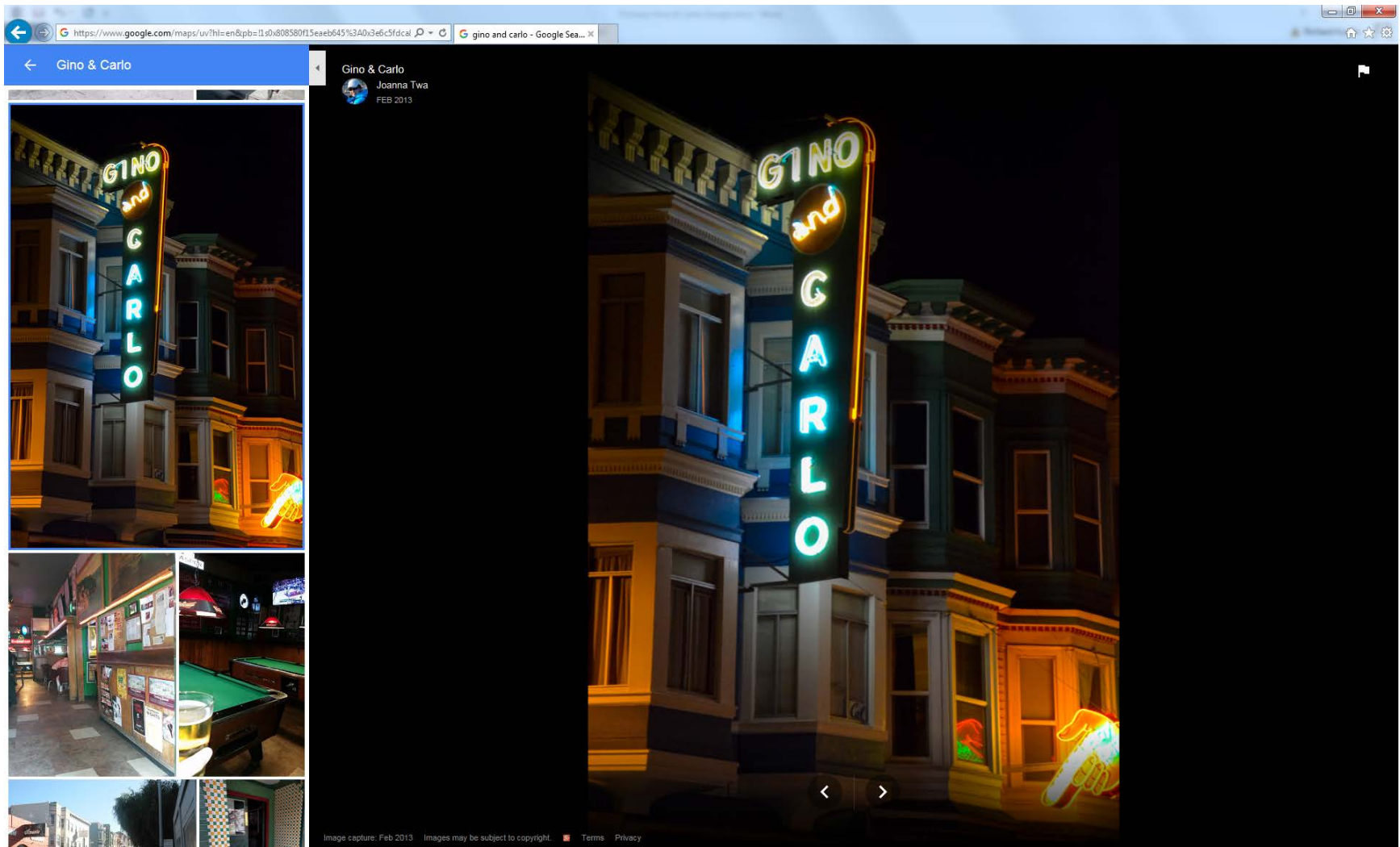
RESTAURANT

GINO CARLO



Gino & Carlo
Jeremy Hylton
JUN 2016















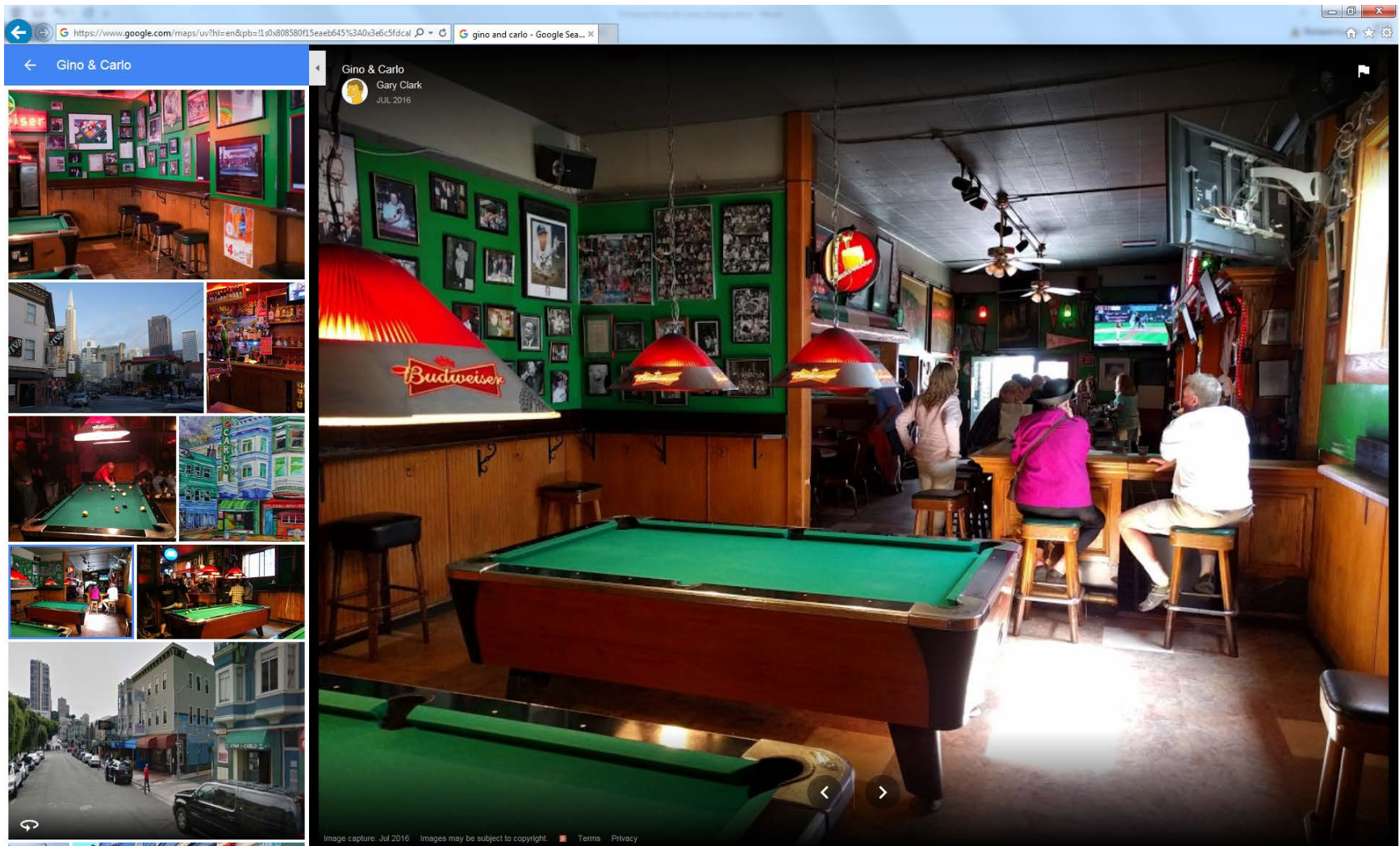


GINO & CARLO
45th Annual 8 Ball
POOL TOURNAMENT
Starts Mon. Feb. 27th 2017
84 Entries - Entry Fee: \$20
Refunding Champion: Jack Sherman
FIRST PLACE: Trip to Vegas w/ \$500
SECOND PLACE: \$500 & Trophy
SEMI FINALIST: \$100 & Trophy
QUARTER FINALIST: \$50 & Trophy
TOP WOMAN: \$50 & Trophy



EXIT
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2017



SAN FRANCISCO APPETITES AND AFTERTHOUGHTS

IN SEARCH OF THE GOOD LIFE BY THE GOLDEN GATE



Ernest
Beyl



GRIZZLY PEAK PRESS

building at 420 Mason Street. The all-wooden building was destroyed in the fire and quake of 1906.

As the city built and prospered, saloons sprang up along the streetcar lines that ran out into working class neighborhoods that were beginning to crop up at the edge of the western sand dunes.

San Francisco's catastrophic earthquake and fire in 1906, wiped out many saloons, but it didn't take long for them to be resurrected.

The Speakeasies

Then, along came the 18th Amendment to the Constitution in 1920 and Prohibition was launched. It was finally repealed with the 21st Amendment in December 1933. But let's not debate the Prohibition issue. It did however generate a fascinating period in U.S. history—nowhere more so than in San Francisco. The fact is that during Prohibition the operation of saloons hardly stumbled. They simply became speakeasies (patronized by both men and women) and served illicit alcohol of all types. Poet Kenneth Rexroth wrote about San Francisco during Prohibition. "...Prohibition simply didn't exist. There were several bars along Market Street where a perfect stranger could walk in and get a full whiskey glass of respectable moonshine or grappa for 25 cents." There were popular speakeasies all over the city, especially in North Beach and the Tenderloin.

The classic San Francisco speakeasy was Izzy Gomez's which operated at 848 Pacific Avenue. Izzy Gomez, a portly, handsome man who always wore a black fedora, not only served booze but also thick steaks and other restoratives. Izzy attracted an eclectic group of regulars, including the Mexican muralist Diego Rivera when he was in town.

Just as there is a Shanghai Kelly's saloon today, there is also an Izzy's Steak and Chop House on Steiner Street.

Some Classic San Francisco Saloons

During and after Prohibition there were many saloons clustered around the newspaper offices in the city. The original *San Francisco*

Examiner was located then at Third and Market Streets. Breen's, Jerry and Johnny's, and the House of Shields were popular with the *Examiner* news staff and printers. Over at Fifth and Mission streets, *San Francisco Chronicle* staffers hung out at Hanno's in an alley behind the plant. Later when the *Examiner* moved to Fifth Street, near Mission, the M & M became the saloon of choice.

Saloons come and go just as their habitués do. Those wishing to pursue their own research and qualify as a master San Francisco saloonist may wish to check out a few of these:

Red's Place in Chinatown, a fixture at the same location on Jackson Street since 1937; Perry's, the popular Union Street saloon opened by Perry Butler, a transplanted New Yorker, in 1970 (the late *Chronicle* columnist Charles McCabe wrote that Perry's was "Mr. Butler's seminary for drinkers."); the Buena Vista, the bar where *Chronicle* columnist Stanton Delaplane introduced Irish Coffee; Vesuvio's, a Beat Generation joint still operating; Spec's at 12 Adler Place, in a tiny North Beach alley now called Saroyan Place; Gino and Carlo; LaRocca's Corner; and the aforementioned Saloon. Sports bars, which can be said to be a saloon sub-classification, are popular. And by the way, Fern Bars, now not the fashion, weren't a sub-classification of true saloons, although companionship frequently can, and does, exist between men and women in saloons.

It is good to remember and to embrace the memories of bartenders past and present: Certainly the aforementioned—now departed—Michael McCourt was the MVP of San Francisco bartenders. The highly literate Neil Riofski, of whom it was said kept a copy of the Unabridged Oxford English Dictionary at hand for emergencies; Bobby McCambridge and Bobby Frugoli; the late, sad-faced Sean Mooney of Mooney's Irish Pub (or are all Irish bartenders sad-faced?); Dennis O'Connor; Seamus Coyle; Cyril Boyce; Michael English; Cookie Picetti; Shanty Malone; Allen McVeigh. These are just a few.

So, is the saloon culture dying in San Francisco? Those who may believe this point to the fact that people don't drink as much as they

neighborhood. I find him a good sounding board, so I frequently stop him to talk and then wind up buying a couple of shirts out of his black bag.

Bernie is a native San Franciscan. He attended Polytechnic High School and played football there. A good looking guy of Mexican descent, Bernie became a male model and then an actor with a few good parts on TV.

Every time I see him he's at work on a film idea. He hooked me when he said that he wanted me to play the part of Walter Winchell in his upcoming movie. That day I bought a blue, fly fishing shirt, a sweater and a couple of pairs of white cotton socks. That's my usual costume and Bernie knows his customers.

CHAPTER 34

IN SEARCH OF THE PERFECT BLOODY MARY

Those of you who know me will appreciate my ongoing quest for the perfect Bloody Mary. I have journeyed far and wide in this task—to the Hemingway Bar at the Ritz Hotel in Paris and Harry's Bar in Venice, where legend has it this morning after eye-opener may have originated. Actually it was popularized in this country at the King Cole Bar in New York's St. Regis Hotel where it was called the Red Snapper. A good drink, but not in the same league as my favorite here in San Francisco. Bartenders at the late Ed Moose's Washington Square Bar & Grill had a serviceable Bloody Mary which I preferred mixed, shaken with ice, then poured through a sieve into a wine glass—the Moose way, we called it. And now, the guys and gals behind the bar at Original Joe's indulge me by serving my Bloody Mary the same way. One day at Gino and Carlo, instead of my de rigueur Campari and soda with a brandy float, it seemed like Bloody Mary time. Ron Minolli was behind the plank and I gave him a mandate to exercise his considerable experience. What I received in a short cocktail glass (with ice I should add), was the Perfect Bloody Mary. Quest ended. Here, in Ron's words, is how he does it: "Well, first, most bartenders screw up this fine drink by making it too watery. And second, they don't mix the ingredients into the tomato juice the way they should. Here's how I do it. Get yourself a 12-ounce glass and fill it with ice. Squeeze in the juice of two limes, four good shakes of salt, and three good shakes of pepper. Next comes about one half ounce of Worcestershire Sauce and a shake or two of Tabasco. Then, about a quarter teaspoon of horseradish right out of the jar. This is the time to add two ounces of a good vodka. Now here's the secret. Before you start pouring in the tomato juice, mix thoroughly all the ingredients you have sensibly put into the glass. And only after these are all mixed do you add the tomato juice and mix that in thoroughly. See what we've done here? We have mixed and blended all the spices and the vodka into the Bloody Mary." Yes Ron, I see.

GINO AND CARLO: THE QUINTESSENTIAL SALOON

I have a passion for saloons. And San Francisco is a good place to exercise that passion. One of my favorites is Gino and Carlo. It was established in 1942, is still family-owned and Italian, and proud of it. It's open 365 days a year from 6 a.m.—happy hour for those who work at night—to 2 a.m. You may be getting the idea that Gino and Carlo, on Green Street between Columbus Avenue and Upper Grant Avenue in North Beach, is not your usual San Francisco saloon. It's a sports bar with an attitude. It's a drinking establishment for what remains of the drinking establishment—a phrase I love and used earlier in this book. Janis Joplin liked to shoot pool at Gino and Carlo.

Frank Rossi, now retired, was one of the owners. He spent 42 years behind the bar. He still drops in occasionally, "to make sure the boys are doing everything right." Frank's son, Frank Rossi, Jr. is now one of those behind the bar—and he is doing everything right. And so is another son, Marco Rossi.

Ron Minolli, a part owner and bartender, who has been there for more than 30 years and began working in the bar when he was in college, has served a generation of newspaper reporters and columnists, police and fire workers, stock market people (who get up very early) and garbage crews that are up even earlier. And, of course, there are neighborhood regulars. I am one of those.

Gino and Carlo is a full-time saloon but not a full-time restaurant. On the first Thursday of every month it serves an Italian, family-style lunch for about a hundred lucky patrons. Salad, pasta, meat or fish, wine and bread. Thirty bucks. Denise Sabella (who died as I was writing this book) was a neighborhood roustabout, sometime bartender and cook. She prepared the family style meal. It's a helluva deal. But that's not the whole story on Gino and Carlo



Gino and Carlo barman, Ron Minolli, constructs one of his special Bloody Mary's while neighborhood Bloody Mary expert, James Melling, observes.

PHOTO: ERNEST BEYL

and Denise Sabella. Each year at Thanksgiving, Denise roasted several turkeys and served them with all the trimmings to those in the neighborhood without families to be with. All you needed was a few bucks to buy one drink and you were in for the Thanksgiving dinner. That tradition continues.

First a word about myself: Don Booher

(Note: The original address for "Gino & Carlo" was 522 Green St, but after the 1906 Earthquake/Fire due to the number of buildings destroyed the renumbering became 544 Green Street!)

When I retired for good in 1994, (22 years in USAF, and 10 with General Dynamics) in San Diego, I did family histories for each of my 4 grandparents (Booher, Day, Horner, and Epstine). When these were finished, I started on my wife Jean's 4 grandparents (all Italian) histories (Foppiano, Bacigalupi, Lucchesi, and Ferrari), though the latter was adopted and no data on this grandparent!).

This turned out to be better than my own histories, as while records were scarce, I found the Italians passed down family history from generation to generation verbally, and there were many in their 90s that remembered these stories! Many of these concerned the present Gino & Carlo's building. In addition they had family photos dating to the late 1800s that had been passed down to them.

Since there are so many folks connected with the building that Gino & Carlo now occupies (many not related to my wife's family) I am including all my research on history of your buildings ownership!)

Frank, I would appreciate if, some one that can make copies, would pass this to those that have worked a long time at Gino & Carlo. While Dinner reservations prevented me from your generous offer of a beer, I will take you up on this n our next visit!

First to keep things straight, these are my wife's Italian family: Foppiano and Bacigalupi's, Cicagna, Genoa Province, Lucchesi (Lucca Province), who owned or had business in the building, with wife Jean's ancestral owners shown in **Bold Print**:

Pietro Foppiano (1830s-1903) m Rose Arata (1840s-1870)

Matilda Foppiano (1865-

Nicola Foppiano (1869-1942)

In 1882 Pietro purchased the property at 522 Green Street for use as a boarding house, which was to house newly arrived Italian immigrants most feom the Cicagna/Genoa area. Foppianos, Donderos, Leveronies and other

families lived there in the early days. In 1893 **Pietro** turned over management of the boarding house to his son **Nicola**, who in 1898 married **Amelia Bacigalupi**. **Nicola and Amelia** (who are my wife's grandparents) had 3 daughters, 2 of which with their mother **Amelia**, were in the building when the 1906 earthquake struck!

Bacigalupi(o). This family knew the Foppianos from Cicagna. The **Bacigalupi's** arrived in San Francisco in 1865 as fishermen, and in the early 1880s moved to Agua Caliente, 6 miles North of Sonoma, where they started a small winery. The wine was delivered to 522 Green Street, where it was stored in the basement and then distributed. The wine was handed down to the basement by way of the small door (which is still there) on the west side of Gino and Carlo building. John "Jack" Bacigalupi was in charge of the wine distribution, until he married Irene Molinari of the meat business family. Another of this family, was James Bacigalupi, a San Francisco lawyer who helped the family in legal matters. He later became the lawyer for A.P. Gianini, and when A.P. retired in 1924 James became President of Bank of Italy and later Transamerica, but retired after he was forced out in a Proxy battle.

1906 Earthquake and Fire. On this fateful day **Nicola** had gone to the **Bacigalupi** ranch near Sonoma, while **Amelia** and her 2 daughters were upstairs at 522 Green Street. No one was hurt, and while I examined all maps and records on this neighborhood as to extent of the fire, I could find no evidence that fire reached this part of Green Street. However, there must have been some major damage to the building, as when **Nicola** returned, he sent his family to the Ranch near Sonoma for a year while repairs were made. Other buildings must have been damaged extensively, were torn down, and the building addresses renumbered, resulting in the 544 Green St. address today!

Following building repairs, the wine business continued to grow, and more space was needed than the Green Street basement provided, and a wine distribution business was opened in a brick building on Jackson Street. This building was one of few not destroyed by the earthquake and fire in this area.

Descendants. One of **Nicola and Amelia's** daughters, Dorothy Foppiano, in 1937 Married Gino Lucchesi, whose ancestors came from Boveglio, Lucca Province. Their daughter Jean married me in 1963 and our daughter Donna

Booher was born in 1964, and we started celebrating her 46th birthday at Gino & Carlo June 28th!

The history of all Owners and their time of ownership as found in San Francisco Abstract of Title records:

522 Green St., San Francisco.

4 May 1847. The property of which 522 Green St is a part, was probably an Original Spanish/Mexican Land Grant comprised of a 50 Varas Square property (one vara is 31 inches square; so the 50 square Varas lot size would be 129 feet by 129 feet). San Francisco recorded this property as Lot #373, a portion of which the Foppiano family would come to own, fronted on the North side of Green Street, the East side of Union Place and the West side of Dupont (today's Grant Ave). In 1847, Edwin Bryant deeded to David Dutton some of this property (lot size 19 3/4 ft by 89 1/2 ft), which was recorded in San Francisco records as a portion of "Lot 373," located at the Northwest corner of Green St and Union Place. (Note: This is the size of the parcel that would be eventually owned by the Foppiano's)

19 Oct 1847. David Dutton deeded this parcel to James Coates.

10 Aug 1849. James Coates deeded this parcel to Samuel Norris.

9 Oct 1849. Samuel Morris deeded this parcel to William Pettet. (In addition to this parcel, suspect that William Pettet owned the other portions of Lot #373.)

27 Oct 1849. William Pettet deeds lot #373 to: Levi Stowell, William Waters, Henry Williams, and John Joyce for \$5,500.

1849-1852. It is difficult to follow the five transactions that were recorded during these times, but apparently the property (all of the original lot #373) came into the sole possession of Levi Stowell who sold off three portions of lot #373 at various dates during this time period. Only the lot portion to be eventually purchased by the Foppiano's is discussed below.

21 Aug 1852. Levi Stowell deeded the 19 3/4 ft by 89 1/2 ft parcel of lot #373 to James Trainor for \$1,000.

8 Jun 1863. James and Mary Ann Trainor deed this parcel to Louis Vanden Bruel, a Belgian. When Louis dies six months later, the parcel is probated to his wife Elizabeth in 1870. The probate proceedings list the value of the parcel at \$500! In 1876 Elizabeth marries Joseph Schmitt.

1876. The first mention of Pietro Foppiano is in the 1876 San Francisco Directory, which shows his residence at 11 Union Place. The 1878-1882 Directories

lists a **Pietro Foppiano** Boarding House as located at 11 and 13 Union Place (probably at least a part of the property at what became readdressed as 522 Green Street. Pietro was probably renting or leasing part or all of the building at this time.

23 Mar 1879. Elizabeth and Joseph Schmitt deed this parcel to Jules Garist for \$2,500.

31 Aug 1882. Jules Garist deeds the parcel to **Pietro Foppiano** for \$2,700. On **21 Jun 1883**, the property is mortgaged by **Pietro** to Bartolmeo Canepa for \$2,000. The mortgage is canceled **4 Aug 1886** when the mortgage debt is apparently paid off. Between 1882 and **Pietro's** death in 1903, the property was used as a boarding house, mostly for newly arrived Italian immigrant men.

1891-1893. The boarding house is shown under the names of "Foppiano and Dondero," (**Nicola Foppiano and Giovanni Dondero**). At this time, it appears that **Pietro** may have turned over boarding house to **Nicola** and family friend **Giovanni** to manage, and **Pietro** possibly returned to Italy for a visit/while.

1903-1921. On **Pietro's** death in 1903, his son **Nicola** and daughter **Matilda** inherited this property. At this time both **Nicola** and **Matilda** (Foppiano) Leveroni families lived there and several of their children were born at the boarding house. In 1907, when Nick's family returned from Sonoma, they moved to the flats a block away at 447-451 Green Street. The living quarters of the former boarding house were then rented /leased, but Nick used the basement as a distribution center for the wine that was produced by the Bacigalupi Ranch in Agua Caliente (near Sonoma). Apparently the wine business grew and a larger storage/distribution building was rented on Jackson Square about 1916. (The 1918 San Francisco Directory lists the Wholesale Liquor business as being at 472 Jackson Street.) **The former boarding house at 522 becomes 544 Green Street** building was leased out to various restaurants and bars during this time.

1922-1941. In 1922, **Nicola and Matilda** agree to split the properties with **Nicola** taking sole ownership of the 544 Green Street property, and **Matilda** taking sole ownership of the flats at 447-451 1/2 Green street for consideration of \$10.00. This transfer was recorded 1 Jun 1922, with James A. Bacigalupi acting as lawyer and witness. The 544 Green Street property continues to be leased out. **Nicola** died in 1941. (The current lessors of the ground floor of the property, "Gino and Carlo," started leasing this property in 1942!)

1941-mid 1960s. On **Nicola's** death, his wife **Amelia** (Bacigalupi) Foppiano inherited the property, and continued to lease it out until the mid 1960s when it was sold.

1960s to 2010. The last leaseor of the property when it was sold in the 1960s, was "Gino and Carlos Bar," and it has continued to operate at this location for almost 68 years. The bar may never attract a tourist's eye, and yet is an important meeting place for people of Italian descent as well as San Francisco politicians! We visit there whenever come to San Francisco. **Congratulations on 68 Great Years!**

P.S. I forgot to mention that after Prohibition became law, that the Winery/ranch was limited to selling wine to the Church or for their own consumption, though I am sure the Bacigalupe neighbors, as well as relatives in San Francisco, benefited from the "fruits of their labor"!

SFGATE

Frank Rossi of Gino and Carlo's to retire

By **Carl Nolte**

Published 4:00 am, Sunday, August 22, 2010

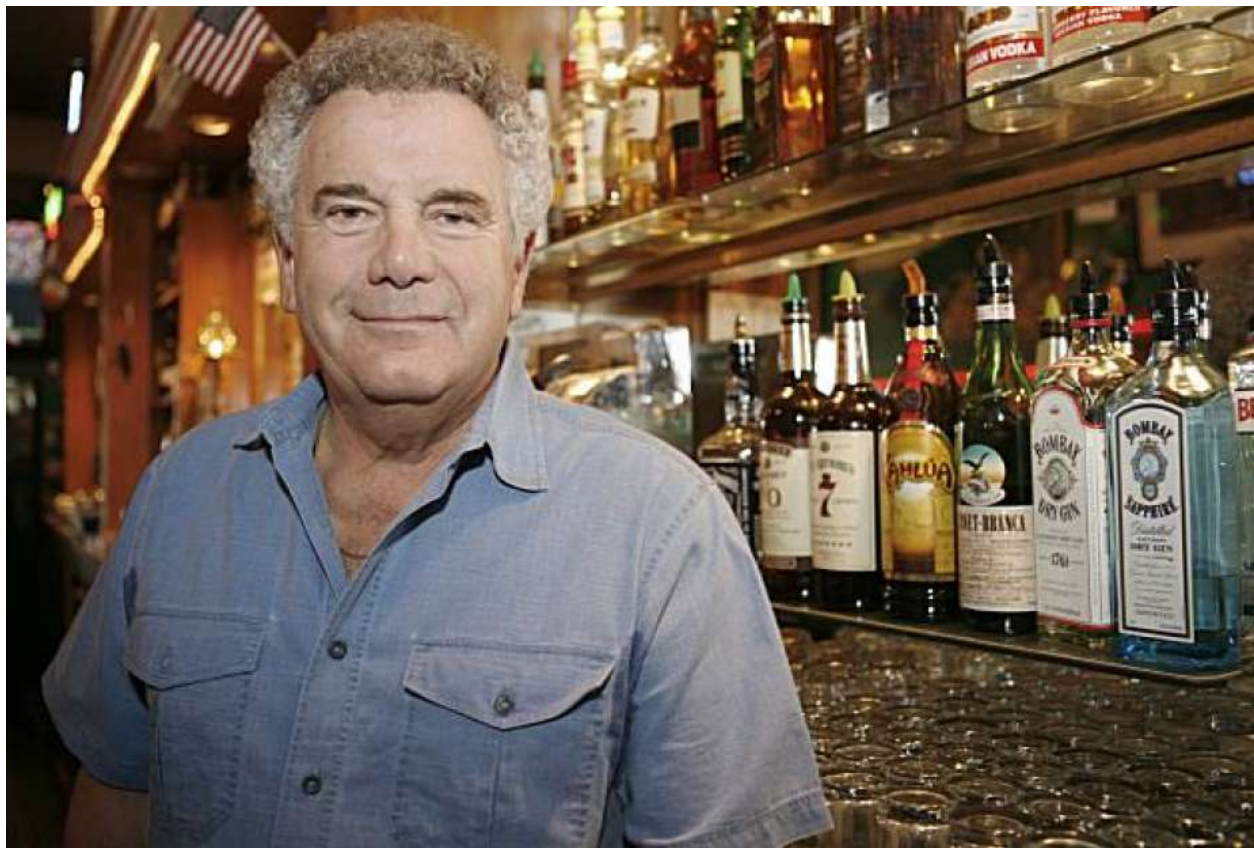


Photo: Jasna Hodzic, The Chronicle

Frank Rossi, bartender and one of the co owners of the bar Gino and Carlo's, poses in Gino and Carlo's bar in San Francisco, Calif. on Friday August 21, 2010. Rossi is set to retire at the end of August.

As everybody knows by now, there is more than one San Francisco. There may be a dozen or more, with different people, different scenes, shifting all the time, like a kaleidoscope.

So when I want to take a look at an older San Francisco, I head for North Beach, and the single block of Green Street between Columbus Avenue and upper Grant Avenue.

There's a bank on the corner with a handy ATM; Caffè Sport, the Sicilian restaurant; Amante, another good restaurant; the Columbus Café; Sotto Mare, a fish place; and Gino and Carlo, which may be the best old-time bar left in the city.

A tourist who walks in is sure to think it looks like some fictional bar they've seen on television. A San Franciscan is sure to see somebody he or she knows. A big difference.

"We treat everybody like family," said Frank Rossi, one of the owners.

Rossi has spent 42 years behind the bar; though he has two other partners, he's the padrone of the place in the Italian sense, the host. He is old school, a husky man with curly gray hair and the gravelly voice of a man who has spent a lifetime in the bar business. He remembers what you are drinking, never forgets an old customer's name and treats a new customer like an old pal.

In a city where there are no real celebrities or famous chefs, bartenders like Rossi, like Michael McCourt at the old Washington Square, Seamus Coyle at Amante, Paddy Nolan at the Dovre Club in its prime, are the stars.

"Frank's the kind of guy that when you come in the bar you are glad to see him," said John Pesenti, who has been coming in to Gino and Carlo for 35 years on and off. "When he's here, people don't want to leave."

The bad news is that Rossi himself is leaving, retiring at the age of 67. He had a stroke a couple of years ago, and had to learn to walk and talk again. He's been back at work a couple of days a week but has slowed up a bit. His last day will be the 30th.

Rossi's leaving is a blow to the habitués of Gino and Carlo, a place that's like the living room of North Beach, with its own customs and rhythms.

It opens at 6 a.m., and on some days there's a line to get in, even at the crack of dawn.

"Early in the morning is when bakers get off, and people who work at night - off-duty cops, garbage men. Happy hour for them is 6 to 8 in the morning," said Tony Dingman, a regular.

There is a lunch crowd - and food on Thursdays - and an afternoon crowd, ducking in about 3. Sometimes there are billiard players, sometimes card players, dealing a hand or two at a table. Sometimes politicians are huddled in the corner, talking with their cronies.

There is a nighttime crowd, of course. North Beach comes really alive only at night.

If you listen, you can hear the accents of the old city: people talking fast, running their words together. San Francisco talk.

"An institution that has never changed," said Warren Hinckle, the writer.

"How can you not love this place?" said Patricia Sing, who usually comes in on Mondays or Tuesdays.

Rossi has been the center of it, especially since his brother, partner and mentor, Donato Rossi, died five years ago.

"Frank's a very kind guy, too," Pesenti said.

Sometimes, a big city bar and its patrons really are a city person's only family. When a few of these people died, alone and broke, Frank Rossi would close the doors and throw a wake - the old kind with free food and drink, and a toast to the departed.

"We take care of our people," he said.

So now it's time to drink a toast to Frank Rossi himself. He is the father of three girls and two boys - two sets of twins.

His son, Frank Jr., "a good kid," Rossi said, will take over his share of the place.



Gino and Carlo holds steady amid a changing North Beach

By Erik Cummins on March 25, 2011 12:00 am

For a generation, newspaper columnists and locals have bemoaned the changes that have swept through North Beach. Yet, some neighborhood institutions remain the same, and some are even better. One of the best is Gino and Carlo, an unpretentious Italian bar founded in 1942 just a block off Columbus Avenue. Ron Minolli, a bartender and part-owner, has been a fixture at the bar for more than 30 years and knows all the regulars, and often their parents and grandparents, too. The place isn't a time warp, though. There are plenty of lively activities at this friendly watering hole and always a new face or two. It is also one of the few North Beach bars that is still open from 6 a.m. to 2 a.m.

Gino and Carlo, 548 Green St., San Francisco, (415) 421-0896

I started here 33 years ago. There are four partners and we all work here.

Are you a local? I was born and raised in North Beach and went to [St. Ignatius]. I went to San Francisco State. My wife was born and raised here, too. We'd still be living here, but 19 years ago we had twins and the homeless problem was really bad, so we moved to Marin. Since then, we have been looking to move back. North Beach is what we know.

What did you do before working here? I was inducted in the Fire Department at 25, but they offered me a partnership here at 26. I worked here in college and drove for San Francisco Mountain Springs Water Co.

What are some of the activities you host here? We have pool teams, softball teams and a Thursday lunch every other week. It's \$20 for all the wine you can drink, a main course and pasta. We don't want to turn it into complete sports bar, so we do the lunch as a camaraderie thing. We usually get 65 to 85 people for lunch. We've had an eight-ball pool tournament here since 1972. We start out with 64 players and have prizes for the winners.

What's the clientele like? We get lawyers, accountants, policemen, firemen, stock market guys and Merchant Marines. On weekends, we get a young crowd. The regulars are what keep us going, especially with this economy and the fact that a lot of people have moved out of The City. We have regulars in the mornings, afternoons, evenings and late nights. We have football kids, basketball pools and the Giants are huge, obviously.

What do you like about bartending? When I come to work, it's always different because I rotate days and nights. The real people come out on Sundays and I've learned that you shouldn't make judgments when you see people. You never know who they are.

Do you get any celebrities here? We've had Matt Dillon and Matt Damon before he was famous. People come in and won't get bothered. We get people who work with Coppola. [The late columnist] Charles McCabe used to write his columns here and we get [veteran journalist and former San Francisco Examiner columnist] Warren Hinckle and [former Supervisor] Aaron Peskin. Carol Doda comes in here to sing once a month.

What's the history of this place? Before Gino and Carlo, it was another bar. I think it was called Tony and Mario's, but that's hearsay. In the 1940s, you got seamen, longshoremen, scavengers — the whole collage. It was a real Italian bar. We used to do bachelor parties in the basement a long time ago. That ended many years ago.

North Beach Campari

- 1½ shots Campari
- 1 oz. Soda
- Brandy
- Lemon twist

Add ice to a rocks glass. Pour Campari and soda and stir. Float the brandy. Finish with a twist.

SFGATE

Gino & Carlo's Donato Rossi Bocce Tournament

By **Catherine Bigelow**

Published 4:00 am, Wednesday, August 24, 2011



Image 1 of 2

Donato Rossi Bocce Tournament competitors (from left) Gerry Calgaro, Jim Valenti and Gigi Fiorucci. August 2011. By Catherine Bigelow.

Photo: Catherine Bigelow, Special To The Chronicle



Image 2 of 2

Donato Rossi Bocce Tournament organizers (from left) Marco Rossi, Denise Sabella Diorio and Ron Simone. August 2011. By Catherine Bigelow.

Photo: Catherine Bigelow, Special To The Chronicle

Every summer for the past eight years, dedicated denizens of Gino & Carlo's, that venerable North Beach boite on Green Street, take a break from bending their elbows atop the bar's hallowed plank and venture out into sunshine (and fog) to exercise that joint in the ancient Roman game of skill and stellar hand-eye coordination: bocce.

Victory was sweet, yet slow, Sunday on the sandy courts in the Joe DiMaggio playground during semifinals of the annual Gino & Carlo's Donato Rossi Bocce Tournament.

"This is like the Yankees and the Red Sox," joked competitor and retired SFPD officer Gerry Calgaro. "It takes seven hours to play one game."

But none in the spirited crowd of players and spectators, ranging in age from 87 to 23, seemed to mind: The sun broke through a foggy bank over Columbus Avenue, beers chilled in a cooler and a radio crackled with the welcome news of a Giants win in Houston.

"For 25 bucks, our 12 teams enjoy eight or nine weeks of bocce, all the beer they can drink and a feed back at the bar," explained tournament organizer Marco Rossi. "When we get some of these characters out of the bar and onto the courts, it gets pretty interesting and everyone has a great time."

The tournament was founded by the late Donato Rossi, an Italian native, who with his brother, Frank Rossi, presided over the beloved bar he purchased in 1956 from the original Gino and Carlo, whose surnames have gotten a bit foggy amid the mists of time.

Some might shorthand the place a "sports bar." Others might assume entree there requires a surname filled with lots of vowels. And yes, many of the regulars have lived in the North Beach neighborhood their entire life and can recite a litany of long-gone elementary schools like a prayer learned nearby at SS Peter and Paul's Church in Washington Square Park.

But Gino & Carlo's is more like the cozy rec room of your favorite uncle, decorated with Giants and 49ers memorabilia, pool tables, old photos and hand-drawn signs announcing the typically Italian menu for its twice-monthly, and much loved, Thursday lunches.

It's an old-school bar where garbage collectors, bakers and a few fishermen might alight at the 6 a.m. opening for their reverse-schedule happy hour. A place where wakes are convened, World Series are celebrated and even a few romances are born. And that camaraderie carries over, outside, on the bocce court.

"Walking into Gino & Carlo's is like going from a big city into a small town," observed player Jim Valenti, whose team is entering Sunday's final match undefeated, the first in league history.

The joint's now run by the Rossi brothers' sons, cousins Marco Rossi and Frank Rossi, with partners Frank Colla and Ron Minolli. When Donato Rossi died in 2005, Marco Rossi renamed the tournament in honor of his father, who is fondly remembered as a master of the martini and an osso buco impresario.

Among those cheering the leisurely competition on the courts: Donato's widow, Lore Rossi; Irish Pat Lawlor, pugilist pride of the Sunset; Sotto Mare chef-restaurateur Gigi Fiorucci; tourney co-organizer Ron Simone; seaman Bertolo Diorio; and his wife, Gino & Carlo's chef and sportswoman Denise Sabella Diorio, who was a member of the late North Beach restaurateur Ed Moose's storied Lapin Sauvages softball team.

"Donato always kept the Italian heritage in the neighborhood," observed Bertolo Diorio. "Gino & Carlo has traditions. They don't just take your money and run; it's not some bus-stop joint. There's a tradition of giving back. Donato was a class act that way."

Chronicle society correspondent Catherine Bigelow's columns appear Wednesday in Datebook, Sunday in SFIS Style and at SFGate.com. E-mail her at missbigelow@sfgate.com.

Hoodline

Frank Colla Says Goodbye To Gino & Carlo Tonight

Mon. September 28, 2015, 12:10pm



Frank Colla. (Photos: Geri Koeppel/Hoodline)

Frank Colla, the popular co-owner of [Gino & Carlo](#) (548 Green St.), is retiring. Tonight's his last shift behind the bar, and everyone's invited to stop in from around 6pm onward to say farewell.

Colla's son Nick, an attorney, said visitors can expect appetizers from local restaurants, lots of regulars, and a cake. "A cake?" Frank bellows. "Christ Almighty, I just wanted to disappear."

"No one's showing for this shit; don't worry," Nick retorts. "I don't like the word 'retirement,'" says Frank. "I'm not retiring. I'm re-aligning myself."

Frank went into business in 1977 with the Rossi brothers—Frank Sr., who retired in 2010, and the late Donato—at Dante's (now Calzone's). He then joined them as a co-owner at Gino & Carlo in 1981. The current owners—the Rossi brothers' sons, Frank Jr. and Marco, along with Ron Minolli—will buy out Frank and continue to run the bar with no changes, just as it's been going since it became Gino & Carlo in 1954.



The bar was first built in 1907 as the Verde Hotel, Frank said, and before 1954, it was Tony & Mario's. "Gino & Carlo were only here two years," Frank said, from 1954–56, and Donato Rossi bought it in 1956. "He didn't want to change the sign," Frank said. "It was too expensive."

What about the sign behind the bar saying it was established in 1942? "That's bullshit," Frank says. If you want the real story, you'll have to go in tonight and ask him to explain the discrepancy, along with any other tales.

Many customers have favorite Frank stories. Collette Baker of North Beach recalls when filmmaker Tim Burton was in town to shoot scenes for *Big Eyes*, and Frank went outside to give him some advice. "He's actually telling Tim Burton how to film the movie," she said. "We got a picture of it." Frank admits to talking to Burton, but only because he asked Frank a question.



Tim Burton and a crew member with Frank Colla. (Photo: Courtesy of Frank Colla)

Though Frank now lives in Novato, he grew up in North Beach and raised his two adult kids there. (Now 64, he also has a four-year-old daughter, Bryn.) His father came to the neighborhood from Sicily in 1906, shortly after the earthquake. When Frank began tending bar in 1972, Gino & Carlo was where he got his start.

He'll occasionally still visit the bar as a customer, but since he won't be there every day, we asked Frank what he'll miss most about it. "It's going to be the customers," he said. "I had a lot of fun. They [the customers] understand my sense of humor. Over the years, I had a lot of fun with all the customers. I met a lot of good people." He said he's learned more about people than anything during his time slinging drinks. "If you do take the time to listen, you can hear some interesting stuff," he added.

One of Frank's favorite memories is the time his daughter Francesca Colla, who lives in Boston, was wearing a Gino & Carlo T-shirt and a woman approached her and said she'd been to the bar. She said a man with white hair and a beard gave her and her companion San Francisco Giants tickets, and even told them where to go eat. It was the trip of a lifetime. "That was my dad," Francesca told the woman. Frank beams when he tells the story.

Frank also fondly recalled the time Francis Ford Coppola brought in the entire crew from *Apocalypse Now*, when actor Laurence Fishburne was still a teenager. He kept coming back, Frank said. "I called him Larry. I still call him Larry when I see him."

The bar remains an institution among all ages and types of people. For years, it was one of the only bars in North Beach to open at 6am, and Nick said it's a "social experiment"—they get a mix of FiDi workers stopping in for a drink on the way to the office, people from local SROs coming in for coffee, and police officers, fire fighters, garbage collectors and others who work odd hours getting off of their shift. "Tuesday at 6am could be their Friday night," Nick said.

"You've also got a lot of younger people who use this as their pre- or post-game spot," Nick added. They meet at Gino and Carlo to get their night started, and often come in later, after other stops. The bar also gets a lot of restaurant and bar industry folks who pop in for a drink. A huddle of political types are sometimes seen in a corner; Pat Alioto, son of Mayor Joe Alioto, tends bar there, too.



When asked what his plans are for life after the bar, Frank said, "I'm not concerned about it. Not having a schedule is a pretty nice thing. It'll be a while before I get bored." He said he timed his exit to coincide with the start of duck-hunting season, and he'll do some fly-fishing as well. His advice for the continued success of Gino & Carlo: "Treat your customers right, show them some respect, and they'll do the same for you."



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-076
Business Name: Noriega Produce
Business Address: 3821 Noriega Street
District: District 4
Applicant: Dimitri Vardakastanis
Nomination Date: March 14, 2017
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? ☒ Yes ☐ No

3749 Noriega Street from 1985 to 1996 (11 years).
3821 Noriega Street from 1996 to Present (21 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: NA

DELIVERY DATE TO HPC: March 24, 2017

Richard Kurylo
Manager, Legacy Business Program





KATY TANG

March 14, 2017

Regina Dick-Endrizzi
Legacy Business Program
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Director Dick-Endrizzi,

I would like to nominate Noriega Produce for inclusion on San Francisco's Legacy Business Registry. The Vardakastanis family opened what is now a Sunset institution, Noriega Produce, in 1985 at 3821 Noriega Street. They are also proprietors of two other markets – one on Haight Street which opened in 1981 and another at 17th and Harrison which opened in 2015.

The Vardakastanis family embodies the spirit of small business in San Francisco. After immigrating here in 1974, Gus Vardakastanis opened the first of his three markets. His son, Dimitri, began working at their second market, Noriega Produce, at the age of 16. Since then, Dimitri has become a well-respected and well-loved member of our community. Always willing to fundraise for and donate to other members of our community such as our local schools, Dimitri is also a very active member of the Outer Noriega merchants. Together with his fellow business owners, he has worked tirelessly to transform the Outer Noriega corridor through pedestrian safety efforts, landscaping improvements, and hosting the annual Ocean Beach Music & Art Festival, which brings out hundreds of families to enjoy the Outer Sunset.

Over the past three decades, the Vardakastanis family has built a place that is more than a neighborhood grocery store – it is a place that nourishes our families and our community. The dedication and commitment of Dimtri and the entire Vardakastanis family to our community makes Noriega Produce an ideal business to be part of the Legacy Business Registry Program. If you have any further questions, please contact me at (415) 554-7460 or katy.tang@sfgov.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Katy Tang".

Katy Tang
Supervisor, District 4
City and 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.

NAME OF BUSINESS:		
Noriega Produce		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Konstantinos Vardakastanis 33% Dimitri Vardakastanis 33% Bobby Vardakastanis 33%		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
3821 Noriega Street 94122		(415) 564-0370
		EMAIL:
		dimitri@gussmarket.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
gussmarket.com		
APPLICANT'S NAME		
		<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE		
APPLICANT'S ADDRESS:		TELEPHONE:
		()
		EMAIL:
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0459779		
OFFICIAL USE: Completed by OSB Staff		
NAME OF NOMINATOR:		DATE OF NOMINATION:

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3749 Noriega Street	94122	June 1985
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	June 1985 - September 1996	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3821 Noriega Street	94122	Start: September 1996 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.

Dimitri Vardakastanis 3/24/17

Name (Print):

Date:

Signature: 

NORIEGA PRODUCE

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.

Konstantinos (Gus) Vardakastanis has been working in San Francisco grocery stores since he was 16 after following his father (Dimitri Vardakastanis) and uncle to the United States. Gus's father and uncle had emigrated from the Greek island of Zakynthos in 1974, where they had farmed olives and tomatoes. Gus's mother and siblings soon followed. During a return visit to Zakynthos when Gus was 20, he met Georgia, then only 15. They married within a month and returned to San Francisco together.

Gus and his father Dimitri worked in various produce and grocery markets around the city and enjoyed the honest living of serving people their staples on a daily basis. So they saved money until they had the funding to open their own store.

Gus and his Dimitri opened Haight Street Market on Haight Street location in 1981. Four years later in 1985, they opened Noriega Produce at 3749 Noriega Street.

Noriega Produce was located in its original location from 1985 to 1996. It was only 1,500 square feet, so when the former Surf Pharmacy at 3821 Noriega Street closed due to the owner's retirement, Noriega Produce moved into the larger, 2,500-square-foot space that it occupies to this day.

In 2001, Gus's sons Dimitri and Bobby took over management of Noriega Produce, and the three became 1/3 owners of the business. They added organic groceries and natural meats to the hand-picked fresh produce that is the cornerstone of the family business.

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

Noriega Produce has not ceased operations in San Francisco since it was founded. We pride ourselves on serving our community 365 days per year.

Staying open during the transition from one location to another was challenging, but we still found a way to not close that day.

There was one day when our main water line burst, and the store filled with about 4 inches of water. People from the neighborhood helped sweep the water out of the store, and we managed to open to the public in the later part of the morning.

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

Noriega Produce is still owned and operated by the original family. Gus and his father Dimitri opened the business in 1985. The patriarch of the family, Dimitri, passed away in 1996. Gus's two sons, Dimitri and Bobby, are now in the business with their father. It's an honor to say that three generations have worked in our business.

Ownership history:

Dimitri Vardakastanis and Gus Vardakastanis	1985-1996
Gus Vardakastanis	1996-2001
Gus Vardakastanis, Dimitri Vardakastanis and Bobby Vardakastanis	2001 to Present

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

Not applicable.

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.

Not applicable.

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.

Unknown.

CRITERION 2

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

The Outer Sunset has undergone a significant amount of change with an influx of new businesses that have helped revitalize the Noriega corridor. Despite recent changes, the neighborhood has maintained its family-friendly, beachy vibe, which predates our business. As

one of the oldest operators on the street serving our customers to the best of our ability 7 days a week, Noriega Produce contributes to the history and stability of the business district, as well as the identity of the Outer Sunset as a family-friendly neighborhood.

We have been honored with Certificates of Honors by three different supervisors, including Supervisor Carmen Chu and Supervisor Katy Tang, for significant contributions to the community, working collaboratively with other merchants, advocating for neighborhood beatification, hosting annual events and inspiring others with our spirit and enthusiasm.

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

We helped organize the Ocean Beach Music Festival along with other merchants. The event started as a block party with live entertainment and food intended to celebrate the Outer Noriega corridor. The small size of the festival didn't last long. In its third year in 2016, the family-friendly festival expanded to a second block to accommodate the crowds and provide more booth spaces for local vendors. The event featured six stages, over 10 food vendors, two beer gardens, over 20 live music acts, live art installations, a kids' zone, a mobile petting zoo and a pumpkin patch. The event is organized by the Outer Noriega Merchants Association with which Noriega Produce has been involved since its inception. The event attracts many residents and visitors to the neighborhood.

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

Noriega Produce has been featured in numerous articles and publications including the San Francisco Chronicle, Hoodline, SF Examiner, AFAR Magazine, Eater SF and Edible Magazine.

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

No.

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

We work closely with our neighboring schools and community centers to help support each other through script and donation programs. Our script program raises over \$20,000 annually for local schools by sending back 5% of a customer's total purchases to their child's school. Customers can sign up for the program at the market, and an account number is created for them. We send the 5% donation to the local school of their choice monthly.

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

Noriega Produce serves the Outer Sunset, which is a melting pot of different people including surfers, students and families. Many of our customers view our market as an extension of their

pantry instead of the grocery store down the street. Patrons come in not just to find great products but to meet and socialize with their community; building and maintaining locally-driven traditions that our city was built on. Noriega Produce strives to service the community as a whole, from the short-term students attending San Francisco State University to the fifth generation families that can tell you about the days when Vicente Street at Great Highway used to be a goat farm.

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

No.

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

Having a grocery store in any neighborhood is central to providing neighbors not only with full access to groceries but a place to meet and get to know your surrounding members of the community. Without Noriega Produce, the neighborhood would lose one of its most necessary components to keeping the corridor alive. There are a lot of customers that treat the store as their refrigerator!

CRITERION 3

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

Noriega Produce is a full service grocery store offering a wide variety of goods at all price points. We offer specialty, locally-made products along with everyday staples to truly be a neighborhood store for everyone in the community.

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)

We are proud to say that the third generation is operating the business. The store has changed in the last 32 years but some things have remained constant:

- Customer service – Providing a friendly, comfortable atmosphere for neighbors to come not only to shop but have the opportunity to meet others in the community.
- Local schools – Working to raise funds for local school and different community organizations.
- Product mix – Offering a variety of groceries at different price point to service all the demographics in the neighborhood.

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 Outer Sunset is a melting pot of different people from surfers to artists to manufacturers. In recognition of this diversity, we created a surfboard sign for the interior of the store, which features the Noriega Produce logo on an actual surfboard. There is also a mural on the façade of the building that incorporates a surfer and surfboard. Another distinctive physical feature is stained wood on the façade of the building.

Noriega Produce is committed to maintaining its tradition of being a grocery store.

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.

Not applicable.

A
FALL
LINE
OF
Organic
PRODUCE



Noriega Produce Market



DAIRY PRODUCTS
FROZEN FOODS
& GROCERIES



NORIEGA
PRODUCE

DAIRY PRODUCTS
FROZEN FOODS
& GROCERIES

HEALTH
FOODS

Noriega Produce Market

La Pasa
Tapateria

FRESH FLOWERS

NET
SUPPLY





No Loitering, L
No Drinking
Alcoholic Bever
Vendors are Sub
Ningun callejero
en desorden No
de los m

MEX
Price

MANILA M
Price \$1.99

USA PLUMCO
Price \$1.69

SATSUMA MANG
Price \$2.49

WHITE PEACHES
Sale Price \$1.99
Price \$2.49

ORGANIC MANGOES & PEACHES
Price \$0.99

WHITE NECT
Sale Price \$1.99
MEYER LE
Price \$2.49

Price \$0.49

ORGANIC
Price

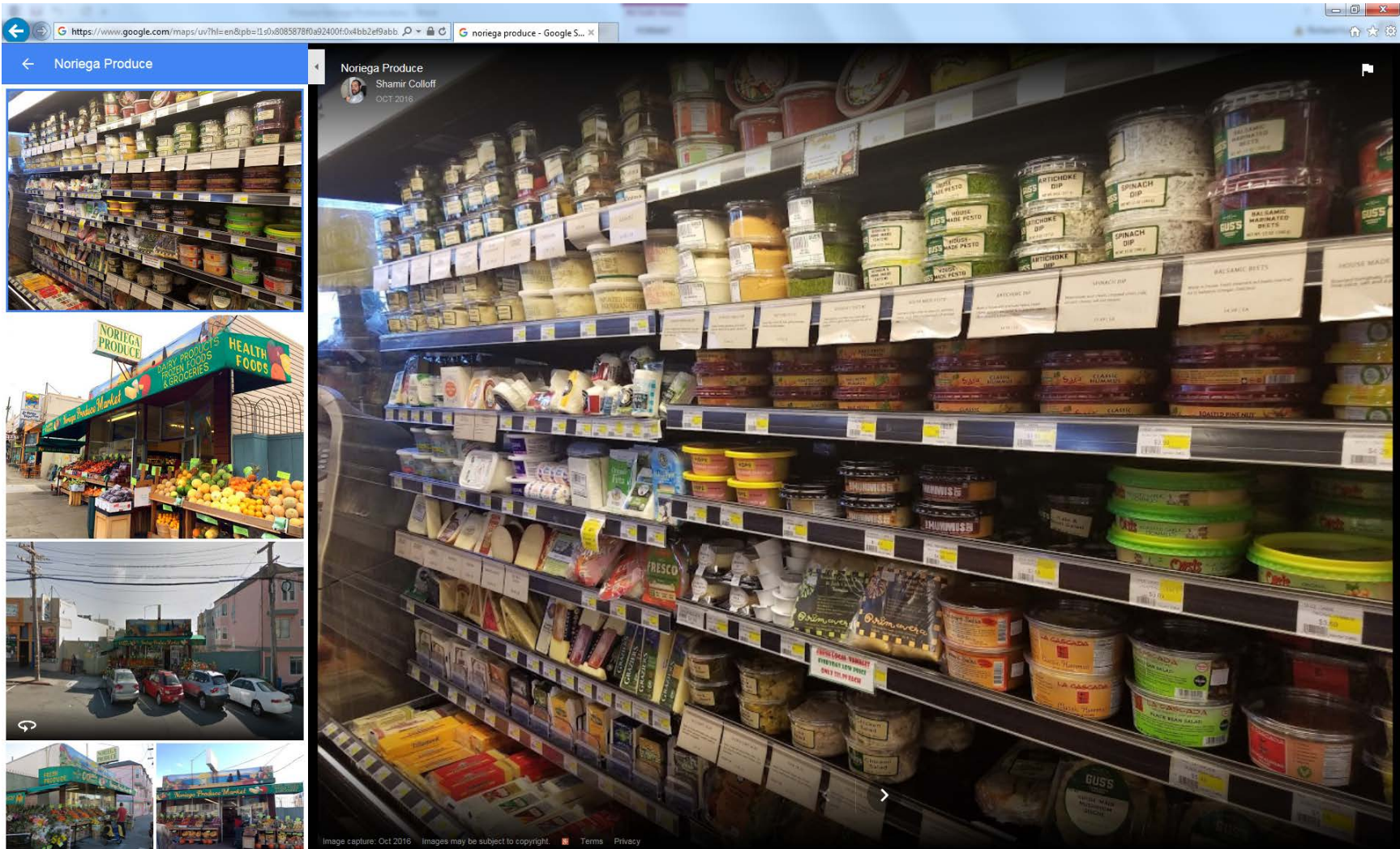
Price \$1.99

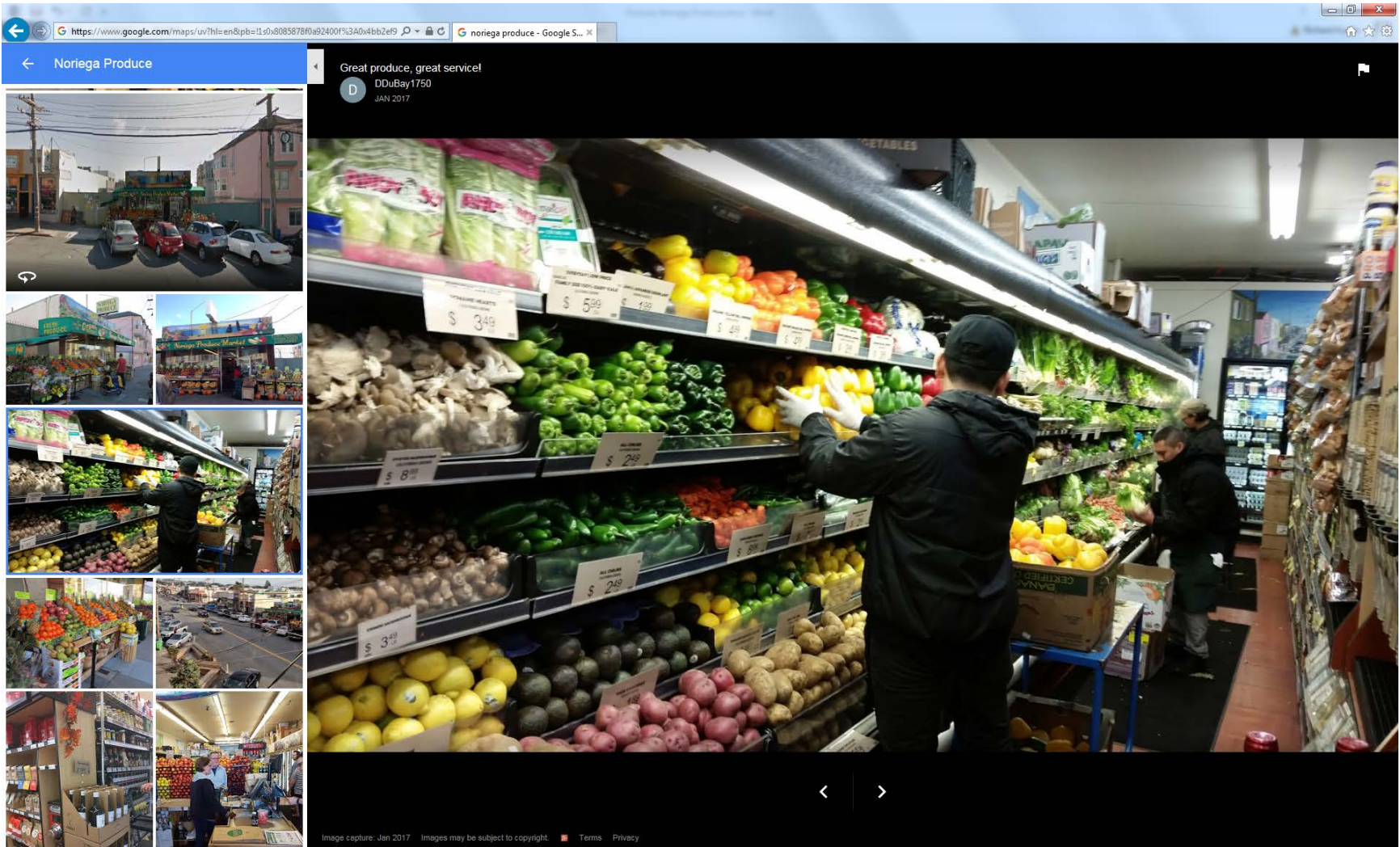
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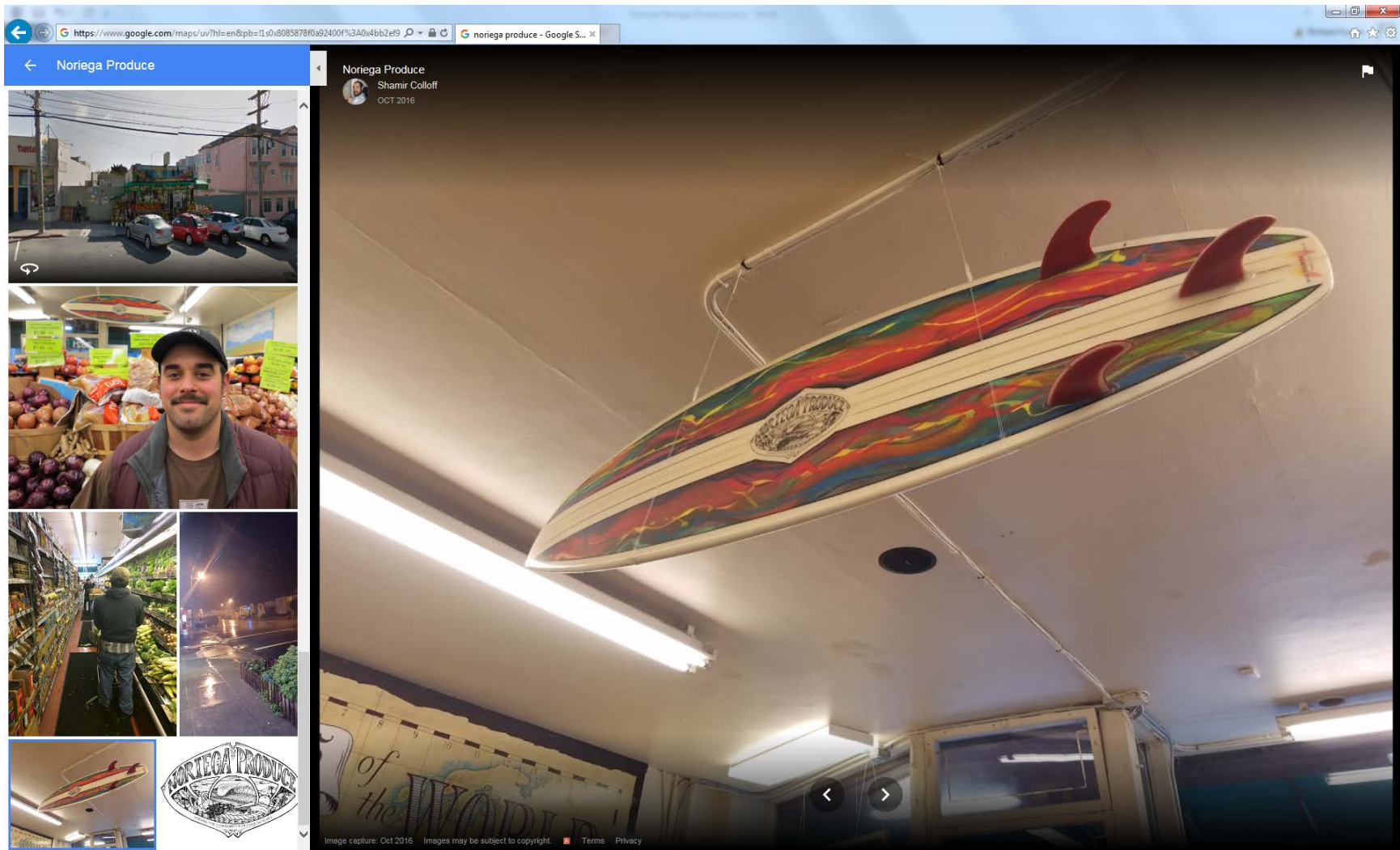
RED GRAPEFRUIT
Price \$1.69













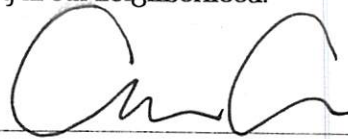
Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

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

NORIEGA PRODUCE

On the occasion of Small Business Week 2010, the Board of Supervisors of the City and County of San Francisco would like to acknowledge your significant contributions to our community. We thank you for creating a vibrant business community in our neighborhood.



Supervisor Carmen Chu
Member, San Francisco Board of Supervisors
May 2010



Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

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

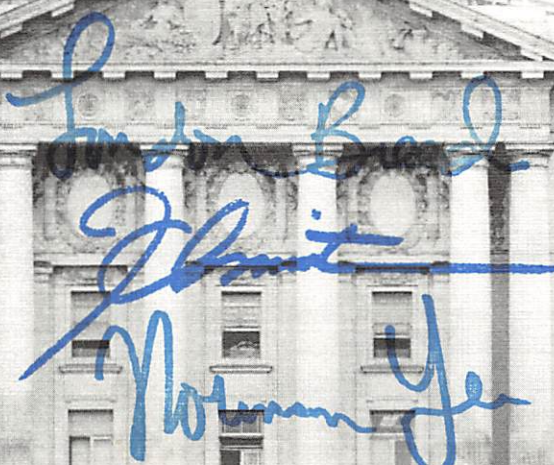
NORIEGA PRODUCE

SMALL BUSINESS OF THE YEAR DISTRICT 4 HONOREE

In honor of Small Business Month, we celebrate your outstanding contributions and dedication to improving the Sunset neighborhood. You add life and energy to our community by working collaboratively with other merchants, advocating for neighborhood beautification, and hosting annual events. For 30 years, you have offered healthy food along with good service and friendship to the families of the Outer Sunset. Your spirit and enthusiasm are vital to our neighborhood and your work inspires others, and the Board of Supervisors of the City and County of San Francisco extends to you its highest commendation.



Supervisor Katy Tang
San Francisco Board of Supervisors
May 19, 2015



THE AFAR GUIDE TO
SAN FRANCISCO

SAVE PLACE
PHOTOS (1)

Noriega Produce, San Francisco



Photo by Erin Kunkel

Noriega Produce, San Francisco

The proprietor, Dimitri, is like the mayor of the Sunset. He always has a smile and knows you by name. He and his family run the best little health-food market. It's tiny, but you don't need to go anywhere else. Plus they're Greek and they always have fresh baklava. 3821 Noriega St., (415) 564-0370

This story appeared in the January/February 2012 issue.

<http://www.sfchronicle.com/recipes/article/How-a-neighborhood-grocer-beats-the-odds-on-6596520.php>

San Francisco Chronicle

How a neighborhood grocer beats the odds — on heart & soul

By Tara Duggan

October 28, 2015

Updated: October 28, 2015



Photo: Connor Radnovich, The Chronicle

Gus Vardakastanis puts strawberries on display at Haight Street Market in San Francisco.

“You don’t like me?” Gus Vardakastanis asks Claro Mistica, with a grizzled, squinty 2:30 a.m. smile.

“I love you, that’s why I’m giving you that price,” answers Mistica, grinning back.

Produce buyer Vardakastanis and Mistica, a seller for Washington Vegetables, have been practicing this banter for at least 25 years, hashing out prices for limes, greens and artichokes in the middle of the night at the San Francisco Wholesale Produce Market. The owner of two San Francisco neighborhood grocery stores, Vardakastanis comes to the produce market four mornings a week to check on orders and make last-minute decisions. While the city sleeps, he wanders rows of stacked produce boxes that emit musty scents of tomatoes and bell peppers and stops to comb his fingers through a case of Brussels sprouts, jade green and glazed with water.

“Beauties,” he says.

Vardakastanis, 55, and his wife, Georgia, 50, have owned Haight Street Market and Noriega Produce since the early eighties, shortly after immigrating from Greece. When their sons, Dimitri and Bobby, took over management a dozen years ago, they added organic groceries and natural meats, responding to the changing tastes of customers. While Gus Vardakastanis’ hand-picked fresh produce is still the cornerstone of the family business, the family’s new Gus’s Community Market, a 12,000-square-foot store that will open in the Mission in the coming weeks, is aimed squarely at the 21st century city, complete with a full-service cafe, juice bar, craft beers on tap and whole-animal butcher shop.

With all the change happening in the city, their success keeps intact a part of the old San Francisco where a family-owned business can not only survive, but thrive.

Things didn't look so rosy four years ago when a Whole Foods was due to open four blocks away from the family's Haight Street store. The Vardakastanis' counterintuitive response to their megamart neighbor? Double down on their market and expand.

At the time, people warned the family against their plan to compete. The developer of the new Whole Foods property even filed an opposition against the expansion, according to San Francisco Planning Department records.

"Some people said we were dumb and wrong for putting so many resources into a store that would just die," says Dimitri, 34.

But they boldly went ahead and took over the space next door to make room for a full-service meat counter, deli and coffee bar. And ever since their Goliath arrived at Haight and Stanyan, both Haight Street Market and Noriega Produce have experienced steady growth, which has allowed them to open the new store in the Mission.

"It's that community and that human connection combined with good food," says Johanna St. Clair, who lives two blocks away from Noriega Produce, where she shops almost daily. As a busy parent and the co-owner of nearby Mollusk Surf Shop, she says, "I don't really want to spend my weekend at a big-box store. I basically consider their store an extension of my pantry."

Gus, whose given name is Konstantinos, has been working in San Francisco grocery stores since he was 16. That's when he followed his father and uncle here from the Greek island of Zakynthos, where they had farmed olives and tomatoes. His mother and siblings followed.

During a return visit to Zakynthos when Gus was 20, he met Georgia, then only 15. They married within a month, and his uncle sponsored their visas

when they returned here together and settled in San Francisco's Glen Park neighborhood, where they still live.

Gus, his father and his uncle bought Haight Street Market in 1981, the year Dimitri was born. Bobby was born less than two years later, and the family bought Noriega Produce in the Outer Sunset in 1985. Each were only 2,000 to 3,000 square feet. (Later, they moved the Haight store a block away, to its current location.)

When the boys were around the store, their parents scolded them not to go too far outside. Haight Street from the early '80s through the '90s was, as Gus says, "Not too nice. There were more punk rockers."

Dimitri agrees: "There are a lot of drugs on the street now, but there were more then."



Photo: Connor Radnovich, The Chronicle

Gus Vardakastanis puts strawberries on display at Haight Street Market in San Francisco, California, on Thursday, Oct. 22, 2015.

There was plenty of shoplifting, too. One day when their security guard was at lunch, a man sneaked in the back and ran out with a case of apples. Gus chased him down the street and got his apples back.

“There was a scuffle,” says Bobby, 32.

“On the bright side,” Dimitri quickly points out, “there’s always been a lot of people who have had support for what we are doing.”

Michaelynn Meyers watched the Vardakastanis boys grow up at the Haight Street Market, having shopped there since the 1980s. She and St. Clair both recall times they’ve asked for a specific product the store didn’t already carry — fresh bagels, aerosol whipped cream — and they’d find it on the shelf a few weeks later.

“They bring their heart and soul into the store,” says Meyers. “That caring they had for their kids and the kids had for the parents — that spilled out to the customers.”

The brothers both have a natural confidence they’ve developed from being reared in the family trade, although Dimitri is more chatty and outgoing, a hugger. Bobby is more guarded, like his father, pausing to respond to a joke before a smile starts in his eyes. Neither Gus nor Georgia pushed them into the business, they say. But the boys were eager to imitate the workers in the shop, and Gus started letting them help around age 10.



Photo: Connor Radnovich, The Chronicle

Dimitri Vardakastanis (center) and Bobby Vardakastanis (right) chat with Gary Camarda at the San Francisco Wholesale Produce Market.

“My dad would say,” Dimitri remembers, imitating his father’s soft accent, “If you’re not doing anything, grab the broom.”

By high school, both boys were fully involved in the business and both loved the work. After they each tried college “for a minute,” Dimitri took over management of Noriega Produce when he was 19, and Bobby took over the Haight Street location at 20. In addition to adding organic produce and beer and wine, they rented a warehouse so they can buy dry goods in bulk for both stores, to keep prices competitive. Those bargaining trips to the wholesale market also result in reasonable produce prices.

“It’s the return customer, that everyday customer, we want,” says Bobby.



Photo: Connor Radnovich, The Chronicle

Gus Vardakastanis puts strawberries on display at Haight Street Market in San Francisco.

Even though his sons are in charge of store operations, Gus says he will keep making his predawn trips to the wholesale produce market for five more years. Then again, that's something he said five years ago, notes Dimitri. Georgia, whose spanikopita (see accompanying [recipe](#)) is served in the store delis, spends more time now with their young grandchildren, whom Dimitri and Bobby, and their wives, are raising in the city. The family also owns property in Sonoma, where they make wine and honey that they sell at their stores.

Even though it will be family run, the new store won't be immune to gentrification critics. It's moving into what's been dubbed Mission Creek, a part of the Mission that's quickly converting from manufacturing to residential. In the market cafe, there will be a reclaimed-wood counter, Humphry Slocombe ice cream and the eight beers on tap will include a custom brew from Magnolia Brewing Co., an old neighbor from the Haight.

It will be a grocery store built for the modern age — and it's nothing Gus and Georgia could have envisioned when they came here from Greece. Eventually, the family plans to rename the original two stores under the Gus's Market brand, creating their own mini grocery dynasty.

Still, Bobby and Dimitri say a big reason they decided to open the new store was to give longtime employees new opportunities.

"We realized we're responsible not only for our families," Dimitri says, "but the families within our business."

Tara Duggan is a San Francisco Chronicle staff writer. E-mail: tduggan@sfchronicle.com Twitter: @taraduggan.

Markets from the Vardakastanis family

Haight Street Market. 1530 Haight St. (between Ashbury and Clayton streets). (415) 255-0643. Open 7 a.m.-9 p.m.

Noriega Produce. 3821 Noriega St. (between 45th and 46th avenues). (415) 564-0370. Open 7:30 a.m.-8 p.m.

Gus's Community Market. 2111 Harrison St. (at 17th Street). gussmarket.com. Due to open in November; hours will be 7 a.m.-10 p.m.



Image 6 of 31

Gus Vardakastanis at the San Francisco Wholesale Produce Market in San Francisco, California, on Thursday, Oct. 22, 2015.

Photo: Connor Radnovich, The Chronicle



Image 19 of 31

Dimitri (left) and Bobby Vardakastanis at the San Francisco Wholesale Produce Market.

Photo: Connor Radnovich, The Chronicle

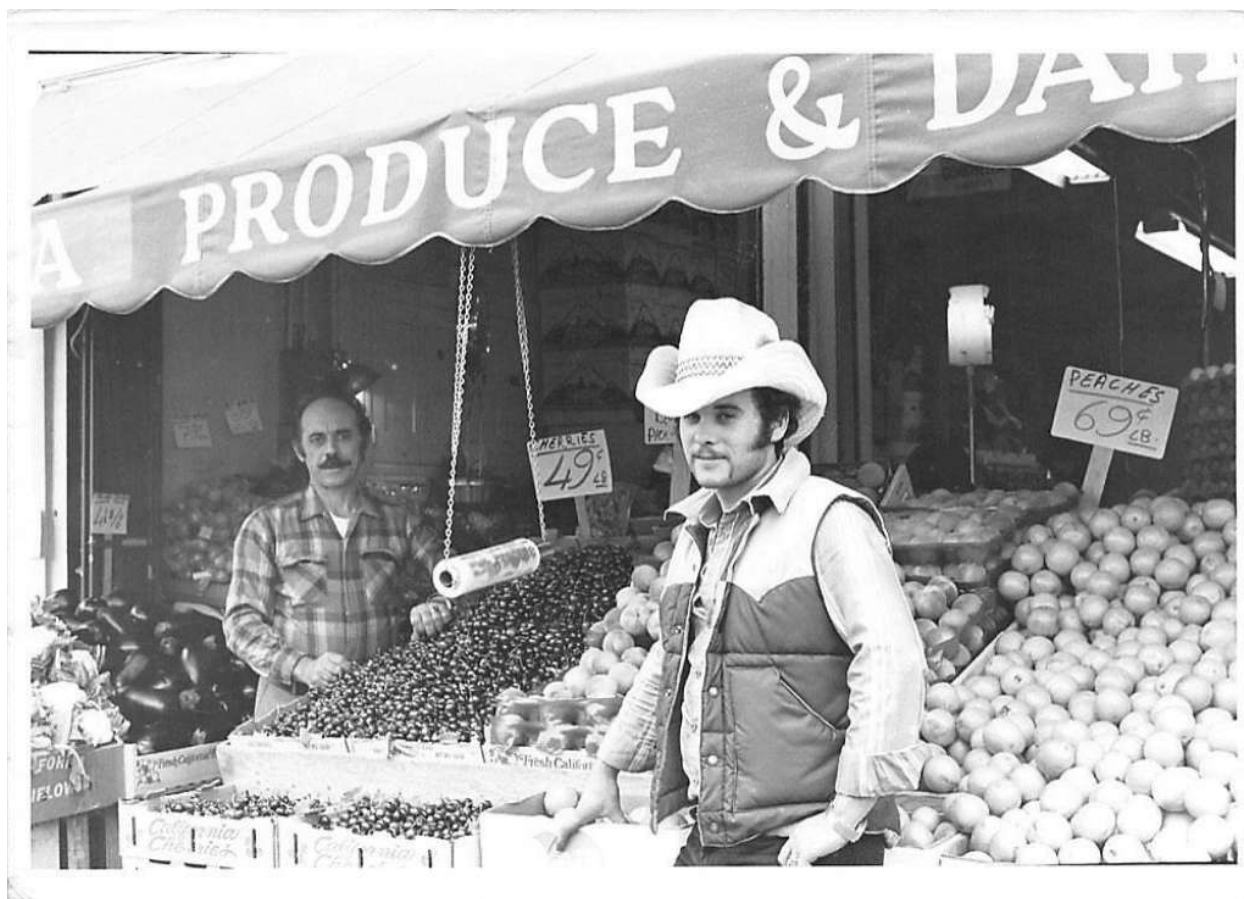


Image 31 of 31

Gus Vardakastanis (right) and his father, Dimitri, in front of their store Haight Street Market around 1981.

Photo: Courtesy Of Gus Market

<http://hoodline.com/2016/02/behind-the-scenes-with-dimitri-varidakastanis-of-noriega-produce>

Hoodline

Behind The Scenes With Dimitri Vardakastanis Of Noriega Produce

by Stephen Jackson
Mon. February 15, 2016, 9:03am



Photos: Stephen Jackson/Hoodline

Dimitri Vardakastanis is a sturdy man with a big smile and a knack for selling groceries that goes back three generations. His grandfather, also named Dimitri, moved from Greece to San Francisco in the early 1970s, and has been working as a grocer ever since. In 1981, the elder Dimitri and his son, Gus, opened Haight Street Market, followed by [Noriega Produce](#) in 1985.

This year, the family opened a third store, [Gus's Community Market](#), at 17th and Harrison in the Mission, with the goal of keeping the family's storekeeper tradition going well into the 21st century.



The Vardakastanis family plays an active role in the day-to-day operations of their three markets, said Dimitri, who is Gus' son. Although Gus still buys produce for all three stores and is very much the patriarch of the family business, Dimitri and his brother Bobby now run the majority of operations.

"It's a business I love," Dimitri said. "It's always changing, it never gets boring, and I love serving the neighborhood. Our motto is that we serve our customers every single day. Our customers are our billboards. The culture inside the business is to treat people the way you want to be treated."



An old family photo: Bobby, Dimitri, and the younger Dimitri.

For Vardakastanis, who grew up in Glen Park, The Sunset feels like home. He began working at both the Noriega and Haight markets when he was a little kid, but Noriega Produce has been his full-time home since he graduated from high school. Now 34, he seems more in his element than ever, recognizing seemingly every person who walked by during our interview.



A thriving neighborhood creates both opportunities and pitfalls for a small, family-run business, but Vardakastanis said his family's ability to adapt with the changing market keeps them ahead of the curve. For example, after a Whole Foods moved in just a few blocks away from their Haight-Ashbury store, [they completely revamped it](#).

"As times changed, we changed too," he said. "We're always evolving to serve our clientele."



Noriega Produce has also adapted to serve customers in search of organic vegetables and natural products, but Vardakastanis said the store's roots in the community haven't changed. "When you walk into Noriega Produce, you're going to walk into a business with foundations and roots in the neighborhood," he told us. "We're an extension of the community. You meet people, you meet your neighbors. It's almost an extension of your refrigerator."



Employees Samantha Beutler, Sue Bajda, and Jules Fagelson.

He said his family's excited about their new venture in the Mission, which serves beer on tap. As part of the new opening, the family plans to add more items to their private in-house label, "Gus's," which is sold at all three stores.



In the midst of the expansion, however, it's clear that a huge part of Vardakastanis' heart is settled right here at Noriega Produce.

"I love the people and being involved in a neighborhood that has grown so much," he said. "It's been great to be part of something that has flourished, and to be working together to make it happen in a city where that's becoming harder and harder to do."

Noriega Produce is located at 3821 Noriega St., between 45th and 46th Aves. Hours are 7:30am-8:30pm daily.