Outside Lands

San Francisco History from Western Neighborhoods Project

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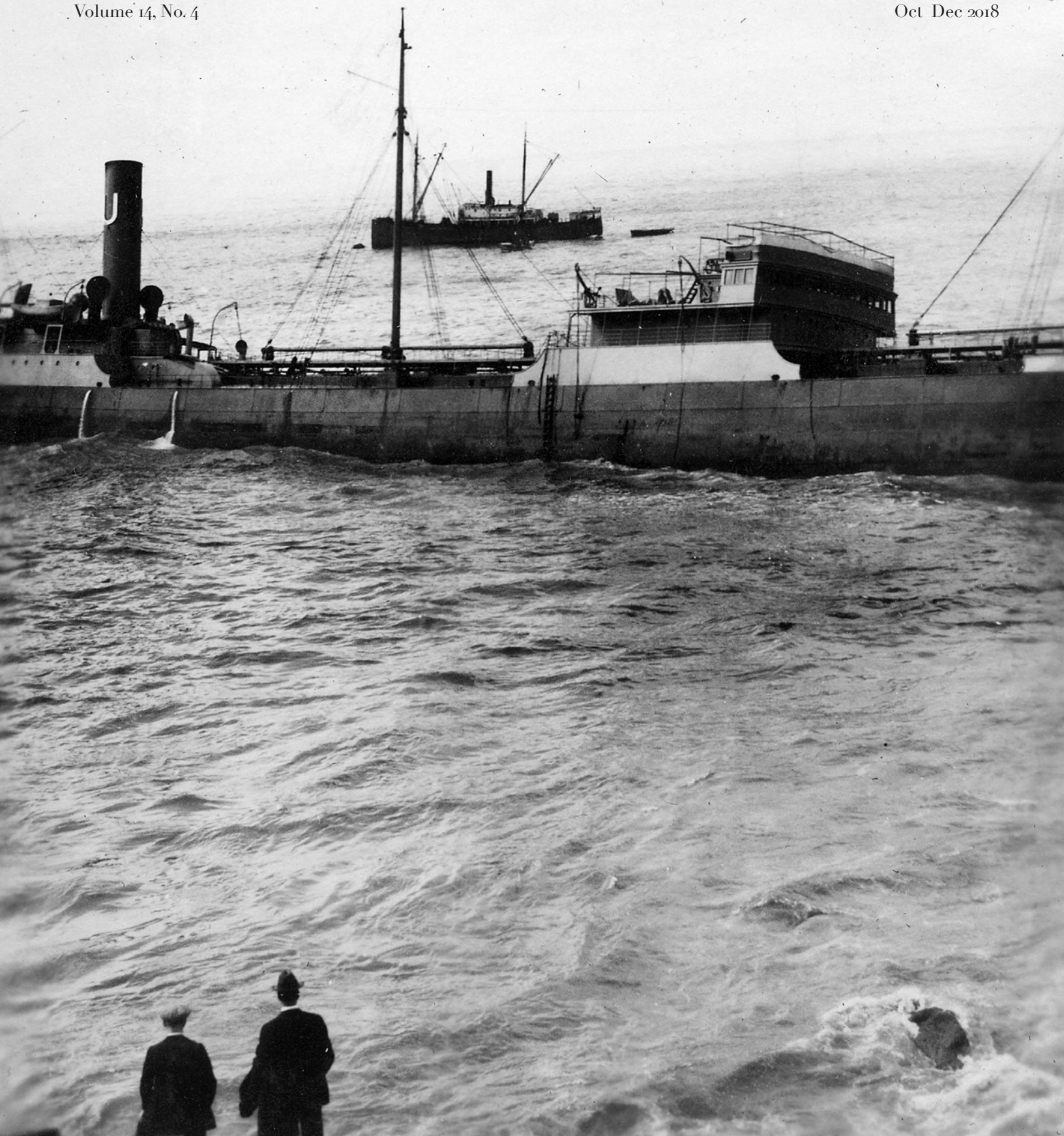



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History from Western Neighborhoods Project
(Previously issued as SF West History)

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Cover:
SS Lyman Stewart shipwreck at Lands End, with rescue ship approaching. October 8, 1922. (wnp27.2231, Burton photo album, courtesy of a private collector.)

Right:
Nicole Meldahl joins Woody LaBounty and David Gallagher as co-host of the *Outside Lands San Francisco* podcast.

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We had a terrifically productive (and foggy) summer in the Outside Lands, aided in big part by two interns from the University of San Francisco's Museum Studies program.

Jamie Blankenship and **Andrew Armstrong** put in hundreds of hours scanning, transcribing, cataloging, and condition-reporting our collections, but they also volunteered for numerous tasks beyond the call of duty, such as standing behind our table at street fairs and picking up a vacuum cleaner. Great thanks to both, and our best wishes as they launch their careers.

And speaking of gratitude and jobs, we are sad to say goodbye to board member **Anisha Gupta,** who is relocating to a dream position in Philadelphia. She will be sorely missed and finding someone to match her professionalism, optimism, and energy will be an almost impossible task for us.

If you have a nomination, or perhaps a personal interest in serving on the WNP Board of Directors, drop our President **Chelsea Sellin** an email at chelsea@outsidelands.org. The Board is a fun and dedicated group with a mission to believe in—sharing and preserving western San Francisco history.

Anniversaries

With the centennial of the opening of the Twin Peaks Tunnel this spring we engaged in a lot of commemorative activity to interpret and share how a simple streetcar line was important to the creation and growth of west side neighborhoods. On October 20, we will remember the first "Big One," an 1868 earthquake on the Hayward Fault that shook San Francisco and made everyone aware of what shaky ground the boomtown city stood upon 150 years ago. We also have two upcoming programs on west side movie houses to mark the opening of the Coliseum Theatre 100 years ago.

In the first half of 2019, however, we will have three big anniversaries to mark. Prepare for presentations, articles, walks, posts, and more on the 1894 Midwinter Fair in Golden Gate Park, which 125 years ago had a significant impact on the city and the west side. The 140th birthday of the Conservatory of Flowers, beloved park landmark is also coming.

The third spring milestone, and certainly the most important (ahem), will be the 20th anniversary of Western Neighborhoods Project.

Mark your calendars now and save the date: **Sunday, May 19, 2019.** We will host a big gala party at the Presidio Golf Club and look forward to toasting the next twenty years with our friends, family, and supporters.



Nicole Joins the Podcast

After more than four years of being on the air (well, really on the Internet), our podcast *Outside Lands San Francisco* received a welcome injection of new energy. **Nicole Meldahl** has joined as a co-host (with **David Gallagher** and myself) to immediate rave reviews. As of this writing, the only weekly San Francisco history podcast is up to 294 episodes and we recently have had some great guests, including **Stella Lochman** from the San Francisco Museum of Modern Art and Vice-Commodore **Rob Weaver** from the San Francisco Model Yacht Club. If you haven't been listening, visit outsidelands.org/podcast to browse the episodes and hear what you have been missing.

On the Way

I often say, "everything gets done… eventually." Some "things" are now getting close: 1) a new membership and donation system, making life a bit easier for our supporters, and allow us to manage new member benefits; 2) a long-imagined project focused on Chinese-American history in the Richmond District; 3) posting our video-recorded talks and presentations online.

The holidays and giving season are almost upon us, and I thank you in advance for remembering us. With your generosity, we are increasing our ability to make "eventually" become "now."



Jamie Blankenship and Andrew Armstrong, super summer interns.

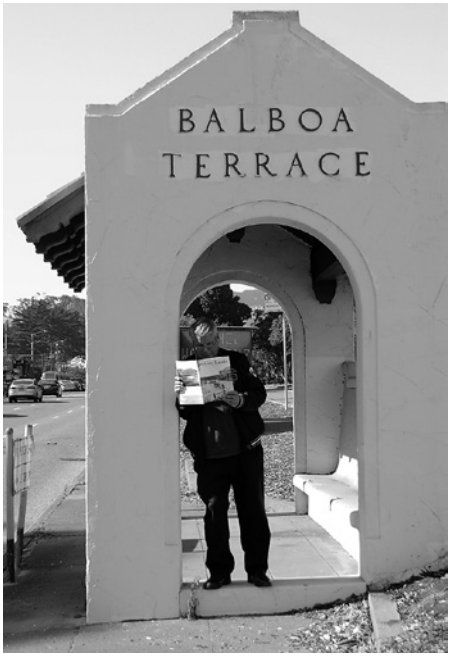
Where in West S.F.?

Correct guessers of the "where in West S.F.?" photo last issue knew we were looking circa 1920 at the shelter and decorative gateway made to promote the Balboa Terrace residence park development on Junipero Serra Boulevard near St. Francis Circle.

The gateway is different now, with the old vases gone, but the shelter is intact. Made to remind potential home buyers of the convenient new streetcar routes running through the Twin Peaks Tunnel to downtown, we believe the "Balboa Terrace" transit station was just clever marketing and never a streetcar stop.

Congratulations to David Lange, Bruce Moore, Norman Stahl, Alan Thomas, Margie Whitnah, and Loren Wilson. We offer extra recognition to Tim McIntosh for sending a photo of himself reading *Outside Lands* while settling in for a *long* wait for a streetcar.





Balboa Terrace shelter in 1920 (above) and 2018 (right, with Tim McIntosh).

And on the subject of stopped transit, where (and when) are the old streetcars lined up in the photo below? Some nice-looking homes, a stand of trees in the distance are clues. Email us at woody@outsidelands.org, or use the Western Neighborhoods Project contact information on the inside cover to make your guess!



The Great Sham Battle of 1876

by John Martini

WNP member John Martini is a retired National Park Service ranger helping us process our OpenSFHistory collection of historical San Francisco images. This has been adapted from his book, Fortress Alcatraz, *Pacific Monographs, Honolulu: HI 1991). To see thousands more photos visit opensfhistory.org.*

The United States was a century old, and the citizens of San Francisco planned to give the country a memorable party.

Organizers scheduled a series of gala parades, concerts, and speeches for the days leading up to the centennial. The highlight would be a grand demonstration of military might, a Great Sham Battle on July 3, 1876. Cavalry and infantry maneuvers would take place in the Presidio, while out in the bay, army and navy gunners would have opportunity to show their shooting skills.

The *Daily Alta California* had a spasm of purple prediction, building up anticipation for "The Grand Feature," as the battle had been dubbed:

> The air will be filled with wild screeching shells; dark dense columns of smoke will be seen curling heavenward from ships and batteries; balls of fire will go shrieking like rushing meteors toward the objects of attack; bursting bombs will rend the air with the thunder and roar of battle; and make the wild wave and solid earth quake with terror.

Spectators gathered early on the morning July 3 to secure vantage points atop city hills—the *San Francisco Chronicle* reported 50,000 spectators in the Presidio alone. Chartered steamboats vied for the best anchorages in the bay, while specially-invited guests on Alcatraz found perches atop the citadel roof and on the traverses between the cannon batteries.

Two targets had been selected for destruction. The Army forts would direct their fire at a large flag fluttering over a painted rock at Lime Point on the Marin County shore, and the Navy would have the opportunity to demolish an old scow schooner moored between Lime Point and Alcatraz. The aging vessel had been packed with explosives and combustibles soaked in coal oil, and its silhouette had been altered by the addition of a false turret, so that it looked (at a great distance) something like a *Monitor*-type ironclad. Its destruction by lethal gunfire from three warships promised to be a sight to behold.

The bombardment began at 11:30 a.m., when Fort Point loosed a round at the flag on the opposite side of the Golden Gate, more than a mile away. Within minutes, guns from Alcatraz, Angel Island, and Point San Jose joined in, beating the waters around the target rock into froth. Observers reported several hits on the slopes near the flag.

Now the Navy opened up on the incendiary *Monitor* stand-in. Warships *Pensacola, Jamestown,* and *Portsmouth* took turns; columns of water erupted around the scow.



View northeast towards Angel and Alcatraz Islands during the "Sham Battle" on July 3, 1876. (WNP Collection, wnp26.315)

Despite thunderous applause from the packed hillsides, the target floated unscathed. A bonus of $20 was quietly offered to the first navy gunner to score on the target. Seventy rounds later, the bonus was still unclaimed. One fellow stated that for $20 he'd go aboard the target ship and spend the day.

The land forts, satisfied that the flag at Lime Point had been subdued, turned sights on the scow. Alcatraz's four 15-inch Rodmans fired repeatedly, with all rounds falling well away from the target. A moment of drama was achieved when a wooden packing sabot from a powder charge flew out of the muzzle of one cannon and ricocheted among the soldiers of the battery directly below, tearing away part of one man's uniform and nearly decapitating a non-commissioned officer.

Gunners complained that they were allowed only to fire individual rounds at the target. A real target, said they, would fold from the shock wave of an enormous salvo from the fort batteries. It was a moot point. After a dozen or so rounds, the army guns ran out of ammunition.

More than a hundred rounds had been fired, and the fake ironclad remained intact. By now, military embarrassment was acute. *Pensacola* fired a volley of blanks in the direction of the target, and under cover of the resulting smoke, a young officer was dashingly dispatched in a tug to set fire to the hulk. Most of the now-quiet crowd caught on to the ruse, but one woman spectator in the crowd commented in swooning terms on the soldier's bravery. "Madam," replied another observer, a veteran of the Civil War, "with shooting like that, he's in the safest place in town."

The officer lit the fuses aboard the scow, and the faux warship and its explosive cargo finally disappeared in an inglorious—and anticlimactic—pyrotechnic display.

Another spectator described by the *Chronicle* as a "grizzled veteran" huffed, "If I had a boy fourteen years old who couldn't hit that target I'd wring his neck."

If the sham battle had disappointed the spectators on Alcatraz, they could at least look forward to liberal refreshments provided by the island's commanding officer. But, after leaving their viewing areas, the guests were dismayed to find that military prisoners had broken into the commander's reception room and made off with "a quantity of distilled liquors." The guards eventually located the perpetrators on a secluded beach, far gone in a patriotic stupor.

A reporter on the island, witnessing the artillerymen's poor performance, filed a somewhat apologetic story: "The batteries at Alcatraz are being remodeled and the few guns are smooth bores, which, accurate enough for short ranges, fail in the longer ones." The *Sacramento Daily Union* on July 6, 1876, offered a more scathing review of the bombardment: "Three men-of-war fired all the morning at a wooden scow fitted to resemble a monitor, and though two hundred shot and shell were hurled at the target not one struck it…One cannot but reflect, however, upon the probable result supposing an enemy's fleet should appear off the Golden Gate while the city and harbor are defended by these amateur gunners."

The whole Sham Battle is now remembered as an embarrassing display of the post-Civil War military's lack of professionalism and readiness. The armed forces, hampered by a pecuniary Congress, were operating on a shoestring budget that affected both morale and training. (An army officer later revealed that his gunners were only authorized one cannonball per month for target practice, and they hadn't fired their guns in nearly a year to save ammunition for the 'great bombardment' of the Sham Battle.)

Things wouldn't get much better for San Francisco's defenses–or the entire U.S. military, for that matter–for nearly twenty years. It wasn't until the mid-1890s that "modern" steel warships and long-range coast artillery guns began to replace the leftover Civil War ships and aging cannon that had provided such a depressing performance on the centennial. When the money did start to flow again from Washington, though, San Francisco would be defended by some of the most powerful and extensive fortifications in the country.

But that's a story for another day.



Military forces on land and sea mass for the Great Sham Battle on July 3, 1876 while spectators view from the hills of the Presidio. (WNP Collection, wnp26.605).

THE STRANGE FATE OF TWO SISTERS AT LANDS END

by Arnold Woods



Slide of *SS Lyman Stewart* aground at Lands End in 1922.
(WNP Collection, courtesy of a private collector; wnp13.362)

San Francisco's shoreline is littered with shipwrecks, a few of which can still be seen from time to time. Tide and fog made the Golden Gate particularly hazardous to traverse back in the days before dredged channels, electronic warning systems, and sonar. These conditions led to the unfortunate end of many a vessel. This is the story of two of them, sister ships with men's names, that met with strangely similar fates, and the San Francisco shipyard that built them both.

Like many a young man in 1848, Peter Donohue, a Scotsman who arrived with his family in America at a young age, came to California in search of gold. Not having success as a gold miner, Donohue returned to his roots, having previously apprenticed as a machinist. With his brothers, Donohue opened a machine shop under a tent in 1849 with the grand name "Union Iron Works."

The business did well and, by 1856, Donohue had bought out his brothers and opened a true machine shop in a brick foundry near what is now 1st and Mission Streets.

When business began to decline in the 1860s because of increased competition and Donohue's interest consumed with other businesses, he brought in H. J. Booth, a former partner in the Marysville Foundry, as his new partner. When the Union Iron Works continued to languish, Donohue retired from active management and Booth hired George Prescott, the other partner in the Marysville Foundry, to help oversee the company. Draftsman for the Union Iron Works, Irving Scott, was also given a full partnership and job as general manager. With his profits, Donohue went on to found San Francisco's first gas works, which later became PG&E.

One of Donohue's other business interests had been the San Francisco & San Jose railroad, whose locomotives had

problems with steep grades. Believing that the Union Iron Works could build a superior locomotive, Donohue and Scott decided to do so. Scott, with little railroad experience, designed a new engine that was so impressive on the drafting board, the company received orders for four more in short order.

On August 1, 1865, the first Union Iron Works locomotive left the shop and was an immediate success. Over the next eight years, the company built seventeen more for local railroads and decided to expand into the construction of marine engines and ships. In 1883, the Union Iron Works began construction of a ship-building plant at Potrero Point. Scott traveled the world to learn the most advanced techniques, and the first United Iron Works vessel, the coal carrier *Arago,* launched in 1885.

Scott did a lot of glad-handing with politicians, even becoming a friend of President William McKinley. As a result, the Union Iron Works received government contracts, which only increased with the 1898 onset of the Spanish-American War, largely fought in the Philippines. United Iron Works built Admiral George Dewey's flagship, the *USS Olympia*, which is now a museum ship in Philadelphia and the oldest surviving American steel warship afloat. .

By May 18, 1901, when President McKinley visited Union Iron Works for the launching of the *USS Ohio* (just four months before his assassination), the Union Iron Works' Potrero Point plant was employing 3,500 people. The workforce lived in the surrounding area. Irish Hill (almost completely leveled during World War I) and Scotch Hill (a section of today's Potrero Hill) were named for the immigrant workingmen and their families that lived on them. Foremen and skilled workers largely lived in what is today's Dogpatch neighborhood.

In 1902, the Union Iron Works became part of a larger corporate entity known as the United States Shipbuilding Company, which quickly fell into receivership because of the indebtedness of other consolidated shipyards. In 1904, the giant Bethlehem Steel Corporation purchased the assets of the United States Shipbuilding Company making Union Iron Works a subsidiary.

Through changes in ownership the Union Iron Works continued to build ships of all types. During the earthquake of April 18, 1906, the *SS Columbia* in the plant's specially constructed hydraulic dry dock, keeled over, damaging the facility beyond repair. Rebuilding of the Union Iron Works Potrero Point yard would not begin until 1910, and by then, Bethlehem Steel had purchased the nearby Hunters Point dry docks.

When rebuilding of the Union Iron Works was complete in 1913, a new era of shipbuilding began at the Potrero Point plant. A new tanker ordered by the Associated Oil Company was completed in a record five months and launched on February 11, 1914, with thousands of people watching. The tanker, 426 feet long and able to hold 67,000 barrels of oil, was the largest then built in the United States. The ship was christened *Frank H. Buck,* in honor of an Associated Oil vice-president.

The day before the *Frank H. Buck* launched, the Union Iron Works contracted to build another tanker for the Union Oil Company almost to the same specifications as the *Frank H. Buck.* The new tanker was built just as expeditiously, launched on October 31, 1914, and christened the *Lyman Stewart* after one of the founders of Union Oil.

American entry into World War I in 1917 resulted in more work for the Union Iron Works shipyard and both the *Frank H. Buck* and the *Lyman Stewart* were commissioned into the United States Navy in 1918. The *Buck* saw some action, engaging in a firefight with its deck guns against a German submarine. After the war, both ships returned to their respective oil companies.

On October 7, 1922, the *Lyman Stewart,* under the command of Captain J. G. Cloyd, was leaving San Francisco for Seattle with a load of oil. As it passed through the Golden Gate in heavy fog, a freighter, the *Walter A. Luckenbach* was arriving from New York City. It reduced engines to half speed after passing Mile Rock lighthouse, but hit a riptide near Fort Point and increased the starboard engine to full speed to straighten course. The fog had muffled horns and whistles and the lookout on the *Walter A. Luckenbach* saw the *Lyman Stewart* cross his bow too late.

The freighter rammed into the port bow of the oil tanker about 3:20 p.m. Water begin to flood the forward compartments as the bow of the *Lyman Stewart* sank, and the desperate crew began pumping out the tanker's oil from the forward tanks to keep afloat. Captain Cloyd ordered his crew to



Irish Hill surrounding the smokestack and factories of Union Iron Works in the 1890s (WNP Collection, courtesy of a private collector; wnp27.6387).



The oil tanker *Frank H. Buck* aground at Lands End in 1937. Mile Rock Lighthouse visible at right. (WNP Collection, courtesy of a private collector; wnp14.0817)

abandon ship while he continued to pilot the sinking ship. A life-saving crew from Point Bonita arrived quickly and towed lifeboats of men to Meiggs Wharf (near today's Fisherman's Wharf). The *Walter A. Luckenbach,* not as badly damaged, proceeded to port about 25 minutes after the collision, with arriving steamship, *F. S. Loop* acting as escort.

Meanwhile, Captain Cloyd decided to let the *Lyman Stewart* drift to still waters before attempting to maneuver. At about 4:00 p.m. he put the engines astern in an attempt to turn back to San Francisco. Likely due to the damage, however, the tanker drifted left as it headed back. Grounding on rocks at Lands End, almost directly south of Mile Rock and Lobos Rock, the *Lyman Stewart* ripped its hull.

Attempts later made to attach lines to the *Lyman Stewart* and tow her into port failed. It was a complete financial loss. A federal court eventually found that both ships were at fault and apportioned the damages between them, a decision that was affirmed on appeal. The *Lyman Stewart* remained visible at Lands End for years, even getting used as an impromptu billboard for Mother's Cakes and Cookies and voting propositions.

Meanwhile, the *Frank H. Buck* continued ferrying oil for the Associated Oil Company, although it earned its own reputation for running aground, doing so in 1919 at Point Montara, 1923 in Astoria, Oregon, and in 1924 at Point Pinos in Monterey Bay. The Point Pinos incident occurred on a clear night and resulted from the third mate in charge being unfamiliar with the area. It was the most serious of the three grounding incidents. The tanker took on water and threatened to break apart, but the cracks were patched and the *Frank H. Buck* was pulled free at high tide two weeks after the grounding.

On March 6, 1937, under the command of Captain Robert W. Kelly, the *Frank H. Buck* headed into the Golden Gate from Ventura with a load of oil for the Martinez refineries. At the same time, a massive passenger liner, the *SS President Coolidge,* was exiting San Francisco Bay with 678 passengers and 350 crew members for Yokohama, Japan, via Honolulu.

As on the *Lyman Stewart's* fateful day fifteen years prior, heavy fog blanketed the channel. Julius Larsen was the lookout assigned to the octagonal Marine Exchange Lookout Station at Lands End.

He later reported that he had heard fog horns of both ships for several minutes, but couldn't see anything. When he heard the crash, it sounded to him like the muffled boom of one of the big Presidio guns. Larsen knew instantly that the *President Coolidge* was involved because he was expecting it to clear the Golden Gate about then. He heard the liner sound three short whistle blasts, a distress signal, and he immediately called for help.

About a quarter mile west of the soon-to-be-opened Golden Gate Bridge, the *Frank H. Buck* and the *President Coolidge* had collided head on. The larger passenger liner had punched a large hole in the tanker

continued on page 15

Charles Hawkins and the Residence Parks that Never Were

© Richard Brandi
Excerpted from an upcoming book on San Francisco residence parks

Charles Hawkins was a pioneer of the West of Twin Peaks area of San Francisco. He was also one of the lesser-known developers of its residence parks, which were master-planned subdivisions with spacious and thoughtfully designed single-family houses surrounded by landscaping and statuary.

Hawkins was a self-made man who had many careers during the first half of the twentieth century: sewing machine salesman, truck and auto executive, munitions maker, inventor, banker, and real estate developer. In his last years, Hawkins grew and sold figs in Fresno. After three unsuccessful attempts to create a residence park, he finally achieved developing what was called Laguna Honda Park in the 1920s.





Charles and Mabel Hawkins, (C. A. Hawkins Family Papers, 1904-1962 (SFH 55), San Francisco History Center, San Francisco Public Library.)

Residence Parks

Developers throughout the United States launched hundreds of residence parks during the late nineteenth and early twentieth centuries. Residence parks combined deep-seated ideals of suburban life glorifying nature and, paradoxically, the tenets of the City Beautiful movement with its emphasis on urban monumentality, order, and formality. These popular developments sought to bring together the healthy aspects of country living—freedom from noise, congestion, and filth—with the conveniences and attractions of the city.

Most residence parks were designed not for the rich but for the growing professional and managerial classes, and some were designed specifically for the middle class. Called residence parks to emphasize the park-like settings, these enclaves were also known as "restricted parks" because of deed covenants that tightly controlled or restricted what people could build and how they could use their property. This was a new idea and somewhat controversial, as it went against the grain of property rights and land speculation. But buyers quickly came to accept such losses of freedom in exchange for affordable home sites that imitated on a small scale the estates of the very wealthy.

In an age before municipal zoning laws, which wouldn't arise until later in the twentieth century, private deed covenants, conditions, and restrictions (CC&Rs) offered certain guarantees to home buyers. Restrictions typically secured open space with required front and side building setbacks. Relatively high minimum costs of construction prevented cheap and unsightly houses, while limitations to single-family houses prevented high density. Specific landscaping requirements promoted the park-like settings, and prohibition of commercial and industrial uses promised tranquility. Disturbingly, certain people were also restricted. In San Francisco, African-Americans and Asian-Americans were banned by residence park CC&Rs from owning or occupying property. (Elsewhere in the United States, restrictions existed against Jewish occupation and ownership.) While these groups were often discriminated against in most large housing developments in California, the deed covenants of residence parks made an informal practice blatant.

Charles Hawkins

Charles Albert Hawkins was born on April 13, 1871, in Fort Scott, Kansas. After completing the 8th grade, Hawkins left home and worked as a railroad construction worker until he found he could earn more money hustling pool players. Hawkins sold Singer sewing machines in Texas, left to join the Texas Rangers at age 18, was fired for getting into a fight, and rejoined Singer as a trouble-shooter and salesman. After improving their product by inventing a better belt, Hawkins was promoted by Singer and moved to Portland, Oregon.

He married Grace Prideaux, and with her, had a child, Charles Ernest, in 1897. The couple separated and Hawkins made plans to take off to Alaska for the Klondike gold rush. He instead accepted an offer from a competitor, the White Sewing Machine Company, and moved to San Francisco. At the company he met his second wife Mabel Morrison, and together the couple had four children, Sidney (born June 2, 1903), John Norris Albert (July 25, 1907), Anne Wendela (June 23, 1912), and Jean Mary (October 17, 1917).[1]

According to family members' oral histories, Hawkins wasn't a good salesman, being over-aggressive and talkative. He could organize a department, but his hot temper made him a poor manager and administrator.

As an example of Hawkins' eccentric personality and temper, when the White Company was building a new office building and garage on Market Street, a building inspector insisted on the removal of previously installed underground gasoline tanks. Hawkins nonchalantly tossed a lighted cigar



The Hawkins residence, 2850 19th Avenue at Sloat Boulevard. (C. A. Hawkins Family Papers, 1904-1962 (SFH 55), San Francisco History Center, San Francisco Public Library.)

on the top of the tanks, frightening the inspector enough to run from the building.)

But Hawkins *was* a valuable trouble-shooter and inventor, and when the White Sewing Machine Company expanded into the automotive truck and steam-powered car business as White Automotive, he hit his stride. One of his achievements was the invention by trial and error of a stronger truck axle using manganese, which gave White trucks an advantage over the competition for many years. Hawkins was thorough with his inventions and would perfect them before applying for patent.[2]

Shortly before the 1906 San Francisco earthquake and fire, Hawkins bought property in western San Francisco, including an area bounded approximately by today's 19th Avenue, Sloat Boulevard, Wawona Street, and West Portal Avenue. The Hawkins built a large residence on 19th Avenue with surrounding wooded grounds. This part of San Francisco was very much in the country at the time. There was a cottage for a gardener, a barn for horses and another for cows. Travel over Twin Peaks to town in rainy winters was difficult on unpaved Corbett Road (now Portola Drive), so the Hawkins family stockpiled canned goods.[3]

Land Speculation and the Sutro Estate

With the settlement of Adolph Sutro's estate in the early 1910s, thousands of acres of San Francisco property came on the market. At the same time, enthusiasm for the creation of the Twin Peaks streetcar tunnel was in the air and Hawkins figured real estate would be a good investment bet. In 1912, with Alfred Meyerstein and John H. Spring, he purchased part of the Sutro holdings from the Residential Development Company, land bounded by what is now Dewey Boulevard, Woodside Avenue, Portola Drive, Ulloa Street, and Lenox Way. The three men were friends connected through the Western Metropolis National Bank, where Hawkins served as a director, Meyerstein was president, and Spring vice-president.

Hawkins resigned from the White Motor Company to devote his time to his real estate activities and with his two partners, formed the Forest Hill Realty Company with Spring as president and Hawkins acting as vice-president. The company immediately platted the streets for the Forest Hill Extension development east of Dewey Boulevard.

On March 25, 1914, the Forest Hill Realty Company granted a new investor, George N. Merritt, one quarter of the

company's stock with the remaining shares equally divided between Spring, Meyerstein, and Hawkins. The land itself was divided into perceived equal lot "values," and not strictly an equal number of lots. This split resulted in the separately created and managed residence parks of Claremont Court (Meyerstein), Merritt Terrace (Merritt), and El Por-tal Park (Hawkins).

A number of construction and racial restrictions were attached to these lots. Only residential buildings were allowed, the minimum cost of a house was to be $3,000, and only a single building, no more than two stories, was allowed per lot. Additionally, there were defined 15-foot front setbacks from the street, two-foot side setbacks from neighbors, and a ban on stores, saloons, groceries or mercantile sale of spirits or malt. No flats or apartment houses were allowed, and no persons of "African, Asiatic, or Mongolian descent" could purchase, own, or lease property.

El Por-tal Park

In 1914, two years after the nearby grand St. Francis Wood and Forest Hill developments went on the market, Charles Hawkins launched his own residence park. Roughly bounded by today's Vasquez Avenue, Woodside Drive, Portola Drive, and Edgehill, beside Forest Hill Extension, "El Por-tal Park" was named after the first western stop of the soon-to-be-built Twin Peaks Tunnel. Forest Hill Station wasn't actually a portal, but Hawkins didn't let that stand in the way of his marketing.

Hawkins, obviously impressed with St. Francis Wood and Forest Hill, had dreamed up a worthy competitor. El Por-tal Park's main street, Laguna Honda Boulevard, would be 80 feet wide with a 22-foot-wide strip lined with palms, lawns, and red geraniums. Buffed-colored entrance gates made of concrete pressed brick were planned for Laguna Honda Boulevard intersections with Corbett Road (Portola Drive) and Dewey Boulevard. Two 20-foot-diameter urns, seven-feet high, and designed by the Sarsi studio, similar to those at Forest Hill, would grace circular junctions of Laguna Honda Boulevard at Vasquez Avenue and Ulloa Street. The urns, filled with brightly colored flowers, would be set on a lawn and a bed of red geraniums. Forest Hill's landscape architect, Mark Daniels, was lined up to design the street plan. Hawkins bragged that he was going to spend $100,000 on these amenities and promised buyers that the lots would increase 200%–500% in value once the Twin Peaks Tunnel opened.[4]

But after less than two years, Hawkins abandoned El Por-tal Park. None of the streets were laid out; Mark



Advertisement for El Por-tal Park, *San Francisco Chronicle,* June 12, 1914, p. 20.

Daniels never signed on; no statuary was ever installed; no homes were built.[5] What happened?

Hawkins Quits Real Estate

Lot sales for El Por-tal Park started well and remained brisk through 1913 and up to July 1914, when the start of World War I brought things to a halt.

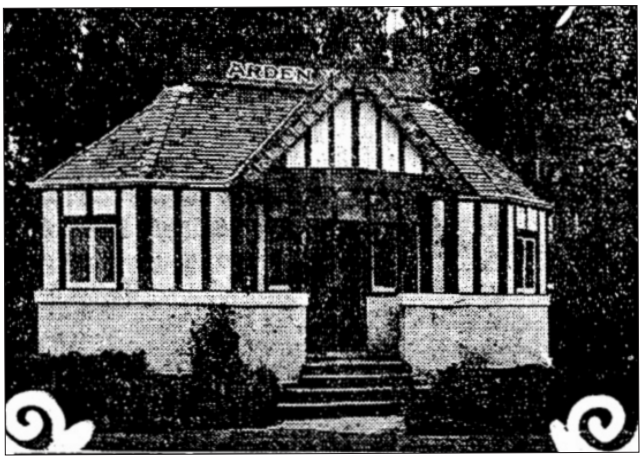
Even though the United States would not enter the war until April 1917, the war's effects were dramatic. Hawkins wrote "lots were selling fast and at high prices but the bottom dropped out of sales and values fell with the European war." Hawkins said his land was worth $306,000, but during 1914 and 1915 he sold only $19,675 worth of property. This affected all the residence parks to some extent. At that rate, it would take Hawkins thirty years to unload his property.[6]

He decided to cut his losses in real estate because he "saw a great opportunity in the war munitions business," and convinced J. Pierpont Morgan and Co. in New York to give him $21 million to produce war material at two plants in Cleveland, Ohio. He supposedly made $700,000 profit in a week.[7] Sometime during 1916, Hawkins sold his interest in Merchants National Bank, mortgaged the El Por-tal land back to the Residential Development Corporation for $250,000, created the Hawkins Improvement Company with Rollin H. White (son of the founder of the White Sewing Machine Company), and moved his family to Cleveland.

During the war Hawkins pursued other businesses opportunities. In 1917, he joined the C. L. Best Gas Traction Company of San Leandro as president. Also, in 1917, Hawkins invested in the Davis Sewing Machine Company in Dayton, Ohio, and was its president from 1919–1922.

How truly successful Hawkins was with all these ventures is uncertain. He claimed partial credit for the invention of the Best tractor, as well as many of its patents, but he also alleged fraud within the company and sought to unseat its director in 1916. Fired as president in 1921, Hawkins claimed libel, and received a $122,000 settlement in return.

With the war over, and no longer working for the C. L. Best Gas Traction Company or the Davis Sewing Machine Company, Hawkins returned to real estate. This must have been an easy decision, because the real estate market was hot during the 1920s, and Hawkins still owned large tracts of land.



Sales office for Arden Wood. *San Francisco Chronicle,* February 7, 1925, pg. 11.

Arden Wood I

In late 1924, Hawkins launched a plan for a residence park on his holdings at 19th Avenue and Sloat Boulevard. He formed the Arden Wood Corporation and engaged with Mudd, White and Holt to build 100 bungalows. The nineteen-acre tract would have two curving boulevards and English Colonial style houses with views of the Pacific Ocean. A school, playground, community clubhouse, two tennis courts and a stadium seating 2,600 people all rounded out the plan. This was far in excess of any other residence park in San Francisco.

Arden Wood II with Bernard Maybeck

Suddenly Hawkins changed his mind again. In early 1925, after four houses were built (100, 112, 124, 136 Sloat Boulevard, designed by architect Joseph J. Rankin), he hired Bernard Maybeck to lay out 100 homesites and create a "high grade residence park" in the wooded landscape.

Maybeck was an architect of distinction, best known for his Palace of Fine Arts building at the 1915 Panama Pacific International Exposition. It's not clear why Hawkins selected him, but it was not unusual for developers of residence parks to retain the services of noted architects. Perhaps he was aware of Maybeck's designs in Forest Hill and wanted the cachet that Maybeck would bring to Arden Wood.

Little is known about Maybeck's involvement with the plan. A timesheet at the UC Environmental Design Archives shows that Maybeck logged six hours for Hawkins on January 7, 8, and 9, 1925. Also, in a letter dated February 16, 1925, a family friend of the Hawkins, Elizabeth Gerberding wrote to Maybeck, "delighted to learn of (Maybeck's) connection with the Arden Wood colony." She asked Maybeck if he would refer prospective buyers to her, as Hawkins had agreed to let her become a sales agent.[8]

The project was announced in the newspapers in February 1925, and the sales office (pictured above) looks like something Maybeck could have designed. Had this project been carried though, it would have resulted in the greatest collection of Maybeck residential designs in one location. But for reasons unknown, Hawkins abandoned this scheme too.

Instead of building homes designed by Maybeck, in 1927, Hawkins sold much of the land to the Christian Science Church for their retirement home. In 1932, the Standard Building Company laid out a dead-end street and launched its own Arden Wood, a small development of 51 houses, with 23 on Ardenwood Way.

El Por-tal Park Reborn

At about the same time he was engaging Maybeck, Hawkins renamed the moribund El Por-tal Park "Laguna Honda Park," and, in 1923, filed a plat map with the city with 128 lots laid out by the engineers Punnett and Parez. Laguna Honda Boulevard was created,

continued on page 14

MEMORIES

Notes on the Village Boys

from Dennis O'Rorke

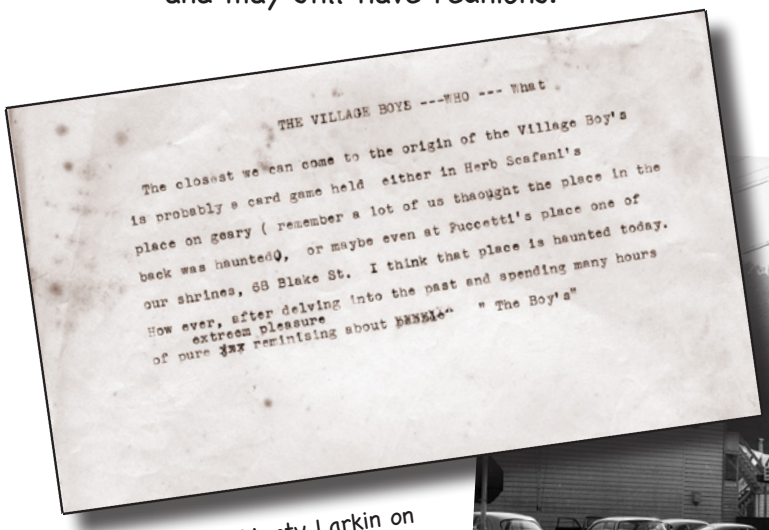
A little back story. My maternal grandparents, Martin and Frances Larkin, lived for many years on Collins Street between Geary Boulevard and Lone Mountain. Then they moved down the street to 3120 Geary near Blake Street.

When I was a little kid I used to take walks with my grandfather in Laurel Hill Cemetery. He hauled around a little wagon collecting dead limbs for firewood. When I visited my grandmother we would go to the Bridge Theatre and maybe down to Fred's Fountain across from the Coronet (Theatre) for a 10 cent hot dog. I remember a tropical fish store on the south side of Geary near Masonic Avenue. There was also a terrazzo business there.

I was oblivious to the fact that there was quite a little Italian Colony in that neighborhood: Ungarettis, Sanguinettis, Delfinos, etc. The Sanguinettis lived on Collins [and] I used to go there when Hal's Drive-In was in operation. I went with my uncle and Lori Ungaretti (Richmond and Sunset District historian) a few years back when she interviewed Jim Rowland who was the official scribe for the Village Kids, as they called themselves (way before the "Village People"). Many of those folks still own property there and may still have reunions.



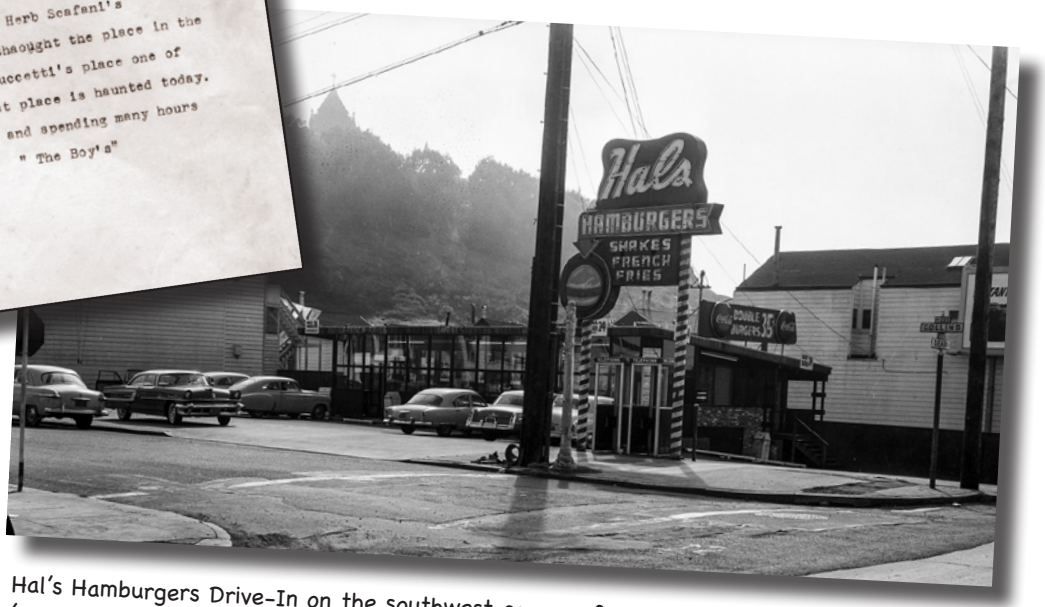
This was on the front of my uncle's (Marty Larkin) binder. Probably something that he drew.



THE VILLAGE BOYS ---WHO --- What

The closest we can come to the origin of the Village Boy's is probably a card game held either in Herb Scafani's place on geary (remember a lot of us thaought the place in the back was haunted), or maybe even at Fuccetti's place one of our shrines, 68 Blake St. I think that place is haunted today. How ever, after delving into the past and spending many hours of pure ~~joy~~ extreem pleasure reminising about ~~PEOPLE~~ " The Boy's"

Some notes kept by Marty Larkin on reunions by The Village Boys and Girls



Hal's Hamburgers Drive-In on the southwest corner of Collins and Geary, 1950s. (wnp28.0264). Where us kids of "moderate to non-existent means" went to dine. (Mel's was for the rich kids.)

More notes, official (and not), dating from the late 1960s.

U.B MEETING AUG 24
(2)

NEW BUSINESS.
DUE TO MASS CONFUSION AND LACK OF LEADERSHIP IT WAS UNANIMOUSLY DECIDED THAT A BOARD OF DIRECTORS BE NAMED, AND FROM THE BOARD A PRESIDENT BE ELECTED. THE BOARD TO CONSIST OF THOSE PERSONS WHO HAVE WORKED THESE 25 YEARS KEEPING EVERY ONE TOGETHER. AND THOSE OF US WHO HAVE RECENTLY ASSISTED.

BOARD OF DIRECTORS
A. PUCCETTI - ED UNGARETTI . W. DENEVI
W. FRATINI W. PUDLOW E. KIRVIN
HENRY ARATA J. DELFINO W. DEVINCHENZI
M. LARKIN

THE BOARD IMMEDIATELY UNANIMOUSLY VOTED WILL. FRATINI AS PRESIDENT.
M. LARKIN - REC. SECT.
THE FIRST MOTION TO OUR NEW PRESIDENT WAS MADE BY W. DENEVI WHO SUGGESTED THAT ADOLPH PUCCETTI BE NAMED TO A FITTING POSITION OF LEADERSHIP OUT OF RESPECT FOR ALL HIS YEARS OF ENDEVOR. NUMEROUS TITLES WERE SUGGESTED - JANITOR, COMERAD, FIDEL, DICTATOR WAS POPULAR. FINALLY, AND WITH HIS FULL APROVAL THE BOARD TITLE GRAND CHAIRMAN EMERITUS

TO THE VILLAGE GIRLS:

THE VILLAGE BOYS WISH TO EXPRESS OUR APPRECIATION FOR YOUR ASSISTANCE AND INTEREST IN OUR PICNICS. WE SINCERELY APPRECIATE THE LONG HOURS OF HARD WORK YOU SO WILLINGLY PUT IN. WE ARE SORRY THAT PETE BROCCO WAS NOT AVAILABLE TO WELCOME YOU PERSONALLY AND GIVE THE SAME HEARTWARMING TYPE OF WELCOME HE GIVES US EACH YEAR. WE THINK ADOLPH PUCCETTI MIGHT HAVE BEEN PERSUADED TO ATTEND? BUT HIS DRESS SHRUNK. WALT PUDLOW WANTED TO DO IT BUT HIS JOB WITH THE BERKLY BARB KEEPS HIM BUSY. SO THIS MESSAGE IS THE BEST WE CAN DO.

WE KNOW YOU ARE GOING TO ENJOY YOURSELVES. BUT WE ALSO HOPE YOU MISS US JUST A LITTLE. JUST TO SHOW OUR APPRECIATION, THE WINE IS ON US TONITE. WE WISH IT COULD BE CHAMPAGNE, BUT A BUDGET IS A BUDGET.

WITH SINCERE APPRECIATION

THE VILLAGE BOYS. — Marty & Bro.



THANK YOU

The Village Boys Picnic Committee wishes to thank you for your interest & participation in this 2nd annual picnic. We sincerely hope you & your family enjoyed yourselves and left with full tummies & fond thoughts. Your committee, Bill Denevi, Ed Ungaretti, Jim Delfino, Will Fratini, Walt Pudlow, D. Kirwin & mother Puccetti, with an assist from Bob Rey & W. Devinconzi did a swell job & deserve a round of applause for all thier work. We also want to thank Mr. & Mrs. B. Piombo for the use of their wonderfull Redwood Grove & Barney's expert advise on the cooking chores.

Financial Statement of Picnic:

Total Income from Tickets, Raffle, etc	$532.00
" Expenses, food, prizes, booze, etc	479.00
Net Profit	53.00

We will put the profit to good use for postage, newsletter & etc.

Respectfully, Marty Larkin, Chairman

AND NOW!!!!!!!
The 22nd annual Dinner, SATURDAY night, November 2nd, 6 PM @
GOLD MIRROR Resturant, 18th Ave & Taraval St., SF. Cost--$ 6.50 ea
N.Y. Steak, Wine, Tax & Tip included. Fill out the Post Card NOW
and mail to Al Puccetti, 68 Blake St, S.F. 94118. Please pay at
the door. It's going to be great!!!!.!!

Gold Mirror is still around. $6.50 steaks are not.



Coffey and Larkin families in front of my grandparents' flat at 3120 Geary near Cook Street.

Hawkins, *continued from page 11*
but the entrance gates, urns, and 22-foot-wide planting strips envisioned in the 1914 plan were dropped. Instead, a triangular mini-park was created at the intersection of Vasquez Avenue and Laguna Honda Boulevard.

In August 1926, Hawkins advertised that twenty model homes were ready for purchase in the "restricted" park.

Other parties were also involved in selling and building houses in Laguna Honda Park. It's often difficult to trace who was responsible for any individual house or section from newspaper accounts. For example, an ad in 1927 described the "developers of Laguna Honda Park" as the builder R. Leon Lawrence and agents Davis and Williams. A year later, "developer" C. V. Campbell advertised selling complete houses as well as 170 empty lots on which he would build houses to order.

As for Charles Hawkins, his Hawkins Improvement Company announced the completion of six houses on October 26, 1929. This was two days after the "Black Thursday" stock market sell-off that triggered the Great Depression.

Hawkins was still optimistic in November, waxing that "San Francisco in my opinion is destined to be one of the world's largest and most important cities. Three-fourths of the world's population resides on the shores of the Pacific Ocean." He credited himself with being a visionary for conceiving and promoting the Twin Peaks Tunnel as President of the Twin Peaks Owner's Association, and for suggesting in 1904 that a subway be built under Market Street (the Board of Supervisors was studying this idea in 1929). In spite of the Depression, about two-thirds of Laguna Honda Park was built out by 1928. By 1939, it was virtually complete.

According to family lore, Hawkins was a millionaire three times. He made all his money as an inventor and lost it in conservative investments, mostly real estate. But during the 1930s, he still retained sizable assets. During divorce proceedings between Charles and Mabel in October 1931, the Hawkins Improvement Company had a reported value of $300,000 ($4.5 million in 2018).

Hawkins married a third time, to Odelia Logan Comba, an attorney admitted to the bar in 1908, whom he had met years earlier at the White Company. In 1936, at age 65, Hawkins left San Francisco for Fresno, where he established himself as a prominent cotton and fruit rancher. He retired in 1950 and died on November 16, 1952.[9]

Mabel Hawkins retained the family house at 19th and Sloat after her divorce. In 1940, Mabel lost an attempt to rezone her property so that a gasoline station could be constructed. Ten years earlier she had opposed proposed gasoline stations and hot dog stands in the area, but now she probably needed the money, and with the opening of the Golden Gate Bridge in 1937 and the attendant widening of 19th Avenue, the street was more heavily traveled.

Successfully opposing her were representatives from surrounding residence parks her husband tried so hard to emulate, including the St. Francis Homes Association. In 2018, the old Hawkins land is occupied by the Scottish Rite Masonic Center, The Grove condominium complex, Ardenwood Christian Science home, West Portal Lutheran Church, and houses along Sloat Boulevard and Ardenwood Way (built by the Standard Building Company in the early 1930s).

Making Successful Residence Parks

Why did El Por-tal and the Arden Wood residence parks projects fail? Real estate development projects are vulnerable to all kinds of disappointments. Investors who hope to turn a short-term profit on speculative developments have to weigh the costs of artistic improvements against time, resources and expected financial gain.

Creating a residence park required the skills of several disciplines: the developer who acquired the land and set the goals, the engineer who designed the street layout, a designer who planned the landscape features, a real estate broker who marketed and sold the lots, a developer or real estate company that arranged financing, architects who designed the houses (sometimes a tract architect who reviewed and approved plans) and builders who constructed the houses. Not every developer had these resources.

Charles Hawkins was not a real estate professional, but what was admiringly called a "capitalist." He had enough money (capital) and reputation to invest in any number of business opportunities, including real estate, but, as with several other self-made men who tried to launch residence parks, Hawkins did not have the requisite knowledge, experience, temperament or patience. While his plans suffered from some bad luck, including the general economic downturn caused by World War I, Hawkins' other business ventures competed for his attention



Laguna Honda Park mini-park with fountain in disrepair at Vasquez Avenue and Laguna Honda Boulevard in 2018.

and financial resources. The two Arden Wood proposals projects may also have proven too difficult to develop with the deep ravine that bisects the tract. (This gully continues west to form Sigmund Stern Grove and ends in Pine Lake.) In the end, a limited execution of his original El Por-tal Park vision, reborn as Laguna Honda Park, was all Hawkins could muster.

Today, Laguna Honda Park is not known by name, but it boasts some features that Hawkins envisioned, such as a mini-park and detached single-family homes. He didn't create a homeowners association to pay for upkeep of the mini park and fountain, which is under the city's jurisdiction and is generally neglected. In the end, after all the difficulties, Hawkins probably was happy with how things turned out, especially if he had earned a profit.

Notes

1. Undated written account by Anne Hawkins Cotton, transcript of oral history by Sidney Hawkins William, March 15, 1987. Box 1 of C. A. Hawkins Family Papers, 1904-1962 (SFH 55), San Francisco History Center, San Francisco Public Library.

2. Ibid.

3. Ibid.

4. *San Francisco Chronicle,* June 20, 1914.

5. The 1915 Sanborn maps show no streets or buildings between Vasquez and Portola.

6. This section is based on several memos and letters concerning Hawkins real estate matters in the Hawkins Family Papers.

7. *San Francisco Call,* February 20, 1916.

8. Environmental Design Archives, University of California, Berkeley, Maybeck, Bernard collection, 1965-1, Box 4/Folder III, 12 "Correspondence Office, 1922–1946."

9. Box 1 of C. A. Hawkins Family Papers, 1904-1962 (SFH 55), San Francisco History Center, San Francisco Public Library.

Shipwrecks, continued from page 7

and the ships remained stuck together. Worried the *Frank H. Buck* would sink quickly if the vessels separated, the captain of the *President Coolidge* held position to allow the men on the tanker to evacuate. Twenty-eight men transferred over, leaving Captain Kelly and a skeleton crew aboard. When the *President Coolidge* backed off, the bow of the *Frank H. Buck* began to sink. The stern, however, didn't, as the tanker drifted back toward the ocean. The *President Coolidge,* with a hole in its bow, limped back to port.

This was the first time that a new emergency plan of action, which sent distress calls to Fort Point, Point Bonita and the Golden Gate Lifesaving Station simultaneously, was put into use. When the distress call went out, Coast Guard cutters from the Fort Point boathouse and Point Bonita immediately headed for the collision site. One the cutters, the *Tahoe,* arrived on the scene, fastened a line to the *Frank H. Buck* and took Captain Kelly and the remaining crew aboard. However, the line broke as the tanker continued to sink, and rescue efforts were abandoned.

The *Frank H. Buck* broke in half, with the bow sinking and the stern drifting ashore to ground on the rocks at Lands End. Through some strange twist of fate, the stern came to a rest just to the west of its sister ship, the *Lyman Stewart.*

Within a few years after the last crash, both wrecks were partially dismantled, detonated, and removed. However, at low tide today, the engines and occasionally other parts of each can be seen from the Lands End Coastal Trail. Nearly a century later, remnants of the *Frank H. Buck* and the *Lyman Stewart,* birthed at the Union Iron Works at Potrero Point within nine months of each other and nearly identical, lie together in shallow, watery graves.

Sources

Gilbert H. Kneiss, "Locomotives of the Union Iron Works," *The Railway and Locomotive Historical Society Bulletin,* November 1946, p. 40.

"History of Potrero Point Shipyards and Industry," http://www.pier70sf.org/history/p70_history.html

"Huge Tanker Takes to the Water, Thousands of People Witness Affair," *San Francisco Chronicle,* February 12, 1914, p. 18.

"TV Frank H. Buck," http://www.shipwreckworld.com/maps/tv-frank-h-buck

"Union Oil Orders Another Tank Ship," *San Francisco Chronicle,* February 12, 1914, p. 18.

"TV Lyman Stewart," http://www.shipwreckworld.com/maps/tv-lyman-stewart

"New Oil Tanker Goes Down Ways," *San Francisco Chronicle,* November 1, 1914, p. 34.

"Ships Collide in Golden Gate," *San Francisco Chronicle,* October 8, 1922, p. 1.

"Crew of Wrecked Ship Lands Safely, Chilled and Hungry, but Still Smiling," *San Francisco Chronicle,* October 8, 1922, p. 6.

"Luckenbach Officers Blamed," *Railway and Marine News,* December 1922, p. 27.

Luckenbach S.S. Co. v. Union Oil Co. of California (1926) 14 F.2d 100.

Jerry Bowen, "Of Ships Passing in the Night Toward Their Fate," *Solano, The Way It Was*, http://www.solanoarticles.com/history/index.php/weblog/more/of_ships_passing_in_the_night_toward_their_fate/

"Coolidge, Tanker Crash, 35 Escape Wrecked Ship," *San Francisco Chronicle,* March 7, 1937, p. 1.

Peter Stone, *The Lady and the President: The Life and Loss of the S.S. President Coolidge,* (Oceans Enterprises, 1997), p. 25-27.

"SOS Trips Trigger," *San Francisco Chronicle,* March 7, 1937, p. 10.

Historical Happenings

outsidelands.org/events.php

30th Annual Old Car Picnic

October 20, 2018 (Saturday) 7:00 AM–4:00 PM
Historic Speedway Meadow, Golden Gate Park
Free for spectators, $40 for cars, $20 for motorcycles, $10 for bicycles (vehicles must be 1993 or older)

One of the city's most beloved events celebrates its 30th anniversary. The San Francisco Old Car Picnic, also known as Jimmy's Picnic was started in 1988 by Golden Gate Park gardener and Sunset District native Jimmy O'Keefe as a birthday party with his classic car-loving friends. The Picnic has grown over the years to become a tradition in the park, drawing people from every district in the city and throughout California. Visitors will see a mix of vehicles (and spectators) not typically seen at car shows, with clunkers and customs, muscle cars and museum quality restorations, all parked alongside each other.

After 25 years, Jimmy retired from being an organizer in 2013, removing his name from the event and passing on the responsibilities to friends and longtime car enthusiasts who have attended since the beginning. The Picnic has always been a benefit for programs that serve the developmentally disabled in San Francisco, and is produced by a 501(c)3 nonprofit organization. Local businesses contribute sponsorships and raffle prizes. People who attended as kids now bring their own kids, helping to make this unique event a type of reunion for longtime city residents. Of course, those newer to San Francisco are also welcome!



The Old Car Picnic returns to Golden Gate Park's Speedway Meadow (known to some now as Hellman Hollow) on October 20.

We add events frequently and sometimes things fall together quickly, so not every listing finds its way into the Outside Lands magazine schedule. For the most accurate and complete events calendar, visit outsidelands.org/events.php.

More good ideas for staying up to date: follow our social media channels (listed on inside front cover) and be sure you are on our email news list by entering your address in the box at the bottom of the front page of outsidelands.org

150th Anniversary of the 1868 Earthquake

October 20, 2018 (Saturday) 11:00 AM–12:00 PM
1617 Balboa Street (between 17th and 18th Avenues)

Join us for the 150th anniversary of the October 20, 1868 earthquake, the tremor which had the title of "the Big One" before the disaster of April 18, 1906.

We will show rare images of the way the city looked before and after the 1868 earthquake, read eyewitness accounts and memories from those who were there, and discuss how ready 1868 made the city for 1906. Plus, are we ready for the next "Big One?" Admission is $20 for the general public, and $10 for WNP members.

West Side Movie Theatres (Two Shows)

October 25, 2018 (Thursday) 7:00 PM–8:30 PM
November 3, 2018 (Saturday) 11:00 AM–12:30 PM
1617 Balboa Street (between 17th and 18th Avenues)

One hundred years ago the Coliseum Theatre opened on Clement Street. By the dawn of World War II, the Richmond District alone had five neighborhood theatres. Join us for an evening of historical images, music, ephemera, and memories of west side neighborhood movie houses from Geary to Irving to Taraval to Stonestown. We will hit them all, and discuss the future of those we have left. Special guests and prizes will be part of the show as well. We know this will be popular, so have two dates for this presentation to pick from. Admission is $20 for the general public, and $10 for WNP members.

West Portal History Pub Crawl 2

October 27, 2018 (Saturday) 1:00 PM–3:30 PM
West Portal Avenue

Join Nicole Meldahl and Richard Brandi for an afternoon of history, strolling, and liquid refreshment stops on West Portal Avenue. In addition to touring neighborhood architecture, learning some local bar origin stories, hearing about the creation and impact of the Twin Peaks Tunnel, and meeting new local history friends, attendees will get drink discounts and a special WNP souvenir. Tickets are $30 to general public, but just $20 to WNP members. Limited to 30 people and it will sell out, so reserve your spot today!

Washington High School Member Tour

November 1, 2018 (Thursday) 3:00 PM–4:30 PM

Richard Rothman will lead a WNP member tour of George Washington High School with highlights including a mural by Victor Arnautoff, football field frieze by Sargent Johnson, and other important artwork incorporated into the school. Learn the history of the Timothy Pfleuger-designed campus and its importance to the architectural history of San Francisco. The tour is free, but limited to 20 WNP members. Contact us via email (woody@outsidelands.org) or phone (415-661-1000) to reserve your spot and we will respond with the starting location.

Merced Manor Member History Walk

November 10, 2018 (Saturday) 11:00 AM–12:30 PM

Join Woody LaBounty on a WNP member history walk through what was advertised as "The White City"—Fernando Nelson's development of Spanish-Colonial inspired residences built in the early 1930s. We will tour its wide streets between Stern Grove and Stonestown, visit a classically-designed water pumping station, and explore both the sensibilities and the fantasies of Depression-era home builders and buyers. Free to WNP members, but limited to 30 people.

Reserve your spot by email (woody@outsidelands.org) or phone (415-661-1000), and we will respond with the starting location.

Holiday Member Mingle and Open House

December 1, 2018 (Saturday) 11:00 AM–2:00 PM
(between 17th and 18th Avenues)

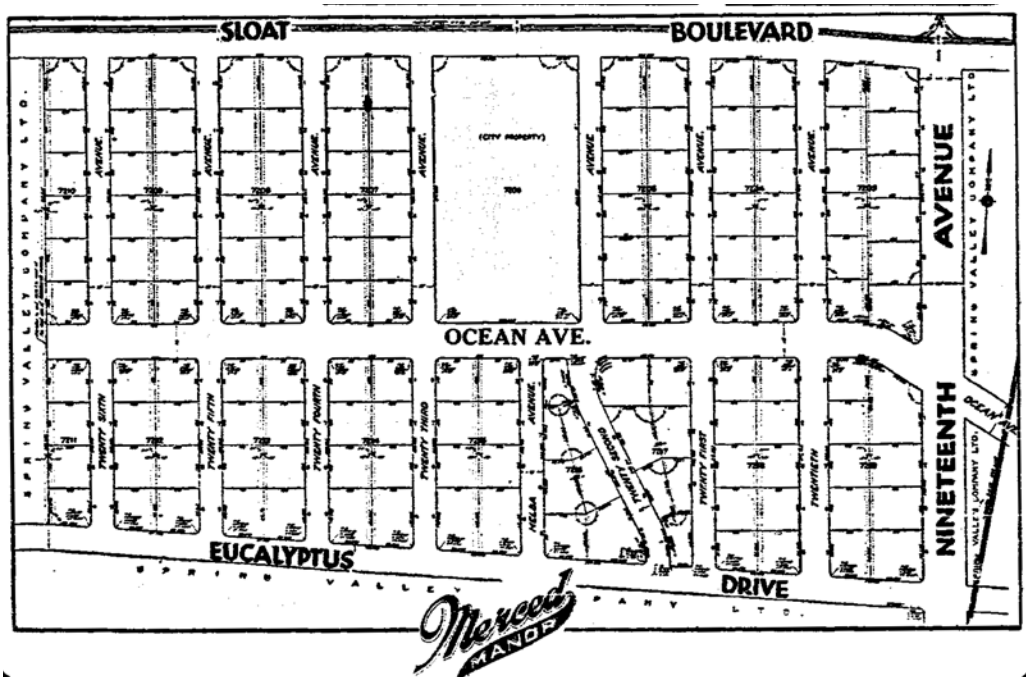
Celebrate our first year in our "home for history," meet fellow WNP members, and maybe do a little gift shopping. We will have food, beverages, and cheer for our members and would love to see you!

Western Neighborhoods Project 20 Years Gala

May 19, 2019 (Sunday) 6:00 PM–9:00 PM
(Presidio Golf Club)

A very early Save the Date! We will celebrate the 20th anniversary of Western Neighborhoods Project with a special gala of fine food, toasts, celebrity historians (yes, they exist), and a great deal of gaiety and appreciation. More details to come!





Merced Manor homes, and 1932 advertising map. Join us for the member walk on November 10.

The Last Word

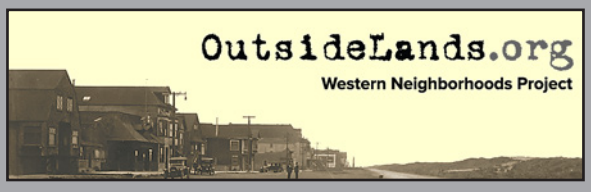


Golden Poppy Bakery, circa 1927. Harry and Louise Lundberg, and likely her son, George. (Courtesy of Julie Alden.)

Thanks to longtime WNP member Julie Alden for sharing some of her family photos with us, including this view of the northwest corner of 10th Avenue and Irving Street in the Inner Sunset District.

Norwegian-born Harry Lundberg and his wife Louise opened the Golden Poppy bakery about 1927 and received floral displays bearing "success" ribbons from well-wishing friends. The Lundbergs at first lived in the same building as the bakery before moving to other locations in the Sunset beginning in the 1930s.

Golden Poppy Bakery survived under different owners until the mid 1960s, when the space was taken over by Sun Valley Dairy market. Today, "Room Service," a retailer of spirits with a home delivery service, occupies the corner.



Not a WNP Member?

Outside Lands magazine is just one of the benefits of giving to Western Neighborhoods Project. Members receive special publications as well as exclusive invitations to history walks, talks, and other events. If you like what you've read, please join hundreds of other west side fans as a member. Visit our website at **outsidelands.org,** and click on the "Become a Member" link at the top of any page.