SF WEST HISTORY

Newsletter of the Western Neighborhoods Project

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SF West History

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October-December 2014: Volume 10, Number 4

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Cover photograph
Shack in the sand dunes of San Francisco's Richmond District, early 1900s. Courtesy of a private collector.

Back cover photograph
Photograph of Market Street Railway streetcar in front of Polytechnic High School on Frederick Street in 1927. Courtesy of Emiliano Echeverria. More information from *West Portal News,* September 2, 1927:

"School Special. Through the insistent efforts of the Ingleside Improvement Club for better streetcar accommodations for the young people going to high schools in the city, arrangements were completed last week for a special car which will transport the boys and girls at the rush hour."

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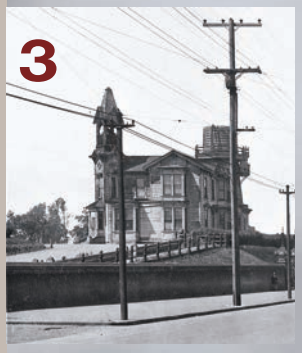
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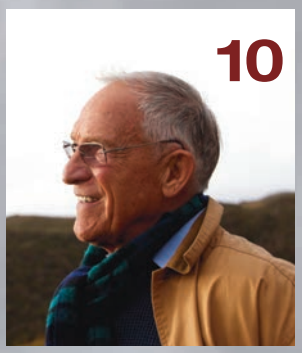
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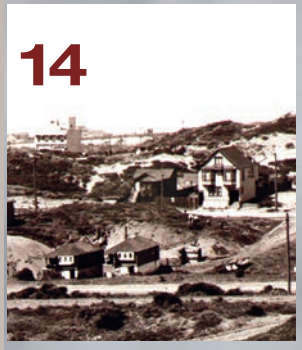
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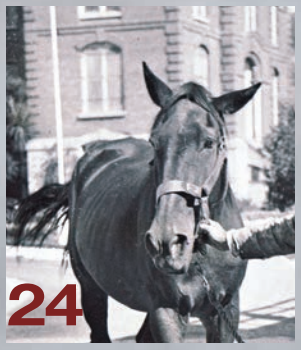
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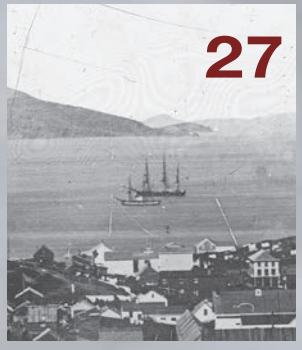












Thirty-two color pages of history and news from the western neighborhoods all magazine-slick? Yes, we could get used to this.

These days organizations are stopping or cutting back on print journals, newsletters, and magazines because, frankly, it's expensive. But, oh, the guilty pleasure of paper…

Rationale: our mission to preserve and share the history of San Francisco's western neighborhoods should probably range across multiple formats, right? When all the electricity goes away, some hard-copy editions of *SF West History* will be safe for posterity.

We can't promise this is more than a one-time splurge, but maybe some funding or sponsorship for this format and size can be found. Share your ideas with us.

Many of you are receiving this electronically, and we thank you for that. You're saving paper, postage, and our pocketbooks. The more who choose to read these words on their screens, the more money we have for other activities. But if you want to indulge this one time, loyal member, drop us a line and we'll mail you a hard copy.

THANKSGIVING

There will be lots of gratitude offered throughout this publication and I want to begin by noting the years of hard work that board member **Lorri Ungaretti** has put into editing and writing WNP's newsletter. Lorri is such a pro that it seems every SF history group has put her to work on their journals and newsletters. We'll strive to match her high standards going forward.

The terms of WNP board members **Jamie O'Keefe** and **Paul Rosenberg** have ended, and I can't thank them both enough for the exemplary work they have done over the past four years. Each served as secretary of the board and made great contributions in the areas of member outreach and events.

A big part of our 2014 activity has been processing an amazing gift from a friend of the organization in the form of more than 1,500 historical images of the Ocean Beach and Sutro areas. Accessioning the prints, negatives, and slides to professional standards has meant a lot of organization, cataloging, storing, and scanning. We have **Nicole Meldahl** and **David Gallagher** to thank for most of the work, with help from **Paul Judge**, **Dustin Magidson and John Martini.**

The Bland Family Foundation came through with a generous financial donation, allowing us to purchase new equipment and software to make the collection available to the public. Read more about the project, and see some highlights from the collection on page 27.

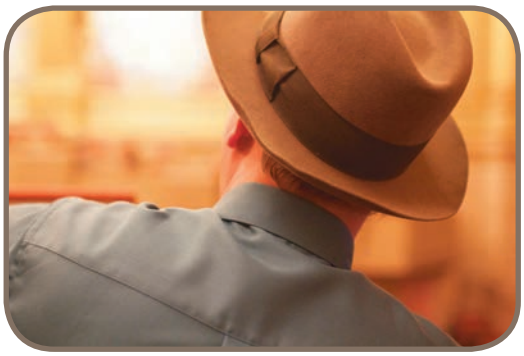
We have had some excellent member walks this year, courtesy of **Mary Brown, John Freeman, John Martini, Jacquie Proctor,** and Lorri Ungaretti. Thanks to board member **Richard Brandi** for planning and coordinating the walks, and thanks to the members who gave extra donations in appreciation.

CONCLUDING KELLY'S

Our *Tales from Kelly's Cove* project, interviewing the men and women who have been part of the cold-water surf culture on Ocean Beach from the 1950s on, ended with a nice reunion and movie night on October 18. We displayed large signboards featuring photographs by **Dennis O'Rorke** and excerpts from our interviews. We couldn't have done it without the support of Cal Humanities, and especial thanks to Kelly's Cove Reunion organizer **Arne Wong**. Read some excerpts from one of our interviews on page 10 and on our website: **outsidelands.org/kellys.**

NEW BOARD MEMBERS

We're very excited to welcome **Gretchen Hilyard,** Nicole Meldahl,



Chelsea Sellin, and **Nate Tico** to our board of directors. Each has a terrific combination of experience and enthusiasm that gives promise to a lively and successful 2015 for the Western Neighborhoods Project. We'll tell you more about these fantastic people next newsletter!

2015 OUTLOOK

In the fifteen years since I co-founded the Western Neighborhoods Project, I do not think I have been more excited about our future. We're still a poor little nonprofit, with a budget perhaps one percent of some historical societies, but our impact is much greater than our bank balance. We have a larger office space and a growing archive of historical material. We have dedicated volunteers and patrons. Our programs continue to expand and get better. How many Bay Area history groups offer walks; talks; movie nights; an ever-growing website of photos, articles, and message boards; plus a Facebook page, Twitter feed, weekly podcast, and (new) glossy magazine?

Just one.

Our $30 base membership donation has never gone up, so we're likely the best deal in town. And speaking of money…

Our year-end fundraising drive accounts for almost half of our yearly budget. When our envelope arrives in your mailbox this year I hope you'll consider us a worthy candidate of a little extra attention. Your support makes all of this possible.

Where in West S.F.?

Congratulations to Joan Cinquini and Daniel Hollander, both of whom successfully guessed our mystery image from the last newsletter.

The three handsome homes, all built about 1907, stood together on the north side of Taraval Street near 24th Avenue in the Parkside District.

McCoppin Square is visible on the right side of this view from the early 1920s. The Parkside branch of the San Francisco library, a familiar landmark to many today, wouldn't be built until 1951.



Taraval Street at 24th Avenue in the early 1920s.

Of the three houses, only the one on the far right of the photograph, currently addressed as 1420 Taraval Street, still stands today.

Time for another round! Take a look at the photograph below and give us your best answer as to where and when the Parkwood Coffee Shop and the surrounding businesses served the west side. Send your guesses, thoughts, and memories by email to *woody@outsidelands.org* or by the good old postal service. Our street address can be found on the inside front cover of the newsletter.

Good luck and thanks for playing!



Where was the Parkwood Coffee Shop? Send us your guesses, theories, and memories!

Thanks to a grant from San Francisco's Historic Preservation Fund Committee, the Western Neighborhoods Project is compiling an architectural history of eight neighborhoods constructed more than 100 years ago.

These master-planned "residence parks" were landscaped enclaves created to provide the pleasures of suburban living within reach of work downtown.

Inspired by lofty ideals of the City Beautiful and Garden City movements, residence parks had curving boulevards and lush landscaping—trees, greens, and neoclassical ornamentation such as pillars, gateways, public stairways, and sundials. Stringent restrictions were set for minimum construction cost, yard size, and lot use (no commercial activity). Most also had racial restrictions banning minority ownership and occupancy.

In San Francisco, residence parks were promoted after the 1906 earthquake and fire to compete with attractive new subdivisions in the East Bay and Peninsula that lured away many of the city's white-collar workers.

Growing slowly at first, sales took off during the 1920s. Most of the tracts were built out by 1930, with a few filling in during the years after World War II.

The residence parks being studied, with their boundaries, are:

1) Lincoln Manor: Geary Boulevard, 38th Avenue, Clement Street, 36th Avenue.

2) Sea Cliff: 28th through 32nd Avenues, California Street; 25th, 26th, and 27th Avenues north of El Camino del Mar; Lincoln Park, the Presidio, and the Golden Gate.

3) West Clay Park: 22nd and 24th Avenues between Lake Street and the Presidio.

4) Jordan Park: Geary Boulevard, California Street, Arguello Boulevard to Parker Avenue.

5) Forest Hill: 7th Avenue, Laguna Honda and Dewey Boulevards, Taraval Street and, on the west, a north-south line running between the junctions of 8th Avenue and Linares Avenue and 9th Avenue and Pacheco Street.

6) St. Francis Wood: Monterey Boulevard, Junipero Serra Boulevard, Portola Drive, San Pablo Avenue, Yerba Buena Avenue, San Jacinto Way.

7) Balboa Terrace: Junipero Serra and Monterey Boulevards, San Benito Way, and Ocean Avenue.

8) Ingleside Terraces: Junipero Serra Boulevard, Ocean, Ashton, and Holloway Avenues.

If you have any photos or memories of living in these eight neighborhoods, contact Richard Brandi at *richard@outsidelands.org.*



Trivia Time

Which of the eight residence parks had:

A) …ocean views facing south instead of west?

B) …terraces but was *not* Ingleside Terraces?

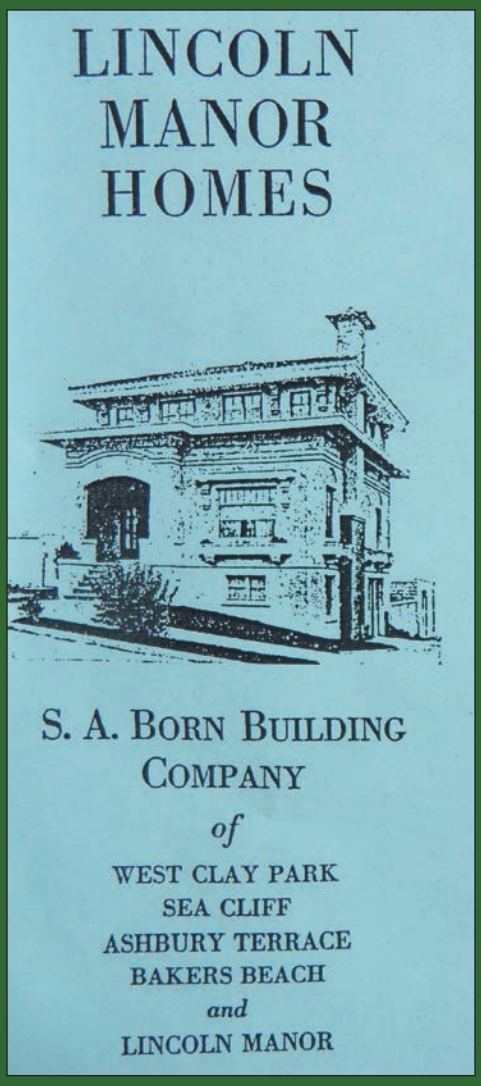
C) …residents complaining about smoke from a nearby crematorium?

D) …house lots running straight into the Pacific Ocean (including a dramatic Frank Lloyd Wright home design never built)?

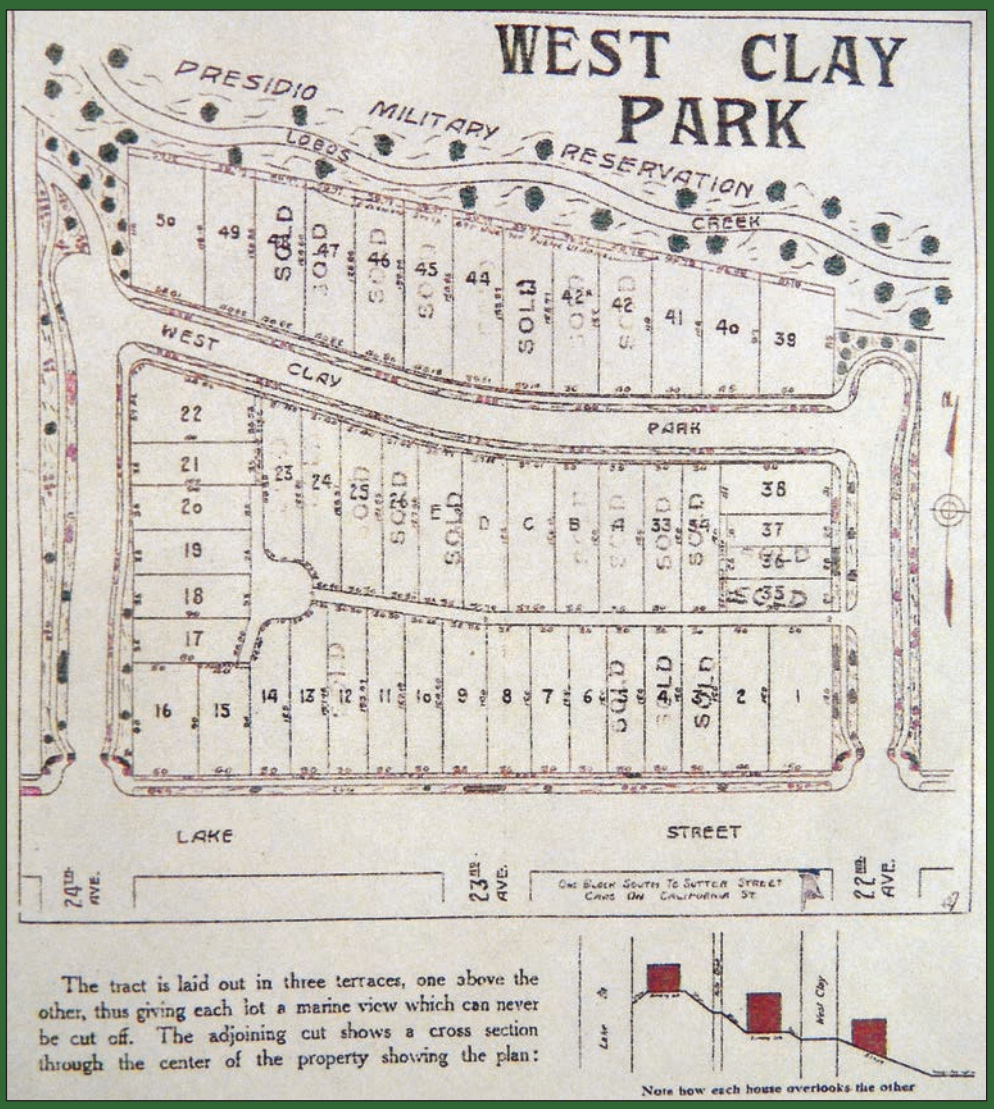
E) …streets so narrow and twisty that the city refused to take responsibility for them until the 1970s?

Answers on next page…

A: Lincoln Manor offered marine views… to the south.



B: West Clay Park was terraced to offer each lot a view of the Golden Gate.



C: Jordan Park residents complained about smoke from the Odd Fellows Cemetery's crematorium. The view below looks west on Geary Street across Jordan Avenue, August 1925. Cemetery administration building and water tank are on the left, brick entry pillars and Jordan Park residences on the right. Only the farthest right building still stands. *Bancroft Library, UC Berkeley.*







D: Sea Cliff has the only house lots in San Francisco that run into the Pacific Ocean (above). Left: a contemporary artist's interpretation of Frank Lloyd Wright's late 1940s design for a Sea Cliff house. Intended for the Morris family, it would have been sited at 830 El Camino Del Mar but was never built. The family commissioned Wright to build his only work in San Francisco: the V.C. Morris Gift Shop, now known as the Xanadu Gallery, on Maiden Lane near Union Square.

E: Landscape architect Mark Daniels created an artistic streetplan for Forest Hill with narrow curving lanes cut out of a forested hillside. The City of San Francisco felt it was *too* artistic in that it didn't conform to local codes. Maintenance was the responsibility of the Forest Hill Homeowners Association until the city's Department of Public Works finally agreed to take over in the 1970s.

The view at right is looking southwest on Yosemite Avenue (now 9th Avenue) from Mesa Avenue in 1913.



Ewing Field 1915-1939
Better than Make-Believe, Part III

by Angus Macfarlane



California Historical Society

This is the conclusion of the story of Ewing Field, a sports park built for the Pacific Coast League San Francisco Seals baseball club that once stood at the corner of today's Masonic Avenue and Anza Street. Parts I and II detailed the park's early baseball history and debunked the myths of perpetual fog and wind keeping fans away. Mr. Macfarlane's full article can be found at outsidelands.org.

After a brief respite following the last baseball game of 1914 at Ewing Field, 4,000 spectators converged at the re-purposed facility on February 14, 1915 to see…a baseball game.

A contingent of Pacific Coast Leaguers and a squad of major leaguers held a benefit game for an injured ball player. On that same day the final soccer match was played at what had become the city's main soccer venue: Recreation Park in the Mission District, the new/old home of the San Francisco Seals. Several other baseball games filled out the month of February at the old ball yard before soccer claimed Ewing's turf.

After months of soccer, baseball returned to Ewing Field on October 22–23, 1915, for the U.S. Amateur Baseball Championship. The *San Francisco Chronicle* wryly observed, "All that was lacking to make it a world series was the lack of attendance."

On November 6, 1915, the archdiocese released Cal Ewing from his twenty-year lease. The field he built, however, would bear his name for the next twenty-three years.

THE BIG GAMES

On November 13, 1915, 12,000 fans packed Ewing Field for the "Big Game." Truthfully, this was not the real Big Game—the annual football face-off between traditional rivals, University of California, Berkeley, and Stanford University—but rather a rugby match between Stanford and Santa Clara University.

In 1906, a nationwide campaign against the dangers of "American" football had resulted in most of the high schools and colleges switching to rugby, including Cal and Stanford. After the 1914 Big Game, Cal returned to American football while Stanford continued to embrace rugby. Thus, in 1915, the two rivals were unable to battle each other.

Stanford and Santa Clara University appropriated "Big Game" for their 1915 rugby match, with Stanford

winning 30-0. The two schools would play Big Games through 1918.

With spring's arrival, soccer returned to Ewing Field, along with a brief high school baseball season.

Then came the *Aida* fiasco. On September 30, 1916, Ewing Field was to be the setting of an outdoor performance of Verdi's grand opera. Weeks of preparation and rehearsals with a cast of hundreds of singers, dancers, musicians, and supernumeraries on a stage larger than the infield were for naught. Twenty thousand tickets had been sold, but the performance was rained out.

The unimaginable happened in 1917: the Seals returned to Ewing Field. At the conclusion of the 1916 season, Recreation Park underwent demolition and expansion, but work was not completed in time for a three-game preseason series against the Chicago Cubs. Basking in sunshine, the Seals staged a triumphant return to their old grounds on March 16 with a 3-2 victory before a huge crowd. The Seals took two of three games from the Windy City nine before bidding adieu once again and forevermore to Ewing Field.

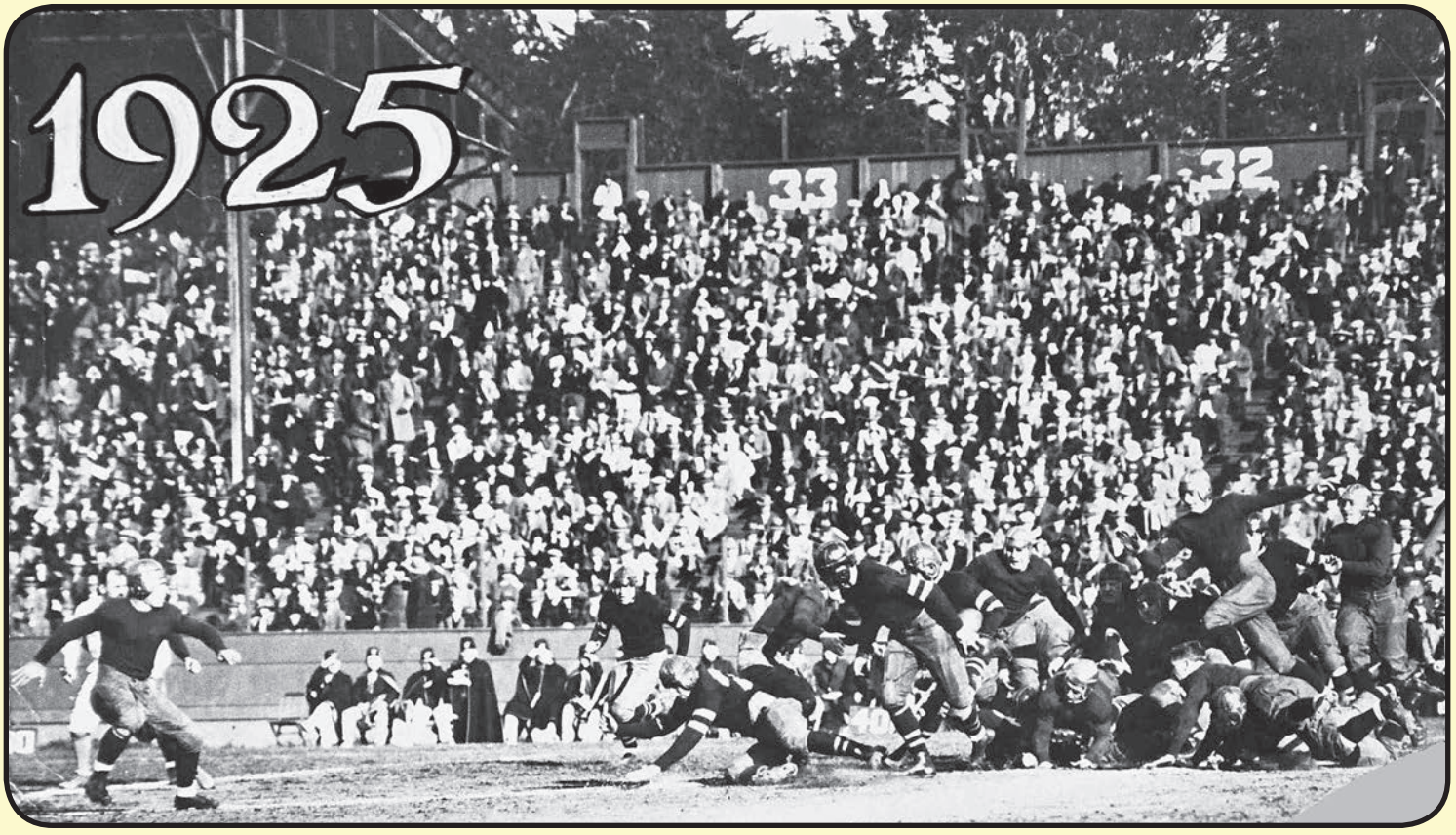
San Francisco high schools resumed American football in 1921, becoming consistent and dependable crowd-pleasers. After the six-month Pacific Coast League season ended, football, particularly high school football, was the only game in town, and Ewing Field was the main venue. The big attraction was the annual "High School Big Game" between long-time rivals Polytechnic and Lowell.

The early-to-mid 1920s was unquestionably Ewing Field's heyday. A debacle as a baseball stadium, it found its niche as the city's pigskin palace, where some of the largest sporting crowds in San Francisco history congregated.

On October 16, 1921, the football powers of Stanford University and the Olympic Club entertained 5,000 spectators at Ewing. The Poly-Lowell High School Big Game drew 10,000 a month later. In 1922, neither Poly nor Lowell were contenders for the city championship, yet 7,000 football fanatics endured a downpour on November 11 to watch the two teams wallow in Ewing Field's mud to a scoreless tie.

In 1923, St. Mary's College and Santa Clara University leased Ewing Field and invested $15,000 to expand its capacity to 26,000. The first football cleats to chew up the new turf belonged to the Poly and Commerce teams on October 3, 1923, as 4,000 saw the Poly Parrots soar to a 33-0 triumph. A month later the High School Big Game drew 13,000 witnesses to another Parrot victory.

On November 10, 1923, St. Mary's and Santa Clara played the first of what would become an annual tradition between the two schools: "the Little Big Game." Santa Clara squeaked by 10-9 before a



East West Shrine Game at Ewing Field on December 26, 1925.
San Francisco History Center, San Francisco Public Library

crowd of 12,000. The next day, more than 15,000 high school gridiron enthusiasts packed Ewing Field as Poly defeated Lick-Wilmerding to capture the city football championship.

Poly and Lowell didn't face each other in 1924, so, hungry for knock-'em, rock-'em, sock-'em football, 23,000 collegiate fans squeezed into Ewing Field for the Little Big Game on Thanksgiving Day.

ENTER KEZAR STADIUM

As far back as 1912, the city had proposed building a publicly-owned athletic facility at the southeast corner of Golden Gate Park, across the street from Polytechnic High School. Nothing happened until 1921, when the Poly student body, led by its president, James Rolph III, son of San Francisco mayor "Sunny Jim" Rolph, got the city moving on a new stadium. Work began in 1924, and Kezar Stadium opened in May 1925. This city-owned field could accommodate 22,000 fans, but Ewing Field remained an important athletic resource.

The 1925 schedule of high school football games was evenly distributed between Ewing and Kezar. That year's High School Big Game at Kezar attracted 15,000 rooters, the same as the Little Big Game at Ewing. On December 26, 1925, Ewing Field received national attention for something other than weather-related ridicule: the first East-West Shrine College All Star Game. The *Chronicle* gushed, "Never before have there been so many stars of national reputation in one competition." The West won 7-0 before 20,000 on a touchdown by Cal's Brick Muller.

In addition to team sports, Ewing Field was the occasional setting for boxing matches. Originally these bouts were a small part of a larger sports spectacle, but boxing promoters spent $15,000 to adapt the field for a world's welterweight championship bout on May 16, 1925. Ten thousand people paid up to six dollars for a ringside seat. After four preliminary bouts, the main event lasted ninety seconds as the champ, Mickey Walker, KO'd Lefty Cooper.

On June 5, 1926, a fire destroyed the original baseball grandstand along the field's north and east sides. The 21-alarm blaze consumed dozens of neighboring homes, causing more than $300,000 in damage.

The field was insured, and on July 7, 1926, its gates opened for a boxing match that drew 7,000 aficionados of the pugilistic science. Reporting on the match, the *Chronicle* observed "There is little to make you remember that Ewing Field was the scene of a disastrous fire several weeks back. New fences have been raised where there was nothing but a burned section and temporary grandstand and bleacher seating has been provided." The gutted grandstands weren't rebuilt, reducing Ewing Field's capacity from 26,000 to 12,000.

PRO FOOTBALL

The second East-West Shrine game was held at Kezar Stadium, but Ewing Field still had a lot to offer. Mervin Cowen, an astute sports promoter, reasoned that if the public would pay good money to watch amateur high school and college football, it should be willing to pay great money to watch professional football. The fledgling National Football League was attracting paying spectators back East, so why not have professional football on the West Coast?

The four-team professional Pacific Football League was formed with teams in San Francisco, Oakland, Los Angeles, and Hollywood. Ewing Field was the home of the San Francisco Tigers. On November 14, 1926, 3,000 people beheld the first professional football game in San Francisco history: a 3-0 loss to the Oakland Oaks.

The league folded a month later, but Cowen saw another moneymaking opportunity in having an all-star team of West Coast professionals battle barnstorming Eastern professionals at Ewing Field. On December 18, 1926, Ernie Nevers, Stanford's former All-American fullback, and his Duluth Eskimos defeated the California All Stars of the Pacific Football League, 19-0.

On January 10, 1927, the local pros shut out the NFLers 19-0, with Brick Muller, hero of the first East-West game played at Ewing Field a year before, as the star. Another pro game was played before a packed house of 12,000 two weeks later. In the last game of the season, Red Grange ("The Galloping Ghost") and his New York Yankees played an all-star team of former college players. Brick Muller, alongside Stanford's Ernie Nevers, and another former Cal star, Tut Imlay, bested the pros 7-6 in front of 7,000.

Following the conclusion of the 1927 eastern professional football season, Cowen enticed four groups of barnstorming pros to California. It was Cowen's intent to have a winter West Coast Professional Football League made up of these four teams that would play one another in San Francisco and Los Angeles over the course of six weekends in January and February. Ewing Field would be the site of the San Francisco contests.

The first game, on January 2, 1928, pitted Red Grange's New York Yankees against George Wilson's Wildcats. About 5,000 watched the two elevens slip and slide in the Ewing Field slop to a 6-0 Wildcat victory. Perfect weather the next week brought more than 7,000 who saw Ernie Nevers' team fall 13-6 to Benny Friedman's Bulldogs.

By the third week, the novelty had worn off. Just 2,000 paid to watch the unbeaten Bulldogs hand the Wildcats their first loss 12-6. The end of the professional experiment was a 13-13 tie between Nevers' and Grange's teams before the smallest crowd of the season.

In the meantime, high school football simply outgrew Ewing Field as evidenced by the 30,000 who jammed into the 22,000-seat capacity Kezar Stadium for the 1927 Poly-Lowell Big Game.

In early 1928, work commenced to expand Kezar to 60,000 seats. The job was completed in time to welcome the 50,000 who saw the Poly-Lowell Big Game on November

29, 1928. By 1931, the transition to Kezar was complete. There were no more high school games or large crowds at Ewing Field: just weekend warriors playing before modest turnouts of faithful friends and family.

THE END

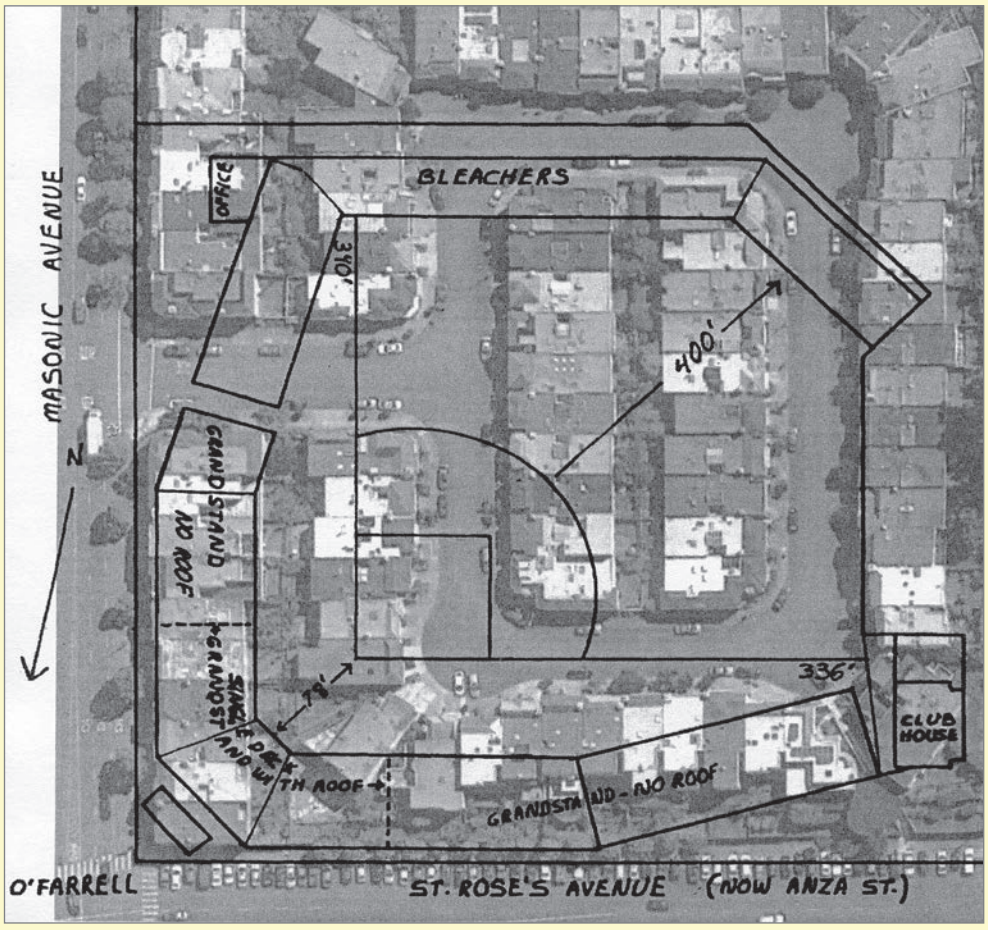
Perhaps the most noteworthy event of the stadium's later years was in 1932, when Frankenstein defeated the Barbarians at the foot of Lone Mountain. Actually it was the Hollywood Cricket Club, which included Boris Karloff (who had portrayed the monster in the recently-released movie) versus the San Francisco Barbarian Cricket Club in a cricket match.

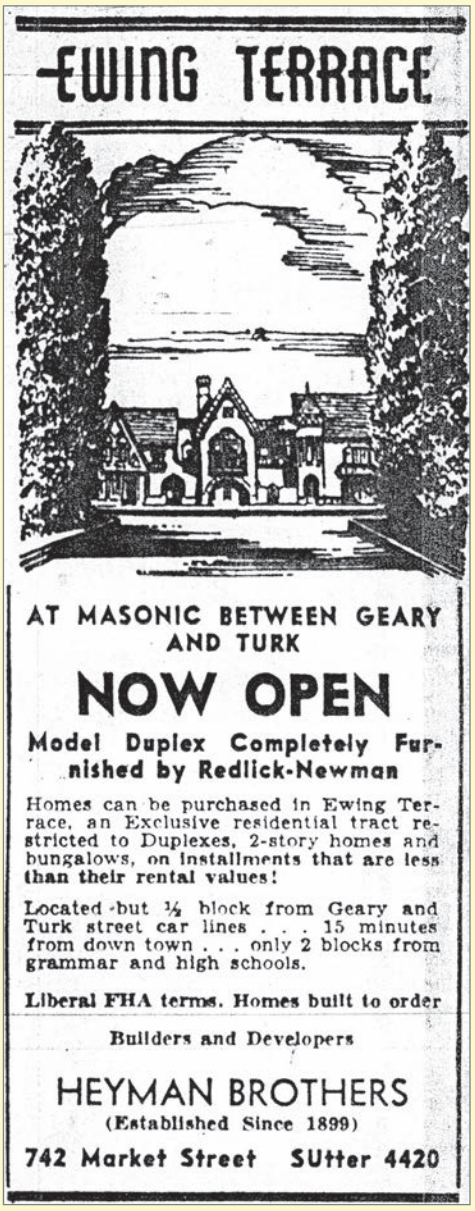
On January 19, 1937, Cal Ewing died at 69 years of age. Ewing Field outlasted its namesake by seventeen months. The Heyman Brothers Construction Company bought the land from the archdiocese in June 1938 for $150,000, and demolition began on Halloween. On July 29, 1939, the first houses in "Ewing Terrace" were advertised for $7,950 and up. One of the amenities of the new houses was a glass-enclosed interior patio that would allow sunshine, light, and warmth directly into the home.

Twenty years later, a new stadium was under construction—Candlestick Park. Over fifty-four years, tens of millions of fans attended events at Candlestick, but it became known as the stadium that everybody loved to hate because of the same weather conditions people complained about at Ewing Field: wind, cold, and fog.

On Candlestick Park's opening day, April 12, 1960, at least two spectators in attendance had been at Ewing Field's inaugural in 1914. And once again they didn't pay. *San Francisco Examiner* sports scribe Prescott "Scotty" Sullivan sat high above the field in the press box while Governor Edmund G. "Pat" Brown shared the field-level VIP box with Mayor George Christopher, baseball Hall-of-Famer Ty Cobb, and Richard Nixon. Did Scotty and Pat, boyhood best friends, meet and recall sneaking under the fence at Ewing Field's opening day?

Surely, during Candlestick's early years there were enough other old timers still around to recall the days of 1914 and compare them, for better or for worse, with the 1960s. What might they have said?





Above: Overlay of Ewing Field footprint on an aerial of the Ewing Terrace housing development.
Right: Duplexes advertised by Heyman Brothers builders in *San Francisco Examiner,* July 22, 1939.

MEMORIES

Patrick F. Cunneen



Longtime Western Neighborhoods Project member Patrick F. Cunneen was born in San Francisco in 1933 and grew up on 21st Avenue in the Sunset District near Golden Gate Park. He attended St. Anne's of the Sunset Catholic School at 14th Avenue near Judah Street and then Sacred Heart High School. After two years at the University of San Francisco, Pat served in the United States Coast Guard during the Korean War. After marrying his wife Betty, he worked 38 years in the Daly City Fire Department. He is still an athletic, robust man who loves to hike and be outdoors.

The following is a narrative of excerpts from a group interview conducted in 2013 about Kelly's Cove at Ocean Beach.

I grew up in the Sunset. They cranked us Irish-Catholic kids out by the zillions out there. We used to play *Beau Geste* out [in the dunes]. I mean, you could do a pirouette and see nothing but sand. And we used to play in those little ponds that they had out there, and swim in 'em. Back in the early 40's there wasn't much out there. There were rabbits and pollywogs and you could see tracks of maybe bigger critters.

My father was with the postal service. He retired as a supervisor. He used to get all us kids Christmas card work at the post office. It was a good deal. You had to be eighteen to get the job, but we went under the envelope a lot. My dad being a supervisor, he'd get these cards and he'd hand 'em out to the kids he thought were respectful and would do the job. That was a great holiday job. Sometimes I worked at Rincon Annex. You sorted mail, you delivered mail. I even worked at Pier 18 when they had the big rats and it was cold.

I went to Saint Anne's and Sacred Heart, but in those days we didn't have many helicopter moms. You could roam anywhere you wanted, which we did. I lived right hard by Golden Gate Park. We'd meet at the meadow there on Saturday and we were off. Just had to get back before fifteen minutes after the streetlights went on.

One of our big deals was we'd save up all our pennies and nickels during the week […] we'd also collect bottles—small bottles, you'd get two cents and the quart bottles you got a nickel —and so we'd try to amass as much money as we could for our sojourn on Saturday. At the end of the week it was very equal. We threw all the money into one pot, a communal pot. We'd meet at the meadow, at 21st and Lincoln Way there, and then the big deal was to nip the streetcar and save your carfare to get to Playland and Kelly's. So, we'd sneak up from the opposite side of the streetcar, get on the fender—hopefully the guy didn't see us—and the streetcar went right through Golden Gate Park.

The 7 [streetcar line] went down and went across a little trestle in Golden Gate Park and through a little wooden, barnlike tunnel. [W]e'd end up down by Fulton [Street] and then we'd take our money and judiciously spend it at Playland. We'd always save the last fifteen cents or a quarter for either the Funhouse or Sutro Baths because that wasn't a one-shot deal. You could go in and stay until it closed. And, so, we'd usually stay as long as we could until we got tired and then we'd go to Kelly's and build a huge bonfire.

There was a lot of cops and firemen and bartenders, longshoremen, used to hang out there and I always thought this [one] guy was Kelly. He was referred to as Kelly. He was an old – like a hermit. He lived in a makeshift wooden shelter hard up against the cliffs with a little fireplace and I think he lived there most of the year and once in a while he'd take pity on us before we had our fire started and let us warm up – because we'd always get wet. We didn't go swimming, but we'd roll up our jeans and we always got wet. But we'd go there and dry off.

When I was in the fifth/sixth grade, we just built fires and rolled up our pant legs and tried to dry 'em before we got home because rule number one was "don't go in the water."

You had to build a huge fire when you were at Kelly's. The bigger, the better. You collect all the driftwood and used old tires. Because it was cold, it was cold. I recall when the weather got bad, you'd see the fogbank out there – and this is when we were a little older, maybe when we had a car – we'd go from there to China Beach and then the fog would

follow us and then we'd go from China to Aquatic [Park] and, finally, we found a little cove in Belvedere. The water was about 70, 75 [degrees], and Carol Schuldt and [Richard "Dick"] Petrocchi and I, we used to go over there. It was a really neat spot if we had enough to get across the bridge.

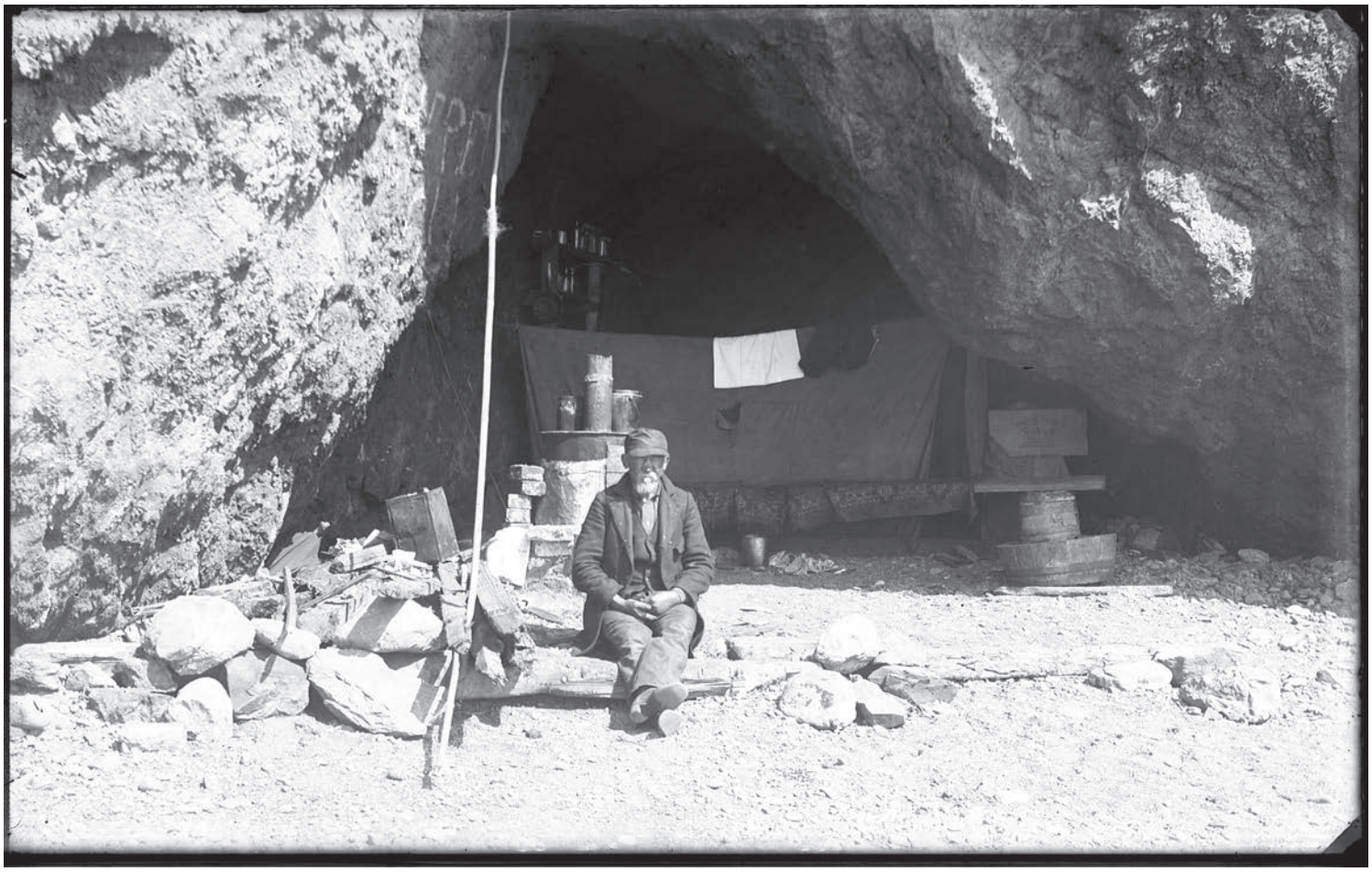
Most of [the men] were sort of health fanatics. They had a chinning bar and they'd do chinning and they'd swim. I remember a lot of them used to wear a singlet that had a skull and crossbones on 'em. I don't quite know why.

Surfing was pretty much unknown in the early days, so it was a small cadre of people and many of 'em, you know, they were the square peg that didn't fit in the round hole and, anyway, everybody liked to be friendly. A lot them didn't play ball. They were great athletes, but they never played any ball. Many did, but a lot of them didn't.

Another one, I got to know him in the later years – John Satti – he always wore a sailor cap and he was a very good runner. In fact, he won the Dipsea [Race] one year, but his real forte was short races and he loved to race us kids and he'd say, 'all right kids. I'll give you a dime if you can beat us,' and he'd put a dime out in front of our noses and we'd try to beat him, but we'd never, ever beat him. We'd run down to the old outfall pier from there – like fifteen hundred yards, whatever. We'd try to beat him. We never beat him.

All of them used to swim. That was prior to swim fins too, so many of them didn't swim too far. Later on, when we went to Kelly's, at least myself, we never went in without swim fins, because if you went in without fins you were at the mercy of the surf, but with fins you could not only body surf, but you could hold your own. The big rite of passage was on those certain warm, hot days when the sea was flat [was] to swim through Arch Rock. That was a big deal. But with swim fins.

There were a lot of rites of passages, like swimming from China Beach. That was scary when you were little or to swim the other way, or dive off the rock at China Beach. That was another rite, and then also swimming over to Dead Man's and Eagles [Point] and places like that. My dad taught me



Ocean Beach hermit, early 1900s. The beach just below the Cliff House has been called Kelly's Cove since at least the 1940s, and many believe the name came from an "Old Man Kelly" who lived at the beach.



Pat Cunneen's grandfather and father at Ocean Beach in 1913.

to swim at Sutro's. They had the raft there. We went out to the raft and he said, 'well, if you want to go home you got to swim back.' He sort of towed me out there a little and I dogpaddled back and got me started.

One recall that I have, as far as Kelly's goes, I was out there a little too far and I got caught in a rip and I was being pulled out. I got scared and that Hawaiian lifeguard, Cliff Kamaka, he saved my bacon. He said, "you no worry, kid. You no worry." He was on his back. He was caught too, but he was laying on his back blowing – you know blowing bubbles and water out of his mouth. He says, "we just float down. Just take it easy, you got no worry," and we floated north and we walked back. But I was scared then.

It seemed like Kelly's became the mecca for surfers and swimmers and bodysurfers and the whole ball of wax. Though Taraval Hole also was a spot. Some longshoremen, as I recall, they dug a big pit and braced it with timber as a windbreak and you got down in it. Just to get out of the wind. Because if you can get out of the wind in San Francisco, Ocean Beach it's not that bad. The wind is the nemesis. That was a dangerous place to swim, though, Taraval Hole. In fact, one of my high school chums, a Lincoln High student, Del Young, went out and didn't come back. His body was never found. His father, a former baseball player, owned Del Young's bar on Polk Street.

The first boards I recall were – they'd call those kook boxes. They're more or less like a big paddleboard. Hollow. I was more of a body surfer. I really preferred body surfing.

I remember Jack O'Neill had an impact and he was very innovative. I recall he had like an iceboat, but it had wheels on it and he'd sail it on Ocean Beach at low tide down – he had a little trouble tacking coming back and he was always innovating with wetsuits and dry suits and what have you. He had that first surf shop out by the Fleishhacker's [Pool] and he lived out there too. He sold fire extinguishers. He was always hustling.

Girls were a different species. Very few. Very, very few [women at Kelly's then]. That was the days when they weren't that hardy. There was one lady surfer, [Janet] MacPherson – a good friend of Jim Gallagher's – and he has pictures of her surfing. For better or for worse, there was no diversity when I grew up. There just weren't – there wasn't any, you know. Seemed like it was Irish or Italian – a few Frenchmen thrown in – a German – but there was really no diversity.

[It] was a very rare occurrence, but when the weather was hot and super low tide and the water looked like Lake Tahoe, you could walk out [to Seal Rocks]. There was also a huge tunnel – a cave underneath the Cliff House. I mean, you could drive a garbage truck in there – a couple of 'em and it was big, depending on how high the sand was at times. One time we discovered a little entranceway to a tunnel and the tide was way out so we weren't too concerned about the tide coming in and getting us. You could go through this tunnel



Frank Lewis, Waldo Reesink, and Ken Groover with an early surfboard at Kelly's Cove, circa 1950. Photograph courtesy of Mike Lewis.



Kelly's Cove Reunion. Patrick in red shirt with his son (also a Patrick), Mike Lewis and his son, Shawn Lewis. Photograph by Dennis O'Rorke.

and come way out on the north side of the Cliff House. Yeah, it's riddled with sea caves all around there.

What saved us a lot [from the cold water] was the tavern called the Hitchrack, "Mac's Hitchrack." It was owned by the McFetridge family. They lived upstairs and the sons [Bob, Tom, and Ed] were good friends of mine and the mother ran the little lunch/breakfast place and it had an archway – you could go from the bar into the lunch place, right across the street from the tunnel and my wife hated it, because we were always – on Sundays we were always going to take a nice drive down the coast, go horseback riding, we'd stop at Mac's… If you had breakfast, you also got a free fizz with it. That's all we needed. We never went horseback riding.

The joint was next to the beach tunnel near Sloat. It had small green sheds and horse tie-ups in the rear. Besides having a link to the breakfast place and the bar, in the back they had had stables and it was very popular to ride horses along the beach and they'd tie up their horses in the back, come in for a few whips.

Everybody smoked in that era. And now…very, very few people smoke. It's wonderful. It was culturally ingrained that way. I mean, you don't see a black-and-white movie without a guy with a cigarette having a drink and that's what my dad did. Anybody come to the house, first thing he'd get a highball and a Camel.

[In 1969] I started to run and I joined the South End Rowing Club and the Dolphin South End runners and my wife was a founder, one of the founders, of the Pamakid runners and my life took a big turn for the best. I quit smoking and drinking and started to run, jump, and play, and really had a lot of fun and the whole family got into it too.

My son is quite a surfer and so I knew a lot of his pals that surfed out there all the time – John Kaplanis and Brian Toolagian… There was a bunch of them, so… it sort of extended [the connection to Kelly's]. The ocean was always the draw.

The biggest thing I miss, though, are the connections. I mean, when I grew up the city was almost incestuous, you know? It was just – everyone was so fiercely proud of being a San Franciscan. They'd never consider moving down the Peninsula or to Marin. I mean, that was for cowboys and farmers. And the East Bay? That might as well have been Chicago, you know? The closest most people would go was Westlake [in Daly City] and a lot of people thought they lived in San Francisco when they lived at Westlake.



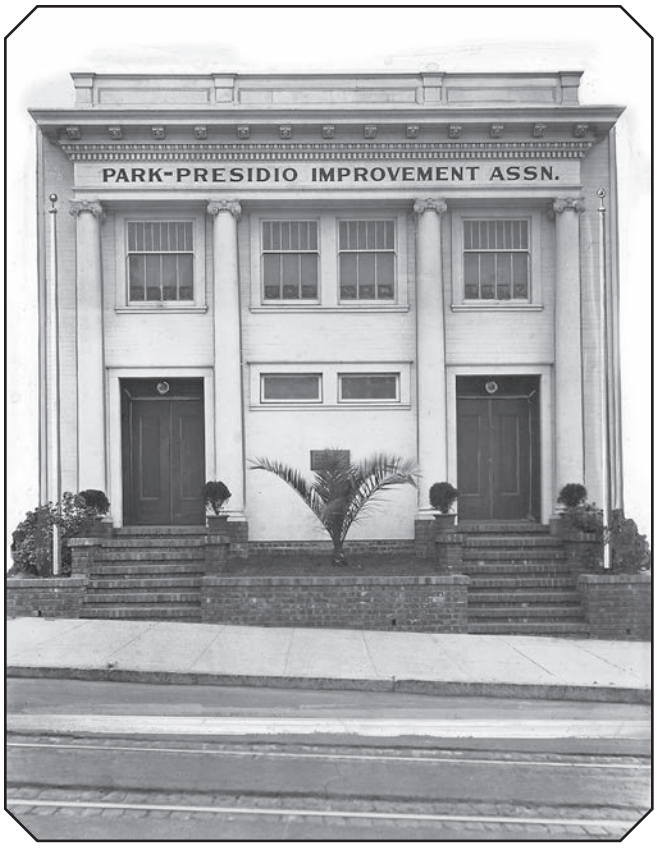
Pat and Betty up front on the right at the start of a Pamakid race in the 1970s. Photograph by Dennis O'Rorke.

Our interview with Patrick F. Cunneen is part of "Tales from Kelly's Cove," a project made possible with support from Cal Humanities, an independent non-profit state partner of the National Endowment for the Humanities. For more information, visit www.calhum.org.

Any views, findings, conclusions, or recommendations expressed do not necessarily represent those of Cal Humanities or the National Endowment for the Humanities.

Read the full transcript, see more photos, and learn more at www.outsidelands.org/kellys

The Richmond District in the late 1920s: Minutes by Minutes



The Park-Presidio Improvement Association building shortly after its opening in 1913 at 649-8th Avenue. Today the building is used by the San Francisco Russian Seventh-Day Adventist Church.

In 2005, the Western Neighborhoods Project photocopied the contents of a meeting minutes book owned by Paul Trimble, the son of a former Park-Presidio Improvement Association president, Sinclair G. Trimble.

The association, often called the Park-Presidio Improvement Club (PPIC), was an extremely strong neighborhood organization in San Francisco's Richmond District and active primarily in the first half of the twentieth century. PPIC had its own meeting hall and office on 8th Avenue and formed committees mirroring almost every city government department from public works to schools. PPIC had a sometimes outsized voice in neighborhood issues and city politics, aided in great part by the use of Sinclair G. Trimble's local newspaper, *The Richmond Banner.*

The strength and popularity of neighborhood improvement clubs was such that the Richmond District at times sustained three or more—the Point Lobos Improvement Club, the Richmond Improvement Club, the Sutro Heights Improvement Club, and PPIC—each with large memberships. A listing of new PPIC members in 1927 has more than 80 names.

The minutes book covers activities from January 25, 1927, to April 8, 1930. On the 297 legal-sized pages are the club's considerations and actions on issues from the control of shifting sand dunes to cemetery removal to opposing neighborhood immigration by ethnic minorities. Even a complaint about a local store's mislabeled grapes (not seedless!) was heard and logged. Officials from all levels of city government appear frequently.

The book provides a revealing look not only at the neighborhood's past, but also the opinions, attitudes, and values of San Franciscans from the end of the Roaring Twenties to the dawn of the Great Depression.

With aid from a grant by the San Francisco History Association, the Western Neighborhoods Project conducted a thorough analysis of the hundreds of handwritten entries to create a general index and finding aid. This document highlights trends, stories of interest, and neighborhood and city issues discussed. Board member Lorri Ungaretti is using the index and finding aid to guide ongoing research for an upcoming article.

Both the index/finding aid and the article will appear on the Western Neighborhoods Project website for researchers and the general public, but here are some highlights.

Depressions and Shifting Sands

By far, the most frequent order of business taken up by PPIC was notifying the city Board of Public Works about depressions in streets and sand blockages. Much of the sandy Richmond had yet to be built upon and a few breezes could make streets impassable, especially around the hillside and old quarry where Washington High School is today. The committee formed to monitor streets and sidewalks reported dozens of problem sites every meeting.

May 28, 1929: Notify Board of Works [of depressions] at 34th Ave. bet Anza and Balboa; 26th Ave. and Anza St.; 29th Ave., 100 ft. south of Geary St.; 18th Ave. bet Geary and Cabrillo St.; 29th Ave. and Clement St. (along tracks); and fronting 824 34th Ave., 266 18th Ave. (center), 485 14th Ave. (center), 461 14th Ave. (center), 379 12th Ave. (center), 412 12th Ave. (center), 272 22nd Ave. (center), 258 22nd Ave. (center).

November 13, 1928: Balboa St. and 23rd Ave., sand on street—light should be placed to warn passing autos.

October 22, 1929: Letter to Board of Work to have bulkhead erected around lot at 24th Ave. and Balboa St. adjoining Cabrillo School—sand covers sidewalk. Pedestrians have to use streets, making same very dangerous.

noon, Feb. 6, 1927 at 2 pm. Sol Peiser pres

December 10, 1929: Mr. Joseph Garcia stated that our City was the biggest violator of its own rules, that over a quarter of million dollars was invested in homes in vicinity of 30th Ave. between Anza and Geary St., but nothing has been done to establish sidewalks fronting city property. Numerous requests have been made for sidewalks.

Racial Issues

Not only on guard against city-neglected streetwork, many improvement clubs took on stopping "objectionable occupation" by pressuring landlords not to rent homes or businesses to minorities. The PPIC was no exception.

September 25, 1928: Japanese in district—Complaints received regarding a Japanese family moving into 75 20th Avenue. Property is owned by W.W. Kelly residing at 4719 Geary Street. President Peiser has interviewed party—not satisfactory.

January 22, 1929: Report that a Japanese family had purchased a home at 360 Lake, corner of 5th Ave. Also opening of cleaning and dyeing establishment on Geary St. bet 23rd & 24th Ave (Mr. Rankin), and parties living in rear of store.

February 26, 1929: Report that high class Japanese family rented place at 360 Lake Street.

February 11, 1930: Notified to investigate complaints of colored person renting home on 19th Ave. and complaint of Chinese family at 2030 Balboa.

March 11, 1930: Chinese Family at 2030 Balboa St.—nothing to same. A gilder comes in daily to gild furniture. OK… Colored persons on 19th Ave.—[need] further time to investigate.

Land Use

Entertainment venues, chicken coops, the large cemeteries around Lone Mountain, and a surge of new gas stations were all concerns of the day.

February 28, 1928: The removal of cemeteries was again discussed and our Association will get busy very soon to start this movement. Miss Hoyle stated that condition of graves were very bad shape, that she had called cemetery association secretary attention to same—but lack of proper police protection made same impossible, that on one occasion two drunks were laying there while she was passing through.

May 22, 1928: Motion made that we rescind our action regarding protest against oil station at 24th Ave. and Geary St. was lost—11 votes for and 7 against—President Peiser ruled that it required a two-thirds vote to rescind. Secretary was instructed to purchase latest copy of "Robert's Rules of Order."

June 26, 1928: Complaints received regarding an animal farm by residents in this locality conducted by Mr. Frary at 440 36th Ave. bet Geary and Clement Streets. Shacks in yard have been condemned by Board of Health, case up in Court—owner is fighting Board of Health. Our Association went on record protesting against this nuisance on grounds of being unsanitary, a fire menace, and condition of premises detrimental to general neighborhood.

June 12, 1928: Letter to Board of Health to investigate complaints of chicken nuisance in rear of 3729 Geary Street.

July 24, 1928: Petition Board of Supervisors to amend order which now prohibits the keeping of chickens, goats, or any other animals in their district, east of 16th Ave. to include the whole district between Presidio and Golden Gate Park, out to the Ocean Beach.



The Standard Oil station on the corner of 24th Avenue and Geary Street survived the PPIC's protests and a Chevron station is still there today. Photograph courtesy of Philip Millhollon.

ented said school with a fine American

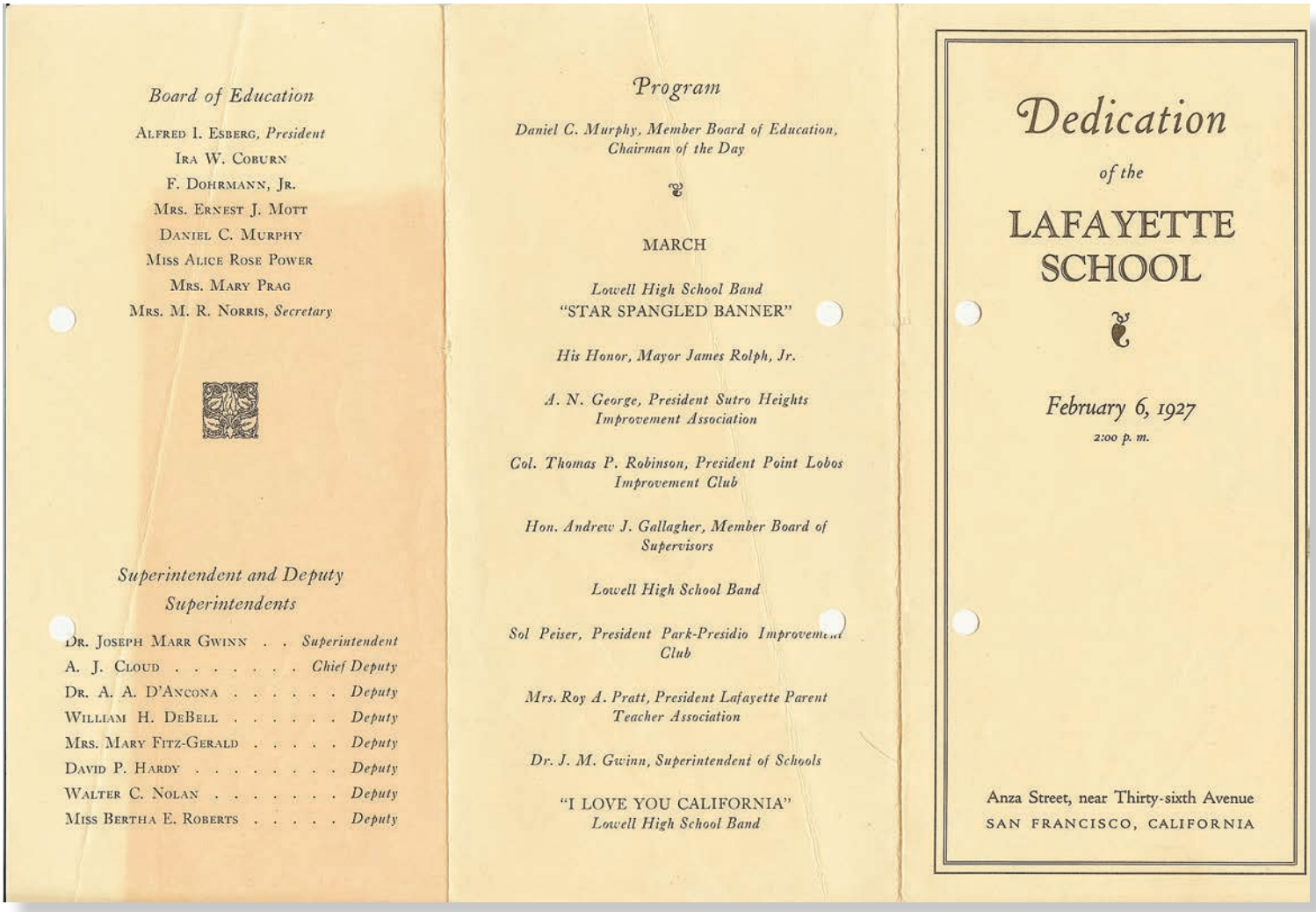
Schools
The minutes cover a particularly exciting time for local schools. Thanks to a recent city bond issue, plans for new junior and senior high schools were presented to the association.

January 25, 1927: School Committee reported that Board of Supervisors were slow in getting the property for new High School at Geary and Balboa Street, 30th and 32nd Avenues. Board of Education will prepare plans as soon as property is bought.

January 8, 1927: Dedication of the new Lafayette School on Anza Street near 36th Avenue was held on Sunday afternoon, Feb. 6, 1927 at 2 pm. Sol Peiser presented said school with a fine American Flag, and called attention to Board of Education, Mayor Rolph, and others, the necessity of a high school and junior high in our district, different sections of our city had high schools except Park-Presidio section, and something should be done to hasten same. Motion made and carried that a letter of thanks be sent to Mrs. Roy Pratt, President of Lafayette School Parent Teachers Association for courtesy shown our Association.

August 9, 1927: Chairman R. H. Norton of School Committee reported that Deputy Supt. of Schools Handy stated that work on first unit of Park-Presidio High School—vicinity 29th and 30th Avenues, Geary and Clement Streets—would be started this year.

January 8, 1929: Supt. of Schools Joseph M. Gwinn gave a very interesting



Board of Education

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Program

Daniel C. Murphy, Member Board of Education, Chairman of the Day

MARCH

Lowell High School Band
"STAR SPANGLED BANNER"

His Honor, Mayor James Rolph, Jr.

A. N. George, President Sutro Heights Improvement Association

Col. Thomas P. Robinson, President Point Lobos Improvement Club

Hon. Andrew J. Gallagher, Member Board of Supervisors

Lowell High School Band

Sol Peiser, President Park-Presidio Improvement Club

Mrs. Roy A. Pratt, President Lafayette Parent Teacher Association

Dr. J. M. Gwinn, Superintendent of Schools

"I LOVE YOU CALIFORNIA"
Lowell High School Band

Dedication

of the

LAFAYETTE SCHOOL

February 6, 1927
2:00 p. m.

Anza Street, near Thirty-sixth Avenue
SAN FRANCISCO, CALIFORNIA

Above and opposite: Program for the dedication of the new Lafayette School. PPIC President Sol Peiser presented school with United States flag.

cessity After considerable discussion

talk on proposition of a Junior College in San Francisco [City College of San Francisco opened September 4, 1935]. Probably the new high school would be named George Washington High School. [This is the first mention of the new "Park-Presidio High School" being named Washington.] President Peiser suggested that a bronze statue or bust be obtained by popular subscription and also by donation of Board of Supervisors.

September 10, 1929: Letter to Board of Education that old Rochambeau School lot between 24th and 25th Avenues, Lake and California Streets should be leveled —cleaned and old cement foundation removed—at present dangerous for children who play there.

March 25, 1930: The John W. Geary elementary school will be dedicated Sunday afternoon, March 30, and our Association will present to said school a flag for auditorium. Motion made and carried that committee purchase flag, to cost about $10.00. Members cordially invited to be present.

[John W. Geary School closed in 1977 because of the district's diminished school population and new state seismic code requirements. The building still stands at the end of Cook Street north of Geary Boulevard.]

Mr. Norton reported that Park-Presidio Junior High School at Geary and 29th Ave. would probably be ready for fall term, also that $1,000,000 had been set aside by Board of Education for the Geo. Washington Sr. High School, on Geary St. bet 30th and 32nd Avenues.

Historical Sketch

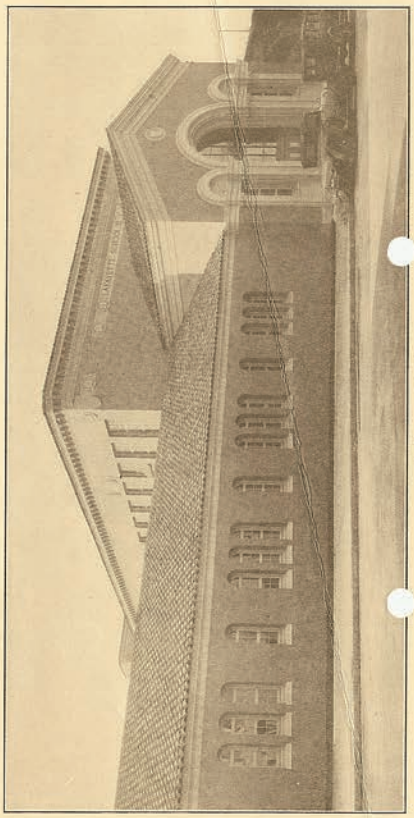
THE Lafayette School traces its lineage back to the early days of San Francisco. It was one of the original public schools of the city, being the annex for primary classes of the famous old "Union Grammar School," which had been established in 1854. This annex became an independent school and was given the name "Lafayette Primary School" in honor of the distinguished French statesman, soldier and patriot who served under Washington in the Revolutionary War.

A two-story frame building, consisting of eight rooms, was erected for the school in 1867, on a site at the corner of Filbert and Kearny streets (being a part of the block on which now stands the Garfield School). The principal was Mrs. M. L. O'Neal, a celebrated pioneer educator of San Francisco, afterward principal of the Laguna Honda School for many years.

The building was totally destroyed in the great fire of 1906. In the school reconstruction period immediately following, a new site for the Lafayette was selected at Thirty-seventh Avenue, near Point Lobos Avenue. Miss Mary McLeran was appointed principal of the new organization, serving ably in that capacity until her transfer to a larger school. She was succeeded by Miss Ida M. Kervan, who administered the school until her retirement in October, 1925, when the present principal, Miss Elizabeth E. Hauselt, took charge.

Description of Building

The new Lafayette School is a reinforced concrete building finished in stucco, with terra cotta trim. It contains thirty-one school rooms, including twenty-four classrooms, two kindergartens, an opportunity room, a work room, a library, special activities room, and auditorium. Provision is made, in addition to the above accommodations, for a principal's office suite, a clinic room, and a book storage room. The basement contains a large indoor play room, supplied with artificial heat, of approximately 7500 square feet, with nutrition kitchen adjoining. A teachers' rest room, lunch room and kitchen, and a janitor's room, are also placed in the basement, together with the boiler room. The building is planned to accommodate 1100 pupils. Its cost is $385,197.



Lafayette School

the following committee was appoin



Shifting sand from unbuilt-upon lots were a constant irritant to early Richmond District residents. Above view is looking slightly southwest from about 33rd Avenue and Anza Street. (Detail of a panorama taken by T.E. Hecht on May 7, 1916.)

The Future

In addition to schools, the association was briefed and weighed in on planned infrastructure, roads, and neighborhood landmarks still prominent in the neighborhood today.

January 24, 1928: Report received that new firehouse on 42nd Avenue between Geary and Pt. Lobos has been ordered.

April 24, 1928: Mr. Robert M. Searles gave a very interesting talk on the coming water bond election to complete Hetch Hetchy system and for the purchase of Spring Valley Water system and properties to be voted upon next Tuesday, May 1, 1928. Mr. Adolph Uhl also gave some interesting facts, favoring the Hetch Hetchy bonds, but was opposed to the purchasing of Spring Valley Water Company system. A unanimous vote of thanks extended to both gentlemen for the able manner it was presented.

July 23, 1929: Mr. Adolph Uhl spoke on necessity of bridge connecting San Francisco and Alameda County. Same should be built for transcontinental service or railroad bridge. [The Bay Bridge opened just seven years later on November 12, 1936.]

October 8, 1929: Senator James Phelan will write the official argument for acquisition of Bakers Beach by the City of San Francisco. The Board of Supervisors have allowed $175.00 to have printed and inserted in sample ballot argument favoring purchase of said beach.

November 12, 1929: After considerable discussion the following committee [was] appointed to visit organization regarding movement to promote highway to proposed Golden Gate Bridge through this district [committee member names]. Meeting to be held coming Thursday at 18th St. and Collingwood. $50,000 has been set aside in budget for this divisional highway. [California Highway 1 now runs along a widened Park-Presidio Boulevard into the MacArthur Tunnel at the Presidio]

April 8, 1930: News that the old Lafayette School site may be used for the branch public library…Letter to [Library] Board of Trustees suggesting that sufficient money be appropriated in coming budget to erect branch public library in the western part of our district—it is badly needed, and more action taken to procure same. [A committee is appointed "to carry on campaign." The library eventually constructed was the Anza branch on 37th Avenue near Geary Street.]

Our great thanks again to Paul C. Trimble for allowing us to copy the minutes, the San Francisco History Association for the generous grant, and to Lorri Ungaretti for her excellent work creating the index. We will post the finding aid and Lorri's article on the Western Neighborhood Project's website in 2015.

note highway to proposed Golden Gate

Zeros and Fives

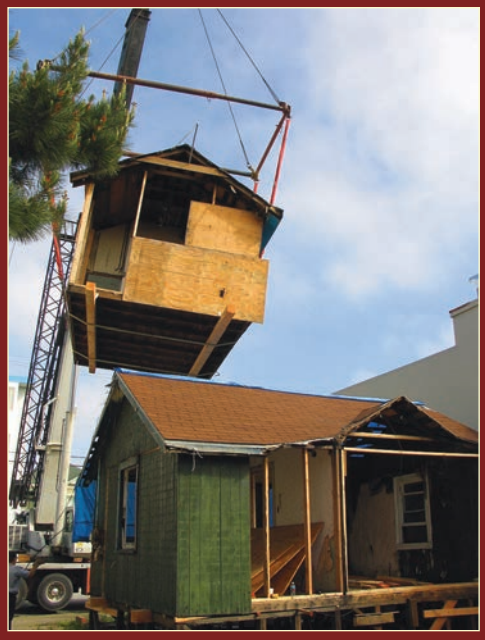
The year 2014 had its share of “zero” and “five” anniversaries, where everyone pays a little more attention to the past because of intervals of 10, 25, 50, or, best of all, 100 years.

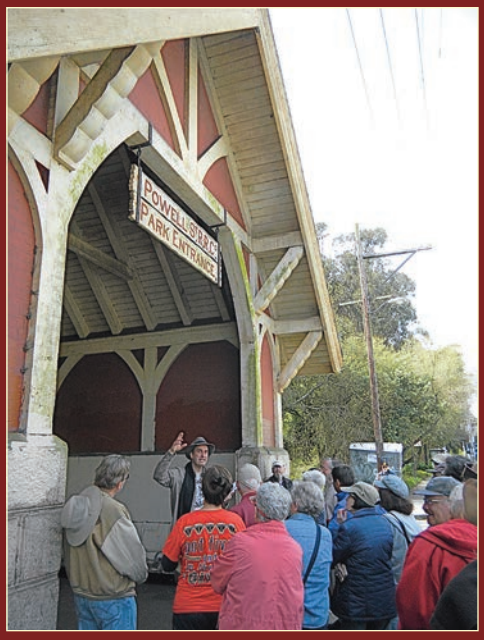
Here we present a recap gallery of notable and unusual zero and five San Francisco anniversaries from the past year.

15 Years Ago

Western Neighborhoods Project Founded











The Western Neighborhoods Project was launched in May 1999 and fifteen years of walks, talks, and community building have followed. Preserving and sharing the history of western San Francisco has led us to save earthquake shacks, scrapbooks and films, interview hundreds of people, and make accessible to the public the stories of a great city.

Loma Prieta Earthquake

25 Years Ago



The Richmond ReView

Vol. 2 No. 2 FREE November 1989

The Pumpkins have come page 7

Richmond superstar page 6

Richmond recovering from the 'great quake of '89'

Outer Richmond badly damaged

by Paul Kozakiewicz

The biggest earthquake in 83 years rolled through the Richmond District, Oct. 17, causing considerable damage and reminding even the most stalwart of San Franciscans that, compared to the awesome power of nature, mere mortals are often helpless.

The temblor rocked the Richmond District at 5:04 p.m., causing the loss of electricity and interrupting telephone service, as well as shaking several large apartment buildings off their foundations.

The quake left countless cracks, dents, broken windows and displaced bricks for businesses and homeowners to contend with.

The 7.1 temblor was also responsible for one death in the Presidio Heights when Marina resident Donald McGlinchy fell down a flight of stairs at 3401 Clay St.

It also appeared to hit the outer Richmond District the hardest. At least two apartment buildings on 20th and one on 23rd Avenue were declared unsafe due to structural damage, by Bureau of Building inspectors .

At the Zephyr Cafe, Balboa Street and 37th Avenue, there was extensive damage, including broken windows and cracked walls, causing cafe owner, Meg Kimuri and her friend, Terry Cole, to spend the night at the cafe, fearful of looters.

"Meg and I slept on the floor of the cafe with knives at our sides," Cole said.

Fortunately, there was little looting or crime in the Richmond District, according to Richmond District Police Station Lieutenant Joaquin Santos.

When the earthquake hit, there was a "general mobilization" and about 74 off-duty officers were called in, Santos said.

Santos and many of the District's personnel were sent to the Marina District, because that district was hard hit and needed the bulk of the City's emergency people.

Firefighters were also part of the mobilization in the Richmond. Many also ended up in the Marina, according to Richmond District Fire Department Battalion Chief Paul Malfatti, fighting the large blaze that erupted there immediately after the earthquake struck.

The chief said that four of the District's eight "engine" trucks were sent to the Marina, but that there was adequate staffing in the Richmond for "normal range" fires.

The mobilized police and firefighting personnel worked 12-hour shifts until four days later on Saturday.

In the Richmond, crime went down after the quake, and no major traffic accidents were reported. According to Santos, this was thanks in large part to citizens who took control during the crisis, including directing traffic with road flares at major intersections lacking functional traffic lights.

At the Community/Police Forum, October 24, Santos praised the efforts of the City's residents for assisting police, firefighters and each other during the critical time immediately following the earthquake.

"I have a renewed faith in humanity and the people of San Francisco," Santos said of volunteer efforts.

This apartment building on Anza Street was stripped of its bricks by the fury of the October 17 earthquake.

Damage in the Richmond

The earthquake that rattled the Richmond was a 7.1 on the Richter Scale and was centered 70 miles south of San Francisco, in Santa Cruz County.

The temblor left parts of the District without electricity for several days. As well, several apartment buildings in the Richmond District were designated unsafe by City building inspectors. Many other buildings also suffered damage, including the Asian Art Museum, the Palace of the Legion of Honor and the Richmond Police Station. The post office on Sixth Avenue had to be closed because of structural

Continued on page 2

Locals come together to share quake tips

by Laura Jacoby/Chatham

The Great Quake of 1989 couldn't keep the Richmond District Community/Police Forum from holding its regularly scheduled meeting just one week later. It did, however, inspire a last-minute change of topic.

About 150 people, a record-breaking number, attended the meeting, straining the capacity of the Richmond Police Station meeting room to overflowing.

Lieutenant Joaquin Santos of the Richmond Station and Richmond District Fire Department Battalion Chief Paul Malfatti reported on current earthquake-related conditions in the Richmond District, and discussed what happened around the City the night of the earthquake.

As well, a major portion of the evening was devoted to discussing earthquake preparedness. Santos urged everyone to read – now – the earthquake survival guide printed in the front of the Pacific Bell White Pages (pages B9-12).

"The first thing I'm going to tell you is nobody is going to come. (The fire and police departments) will be busy elsewhere," Santos warned. "You have to depend on yourself."

As well as preparing their personal emergency plans, Santos and Malfatti urged people to get to know their neighbors and form neighborhood emergency plans. People living in apartment buildings must learn how to turn off the water and gas for the building, especially if the owner or manager does not live on the premises.

Exemplifying the spirit of self-dependence, the meeting evolved into an open discussion wherein everyone contributed earthquake survival tips and techniques. Some of the more unusual bits of earthquake survival information offered were these:

• A lighted pilot light in NOT an indication that there is no gas leak.

• In trying to turn off the gas, some people discovered that the shut-off valve was "frozen" in the open position. It is a good idea to test that valve before the next crisis. However, be aware that Pacific Gas &

Continued on page 3

The earthquake on October 17, 1989, shook up more than the Bay Bridge World Series. The west side of San Francisco was spared the tragedies of other areas, but damage from the quake meant the end of the Coliseum Theatre, and new incarnations of the Academy of Sciences and de Young museum.

Golden Gate International Exposition on Treasure Island

GOLDEN GATE INTERNATIONAL EXPOSITION

Preview

WHERE: THE GOLDEN GATE INTERNATIONAL EXPOSITION —on man-made Treasure Island in the center of San Francisco Bay, linked directly to the City of San Francisco and the metropolitan area of Oakland and East Bay cities by the Bay Bridge.

WHEN: Opens on February 18, 1939, at 10 a. m., to run for 288 days until December 2 of the same year. Exposition buildings to remain open daily from 10 a.m. Gayway open until midnight. General admission: 50 cents. Children under 12—25 cents.

HOW LARGE: In area, 400 acres, spreading more than a mile long, and two-thirds of a mile wide; financially, a total investment of $50,000,000; in scope, representing the nations of the world, with emphasis on countries bordering the Pacific Ocean, and the million square miles of Western America.

ATTENDANCE: Twenty million estimated admissions for the Exposition's 288 days. 6,000,000 Californians live within ten hours' ride of Treasure Island; more than 4,000,000 out-of-state visitors are expected in Exposition year, with 1,500 conventions scheduled for San Francisco Bay area in 1939.

WHO WILL EXHIBIT: FOREIGN: Thirty-five nations — representing all major countries bordering the Pacific Ocean and the continent of Europe — will be represented by dramatic building exhibits on Treasure Island.

FEDERAL: The United States Government, with a $1,500,000 Federal Building exhibit, will present a graphic panorama of American history and government. Seven acres of Federal exhibits will face the Court of the Nation, where national ceremonies, concerts, military and civic pageants will be presented.

STATES: Leading the participation of American states as co-host in 1939, California joins its sister-states of Western America and the province of British Columbia in the spectacular Hall of Western States. California's $5,000,000 building group provides for the "Golden State's" exhibits. The brilliant $150,000 Hawaiian exhibit will join the state buildings of Missouri, Illinois, Texas, Louisiana and other states in the Fair's national exhibit area.

BUSINESS: America's leading industries are included among the more than 250 exhibitors now completing exhibit plans for 1939. Business will dramatize its products and services for millions of visitors in 1939, with 2,000,000 square feet of space utilized for $15,000,000 in vivid displays and demonstrations.

ASK YOUR TRAVEL AGENT how to route your western trip to Treasure Island on San Francisco Bay. Plane, train, bus, or ship will have its terminal here. Your highway route will carry right across the famous San Francisco-Oakland Bay Bridge, directly linked to Treasure Island. Also ferry boats from Bay Cities reach the Island in 10 minutes. Come by air, rail, road, or water. But remember — the Fair opens February 18, 1939, and closes December 2, the same year.

★ ★ ★

GOLDEN GATE INTERNATIONAL EXPOSITION
SAN FRANCISCO, CALIFORNIA

Form DE-1225 PRINTED IN U. S. A.



Presenting... A MAGIC CITY ON TREASURE ISLAND

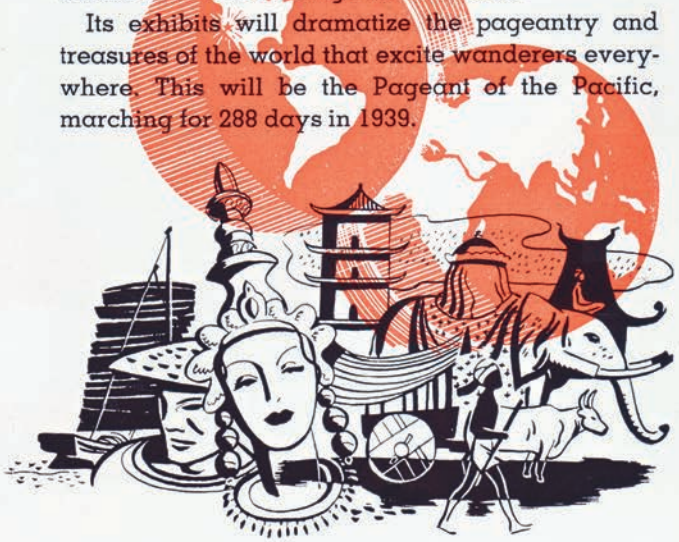
AT TEN O'CLOCK on the morning of February 18, 1939, the first of 20,000,000 visitors will come to Treasure Island. They will find a sparkling, new Magic City on this man-made Island centered in one of the world's greatest harbors. The City's streets will be boulevards flanked by flowering trees and gardens. Its buildings will be the exhibit palaces of thirty-five nations, nearly one-half the states, and the major industries of America. Its people will be visitors drawn from all over America and the storied lands of the earth. These throngs will adventure through the Magic City, enjoying the treasures of art and gayety and atmosphere that have been brought here.

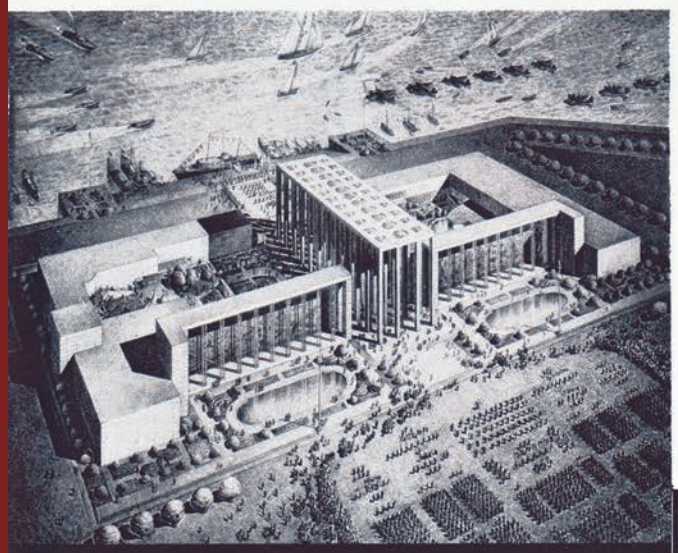
California's coastal hills will gaze down at this Treasure Island in the center of San Francisco Bay. The waters of the Pacific Ocean will wash its shores. No World's Fair has ever had a more magnificent setting. No World's Fair has ever revealed so much of glamour from the bizarre countries of the Orient and the Occident.

Japan, Indo-China and the lands of the Orient will be there. Hawaii, the East Indies and the Antipodes will join the South Sea Islands in the Pageant of the Pacific. With them will be the colorful nations of South and Central America, the major countries of Europe and the states of the Union.

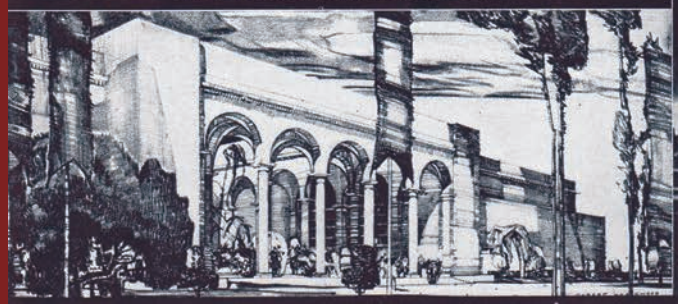
They will come more to amuse than to educate, more to enchant than to explain. This World's Fair of the West will be dedicated to the pleasures of leisure and travel along Pacific shores.

Its exhibits will dramatize the pageantry and treasures of the world that excite wanderers everywhere. This will be the Pageant of the Pacific, marching for 288 days in 1939.

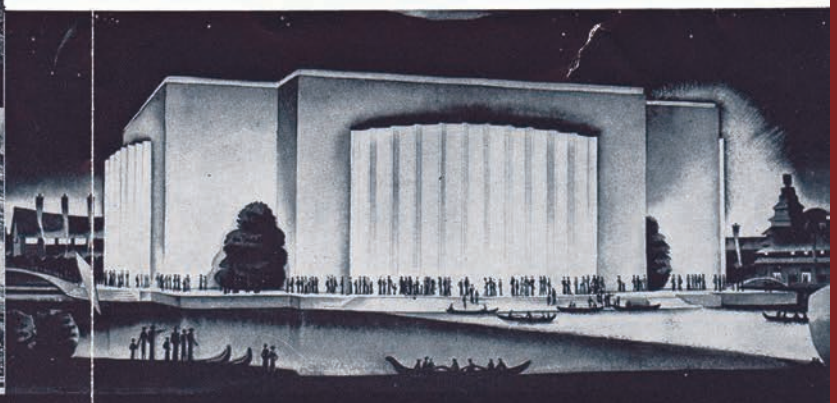




THE FEDERAL GOVERNMENT BUILDING



THE HALL OF WESTERN STATES



THE PACIFIC HOUSE—THEME CENTER OF PACIFIC NATIONS

On February 18, 1939, the Golden Gate International Exposition opened on the newly-created Treasure Island in San Francisco Bay. What's the connection to the western neighborhoods?

Playland's Diving Bell attraction, the San Francisco Zoo's first elephant trains, and City College of San Francisco's mural, *Pan America Unity,* by Diego Rivera, all originated at the fair on Treasure Island.

80 Years Ago

Saving Moxie from Ingleside Jail



Ingleside Jail, now the site of City College of San Francisco, closed in 1934. As this press photograph we found on eBay illustrates, one inmate was almost forgotten:

September 15, 1934:
"The San Francisco prisoners made quite a holiday out of it when they were transferred from the old Ingleside Jail to a fine new 'stir' in the San Mateo Hills, but to Gus Graves, an intermittent resident for many years, there was apt to be something missing. Inquiring about 'Moxie,' the 22-year-old utility horse, Graves found the jailers planned to pension the steed or send it to the pound. Gus put up a stirring argument in behalf of Moxie, whom he'd known since Mox was a colt and, in the end, to save transportation troubles, Graves is shown starting out of the old jail yard, leading Moxie on a four-hour hike to the new jail. No guards accompanied them, either." - ACME Newspictures, Inc.

Polytechnic High School Dedicated

100 Years Ago





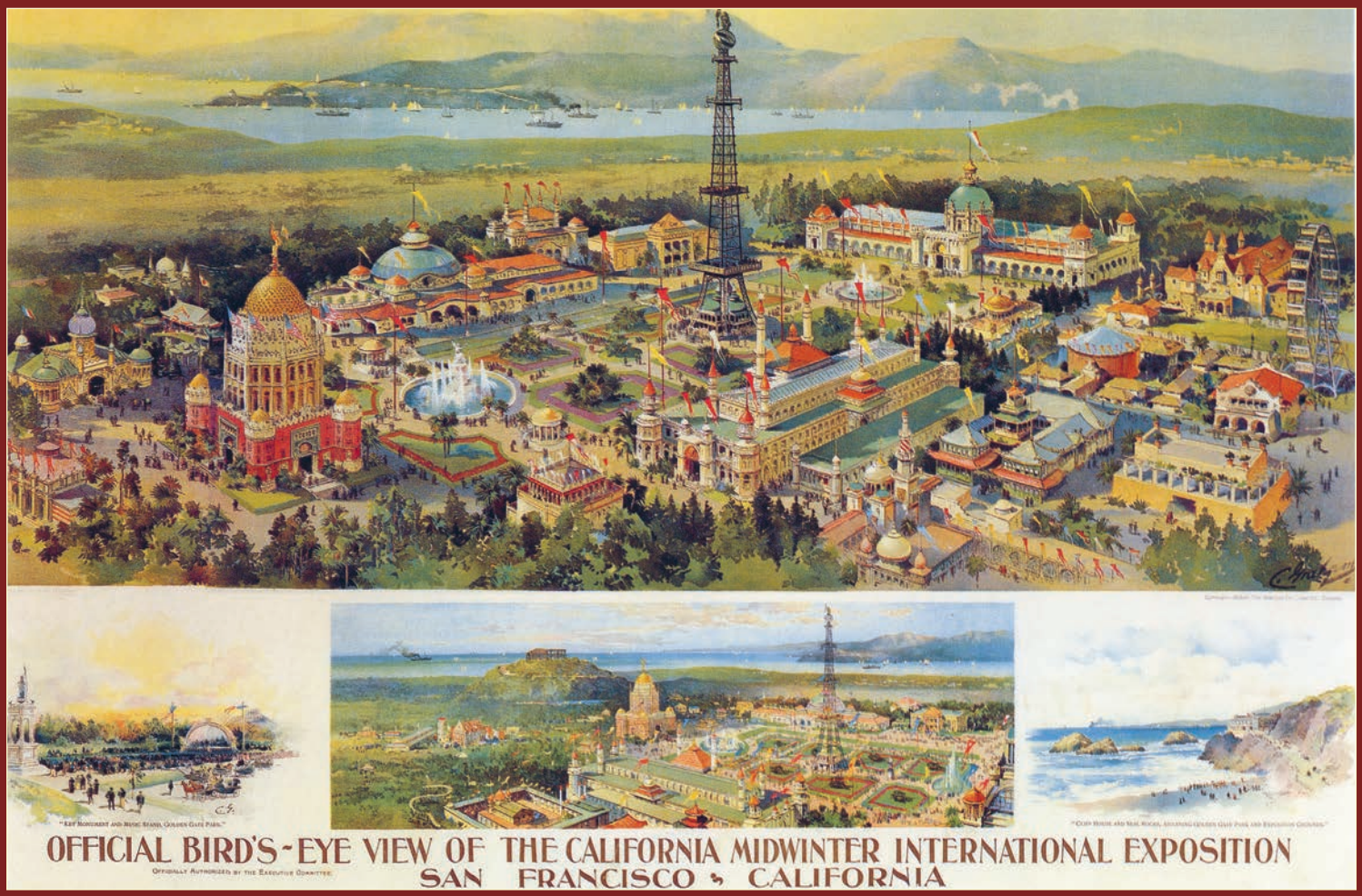
Classes may not have begun until 1915, but the cornerstone for Polytechnic High School on Frederick Street always read "Erected AD 1914."

Known as a school that produced great athletes and graduates ready for the working world, Poly closed in the 1970s. The main building was demolished in 1987 to be replaced by condominiums. Thanks to Poly alumni, the cornerstone—after disappearing and being held for ransom—was rededicated in a memorial on the school site on October 25, 2014. Polytechnic High School's boys and girls gymnasiums that flanked the main building still stand, today used by a gymnastics school and the San Francisco Circus Center.



120 Years Ago

Midwinter Fair in Golden Gate Park



The California Midwinter International Exposition opened in Golden Gate Park on January 27, 1894. The idea of *San Francisco Chronicle* publisher Michael de Young, the fair featured some of the best and most popular exhibits from Chicago's 1893 Columbian Exposition, but had its own style of architecture and new elements like the centerpiece "Electric Tower."

The Midwinter Fair closed in less than six months, on July 4, 1894, but in that time 2.5 million people had visited the fair and notable park institutions were born: the Music Concourse, the de Young Museum, the Japanese Tea Garden, and many still-standing statues, artworks, and monuments.



Performer Achille Phillon walks a ball down a spiral ramp in front of the Mechanical Arts Building at the 1894 Midwinter Fair.

Courtesy of a Private Collector

WNP Receives Hundreds of Ocean Beach Images

by David Gallagher

You know the name. If you have spent any time looking at historical photos of San Francisco in the past thirty years, you've read it. We're not going to write the name here, though. At this point in his life this collector of San Francisco imagery doesn't want any more publicity. For the past few years his policy has been photos should be cited as "Courtesy of a Private Collector."

At the Western Neighborhoods Project we have had a long relationship with this private collector, gratefully accepting images to help illustrate the history of the city's west side. Almost every major collection of San Francisco historical photos has passed through his hands at some point.

Early in 2013 he approached us about taking stewardship of his collection, to digitize, preserve, and make it available to the public, both physically and online. We were shocked and excited. The collection amounts to thousands of images in many forms. Together, the recent 8 x 10 inch prints; acetate, glass, and nitrate negatives; cabinet cards; panoramas; postcards; scrapbooks; yearbooks and other items tell a story of one person's passion for San Francisco's past.

"It's too much," we thought as we eyeballed the more than twenty-five file cabinets holding most of the collection. The sheer volume was intimidating for a volunteer-run organization with a small annual budget and limited physical space.



Cliff House, 1890s.

We faced an equally-daunting situation in 2002, when we had the opportunity to save four 1906 earthquake refugee cottages on Kirkham Street. Uncertain if we could pull if off, we tried anyway. And we succeeded.

So we came up with a plan. We'd do a pilot project with just a small portion of the collection. We decided to tackle the images of the Cliff House, Sutro Baths, Sutro Heights, and Ocean Beach areas. We would sort, rehouse, catalog, digitize,



View down Ocean Beach from Sutro Heights in the 1890s. Landmarks nearest to farthest include Seal Rock House, Ocean Beach Pavilion, terminal of the Park & Ocean Railroad, Olympic Salt Water Company pumping station, and Cycler's Rest roadhouse.

> **“The number of photos is absolutely breathtaking, if not overwhelming.”**

and put online this first installment, then step back to assess the effort, costs, and rewards.

We accepted the first few boxes early this summer: 1,600 8 x 10 inch prints (amounting to about 1,100 individual images), and another 40 or so glass and acetate negatives. Everything has been digitized and put online. The results are amazing.

Much of the material was compiled from other local collections, but a lot is new to even old hands like us. Local historian and former National Park Service ranger John Martini has been helping us go through it all.

> Most of the historic photos I looked at were totally unique to me (and I’ve looked at a LOT of San Francisco photographs)… The number of photos is absolutely breathtaking, if not overwhelming. I felt like I was a kid in a candy shop.”

We also received a large number of lantern slides and negatives that cover the entire city. Included in the set was what may be the earliest photographic image of Alcatraz Island (see below). Estimated to have been taken sometime in the middle of 1852, the shot definitely predates an image that the National Park Service has on display dated 1853.

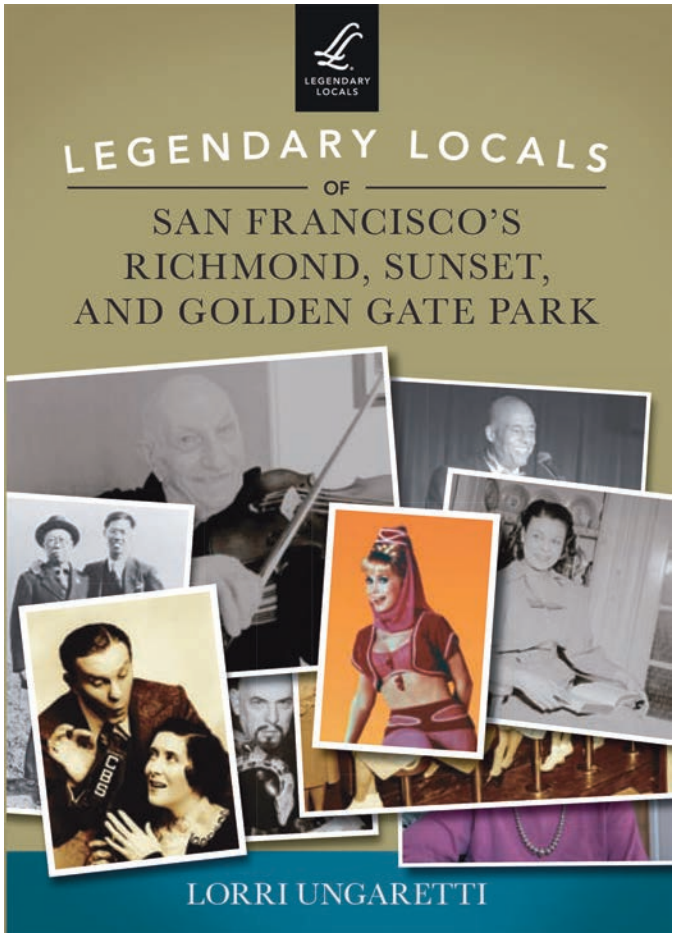
What’s next? Our pilot project is almost complete, and we will regroup with the private collector and our board of directors to draft a plan moving forward. We will keep the membership involved and informed along the way, but any future WNP has with the rest of this amazing archive will mean some serious fundraising. If you have resources you believe may help, please let us know.

In the meantime, watch our work-in-progress as we add descriptive data to the digital images. Here is a special preview link for WNP members: **outsidelands.org/private**



Perhaps the earliest photographic of Alcatraz (on left) in this mid-1852 view of San Francisco Bay.

New Book Available on the WNP Website



Western Neighborhoods Project board member Lorri Ungaretti has a new book on west side history: *Legendary Locals of San Francisco's Richmond, Sunset, and Golden Gate Park.*

This book introduces readers to some of the advocates, educators, performers, builders, and others who contributed to the growth of these areas and to the city of San Francisco. Featured notables include William Hammond Hall and John McLaren, major forces in Golden Gate Park; well-known personalities like actress Barbara Eden, musician Vince Guaraldi, and photographer Ansel Adams; Amy Meyer and Phillip Burton, who helped create the Golden Gate National Recreation Area; journalists Sarah Bacon and Paul Kozakiewicz, who write about neighborhoods in western San Francisco; William Gee, who founded On Lok, a resource for the elderly; and many more famous and unsung heroes (including some WNP founders).

Lorri Ungaretti, a native San Franciscan, gives historical presentations and leads walking tours of neighborhoods in the western side of the city. She has written four other books: *San Francisco's Sunset District, San Francisco's Richmond District, Then & Now: San Francisco's Sunset District,* and *Stories in the Sand: San Francisco's Sunset District, 1847–1964.*

Order *Legendary Locals of San Francisco's Richmond, Sunset, and Golden Gate Park* on the Western Neighborhoods Project website: **outsidelands.org/store.php**



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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.

If you prefer, you can pay over the phone with a credit card or through the mail with a check. Just call the WNP office at (415) 661-1000. If you get the voice mail we're likely out doing history stuff. Leave a message and we'll call you right back.

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