SF WEST HISTORY

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SF West History

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April-June 2015: Volume 11, Number 2

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Cover photograph
Robert Fowler flying away from the Golden Gate Park Polo Fields on September 11, 1911. Photograph courtesy of Maria Schell Burden.

At right
Attendees of the Human Be-In, January 14, 1967. Photographs by Herb Greene.

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Inside

1 **Inside the Outside Lands**

2 **Where in West S.F.?**

3 **Courtesy of the Private Collector**
John Martini shares a favorite of Sutro Baths

6 **Westerly Winds: Early Aviation in the Outside Lands**
by John Freeman

10 **Memories: George R. Stanton**

12 **The Political Culture of Western Neighborhood Residence Parks, 1932–1960**
by Dennis P. Kelly

16 **The Polo Fields & the Birth of the Rock Festival**
by Arnold Woods with photos by Herb Greene

19 **Historical Happenings**

20 **The Last Word**





We had a great time and met thousands of people during a busy February for local history. Both the community day in commemoration of the 1915 Panama Pacific International Exhibition at the Palace of Fine Arts, and the San Francisco History Expo (perhaps the last) at the Old Mint packed them in. WNP board members and volunteers chatted everyone up while sharing old photos and swapping stories. Great thanks to everyone who helped at our tables, and we extend our appreciation to the California Historical Society and San Francisco Historical Society for their hard work in getting these successful events off the ground.

We had our own fun event on April 11. The first WNP history pub crawl took place on Clement Street. Beer, local history, free "cozies" with Adolph Sutro's image stamped on them—what more could one ask for on a Saturday afternoon? Board members **Nicole Meldahl** and **Chelsea Sellin** organized it and were ably assisted by WNP member **John Martini** (who seemed to stick to beer despite his last name). We learned the secret pasts of some great drinking establishments, including the wild 1970s theatricals that took place in what is now The Bitter End.

Thanks to all the helpful business owners, including WNP member **Christine Sellai,** who gave us an impromptu history of local baseball and Pinelli's Flowerland. We think another crawl is called for—perhaps West Portal or the Inner Sunset—and we'll give WNP members more notice this time.

HONORED

The San Francisco History Association has voted to give Western Neighborhoods Project this year's Walter G. Jebe Sr. Award, which is "presented each year to a person or organization for focusing on local neighborhood history or to an ongoing project to educate and enlighten the residents of an area of the city." It's a great honor for us. Thank you SFHA! Come to the awards banquet, if you can, on Saturday **July 18, 2015.** More information on the event is on the "Historical Happenings" page in this magazine.

If you don't know the San Francisco History Association, you should, especially if you live in the city. The monthly events are informative and fun, and the membership is affordable: **http://sanfranciscohistory.org**

PRIVATE COLLECTOR

We asked and you answered. The massive task we have undertaken to process and share thousands of historical images donated to us by a private collector will take hundreds and hundreds of hours of work. Board member **David Gallagher** jokes (sort of) that he now knows what he's doing for the rest of his life. The good news is we have had many terrific volunteers step forward to help with the transcribing, identifying, scanning, and rehousing. Thanks to **Jo Brownold, Barbara Cannella, Emiliano Echeverria, John Freeman, Carol Gould, Judy Hitzeman, Eoin Hobden, Laura Isaeff, Wendy King, Gabrielle Kojder, Dave Lucas, John Martini, Beth McLaughlin, Julie O'Keefe, Dennis O'Rorke, Grace Sargent,** and **James R. Smith.**

Leslie Woodhouse went the extra mile and helped us apply for a grant for paid staff over the next two years to augment our current resources. We're keeping our fingers crossed we get it. If you have any contacts or resources to help us preserve this amazing collection, let us know.





WNP Pub Crawl hits The Bitter End

OUTPUT OF YOUR INPUT

We thank everyone who participated in our survey on what we do, what we should do, and how well we're doing. We received over 300 responses, and the WNP Board of Directors is crunching the numbers and reading the detailed responses. My favorite suggestion for an improvement so far: "Probably not possible, but a newsletter of some sort, either on the website or in the mail." Mission accomplished!

Seriously, that great answer shows that we need to better communicate all WNP activities and offerings.

continued on last page

Where in West S.F.?



There may have been more correct guesses to our last mystery photo, but the editor had a great email melt-down in February, so if we missed you, we apologize. The following people definitely knew our view was of the north side of Ocean Avenue, east of Faxon Avenue: Lee Harrington, Tom Harvey, David W. Lange, and Sherida Lembke.

Gene's grocery on the left is now a Walgreens. The rest of the street looks fairly the same today as it did when this photo was taken on December 8, 1941. (Yes, the day after the Pearl Harbor attack.)

OK, email is fixed. Take a look at the photograph below and give us your best answer as to where and when this beautiful body of water is (or was) in San Francisco's west side.

Email your guesses to *woody@outsidelands.org* or send by post to our address (see inside front cover).





Main promenade of Sutro Baths, 1896.
(WNP photo wnp15.316, courtesy of a private collector.)

We continue cataloging, housing, scanning, and sharing the thousands of historical images donated by a private collector who prefers to be anonymous. Visit our website to browse the ever-increasing gallery. WNP member ***John Martini*** *is one of the volunteers helping us process the collection. He is also a retired National Park Service ranger and an expert on Sutro Baths. Here he shares some information about one of his favorite images so far. John's excellent book on Sutro Baths is available on our website.*



This photo came as complete surprise to me and other Sutro Baths aficionados. It shows another of the omnipresent little kiosks that Adolph Sutro purchased from the 1894 Midwinter Fair, but what makes this one unique is its location—on the Main Promenade level of the Baths, directly at the foot of the staircase leading down from the museum and ticket booth level. Curiously, it doesn't show up in any other photos of the Baths.

My personal suspicion is the photo was taken shortly after the Baths opened for public swimming in March 1896. If you remember your Sutro Baths history, Adolph opened the Baths to visitors in late 1894 but didn't open the pools until March 14, 1896. The kiosk sold tickets to folks who had already paid general admission to the Baths and now needed a separate ticket to go swimming.

Other fun details: tickets are advertised as "Good any time during bathing season 1896;" a blackboard lists the day's temperatures for all six pools (even though tank #2 was shortly afterwards to be planked over to become a stage); water temperatures in the tanks that day ranged from 66 degrees to 80 degrees; and tank #6 is listed as "Empty," probably for cleaning.

I especially like the handmade sign stating "No Tub Bathing." I'll bet some folks arrived expecting to find individual bathtubs like in smaller bathhouses around the city.

A very cool moment in time.

MORE
Courtesy of the Private Collector

Sutro Baths Entrance, ~1899



Entrance to Sutro Baths, circa 1899.
(WNP photo wnp15.285, courtesy of a private collector.)

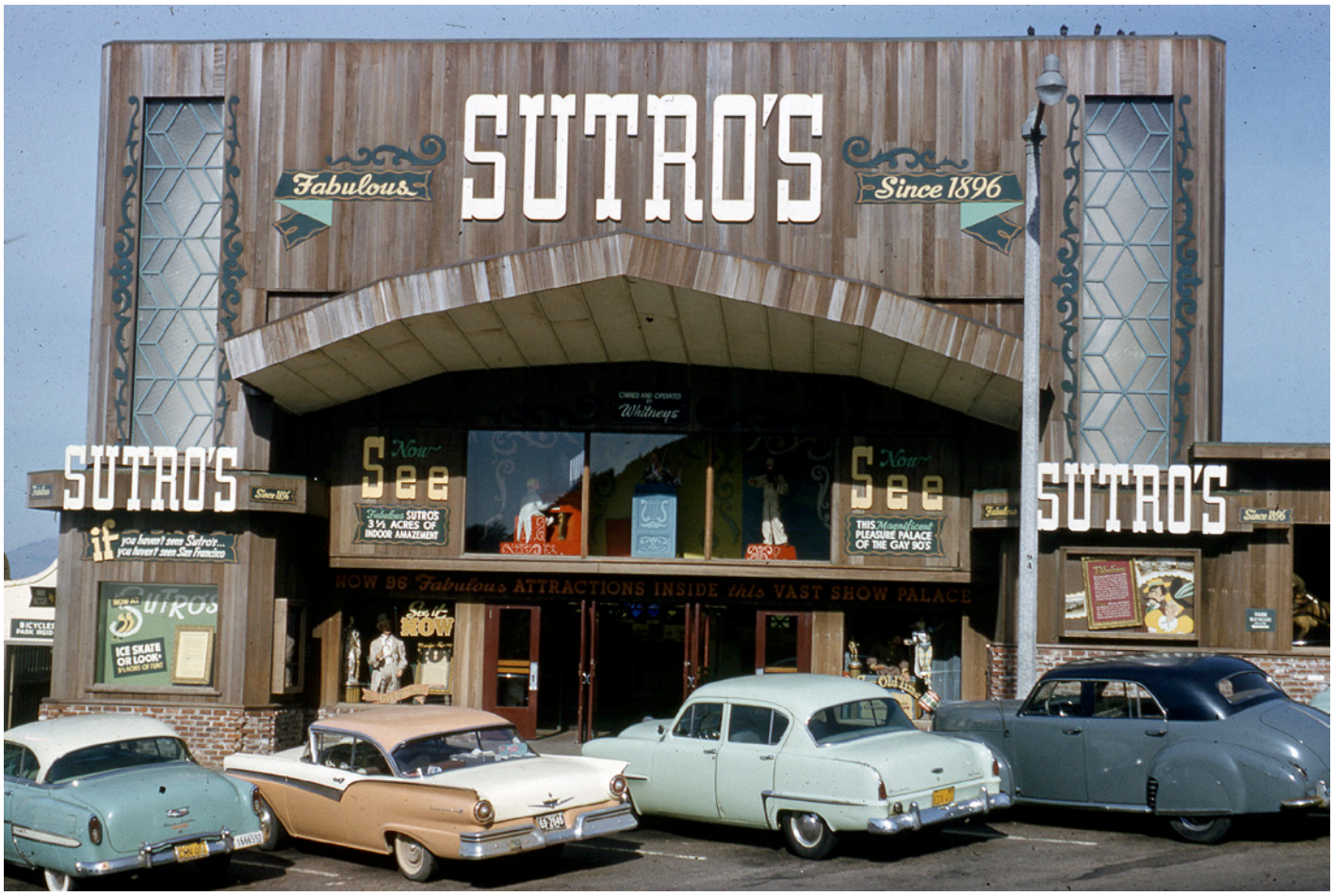
More from the Sutro Baths and more from the private collector. Here is the entrance to the Baths looking uphill from around about the entrance of the Cliff House in the late 1890s. The Firth Wheel is visible on Merrie Way behind the buildings. The ride was a Ferris Wheel knock-off from the 1894 Midwinter Fair in Golden Gate Park. Adolph Sutro acquired many attractions and structures from the fair for the Baths and his surrounding amusement zone.

Note the bicycle check stand between the classical entrance and Billington's photo studio and gallery. No bicycles checked in when the photo was snapped, and the langorous bicycle tender is at his ease. This terrific image was scanned from a 5 x 7 inch glass negative.



Detail: "Bicycles Checked & Taken Care of."

Sutro Baths Entrance, ~1959



Entrance to Sutro Baths, circa 1959.
(WNP photo wnp25.0601, courtesy of a private collector.)



"Bicycles Park Inside"

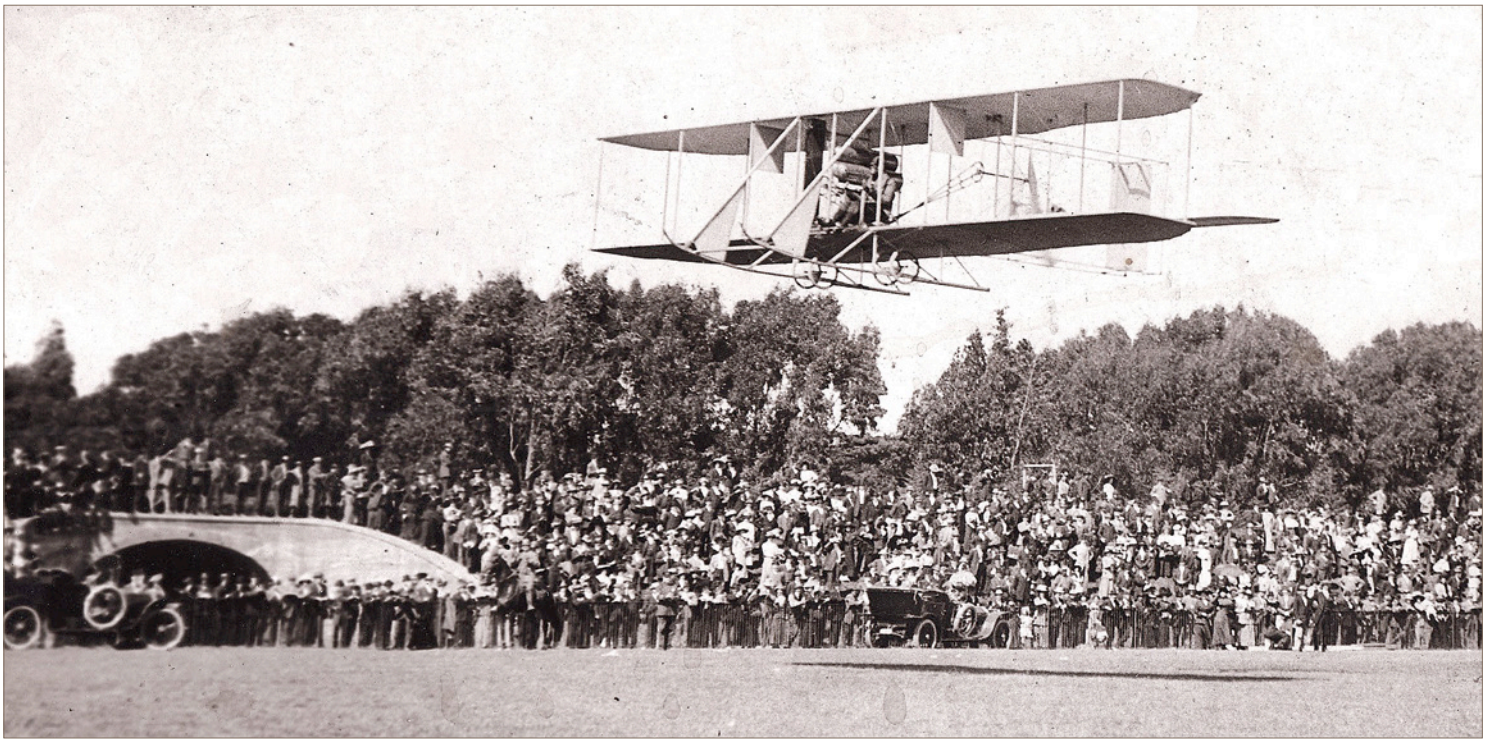
The Sutro Baths entrance had a dramatic makeover when brothers George and Leo Whitney owned it, as this scan of a 35 mm Kodachrome slide from the late 1950s shows. Sixty years after the photograph on the previous page, a redwood façade with retro-Victorian stylings has replaced the Greek columns, and ice skating has replaced swimming as the primary activity inside (beyond gawking at the novelties, curiosities, and collections of collections on display).

Some things stayed the same, however. Take a look in the lower left corner of the image. Despite the arrival of car culture, evidenced by the row of automobiles parked in front, a sign advertises that one still could check his or her bicycle.

Westerly Winds

Early Aviation in the Outside Lands

by John Freeman



Robert Fowler taking off from Golden Gate Park's Polo Fields on September 11, 1911. (Image courtesy of Jack Hudson.)

Flying into SFO airport recently, I got a great view of the Bay Area as we banked to line up for the runway approach, and I began thinking about the role our peninsula has played in early aviation. With the centennial of the Panama Pacific International Exposition (PPIE), there has been interest about daredevil flyers like Art Smith, Lincoln Beachey, and the Loughead Brothers—who gave passenger rides at the fair, and used that income and a name change to become Lockheed Aircraft Company. There is a rich history of aviation in the Bay Area, but the focus of this article is about a pioneer aviator whose remarkable exploits began with a flight out of San Francisco's Outside Lands.

Early aviation depended to a great extent on staying aloft by the aid of the wind. The westerly winds that came through the Golden Gate and across the hills of the San Francisco peninsula could be fairly reliable to provide the updrafts for early biplanes. Those early aeroplanes had evolved from gliders, but with an engine to boost the plane off the ground and soar to greater heights. One of the many technical problems aviation designers faced was creating a light enough engine that provided enough horsepower to lift their airplane off the ground and above the obstacles below them.

In the Richmond District of San Francisco, the Gonzales twins, Arthur and Willie, were captivated by aviation. They lived at 435 16th Avenue, with their rear yard facing the great sand dunes where they experimented with flying kites in the strong westerly winds. They graduated from kites to gliders and eventually to a motorized airplane by 1912. The strong winds, lack of obstructions, and soft-landing in the sand were great aviation advantages for gliders. But that same soft sand would be a major obstacle to get lift-off for a heavier motorized plane. The Gonzales brothers were ambitious hobbyists, but had to earn a living with paying jobs. By 1918, the brothers had moved to Los Angeles and abandoned their lofty aviation pursuits.

In the same early twentieth century aviation time frame, a San Francisco-born auto-racing daredevil who grew up in Gilroy was becoming intrigued by the same passion to fly as the Gonzales twins.

Robert G. Fowler had engineering training and college time at the University of California, Berkeley, but left school to pursue auto racing on tracks in both Europe and

the United States. He set a long-distance record, driving from Los Angeles to San Francisco in fourteen hours.

In 1910, he got the chance to try one of the flying machines belonging to two racing friends. In the underpowered airship he never did much more than make brief hops across a field at forty miles per hour, but he was hooked to learn more and fly higher.

In October of that same year, publisher William Randolph Hearst also was given a ride in one of those primitive aircrafts, and calculated that an air event in this new field of aviation would be a great scheme to sell more papers. Hearst put out a challenge of $50,000 to the first person who would fly one airplane across the United States in thirty days or less. The purse would be withdrawn if the feat was not accomplished by October 10, 1911.

Fowler consulted the experts. The famous Wright brothers, credited with inventing and building the world's first successful airplane, felt such a lengthy journey would exceed the limits of current aircraft technology. A four thousand mile "short-hopping" trip within a month was beyond the power limitation of motors and the durability of aircraft structure to survive. Fowler was not deterred. He traveled to Dayton, Ohio in July 1911 to enroll in the Wright Company School of Aviation. There he began flight training and learning all he could about aircraft technology. He also secured the sponsorship of the Cole Motor Company of Indianapolis, Indiana. The plan was to install the Cole 30-horsepower four-cylinder engine in the Wright Model B biplane, dubbing it "The Cole Flyer," the same name as the company's latest automobile model, and compete for the Hearst prize.

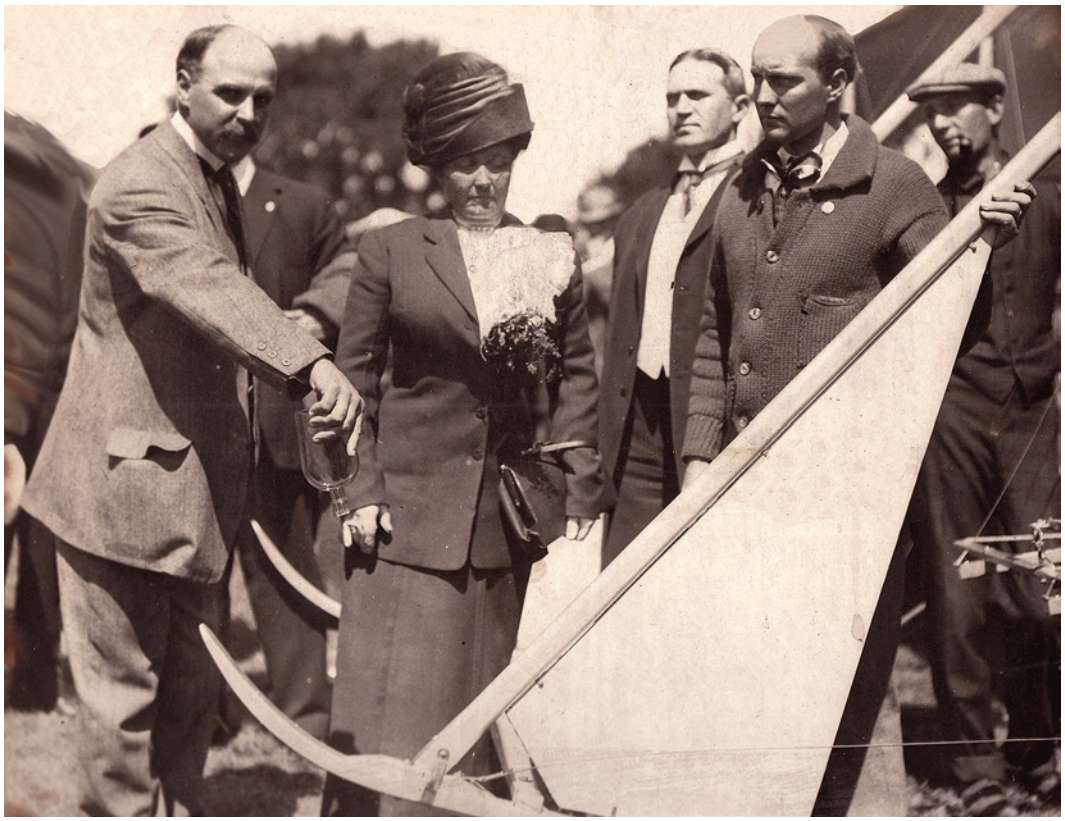
On August 31, 1911, Robert G. Fowler filed his intention with the Hearst newspaper, *The New York American,* as the first official entrant in the transcontinental competition, but with a wrinkle. Fowler would fly from San Francisco, the city of the Hearst flagship *Examiner,* on a west-to-east route.

Within a week Calbraith "Cal" Rodgers, a well known and experienced pilot, filed to join the race out of Sheepshead Bay, New York. Soon three lesser-known pilots joined to compete for the prize on the east-to-west route. The race was on and Hearst had the sales promotional gimmick he'd planned.

Orville Wright vigorously trying to talk Fowler out of leaving from San Francisco, and instead plan the southern route out of Los Angeles. Orville candidly admitted that the Wright engine should not run for more than an hour, and he feared the Cole engine would have the same limitation. But the bigger issue would be a route over, instead of around, the Sierra Nevada mountain range at elevations higher than any flyer had tried. Fowler was adamant about leaving from his hometown, and felt the mountain updraft over the Sierra could boost him and afford him extra time to locate an emergency landing site should he have an engine failure. But as insurance, he did file "either" San Francisco or Los Angeles as a starting site.

Preparation was a daunting task between readying the plane and the complex logistics of navigating the continent while maintaining contact with a support crew along the way. The only reliable west-to-east guideline would be the railroad tracks, commonly called the "iron compass" by early aviators. There would be a rail car with spare parts, mechanics, a portable machine shop, fuel and supplies, all underwritten by the sponsoring Cole Motor Company.

The take-off site would be the Stadium in Golden Gate Park, better known today at the Polo Fields. Fowler had hoped to depart on Sunday, when crowds would be largest, but planning delays pushed the departure to the following day, Monday, September 11, 1911. The *Examiner* generously estimated there were ten thousand spectators at the stadium to see the historic event. Also present was Fowler's father and mother, and mayoral candidate



James Rolph christening the Cole Flyer at the Polo Fields with Robert Fowler and Fowler's mother, Faye, on September 11, 1911. (Image courtesy of Jack Hudson.)



Robert Fowler getting ready for take off from Golden Gate Park's Polo Fields on September 11, 1911. (Image courtesy of Jack Hudson.)

James Rolph with his campaign staff. Rolph produced a bottle and a brief ceremony was held to christen the Cole Flyer by splashing Pacific Ocean water on the airplane. A Rolph campaign button was pinned on Fowler's sweater coat, and the photographer snapped mom giving her son a send-off kiss. The *New York Times* the next day would report that a suffragette had pushed through the crowd, kissed the embarrassed flyer and placed a button calling for "Votes for Woman" on him, but it was just his adoring mother and Rolph's campaign button they were describing.

All the preparation and preliminary ceremonies had pushed a scheduled 10:00 a.m. departure to 1:35 p.m. before Fowler crossed the stadium infield, became airborne, made a wide circle over the crowd, and headed north across the Richmond District. He then headed east across the bay and northeast for his first stop in Sacramento. The scheduled Sacramento stop entailed a ceremonial meeting with Governor Hiram W. Johnson, and not getting airborne again until 5:55 p.m. Fowler's overly-ambitious plan was to make it over Donner Summit and land in Reno by 5:00 p.m. on the first day. Despite making great time, aided by the winds east of Sacramento—he averaged over 60 MPH—the flyer only got as far as Auburn, California before darkness descended. The next day Fowler got impatient waiting for the weather report from the summit and took off without it. Gale-force winds and mechanical troubles forced him to crash land in trees east of Colfax, seriously damaging the Wright Model B.

Bruised, but not seriously injured, Fowler connected up with his support crew and they began rebuilding the wrecked plane. Reports to the press minimized the damage, and gave encouraging estimates of how soon the aviator would be off to conquer the continent. Robert Fowler would spend ten days on repairs and another eight vainly trying to coax his four-cylinder engine to lift the light plane over the summit in the face of high winds and downdrafts. On the morning of September 29, 1911, Fowler and his crew awoke to find the Cole Flyer with a light covering of snow, and finally accepted that they had to get out of the mountains they couldn't get over. Nineteen days into the thirty allotted for the Hearst prize, there was not enough time left to cross the continent, even if no mechanical problems were encountered. But Fowler was driven by the challenge, more than the prize, and spent the day sending telegrams and making arrangements for a new start from Los Angeles.

Fowler next took off from near the Los Angeles Country Club on October 19, 1911. On the southern route, Fowler would encounter different obstacles, like getting lost in the fog over Pasadena, and running low on water in the desert. The route along the "iron compass" was maintained, so Fowler could both communicate with the press that was following his adventure and have supplies and mechanical support as needed. The obstacle that nearly scuttled this flight route was encountered in the desert of eastern New Mexico, when he landed in sand and couldn't get traction to take off. The first remedy tried was securing tarps brought from El Paso, Texas, and staked down over the sand, but still the skids and bicycle-wheels-landing-gear stuck. Fowler then ordered lumber to be brought from El Paso to build a 100-foot plank runway. That, too, failed. Frustrated, but not ready to quit, Fowler came up with an ingenious scheme. His crew took a railroad pump car, removed the upper pumping component, and assembled a platform for the Flyer with a release mechanism for the pilot. The idea was to use the motor of the plane to power down the track on this jerry-rigged takeoff vehicle, and for Fowler to release when he thought he had enough speed to become airborne. The adventure became more harrowing as a freight train approached, but Fowler's scheme worked, and he became the first aviator to take off from railroad tracks.

He would have other adventures and set-backs on the cross-continent trip—another crash, being stuck in a Louisiana swamp—but this was no longer a race so the pressure was off, and Fowler was able to make public appearances and experiment. In Texas, he brought a motion picture cameraman aloft in late December who took films over Beaumont. He joined the team, taking reels along the rest of the route, which were sold to

show in theaters. Fowler reached the Atlantic Coast of Florida on February 17, 1912, 160 calendar days from start to finish, but only forty-five actual flying days. Robert Fowler had became the second transcontinental flyer, because Cal Rodgers had completed his coast-to-coast flight on November 5, 1911, missing the Hearst Prize deadline by nineteen days. (Five months later, Rodgers would lose his life in a crash in Long Beach, California.)

Robert Fowler spent the rest of 1912 taking advantage of his aviation notoriety by participating in air shows and county fairs across the country. In late November he was back in San Francisco to participate in a show at Ingleside race track. Out at Ocean Beach he did his morning practicing with his friend from San Jose, Roy Francis, testing a new Gage plane he acquired in October. Fowler knew the perils of getting stuck in sand, and used the hard-packed road near the Life Saving Station for takeoff and landing. He stayed in the area and participated in the four-day San Francisco International Aviation Meet at Tanforan track in San Bruno that opened on Christmas Day. Fowler flew the Gage with an 80 horsepower engine, setting a Northern California altitude record of 9,100 feet (which very likely would have brought him over the Donner Summit fifteen months earlier). He participated in the groundbreaking celebration for the Panama Pacific International Exposition on January 1, 1913, making demonstration flights with fellow local birdmen.

Fowler's next major challenge was to become the first to complete a non-stop ocean-to-ocean flight across the Isthmus of Panama in April. As he had done in Texas, he brought along Ray Duhem, a San Francisco cameraman, to take still photos for an article in *Sunset Magazine* and motion pictures for showing in theaters. Because the pictures taken from the air showed the U.S. Army fortifications, Fowler and Duhem were arrested and charged with violating a federal statute prohibiting distribution of pictures of fortifications to anyone but the War Department. The case had great public sympathy and a San Francisco Grand Jury finally dismissed it.

During the 1915 PPIE, Fowler ran a "Flying Boat" passenger concession in competition with the Loughead brothers, and was on the investigation committee that reviewed the cause of the fatal Lincoln Beachey crash. In 1917, Fowler had a Signal Corps contract to build airplanes during the war as Fowler Airplane Corporation in a factory on 12th Street near Howard in San Francisco. The factory burned down in May of 1918, and Fowler briefly reestablished his air charter business.

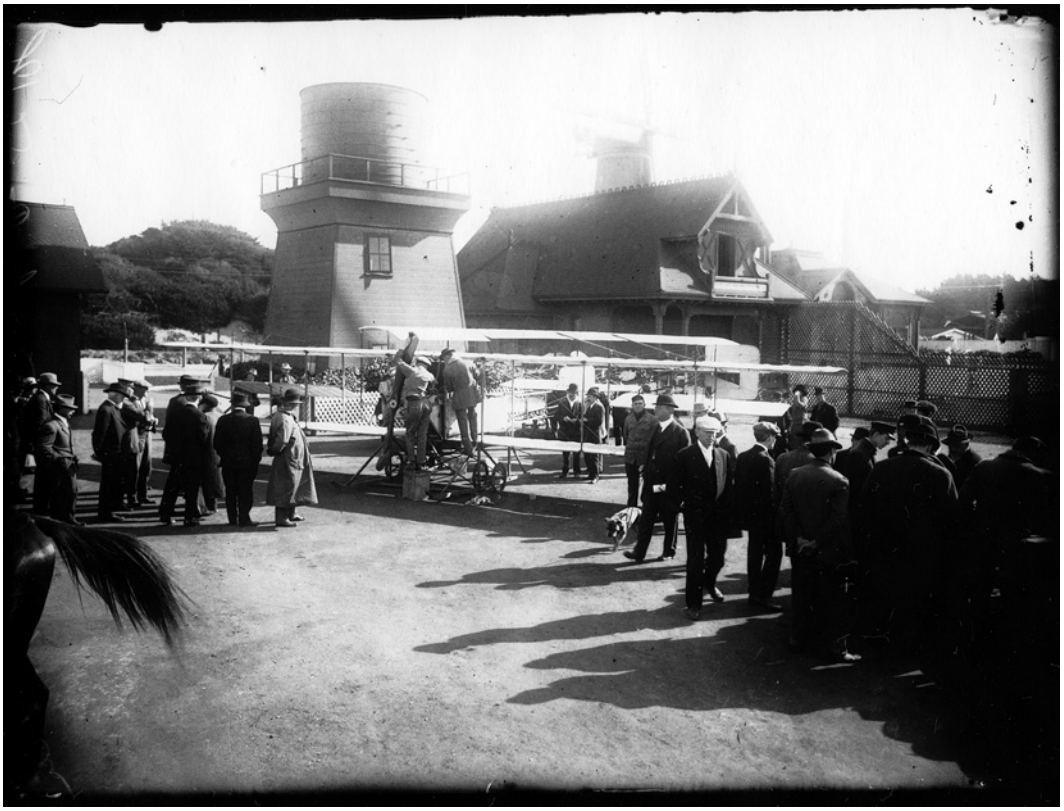
He was on the move a lot in his auto-racing and airplane events years. He did not leave a consistent residential trail to follow in public records. However, he did live at least for a time in the neighborhood he dramatically soared over on his famous departure from the Polo Fields. On September 9, 1918, when 34-year-old Robert George Fowler registered for the World War I draft, he gave his address as 25 Cabrillo Street, and two years later, he shows up in the city directory living at 109 16th Avenue in the Richmond District.

Notes

The Gonzales brothers' biplane was on display for many years at the Hiller Aviation Museum in San Carlos, California. It is now at the Jimmy Doolittle Air & Space Museum at Travis Air Force Base near Fairfield, California. There are a number of pictures and fuller details on the Doolittle website:

https://doolittlecenter.org/html/gonzales.html

Primary resource for researching this article was *The Life and Times of Robert G. Fowler* by Maria Schell Burden (Los Angeles: Borden Publishing, 1999). Special thanks are extended to Jack Hudson and Frank Sternad.



Robert Fowler and his airplane on the Great Highway in front of the Life Saving Station at Golden Gate Park, November 21, 1912. (WNP photo wnp4.1138, courtesy of a private collector.)

MEMORIES

George R. Stanton

On January 5, 1984, George Stanton wrote a letter of condolence to the widow of Harry Wallenberg. After sharing memories of her husband, Stanton told stories of his childhood in the sand dunes of the Sunset and Parkside Districts in the early twentieth century. Mr. Stanton had told similar tales to Mary Ada Williams for her book *Parkside Pranks and Sunset Stunts*. Stanton, who was born in 1899, played minor league baseball before joining the San Francisco Police Department. He passed away in 1987. Our thanks to WNP member Bob Wallenberg for letting us share some excerpts from the letter.



George R. Stanton, center, about 1917.

My family was burned out on the top of Telegraph Hill on April 18, 1906. We were the second highest house on the hill, 100 feet from where Coit Tower now stands.

My folks had bought a lot on 19th Avenue [1319 19th Avenue, purchased for $44 by Stanton's father in 1904] directly across from what is now Jefferson School between Irving and Judah Streets. Nineteenth Avenue was the last street that was cut clear through to Sloat Boulevard. All west of 19th Avenue was sand hills, willow brush, sage brush, bunch grass, lupin, and above all else, brush rabbits. Rabbits by the score. Out where you folks used to live on 34th Avenue there was lots of willow patches, called "Islands." That's willows that grow in patches. The wind eventually blows the sand away from the base of them, leaving islands of willows.



Rabbit hunting party on 32nd Avenue, just south of Taraval Street, 1910s. George Stanton standing far left. (Photo courtesy of Al Williams Family.)

Every kid in the neighborhood those days, from 1906 till about 1934, owned one, two, or three dogs, all of which loved to hunt rabbits. So every Saturday, and Sundays too, we would meet, about four or five of us at the corner of 19th Avenue and Judah Street at about 7:00 a.m., ready for a day of rabbit hunting.

We used to work out through the sand hills that I have mentioned and about twelve noon we would reach Williams' grocery store at the southwest corner of 32nd Avenue and Taraval Street. If we were lucky one of us might have a nickel in his pocket; with the coin we would buy a loaf of raisin bread, sit in front of the Williams' store, and equally divide same and eat it. That was lunch. The Williams family had three more dogs that would join our entourage, then we would start out again and end up at Sloat Boulevard and Great Highway about one or two p.m. Then start back home more slowly, At 19th Avenue and what is now Ortega Street there was an old abandoned real estate shack. We would then sit there and take all the rabbits off the heavy cord and divide them. We would usually all take home about three, four, or five rabbits apiece.

Those were the days of our youth. None of those kids ever got in trouble those days. Then we also had all of Golden Gate Park to play in. Some of us used to take a gunny sack when the rabbit season was closed and hunt for bottles in the park. After four, five, or six weeks, we would stop a "Junk Man" and his horse and wagon and sell all the bottles to him for a dollar or two. So you can see that with all the things we had going for we kids in those days, that none of us ever got into trouble in the Outer Sunset. There were no houses beyond 21st Avenue, as that

is where the high sand hills started those days. There were scattered homes out to about 22nd or 23rd Avenues further up south of the park.

Graduating from Laguna Honda School in 1915, Bill [brother] and I entered Lowell High School. Albert Wollenberg (now a federal judge) was in our class and also in the same class at Lowell. Our folks split up in 1917, so Bill and I then left school and went to work at the Union Iron Works as World War I was just starting. The war over, I worked for several of the power companies for several years, then went playing professional baseball in 1922. I enjoyed every minute of that sport. It gave me a chance to see America that I could not or should not have seen otherwise. All the traveling in those days was by train. I saw America coming out of the nineteenth century into the twentieth century. It used to hurt me to see the poor horses pulling huge plows and other heavy equipment through the mud fields of the Midwest, knee-deep in mud. About that time the first "steam driven" harvesting and other farming equipment were coming into general use, thanks to American ingenuity and ambition.

I played ball all up and down the Mississippi Valley, and all up and down the Pacific Coast, so you see I have been over most of America in its infancy. I still am in contact with a few old time baseball players that are still living in the Midwest. Not too many of them left though.

I hope I have not annoyed you with my life story, but it is nice to let folks that lived in the Sunset District know what that district was in the early days from 1906 and on.



Sunset District hunting party about 1915, with rabbits hanging behind. Left to right: Tom Whaley, Charles Williams (with dog, Jack), Eugene Williams, Sr., Bill Stanton, Sr., Bill Henning, Bill Stanton, Jr., Mr. Henning, George Stanton (bottom).

The Political Culture of Western Neighborhood Residence Parks, 1932-1960

by Dennis P. Kelly



Wedding reception at 114 Santa Paula Avenue in St. Francis Wood in the 1955. The neighborhood voted solidly Republican throughout the twentieth century. Image courtesy of Jan Green.

Richard Brandi's recent description of eight master-planned residence parks in the western neighborhoods (*SF West History,* Vol. I0, No. 4) succinctly highlights their physical characteristics of curvaceous boulevards, landscaped yards, and ornate houses along with brief reference to the social characteristic of excluding racial and minority ownership. His essay prompts inquiry into another facet of these well-to-do communities, namely, the political attitudes of residents of these parks in the first decades of their maturity between 1930 and 1960. What political preferences distinguished the parks one from another? Or were they more or less alike in their political stances? And, the next obvious question is how the political preferences of park residents differed from the remainder of San Francisco voters in those years.

Altogether, park voters were persistent in their loyalty to Republican Party candidates for President and Governor. Nearly all precincts of the parks voted for nearly all of the Republican candidates proffered in nearly all fifteen of these elections between 1932 and 1960. The celebrity stars of the party, notably, Hiram Johnson, Herbert Hoover, Wendell Willkie, Earl Warren, Thomas E. Dewey, Dwight Eisenhower and Richard Nixon were remarkably popular as, typically, they attracted 70 per cent or more of the votes of park residents in those elections. Only occasional poaching from Republican orthodoxy occurred during the Great Depression of the 1930s when the very popular Franklin D. Roosevelt's share of the vote of the parks hovered around 50 per cent, notably below the returns for him in the rest of the city and the rest of the nation.

Average Per Cent Republican 1932–1960		
	President	Governor
Residence Park	% Republican	% Republican
St. Francis Wood	81	87
Balboa Terrace	74	81
West Clay Park	72	78
Seacliff	72	75
Forest Hill	68	78
Ingleside Terraces	66	74
Lincoln Manor	57	69
Jordan Park	57	70
San Francisco	41	50

Presidential elections, though, are unique in that they draw the largest number of voters in the city or state or nation. Because of their bloated size, however, these electorates include citizens who vote only sporadically, are not avid consumers of political information and are not committed consistently to candidates of either the Republican or Democratic party. In contrast, gubernatorial elections, because they attract fewer voters, tend to be electorates comprised of dutifully loyal soldiers of either party every four years. And so, the results of these elections better reflect party loyalty. Accordingly, in the residence parks of the western neighborhoods, fealty toward the Republican party was even more evident in these off-year elections for Governor of California.

We can, however, detect even more precise indications of the political values of the voters in the residence parks. Their robust Republican preferences suggest a conservative bent and, indeed, their stances on selected state propositions between 1936 and 1946 confirm that inclination. In those years, California voters voted on whether to establish a state income tax, whether to expand the prerogatives of labor unions to engage in picketing, whether to enable multiple labor unions to engage in joint action to strike "hot cargo" beyond their immediate industry, whether to authorize the state of California to subsidize weekly welfare payments to elderly citizens, and whether or not to extend protection for racial minorities against discrimination in employment. In those years, voters of the residence parks invariably took on a conservative perspective to reject an income tax, to preclude union picketing and joint strike action, to reject the payment of welfare in scrip to senior citizens and to reject a commission designed to prevent racial discrimination.



Edmund "Pat" Brown and wife Bernice at home.
San Francisco History Center, San Francisco Public Library

Average Per Cent Conservative 1936-1946					
Residence Park	**1936 Anti-Income Tax %**	**1938 Anti-Picketing %**	**1938 Anti-Welfare %**	**1942 Anti-Hot Cargo %**	**1946 Anti-Discrimination %**
St. Francis Wood	74	84	93	91	88
Balboa Terrace	72	87	90	86	90
West Clay Park	72	91	91	71	81
Seacliff	69	76	91	77	75
Forest Hill	57	68	87	76	81
Ingleside Terraces	63	76	82	75	81
Lincoln Manor	57	60	74	77	77
Jordan Park	61	68	80	74	67
San Francisco	49	43	59	48	67

Apart from the partisan and ideological preferences of park residents noted above, each of the individual parks contained multiple notable political and economic figures. Ranging from park to park, several of their residents made considerable contributions to the public and political history of San Francisco between 1932 and 1960.

Balboa Terrace

John Francis Neylan (80 San Fernando Way) was an attorney/publisher for the *San Francisco Examiner* when it was a major competitor of the *Chronicle* in the 1930s and 1940s. Neylan was instrumental in settling the dockside 1934 General Strike in San Francisco yet, nevertheless, he was hostile to the Roosevelt New Deal government as "crack-pot theorists" and, as publisher of the *Examiner,* gas-bagged on the virtues of the U.S. constitution. Neylan, though, was a solid citizen of San Francisco, as his service to the San Francisco Community Chest, his service as a Regent of the University of California, and his sponsorship of the annual East-West Shriners football game attest.

Herbert Hanley (59 San Benito Way) was a devoted soldier of the Republican party as he served as the San Francisco Republican Party committeeman in the 1940s and 1950s and as chairman of the San Francisco Republican Party committee in the late 1940s. Although a dedicated Republican, Hanley was nevertheless bitterly opposed to Governor Earl Warren's proposal for prepaid medical care under a state system of compulsory health insurance in the late 1940s.

Forest Hill

Edmund G. (Pat) Brown (460 Magellan Avenue) was perhaps the most notable citizen of the western neighborhood residence parks. Brown was an avid Democrat, a delegate to the national Democratic convention on three occasions, and served as San Francisco District Attorney in the 1940s before election as Attorney General of California in 1954. His career, of course, was crowned by his election as Governor of California in 1958 and 1962.

Fred L. Berry (60 Lopez Avenue) was a Montgomery Street lawyer, a member of the Board of Governors of the San Francisco Bar Association, a member of the Rapid Transit advisory committee promoting an underground subway, an active Republican, and was Vice President of the Forest Hill Residential Association, all during the 1930s.

Ingleside Terraces

Chester MacPhee (800 Head St) began his career in the 1930s as a Mission District real estate broker and then became a City Supervisor in the 1940s and ran three times (unsuccessfully) for Mayor of the city in the 1940s. MacPhee was also a long time Republican Party activist in support of the candidacies of Earl Warren, George C. Christopher and Dwight D. Eisenhower and was the Co-Manager of the California Eisenhower for President committee in 1952.

Dwight L. Merriman (125 Lunado Way) worked a downtown real estate property management firm on Montgomery Street, was a Director of the 1939-1940 Treasure Island World's Fair executive committee, a Director of the San Francisco Chamber of Commerce in the 1940s and a dedicated public sponsor of Republican Party candidates, including Alf Landon for President in 1936, Richard M. Nixon for U.S. Senator in 1950 and for Congressman William S. Mailliard throughout the 1950s.

Jordan Park

Bernard R. Brady (140 Jordan Avenue) was a long-standing member of the San Francisco Democratic Party committee throughout the 1930s before his election and re-election as a California Assemblyman representing the Richmond, Marina, and Pacific Heights neighborhoods throughout the 1940s.

Scott F. Ennis (156 Commonwealth Avenue) was a major executive of the Islam Temple Shrine in San Francisco, a Director of the Bank of America, a member of the Republican Merriam for Governor 1934 committee, President of the Pacific Fruit Exchange selling dried and packed fruit in Northern California, and a member of the Rapid Transit advisory committee to promote an underground subway in San Francisco in 1935.

Lincoln Manor

George H. Casey (70 Shore View Ave) , a member of the executive Board of the 1934 campaign to elect Republican Frank F. Merriam as Governor, was the general manager of the Pacific Fruit Exchange, a central and Northern California company of fruit growers, dryers, and packers supplying cherries, pears, prunes, apricots and dried fruit throughout California.

Seacliff

Leland W. Cutler (169 25th Avenue), arguably was the single most important of the group, considering the range of his activity on behalf of San Francisco between 1925 and 1945. Cutler, an insurance underwriter, was most notable for his persuasion of the Republican Reconstruction Corporation (under the Presidency of his Stanford University personal friend Herbert Hoover) to invest in the bonds for the millions required to construct

the San Francisco-Oakland Bay Bridge in the early 1930s. He was next instrumental in the formation and financing of the Six Companies consortium that constructed Hoover Dam in 1932. His most visible enterprise in San Francisco, however, was his organization and management of the 1939-1940 World's Fair on Treasure Island in San Francisco Bay. Additionally, he was President of the Stanford University Board of Trustees (1942-1954), chairman of the 1930 Community Chest campaign committee, president of the San Francisco Chamber of Commerce in 1931, a member of the city's Library Commission, and the organizer of the construction of the Stanford University football stadium in 1926.

Harry B. Allen (290 Sea Cliff Avenue), President of Allen & Company, was a real estate developer responsible for the planning and foundation of the Seacliff colony itself before also instigating the formation of the planned Belvedere community. Allen, President of the San Francisco Real Estate Board in the 1920s, was also a member of the Citizens' Rapid Transit Advisory Committee in 1935, the first structure to promote the current intra-urban underground MUNI subway.

St. Francis Wood

Colbert S. Caldwell (165 San Buenaventura Way and 120 Santa Ana Avenue) was a founder and partner of the national real estate firm of Coldwell Banker and Company, a member of the executive board of the 1939-1940 World's Fair on Treasure Island, a member of the Board of Trustees of the San Francisco Opera Association, and a founder, in 1915, of the political San Francisco Bureau of Governmental Research, a precursor of the current SPUR research group, and a long standing member of the Board of Trustees of the now-defunct American Trust Company bank in the 1930s and 1940s.

Waldo F. Postel (256 Santa Clara Way) was an attorney, an activist Republican committeeman and treasurer, an unsuccessful candidate for San Francisco District Attorney in 1935, a member of the executive committee of Governor Frank Merriam for re-election in 1934, and a member of the committee to dedicate the new Abraham Lincoln high school in 1940.

West Clay Park

Edward G. Cahill (67 West Clay Park) was a member of the family of the construction contractor Cahill Brothers (builders, for one notable structure, of the Huntington Hotel on Nob Hill) and the manager of the city's Public Utilities Commission in the 1930s. Cahill was instrumental in supervising the re-sculpting of downtown streets to protect the Union Square shopping district from decay in the light of expected traffic emanating from the new Bay Bridge, and in recommending new transfer systems for the MUNI railway during World War II.

John E. French (88 West Clay Park) owned a Dodge automobile dealership on the Van Ness Avenue auto row, was an official of the San Francisco Motor Cars Dealers Association, a member of the fund-raising committee of the 1939-1940 Treasure Island World's Fair, and a director on the board of the San Francisco Chamber of Commerce, all in the 1930s.

As the partisan and ideological views of residence park residents imply, citizens of the parks were enthusiastically conservative. Then, too, the occupations, offices, and executive positions noted in the mini-careers of selected park residents here also suggest their positions at the highest level of San Francisco political and economic society.

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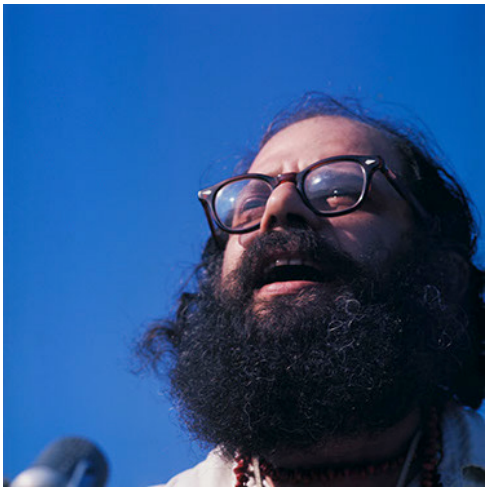


The Polo Fields & the Birth of the Rock Festival

by Arnold Woods
with photos by Herb Greene

San Francisco has a long, rich, and diverse music history. Golden Gate Park has always played a central role in this history, from the Imperial Vienna Prater Orchestra performing on the then-new Music Concourse at the 1894 Midwinter Exposition, to today's annual Hardly Strictly Bluegrass Festival. Golden Gate Park is so engrained as part of music culture that there's even a *Futurama* episode featuring a benefit concert called "Bend-Aid" in Golden Gate Park in the 31st century.

Since the dawn of the rock and roll era, Golden Gate Park has hosted numerous rock festivals. In 1969, the Grateful Dead and Jefferson Airplane played a large free concert in the Polo Fields. A huge crowd turned out for the Bill Graham Memorial concert in 1991 in the Polo Fields featuring Journey, Santana, Crosby, Stills, Nash & Young, and Bobby McFerrin. The Dave Matthews Band headlined a benefit concert for Bay Area charities in the Polo Fields in 2004. Since 2008, the Polo Fields and surrounding meadows have hosted the Outside Lands Music & Arts Festival.



Allen Ginsburg

Rolling Stone magazine declared the June 1967 KFRC Fantasy Fair & Magic Mountain Music Festival on Mount Tamalpais in Marin County to be the first U.S. Rock Festival.[1] However, as noted in that story, the genesis for the Mount Tam event was a 1967 counter-culture event called the Human Be-In, which set the stage for future rock festivals.

Poet Allen Cohen and artist Michael Bowen, co-founders of the underground newspaper, the *San Francisco Oracle,* along with spiritual teacher Richard Alpert, later known as Ram Dass, began organizing the Human Be-In after holding a smaller protest rally in the Golden Gate Park panhandle called the Love Pageant Rally. Roughly 3,000 people attended the Love Pageant Rally to protest a California ban on LSD and were entertained by Janis Joplin's band, Big Brother and the Holding Company.

As Bowen later told the *San Francisco Bay Guardian,* when Cohen, Bowen, and Alpert were first talking about a larger event, Alpert remarked that "it's a hell of a gathering. It's just being. Human beings. Being Together… It's a Human Be-In."[2] The name stuck and planning began for the event that was subtitled "A Gathering of the Tribes" because they planned to bring thousands of people together. They wanted to raise awareness of the issues behind the 1960's counter-culture movement, such as personal empowerment, ecological awareness, and higher consciousness. Cohen later noted that they were also concerned about a philosophical split between the anti-war/free speech movement and hippies and wanted to stage an event to bring the two sides together.[3]



The Grateful Dead

There were some planning problems for the Human Be-In. Cohen attempted to get a city permit for a peace rally in the Polo Fields, but City Hall did not want a big hippie gathering. However, Bowen was good friends with renowned attorney Melvin Belli and asked for his help.[4] Belli sent his secretary to City Hall for a permit for his birthday party in the Polo Fields. There was no objection to a birthday party and Belli's secretary easily obtained the permit. San Francisco was unaware that hordes of people would soon descend upon Golden Gate Park.

Bowen, the artist, created posters for the event. The posters promised "all San Francisco's Rock Bands" would be there as well as seminal Beat Generation writers/poets such as Allen Ginsberg, Michael McClure, and Timothy

1. Jason Newman, "The Untold and Deeply Stoned Story of the First U.S. Rock Festival," *Rolling Stone,* June 17, 2014. http://www.rollingstone.com/music/news/the-untold-and-deeply-stoned-story-of-the-first-u-s-rock-festival-20140617

2. Michael Bowen, "The 'Human Be-In' Name," *San Francisco Bay Guardian,* August 25, 2007. http://www.sfbg.com/2007/08/25/human-be-name

3. Allen Cohen, "About the Human Be-In," http://s91990482.onlinehome.us/allencohen/be-in.html

4. Michael Bowen, "Permit Story for Human Be-In," *San Francisco Bay Guardian,* August 25, 2007. http://www.sfbg.com/2007/08/25/permit-story-human-be

Leary, and social activists like Dick Gregory and Jerry Rubin. Attendees were asked to bring flowers, incense, feathers, flags, animals, and musical instruments. Cohen and Bowen also publicized the event in a cover story in the *San Francisco Oracle.* The underground press and radio stations around the country also promoted the Be-In. Bowen conceived of the event as performance art and wanted it to be remembered and imitated in the future.

All of the planning culminated on January 14, 1967, when throngs of people began to descend upon the Polo Fields. It was a beautiful clear warm day with cloudless skies. Noted rock photographer Herb Greene and his wife walked to the Polo Fields, which was filled with people. Greene spent the day close to the makeshift stage as he was friends with some of the organizers and bands. He was fascinated with the people in the crowd though, and spent much of the day taking pictures of the people who came to see the event.

Dennis O'Rorke was a San Francisco letter carrier at the time and went to the Be-In because it was a big event happening in his "territory," as he lived nearby in the Outer Richmond District. It didn't hurt that the Human Be-In was free. O'Rorke found that the Polo Fields had a lot of people, but that there was still enough room to roam around. Crowd estimates varied, but somewhere between 20,000 and 30,000 people assembled in the Polo Fields.

It was a multi-generational crowd, dominated by young people to be sure, but which included parents and their kids, anti-war activists, hippies, and beatniks. Many people brought banners or artwork. The Grateful Dead's sound engineer and underground chemist, Owsley "Bear" Stanley, produced large quantities of "White Lightning" LSD to hand out. Everybody was smoking weed or dropping acid, according to Greene.

The Hells Angels provided "security" at the Be-In, which largely consisted of making sure that lost children found their parents, but they also brought a station wagon with refreshments. In her book about the Human Be-In, author Helen Perry noted that the Hells Angels were "well-equipped for the task of serving as a clearing house for lost and strayed children, since they had walkie-talkies and were well organized."[5]

The stage was a flatbed truck with a gas-generated amplifier. There was no program for the Human Be-In. Poets recited, activists incited, musicians excited. Gary Schneider got the attention of the crowd blowing a horn, then he and Allen Ginsburg sat cross-legged on the stage and led the crowd in Hindu chanting.[6] Ginsburg then played small cymbals while singing a song about peace in America, Vietnam, San Francisco, and other locations around the world. Michael McClure joined them and played an autoharp. Beat poetry publisher and City Lights bookstore owner Lawrence Ferlinghetti recited his poetry. Timothy Leary sported flowers in his hair, beads around his neck, and notably encouraged the crowd to "turn on, tune in, drop out," a call for change that he had begun espousing the year before.

Then there was the music. At the time, there was no precedent for so many rock bands appearing together. Festivals featuring jazz or blues artists sometimes occurred, but a rock festival was something new. As promised on the posters, many notable San Francisco rock bands performed at the Human Be-In. During their performance, the Jefferson Airplane covered the Martha & the Vandellas' hit "Dancing in the Street," with Allen Ginsburg dancing wildly on-stage. Country Joe McDonald joined the psychedelic folk band, The New Age, on stage. The Grateful Dead performed three cover songs in their usual free-wheeling, jamming style and were joined on stage by legendary jazz musician Charles Lloyd, who played flute during a rendition of "Morning Dew." Big Brother and the Holding Company and Quicksilver Messenger Service also performed. All the bands played for free.

Dancers filled the stage and the field while the music played. Other musicians in town for their own shows, such as The Doors—who were playing at the Fillmore that evening on a bill with the Grateful Dead—and Dizzy Gillespie, were likely there.[7]

In the middle of the day, a parachutist appeared as if out of nowhere and touched down in the Polo Fields. Greene believes that Owsley set up the parachutist, but never found out if that was the

HERB GREENE
ROCK PHOTOGRAPHER

Herb Greene was at the forefront of rock photography in the 1960's. As part of San Francisco's counter-culture movement, Greene became friends with many of San Francisco's nascent rock bands and began chronicling them with his camera. His work features photographs, of, among others, Jefferson Airplane, Led Zeppelin, Janis Joplin, Rod Stewart, the Pointer Sisters, Sly Stone, and, most notably, the Grateful Dead. Greene is considered to be the official photographer of the Grateful Dead, and he has released two books of Dead photos, *The Book of the Dead* and *Dead Days: A Grateful Dead Illustrated History.* His photos are on the cover of Jefferson Airplane's *Surrealistic Pillow* album and two Grateful Dead albums, *In The Dark* and *Dylan & the Dead.* Some of Greene's photographs can be seen on his website: **http://www.herbgreenefoto.com/**

5. Helen Perry, *The Human Be-In* (London: Penguin Press, 1970) https://www.erowid.org/library/books_online/human_be_in.pdf

6. "Human Be-In - Full Program - 1/14/1967 - Polo Fields, Golden Gate Park" https://www.youtube.com/watch?v=HTGyFgyB5Q8

7. Rock Prosopography 101, December 18, 2009 http://rockprosopography101.blogspot.com/2009/12/january-13-14-15-san-francisco-rock.html

case. Perry, in her book, said the crowd treated the parachutist as a "latter-day miracle."

At the end of the day, the crowd was asked to turn toward the setting sun and encouraged to "open their minds" so that all places would turn into a thing of beauty. A speaker told "members of the establishment" that they were happy and proud to have them there in "our brave new world." Ginsburg and Schneider then led the crowd in some final chanting.



Attendees were asked to "leave the park clean" and the masses did exactly that. O'Rorke remembers a lot of conscientious people who were sensitive to the "leave the park clean" attitude. As Perry noted, the police later reported that no group of such size had ever left any area so clean before. This was after the fact, as the police were not present at the Be-In. After all, City Hall believed Melvin Belli's birthday party was taking place in the Polo Fields.

The media went wild over the Human Be-In. The event was covered in the media throughout the country. Long-time *San Francisco Chronicle* music columnist Ralph Gleason wrote that the Human Be-In was "an affirmation, not a protest… a promise of good, not evil. This is truly something new."[8] Later that year, Gleason founded *Rolling Stone* magazine with Jann Wenner.

Much like Watergate later was used to name every political scandal as a "gate," the Human Be-In was used to name other conscious-raising events. There was a "Yip-In" in New York, a "Love-In" in Malibu, and a "Bed-In" in Amsterdam. A year after the Human Be-In, Rowan and Martin's *Laugh-In,* which frequently featured politically-conscious humor and satire, debuted on television. "In" was in.

The music portion of the Human Be-In immediately began to be copied. In June 1967, the aforementioned KFRC Fantasy Fair & Magic Mountain Music Festival occurred on Mount Tamalpais in Marin County. It featured The Doors, Canned Heat, The Byrds, Jefferson Airplane, Steve Miller Band, Country Joe and the Fish, and many other rock bands. A week later, the first and only Monterey Pop Festival took place, which notably included Jimi Hendrix, Janis Joplin, The Who, The Mamas and the Papas, and, once again, Jefferson Airplane. These shows, considered the first true rock festivals in the United States, were heavily influenced by the Human Be-In.

The rock festival concept was an immediate success and has spawned numerous similar concerts in the nearly 50 years since. The Human Be-In also influenced James Rado and Gerome Ragni, who were then developing the musical *Hair.* The musical features a song called "Be-In (Hare Krishna)" and anti-war and consciousness-raising themes similar to those espoused at the Human Be-In. *Hair* opened off-Broadway in October 1967 and was the pioneer of rock musicals.

Greene, who was immersed in San Francisco's counter-culture at the time, believes the Human Be-In was where the movement first realized that it had numbers. The Be-In organizers and others used this to advance the movement. They went on to form the Council for the Summer of Love which declared that the summer of 1967 would be the Summer of Love. San Francisco then became the focal point of the 1960s counter-culture revolution. Greene found this whole time period to be magical.

So the next time you go to a Lollapalooza or a Coachella or an Outside Lands music festival, remember that it all started in the Polo Fields in January 1967, when the place to be was the Be-In.

8. Sheila Weller, "Suddenly That Summer, *Vanity Fair,* July 2012. http://www.vanityfair.com/unchanged/2012/07/lsd-drugs-summer-of-love-sixties

VOLUNTEER AT OUTSIDE LANDS MUSIC FESTIVAL AUGUST 7–9, 2015

In the years since the Human Be-In, rock festivals have grown and prospered and now the Outside Lands Music & Arts Festival continues the rock festival in Golden Gate Park tradition.

Over the past five years, Western Neighborhoods Project has been a presence in the Eco Lands section of the Outside Lands festival. The WNP booth at the festival is loaded with photo albums, books, brochures, pamphlets, banners, displays, and staffers who like to talk a little west side history. This year's Outside Lands festival is set for August 7–9, and WNP plans to be there again. As in prior years, we are looking to our membership for help in staffing our booth.

We need six volunteers each day of the festival. The wristband pass gives you full access to all the music and arts at Outside Lands for the day. We simply ask that member volunteers spend two–three hours helping to staff our booth and talk about what WNP does. Members are getting the first opportunity to volunteer. If you wish to be considered for the WNP team at Outside Lands, please send an e-mail to **arnold@outsidelands.org**. We look forward to having some of you join us in the sun (or fog) at the Outside Lands Music & Arts Festival again this year.

Historical Happenings

Bike Tour of Western Golden Gate Park
June 6, 2015 (Saturday) 10:00 a.m.–12:30 p.m.

WNP Members! Join us for a bike tour of western Golden Gate Park featuring the history and design of the wilder part of San Francisco's most iconic park. We will slowly cover about four to five miles of park roads and trails with several stops along the way to look at park features and lesser-known spots. Bring your own stories and knowledge, or just enjoy the discussion and the park. Led by Douglas Nelson, a Principal Landscape Architect at RHAA and author of the Golden Gate Park Master Plan. The tour is free but limited to 30 WNP members and their guests. Bring your own bike, or rent a bike in the park. Optional lunch at the Beach Chalet Brewery and Restaurant at the conclusion of the ride. This event is free to Western Neighborhoods Project Members. To RSVP, email david@outsidelands.org or leave a message at the WNP office at 415-661-1000 with the number in your party, and we will reply with the meeting location.

WNP Historical Movie Night
July 15, 2015 (Wednesday) 7:00 p.m.

Our third annual movie night of historical films, fun, and surprises at the Balboa Theater. We're still working on the program, but save the date.

SFHA Awards Banquet
July 18, 2015 (Saturday) 6:30 p.m. no-host bar, 7:30 p.m. dinner

WNP will be getting an award from the San Francisco History Association. Come cheer us on and have a nice dinner with history folks. City Forest Lodge, 254 Laguna Honda Blvd. $50 per person. RSVP by June 30.
415-750-9986
http://sanfranciscohistory.org/annual-dinner/

Outside Lands Music Festival
August 7–9, 2015 (Friday–Sunday)
See the previous page for information.

Lincoln High School 75th Anniversary
Oct 3, 2015 (Saturday) 12:00 p.m.

Did you go to Lincoln High? The school opened in 1940 and will be celebrating its 75th anniversary on Saturday, October 3, 2015. Save the date: we'll provide more information in the near future, but history and WNP will definitely be part of the day.



(WNP photo wnp15.438, courtesy of a private collector.)



Mayor Rossi dedicating Lincoln High School on September 22, 1940.

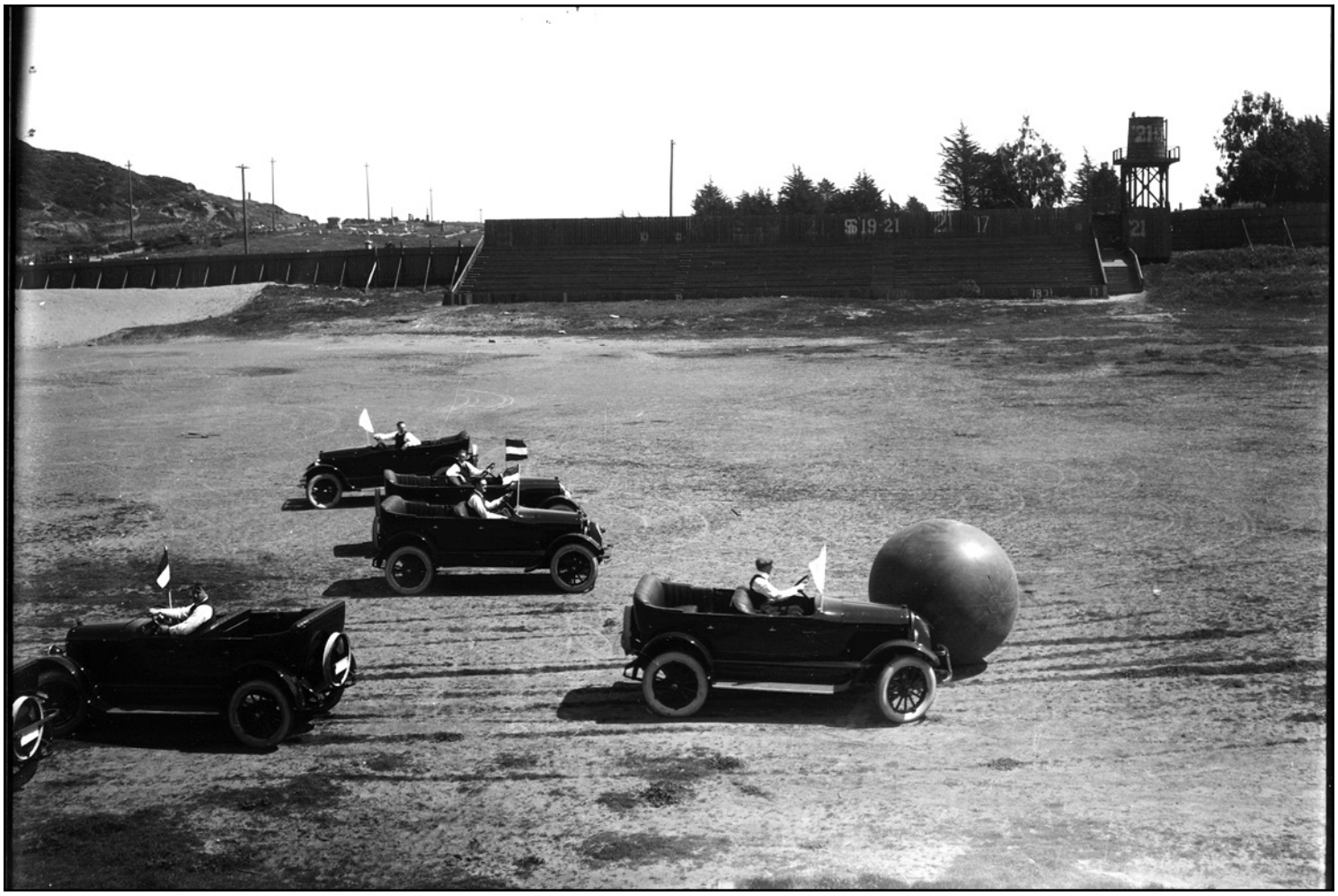
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Similar insights are sure to come. Next issue we'll share statistics. We're excited about having some hard data to inform and improve our work.

PODCAST PERSEVERES

David and I are up to 120 episodes of the *Outside Lands San Francisco* podcast and we've had some wonderful guests lately. **Angus Macfarlane** came on to talk about the Olympic Club grounds that once stood in the Inner Sunset District. **John Freeman** told us about Beertown, and the vivacious **Judi Leff** was a real pro sharing the history of Temple Emanu-El. Each podcast is about twenty minutes long. Give us a listen! Subscribe via your device (phone, tablet, etc.), or just tune in right on our website. You can do either and catch up on old episodes at: **www.outsidelands.org/podcast/**

The Last Word



A typical scene from about 1921? Car soccer on the St. Ignatius field on Lone Mountain with graves from the Masonic Cemetery visible in the background.

Western Neighborhoods Project
outsidelands.org

Not a WNP Member?

SF West History is just one of the benefits of giving to Western Neighborhoods Project. Members receive special publications as well as exclusive invitations to history walks and 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.