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# THE NEW FILLMORE

SAN FRANCISCO ■ JUNE 2013

## A Star Is Borne

The Inspiring True Story  
of a University High School  
Coach and His Team

By BARBARA KATE REPA

**J**IM TRACY, longtime running coach at the neighborhood's University High School, never set out to be a film star. But when life conspired to deliver a record-setting team, a diagnosis of Lou Gehrig's Disease and a community that rallied around it all, he could be no other.

The result is *Running for Jim*, which screens this month at the San Francisco Independent Documentary Film Festival.

One race in particular provided the dramatic high point of the film. The University High School girls' cross country team, having recently learned their beloved coach had been diagnosed with the fatal disease, was set to compete in the 2010 state championship, a 3.1-mile race run on a cold damp day in Fresno. Team captain Holland Reynolds gathered the team for the usual rallying cheer: "Go Big Red! Go Devils!" Then they added, more like a prayer, "Let's do it for Jim."

The race was a nail-biter from the start. One of the team's top runners, Jennie Callan, fell at the 100-yard mark and slipped to last place, then rallied to finish 16th in the roster of 169 runners. Other team members also ran their hearts out. Adrian Kerester, who had never run in a state final meet, placed 25th. Lizzie Teerlink beat her personal best time. Bridget Blum led for more than half the race, finishing third.

But Holland Reynolds, the team's fastest runner, slowed around the 2.5 mile mark, then hit the wall. Three yards from the finish line, dazed and dehydrated, she collapsed and fell to the ground. A race official hovered over her, explaining she either had to complete the race without help or withdraw. An agonizing 20 seconds of film shows Reynolds crawling over the finish line before being swept away to a waiting ambulance.

Her explanation: "Of course I was going to finish. I just knew I needed to do it for Jim because we needed to win state for Jim."

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*Running for Jim, a 78-minute documentary, had its world premiere in Moscow in April and has already received impressive accolades at several film festivals. This month it debuts in San Francisco.*

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## CORRESPONDENCE

### A FAMILY'S LEGACY

TO THE EDITORS:

In your May issue, the article on the Designer Showcase included an interesting history of 2800 Pacific. According to the article, in 1914 John A. McGregor, a Canadian, and his wife Elisa purchased the property. Anne and Arthur Bloomfield's book, *Gables and Fables, a Portrait of Pacific Heights*, documents that Mr. McGregor was active with many San Francisco community organizations, including the symphony and Boy Scouts. He also served on the city Park Commission and the Board of Supervisors.

The family was also actively involved with Calvary Presbyterian Church, which is located on Fillmore and Jackson streets, just five blocks from their home. In April 1928, while serving as the president of the board of trustees of the church, Mr. McGregor announced at a congregational meeting: "In token of what Calvary Church has meant to us, Mrs. McGregor and I have decided to present the church with a new Aeolian organ."

This was a much larger organ than the one the church had brought in 1902 from its prior location on Union Square. The larger organ required more space, and the sanctuary was expanded on the western end, creating the need for two additional stained glass windows. One of these windows was given, as it notes, "In grateful appreciation of Mr. and Mrs. John A. McGregor by members of Calvary Church."

According to the Bloomfield's book, John McGregor's son, Campbell McGregor, later lived at 2800 Pacific, and it remained in the McGregor family for 53 years.

JOE BEYER, HISTORIAN  
CALVARY PRESBYTERIAN CHURCH

TO THE EDITORS:

Thank you for your article, "The Politics of Parklets" [May 2013]. This is an important issue coming into our neighborhood and we know city administrators have never been the ones to trust when it comes to beautification of our neighborhood.

San Francisco's coffers are low and so will parking spaces become for many



A church's stained-glass window commemorates a local family.

like The Grove, La Mediterranean and the Elite Cafe, or by redesigning an outdoor patio like Glaze. Locations such as Baker & Banker and Out the Door are on a busy street. The former is located in a residential zone area with high winds; the latter owners reside above their restaurant and they have no need to worry about parking.

Let's bring common sense to San Francisco.

JEFF STABEN

FROM NEWFILLMORE.COM:

Re: "New Chicago: More than a Barbershop," April 2013: In the five short years that I lived and worked in San Francisco, Gail and the fellahs made me feel very much at home!

FRANK STALEY

Re: "Dino's New Look — and New Name," April 2013: I ate at Dino's six days a week for one year. Dino and [his mother] Koula are terrific people. I can't wait to meet Santino.

BOB TERRY

Re: "Minnie's Can-Do Club," July 2007, which continues to draw comments online: Thank you Minnie and your son Aaron for having such a warm and inviting club. I used to go there in 1972-73 with a friend named Gerald Felix and always had a fun time. Oh yeah, the tamales were the best.

WAYNE BASSO

merchants who do not run an eating establishment.

Fillmore was once a thriving place filled with specialty shops and small-business owners. Now the neighborhood is going to lose two to three parking spots to a single food chain now owned by Starbucks and that is disturbing. Starbucks owns the corner at Sacramento Street (Evolution Fresh), three coffee shops and the La Boulange chain. Enough is enough!

Also, to remove parking spaces on one-way streets and/or on Fillmore Street will be disruptive, to say the least. The eating establishments will best be served by providing outdoor eating areas.

## STREET TALK



### All dressed up and ready to go

After more months of darkness, the former LONG BAR at the corner of Fillmore and Clay appears ready to begin a new life as PALMERS.

New gold leaf logos are in the windows, a stylish black-and-white awning is up and a retro neon sign, complete with martini glass, has been installed (above). The long mahogany bar remains in place at the front of the clubby interior.

So when's it finally opening? Owner Albert Rainer isn't talking. Rainer — a neighborhood resident who previously operated the FILLMORE GRILL on that corner — also hasn't responded to neighbors who have noted the remarkable resemblance of his new logo to a line of German lingerie (below).



**NOW WE'LL NEVER GET IN:** For a second time, Fillmore's red-hot spot STATE BIRD PROVISIONS, at 1529 Fillmore in the jazz district, has been named the best new restaurant in America. The restaurant and owners Stuart Brizio and Nicole Krasinski and their crew last month received the coveted James Beard Award. Earlier State Bird was named best new restaurant in the country by *Bon Appetit* magazine. Reservations are hard to come by, but walk-ins are welcome. The line begins forming every afternoon well before the doors open at 5:30.

**HERE COMES SANDRO:** The storefront at 2033 Fillmore formerly occupied by HLASKA may soon become the newest U.S. outpost for SANDRO, the contemporary French line with 202 stores worldwide, now rapidly expanding into the American market.

## NEIGHBORHOOD NEWS

### City Tightens Chain Store Limits

German fashion retailer Oskas should be considered a chain, Board of Appeals rules

SIGNALING it will be harder for chain stores to open on Fillmore Street in the future, the city's Board of Appeals on May 15 revoked the building permit secured by German-based clothing company Oskas for the space at 2130 Fillmore, where it had intended to open a new boutique.

Now that Oskas has been adjudged a chain store subject to the city's formula retail ordinance, it cannot open without going through a conditional use hearing to determine whether it is appropriate in a neighborhood already home to many chain stores and women's clothing shops.

The formula retail ordinance requires conditional use approval before companies with 11 or more retail establishments in the U.S. can open in many San Francisco neighborhoods, including upper Fillmore Street.

The board found that Oskas has nine stores currently operating in the U.S., as well as leases for two additional stores — in Healdsburg and in Evanston, Illinois — bringing its total to 11 retail establishments within the meaning of the law.

"Savvy chain store operators are intentionally opening locations in the district prior to exceeding the 11-store cap in order to avoid application of the formula retail controls," the board stated in its written preliminary findings issued a week after the hearing. "The existing concentration of formula retail uses is having a negative impact on the character of the neighborhood."

Oskas's west coast managing partner Monique Ramos was issued a permit in early March to refurbish the space occupied for two decades by Jet Mail. But Miyo Ota, owner of the women's boutique Mio, located a block away, filed an appeal.

Ota and others who spoke in support of her appeal at the May 15 hearing accused some corporate owners of strategically opening on Fillmore Street while still under the limit of 11 stores, even as they are busy planning further expansion.

Examples include the women's athletic apparel shop Athleta, owned by the Gap, which opened in January 2011 at 2226 Fillmore and now boasts 41 stores nationwide with more coming. Drybar, the blow-dry salon that opened at 1908 Fillmore in June 2011, now has 28 stores in operation with another in the works in Encino.

Nearly half of the stores on Fillmore would now be defined as formula retail. Some, such as Starbucks, Eileen Fisher and Noah's Bagels, established a presence on the



One of the Gap-owned Athleta line's first stores opened on Fillmore. Now there are 41.

*"The existing concentration of formula retail uses is having a negative impact on the character of the neighborhood."*

— BOARD OF APPEALS  
Mio v. Oskas

street before the ordinance was extended to Fillmore by the voters in 2008.

Ironically, the chain store ordinance has had the effect of spurring more corporate labels to rush to set up shop here before they "get to 11." Of the two dozen new stores that opened on Fillmore Street in recent months, none were considered formula retail when they opened, yet nearly all now surpass the limit of 11.

Ota and those skeptical of more chains on the street argued that the city should consider whether a potential newcomer was a chain-based business planning more than 11 stores.

Ota also encouraged city officials to count online stores as "retail sales establishments" under the ordinance.

"Open your minds and realize that the Internet should be counted as part of the 'retail establishment' under the law," Ota urged.

But Oskas's attorney, John Kevin, argued that counting websites as retail establishments "would be a significant departure from past practices" in interpreting the formula retail law.

Some also testified they are concerned about retailers with stores out of the country — Oskas, for example, has nearly 50 freestanding stores outside the U.S. —

which gives them an economic advantage over small and family-owned businesses.

Although some commissioners said they were concerned about those issues, the preliminary findings from the Board of Appeals did not address Internet stores or foreign-based businesses. Instead, the board focused on the nine brick-and-mortar Oskas stores already open, plus two leased sites, in holding that Oskas had reached the threshold of 11. The leases, the board said, "place the company in the position to operate retail establishments shortly after, if not immediately after, the issuance of the permit."

If Oskas seeks conditional use authorization for a store on Fillmore, the Planning Commission would consider five factors:

- the existing concentration of formula retail in the neighborhood,
- the supply of similar establishments,
- compatibility with the existing architectural and aesthetic character of the neighborhood,
- local retail vacancy rates, and
- the mix of citywide-serving and neighborhood-serving retail uses.

Oskas's Monique Ramos would not comment about whether Oskas plans to pursue conditional use authorization to open a store on Fillmore.



## Not-So-Still Lives

Gary Bukovnik | Recent Watercolors

EXHIBITION CONTINUES THROUGH JUNE 29

Concurrent with the exhibition, a selection of Gary Bukovnik's posters for the San Francisco Symphony will be on display at the Symphony's resale shop, REPEAT PERFORMANCE, at 2436 Fillmore Street.

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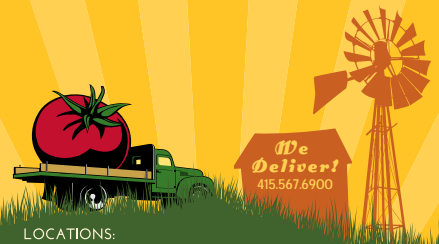
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### CRIME WATCH

#### Driving Under the Influence Ellis and Franklin Streets

April 14, 9:27 p.m.  
Officers received a call from a motorist about an encounter with another driver. When they arrived at the scene, the caller directed them to a woman who had a strong odor of alcohol on her breath. She told the officers she had consumed two beers at a club. She then refused to perform the field sobriety tests, claiming that she had "bad coordination." The driver who reported her said the woman had been driving the wrong way on a one-way street, then crashed into her car head-on. The suspect was given a blood alcohol test, which she failed. She was booked at county jail.

#### Stolen Vehicle Eddy and Laguna Streets

April 16, 4:20 p.m.  
Officers on patrol were conducting random computer checks on cars parked in the area when they spotted a vehicle that had been reported stolen. As the officers slowed down, the car moved from its parking space and sped out into the street. The police caught up to the vehicle and conducted a traffic stop. The driver quickly removed the keys from the ignition and threw them out the window. He then exited the car, and the officers detained him.

The driver told the officers he had purchased the car legally and showed them a bill of sale, handwritten on a piece of binder paper. Assisting officers recovered the keys and discovered that one key had been filed; car thieves sometimes file down the teeth of a key so it will work in vehicles of a similar make and model. Officers then contacted the car's owner, who stated she wanted the man arrested. The suspect was booked at Northern Station.

#### Vehicle Burglary Van Ness Avenue and Pine Street

April 20, 7:52 p.m.  
A woman sitting in her parked car saw a man peering into the vehicle parked directly in front of hers. He then opened the car's unlocked door and took a tan leather briefcase from inside. The man fled on a bicycle. The woman called the police, giving them a description, along with the suspect's direction of flight. Assisting officers detained the man and the caller identified him. Officers were unable to contact the owner of the car, but left a follow-up form with a case number on the vehicle's windshield. The suspect was transported to Northern Station where he was booked.

#### Aggravated Assault on Police Officer California and Gough Streets

May 9, 11:31 p.m.  
Officers received a call from a man who said a friend was threatening to kill people

and kept repeating that he "had a thirst for blood."

When officers arrived, the excited friend was shadow boxing in one corner of the room. He shouted to the police, "I don't want anybody around me," then tried to run out the door. Officers grabbed his arms, but he broke away from them, shoving one officer to the floor as he fled.

The officers ordered him to stop but he ignored them. When the officers finally cornered him, he clenched his fists and assumed a fighting stance. Suspecting he would become violent when they took him into custody, the officers shot a round from a foam gun at the subject's leg. This had no effect on him. One officer then struck the man in the legs with his baton; this, too, had little effect. The officers then seized the man and struggled with him. During the scuffle, the suspect scratched and bit one officer on the shoulder and the neck. When the suspect was finally subdued, he was booked at county jail.

### DISPATCH

#### On our block or the next

The first week of May we awoke one night at 1:30 a.m. to two young men with hoodies in our home near Fillmore and Sacramento. There were three more out front waiting. They stole a laptop and were heading toward the bedrooms where our kids were sleeping. They were able to get in through our front window, which is slightly above street level.

The police warned us that this is happening every night, if not on our block then on the next block. These guys are known to scope out the neighborhood during the day and then come back at night. The police asked for help in reporting any suspicious people or activities.

The purpose of this letter is to warn everyone in the neighborhood to be careful and watchful so we can keep these guys out of our neighborhood. There have been at least four houses on our block that have been broken into in the last year alone. We are making it too easy and prosperous for them to keep returning.

We have learned of a few things we'd like to pass on:

- A nonprofit organization that will come do a safety inspection on your home. [safet.org](http://safet.org)
- A social network to report crime and other neighborhood things: [nextdoor.com](http://nextdoor.com).

We are also in the process of starting a neighborhood watch group: [pacheightswatch@gmail.com](mailto:pacheightswatch@gmail.com).

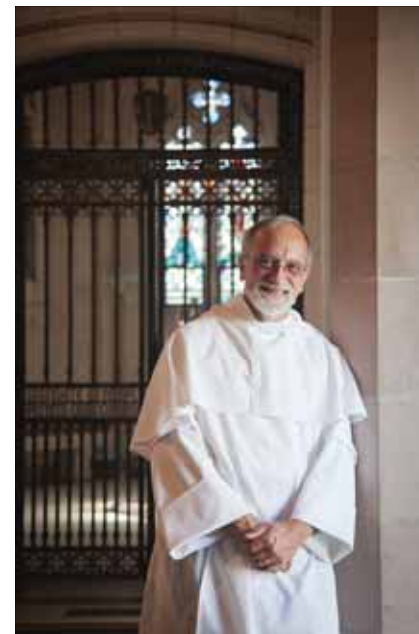
— SUSAN OLSEN



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### FAREWELL



Father Xavier Lavagetto at St. Dominic's: "People want to make sense of their lives."

KATHIE O'LEARY

## A Dominican Departs

Father Xavier Lavagetto prepares to leave  
St. Dominic's after 17 years in the neighborhood

To that end, he had hoped to expand the historic building that formerly housed St. Dominic's School on the north side of the church into a major parish hall that would allow more programs for both the membership and the community. But the economic downturn forced the church leadership to trim its sails. Now the plan is to renovate the building, which was left empty when dwindling enrollment led St. Dominic's School to move and merge with Mission Dolores School last year.

"I'd like to see this place be of real use to the community," he says. "And I would

love to get rid of those modular buildings" beside the school.

He says the immediate neighbors have been understanding about the church's homelessness center and its programs to serve the needy who have been left behind as the neighborhood has grown increasingly affluent.

It is the children who still clearly have his heart. Father Xavier spent 25 years as a Christian Brother before he entered the priesthood, mostly as a teacher. He was in Los Angeles for much of that time.

"I never quite warmed up to L.A.," says the East Bay native. "But the kids! I confess sometimes I wish I was back in the classroom with chalk."

Father Xavier and St. Dominic's have been spared the trauma that has gripped the church over child abuse by priests elsewhere, but still felt its fallout.

"It's been painful," he says. "And the way it has been handled historically was even worse. It was very, very painful."

He talks with a visitor in his office in front of an overflowing rollout desk, books and photographs and memorabilia overflowing, his sandals propped up on an open drawer and his clerical collar unbuckled.

Suddenly an alarm sounds. "My habit is calling," he says, running out the door to take his priestly robe out of the downstairs dryer. "I need it tonight for 5:30 mass."

In a few minutes he's back, uninclined to accept praise for his tenure at St. Dominic's.

"I'll wait on that one," he says. "Given what could have been achieved, I sometimes feel like a failure."

The conversation makes him think of his father, the legendary baseball player, coach and manager Cookie Lavagetto, whose double during the ninth inning of the 1947 World Series — known as "the Cookie Game" — was credited with giving his Brooklyn Dodgers an unexpected win over the New York Yankees. He was also the last manager of the hapless Washington Senators and the first manager, after the team moved, of the Minnesota Twins.

"Dad always said, 'I wish I'd done better,'" he recalled.

Even as a boy in a baseball family, Father Xavier knew baseball wasn't for him. And his father supported his decision to join the Christian Brothers after high school.

"Dad was the most religious man in the family," he says.

After he leaves St. Dominic's later this month, Father Xavier will head to Hawaii to go diving with his brother and sister-in-law, both avid divers. He's already logged more than 200 hours underwater and is looking forward to more.

Then he'll get his wish to go back to school and join the chaplain's office at Stanford University.

"How're you gonna beat Stanford?" he practically crows. "Any campus would do — I'd be happy to go back to high school. But Stanford! I always say about teaching, 'It'll keep you young, it'll keep you honest — and it'll keep you learning.'"

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## AN APPRECIATION

# He Kept Alive the Legacy of the Fillmore Jazz Era

By ELIZABETH PEPIN SILVA

THIS PAST month the Fillmore neighborhood lost a special man with the passing of Reggie Pettus, 73, longtime proprietor of the New Chicago Barbershop and unofficial archivist of the area.

Reggie moved to the Fillmore District from his home in Mobile, Alabama, in 1958 to attend City College of San Francisco. He began working in the New Chicago Barbershop in 1968, eventually taking over the business from his uncle.

The barbershop and many other businesses and residents were adversely affected by the redevelopment of the neighborhood. Like many others, Reggie was given a certificate from the Redevelopment Agency to relocate his shop back to the neighborhood once the rebuilding was over. But unlike most businesses and their African American clientele displaced by redevelopment, the New Chicago Barbershop never went away. The bulldozers stopped just a few doors south, and Reggie and his barbershop remained a fixture at 1551 Fillmore until it finally closed earlier this year — just a few weeks before he died.

In many ways, there would have been no revival of the "Harlem of the West" era, as Fillmore was once known, without Reggie. His collection of historical photographs and memorabilia, much of which he rescued on its way to a dumpster across the street from his shop, sparked an interest in many people to learn more about the area's past. His photographs and memorabilia formed the basis for *Harlem of the West: The San Francisco Fillmore Jazz Era*, the book Lewis Watts and I published in 2006. His collection also became the backbone of KQED's Emmy award-winning documentary, *The Fillmore*, in which Reggie appeared and offered up some of the more memorable quotes.



"Fillmore, no more."

— REGGIE PETTUS  
New Chicago Barbershop

ning documentary, *The Fillmore*, in which Reggie appeared and offered up some of the more memorable quotes.

"They used to call it the Fillmore," Reggie says in the documentary. "I call it the No More. Redevelopment just came in and wiped it all out." He added: "We don't have too much color down here — not my color, anyway."

His prophetic words concluded the film. "It won't come back," Reggie said. "The flavor is gone. Fillmore, no more."

# Historic Photos of the Fillmore? 'In My Back Room'

By LEWIS WATTS

BY 1990 I was a photographer, and I began looking at the Fillmore as a part of my general interest in a visual examination of history and contemporary experience in African American communities. Walking through the neighborhood, I also came across Red's shoe shine parlor across from the Fillmore Auditorium. I went in and inquired about photographing the gallery on the walls that represented many who had lived and performed in the Fillmore. The owner of the shop, Elgin "Red" Powell, said that he was busy but that I might come back another time to talk about it. A few months passed, and when I returned, Red's shop was empty, and there was no trace of the pictures. No one in the neighborhood seemed to know what happened to Red and the photos in his shop. I was afraid that this valuable collection of history was lost. I continued to ask after its whereabouts for years.

In 1996 I was doing research for a report on the cultural past of the Fillmore, and I again asked around the neighborhood about Red and his photographs. When I went into the New Chicago Barbershop, across the street from Red's parlor, and asked one of the barbers, Reggie Pettus, I was thrilled by his response: "They're in my back room."

Reggie filled in the blanks about what had happened. Red Powell had a stroke not long after we met in the early 1990s, lost his lease, and died soon afterward. When the parlor closed, everything was taken from the walls and was about to be tossed into a dumpster by the landlord. Reggie rescued the photographs and memorabilia and had kept the materials ever since.

— Excerpted with permission from *Harlem of the West*.



In a tiny storefront, a stylish micro-boutique

Hair and makeup specialist Liz Fanlo lives near Fillmore and already knew she loved the neighborhood. So when she decided to open a beauty boutique, she persuaded a friend to rent her the tiniest storefront on the street at 2335 Fillmore.

"Isn't it cute?" she beams. "It's tiny — 50 square feet, maybe less. But beauty products are small. That's the advantage."

It's a one-seater, but then most of her work is done on location at weddings or events. She wanted a storefront to offer her preferred beauty products and tools and also to teach others her notable skills.

Her first window display features a new kind of hair extensions that don't harm the hair. "People love 'em," she says. She'll change the display every month to feature "my favorite beauty product I'm currently obsessing over."

"The other shops on the street are ones I want to be associated with," she says. "It's not too high-end. It's a nice mix."

## NEW NEIGHBORS

# From Russia With a Love of Jewels

Simon Khurin is living his dream by opening a jewelry store in Pacific Heights

A DREAM of a new jewelry store is now open in the neighborhood, but it began as a nightmare.

Jeweler Simon Khurin and his family lived only 80 miles from Chernobyl when the Russian nuclear reactor imploded in 1986, spewing radiation across the landscape and forcing the relocation of all who lived in the area.

"I thought after one year the radiation would be over and we could come back," he says. But when it became clear it would be decades, at least, before he could go home again, he made the decision to move his wife, his child and his parents to the United States and start over.

They had friends in San Francisco, so they came here. Khurin had little money and spoke even less English, so he worked as a laborer as he sought ways to rebuild his career as a jeweler.

"It's hard to start all over," he says. "But little by little I started working for myself, repairing and manufacturing jewelry."

He rented a small space on a desolate stretch of Fillmore Street in the mid-1990s, long before new life stirred in the jazz district, eventually moving up to a spot



"It was my dream — my crazy dream."

— SIMON KHURIN  
owner of Elite Fine Jewelry

on Fillmore near Post, where he opened Elite Jewelry.

It lasted a few years, but then his storefront and several others were consolidated to create an expansive new home for Goodwill. His talent and drive had become evident, however, and with a partner he had established a growing jewelry design and manufacturing business in San Carlos.

Still, he had fallen in love with the neighborhood, and he was determined to have his own jewelry store here.

"It was my dream — my crazy dream," he says. "I understood I couldn't afford it, but I wanted to own something."

One day he saw a "for sale" sign on a pint-size building on Sacramento Street, just around the corner from Fillmore.

"I thought, 'Yes!'" and with a partner found a way to buy it, becoming the landlord of the Toujours lingerie shop and Soaps hair salon, plus a residential unit upstairs.

Finally, last year, he decided to take the plunge and open the jewelry store of his dreams.

"I was ready," he says. And in early May, Elite Fine Jewelry opened its doors at 2480 Sacramento.

The custom showcases made of a forest of lacquered birdseye maple gleam with gold and platinum and jewels of all kinds, cuts and colors.

"Diamonds, of course — and pearls," Khurin says. "I love pearls." He enthusiastically leads a visitor toward the window display. "Can you believe this? Gold pearls! I'm crazy about pearls."

There's a shimmering pair of emerald tear-drop earrings. "It's one," he says. "We just made one pair." And yellow diamonds, and a matching antique yellow topaz brooch and pendant. Most unusual is a natural amber necklace, still rough and looking as if it was just separated from the earth.

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# The HUNT for Buried Treasure

Could it be in Lafayette Park?

By MAURA HURLEY

**B**URIED TREASURE IN LAFAYETTE PARK? Friends of Lafayette Park were taken aback when an Englishman named Ben Glover posted the possibility on the group's Facebook page last June, just as a complete renovation of the park was getting underway. "This is slightly off-the-wall," he wrote, "but for some time I've wondered if Lafayette Park might be the site of one of the ceramic 'fairy casques' buried as part of an unsolved 1982 treasure hunt."

Glover suggested the makeover of the park offered an opportunity to test his theory.

"I noticed that the place is currently undergoing renovation, and wondered if this might be a good time to ask people if they might like to try looking for this thing," he wrote. "It's finders keepers."

The Facebook posting contained links to images of specific areas of the park and a trail of clues Glover had followed that led him to suspect that treasure was buried in Lafayette Park.

It's a story that goes back to 1982 when Byron Preiss, a well-known New York publisher, secretly — some say in the dead of night — buried 12 small ceramic casques in 11 locations in the United States and one place in Canada. A year later Preiss published *The Secret: A Treasure Hunt*, a now out-of-print book containing clues to the whereabouts of the treasure.

Finding the casques required treasure seekers to match a confounding set of fanciful images and obscure verses

contained in the book. The reward: the unearthed casque, designed especially for Preiss by a New York artist, and a gem, kept by Preiss in a New York safe deposit box.

It only took a year for a trio of Chicago-area teenagers to locate a casque in the city's lakefront Grant Park. Their digging attracted the attention of passersby, but luckily not the police, according to an article in the *Chicago Tribune*.

In 2004, New Jersey lawyer Brian Zinn found a casque in the Cleveland Cultural Gardens after searching for more than two decades. "This is the craziest thing I've ever done," Zinn told the *Cleveland Plain Dealer*.

The teens and Zinn both got to keep the casques and later Preiss handed over two sapphire worth at the time approximately \$1,000 each.

Then, in 2005, Preiss died in a traffic accident at age 53. No one knows what happened to the gems. But surprisingly, even without the gems, the treasure hunt continued.

No casques have been found since the Cleveland unearthing. But treasure hunters are still looking in cities across the country, although their numbers have dwindled to a handful of stalwarts. Today dogged searchers exchange information online and use Google to zoom in on possible sites and research the arcane references found in the verses.

An online site — [quest4treasure.co.uk](http://quest4treasure.co.uk) — contains more than 17,000 postings about the search in a forum



## Lafayette Park reopens June 8

A year and \$10 million later, Lafayette Park will reopen to the public on Saturday, June 8. The festivities begin at 10 a.m. with a children's play day in the new worthy-of-Disneyland nature-themed playground, which was funded by \$600,000 in donations from local residents. A ribbon-cutting at 11 a.m. will be followed by a neighborhood picnic with bluegrass music and tours of the park. For more information, visit [friendsofLafayettepark.org](http://friendsofLafayettepark.org).

called "The Secret." Ben Glover, who posts on the site as White Rabbit, is one of the most active members on Quest4Treasure.

Glover says most searchers agree that Preiss buried a casque in San Francisco. Their certainty is based on an interpretation of the first image in the book, which features a dark-haired woman in a long serpent-decorated robe standing in front of a forboding-looking mountainous form and beside a small table containing a clock.

According to Glover, hidden in this image, as in most of the others, are numbers that reveal the latitude and longitude of the casque's location, approximately 37 degrees north and 122 degrees west in the case of San Francisco.

In the image, he said, the latitude number is revealed at the bottom of the woman's right sleeve, where her index finger is dividing the decorative boxes into sets of three and seven, or 37. The Roman numerals on the edging of the robe's serpent design add up to 122, the correct longitude, he said.

But where in San Francisco's 49 square miles is the casque?

"My favorite location is Lafayette Park," Glover wrote, "based on image one and my interpretation of verse six."

His reasoning goes like this. The first five lines of verse six — *Of all the romance retold/Men of tale and tunes/Cruel and bold/Seen here/By eyes of old* — paraphrase

the introduction to *Treasure Island* by Robert Louis Stevenson. At first, he thought the lines could refer to the Robert Louis Stevenson memorial fountain in Chinatown's Portsmouth Square.

But then he discovered clues that prompted him to change his thinking and turn his attention to Lafayette Park. The following three lines, he thinks, refer to the Emancipation Proclamation, which the antislavery crusader Cassius Marcellus Clay helped draft: *Harken to the words/Freedom at the birth of a century/Or May 1913*.

The cryptic reference to Clay leads Glover to think of Clay Street, which going west from Chinatown intersects with Lafayette Park at Gough Street.

And the park has tennis courts. Several lines in the verse, he thinks, could refer to them. In the lines *Between two arms extended/Below the bar that binds*, Glover speculates that "two arms extended" could imply two tennis players and "the bar that binds" could stand for the fence surrounding the courts.

But his favorite clue for the tennis courts are the lines *Or on the eighth a scene/Where law defended*, with "eighth," he says, possibly standing for Octavia Street and "Where law defended" referring to one of the tennis courts.

And he thinks the last line, *White house close at hand*, could be a reference to 1925 Gough Street, the tony cooperative apartment building set inside the park on the east side.

Sensible people might find all this completely

unbelievable and, truth be told, other members of the "The Secret" forum on Quest4Treasure don't buy the Lafayette Park connection.

A member who posts under the name Malted Falcon completely discounts the park as a location. Instead he has focused his search on Golden Gate Park, according to Glover, and more recently the Presidio.

Glover — who lives in Dorset in the U.K. and has never visited San Francisco — conducts his searches entirely online. Glover said Malted Falcon is the only forum member who lives in San Francisco. Perhaps he could shed more light on why he has discarded the idea of Lafayette Park as a location, but unfortunately Malted Falcon was not reachable for an interview.

So the hunt for the San Francisco casque goes on. One might think that all the digging during the yearlong renovation of Lafayette Park would have discovered — or destroyed — the casque if it were actually there.

Sam Martin, one of the landscapers with Bauman Construction, the company renovating the park, said that nothing of note turned up during their excavations. "The only things we saw were rocks, dirt and bottles," he said.

Lynne Newhouse Segal, president of the Friends of Lafayette Park, said the park's formerly secluded spots and wild overgrown areas no longer exist.

"The wildness is gone," she said, "replaced by areas designed specifically for children, dogs and picnics. I think the days of buried treasure are probably over."

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University High School's girls' cross country team has won the most state championships in California history.



PHOTOGRAPHS BY ROBIN HAUSER REYNOLDS

# Film Captures a Race to the Finish Line

► FROM PAGE ONE

Holland's mother, photographer Robin Hauser Reynolds, was taking pictures at the race.

"I saw her on the ground and our eyes locked, and at that minute I knew she would be okay," she says. "It was actually a disappointing day for her and the rest of us, because she expected to finish second — and didn't."

But the film clip of Reynolds' spectacular finish quickly went viral. New York Giants coach Tom Coughlin played it repeatedly to inspire his team to win the Super Bowl; his plea for his team to "finish the job" became synonymous with the image of Holland completing the race.

It is the stuff of which movies are made — and filmmakers soon swooped in. But the close-knit group of key players feared an outsider might misdirect the focus away from their coach and the need for research on his disease, amyotrophic lateral sclerosis, or ALS, popularly known as Lou Gehrig's Disease. So Hauser Reynolds took over the film project and turned to the community for help. She brought in ABC news reporter Dan Noyes to write the narrative; his wife, video expert Judy Noyes, whose father died of ALS, is a producer, as is neighborhood resident Staci Hartman, who helped with production and distribution.

Jim Tracy, by then suffering the debilitating effects of the disease, trusted the film team enough to allow them to trail him for two years, recording intimate moments with visiting family members, workouts with physical therapists, consultations with Dr. Robert Miller at nearby California Pacific Medical Center — and his ongoing work coaching his teams.

The result, *Running for Jim*, is a 78-minute documentary. The film, which had its world premiere in Moscow in April, has already snagged impressive accolades at film festivals, including the Best Documentary Award at the Soho International Film Festival and the Audience Choice Award at the Tiburon International Film Festival. The creators hope to finalize a distributorship deal this month, ensuring that all net proceeds go to ALS charities.

JIM TRACY DEVELOPED A REVERENCE for running at a young age, when his family worked in horse racing. Sleeping in horse trailers during the summers



Coach Jim Tracy: His attitude and coaching skills have changed kids' lives.

## With a little help from his friends

Dedicated to running and his athletes, Coach Jim Tracy has always lived frugally, with few funds to spare for treating a complicated medical condition. So in 2010, the University High School faculty set up a trust to help cover Tracy's living expenses — primarily his rent and utilities.

About \$50,000 was raised when the trust was initially established, with donations mostly from friends and UHS parents and faculty, plus some from as far away as Alaska and Alabama. But that amount has now dwindled, according to University High School business manager Sue Davenport, one of the trustees who manages the funds.

Like so many others involved in the cause, Davenport says she feels she has a personal stake because Tracy has touched her life.

"Adolescence is tough for a lot of kids," she says. "But Jim is amazing — and has changed so many kids' lives by virtue of his coaching skills and great attitude, teaching them to have a broad focus beyond academics, to pursue excellence on some level." One of his students was Davenport's daughter; Tracy was her coach when she ran track at University High.

"What strikes me about him is his humility and genuineness, the simple direct way he faces everyone's potential — including his own," Davenport says. "And he has such a sense of humor. If my daughter had a crummy race, he'd say to her: 'That might not be one of the best times you've had, but at least you got a good workout.'"

Davenport's daughter, now 24 years old, still loves to run.

For more information about the trust, contact Sue Davenport at 415-447-3103 or go to rally.org/coachjimtracy. Checks can also be sent to the Jim Tracy Special Needs Trust at University High School, 3085 Washington Street, San Francisco, 94115.

while they followed the racing circuit up and down the California coast, he and his siblings would practice by bursting out of the starting gates, then racing barefoot around the track. Jim would usually win, especially if it was a long-distance race.

When he got to San Francisco's Archbishop Riordan High School, he joined the cross country team and

quickly established himself as a superstar. "I could actually win — actually be popular," he says. "And that's stayed with me. Kids ought to be involved in something they can achieve, where someone else can recognize them. I think that's so important."

After graduating from college in 1973 — the first year schools were mandated to

have sports programs for girls, he notes — Tracy held a number of odd jobs. The worst of them was in the Merchant Marine as a "wiper" assigned to wipe up oil spills and other messes aboard ship.

"It sounds bad, and it is bad," Tracy says now. "It was always more fun to run than to work."

Then in 1994, a friend enticed him with a job that sounded to Tracy like pure fun: coaching track and cross country at the neighborhood's University High School, on Washington Street near Lyon.

While the coach developed close relationships with his young charges, he told them little about his personal life. Rumors swirled that he lived in his car. And those rumors were true. Shunning material goods, Tracy says he did sometimes live in his car between stints as a house sitter. He lived to run and coach, and little else mattered.

The disease weakened him so much that eventually he could no longer run. Now he can't walk, either, and gets about in a motorized wheelchair. But Tracy still earns honors for his coaching; in May, he was inducted in the San Francisco Prep School Hall of Fame.

Tracy remains close to his family: a sister and brother — and especially his 90-year-old mother, Dee Tracy.

In the film, his mother recalls her initial reaction to Jim's diagnosis: "I couldn't believe it. He was the healthiest person in the world."

THE DISEASE FIRST MADE THE NEWS in 1939, when famed baseball player Lou Gehrig was diagnosed with it, and ALS became popularly known as Lou Gehrig's Disease. In *Running for Jim*, the coach is shown watching a newsreel of Gehrig announcing his retirement from baseball at age 36. Tears well up in both of them as Gehrig concludes: "I might have been given a bad break, but I've got an awful lot to live for."

That's vintage Jim Tracy, too: upbeat, forward-thinking and realistic.

"Soon I'll have the summer off," he said recently. "And if I have the strength, I will be the cross country coach next September. It will be my 20th season at University."

Tracy's symptoms first surfaced as a pesky numbness in his right hand, along with an even more annoying weakness that caused his foot to flop against the pave-

ment during his daily 10-mile runs up and down San Francisco's hills. In 2010, at age 60, Tracy was diagnosed with ALS, which attacks nerve cells and pathways in the brain and spinal cord. The disease is progressive, degenerative and ultimately fatal.

"I got the diagnosis over three years ago," Tracy says. "I described all my symptoms and the doctor said, 'We're certain that's it. You have ALS.' And I thought to myself, 'There are bad things you get. They give you medicine and put you on a treatment program.' Then the doctor said to me, 'By the way, there is no medicine and no treatment.'"

By most medical counts, Tracy has a slower-acting form of the disease. The prognosis is two to five years from the time of diagnosis.

"It's such a quick disease — it can come on and take people in just two or three years," Tracy says. "Since I've become ill, I've met some people who are much worse off than I am. I've met people who have been cheated out of their last comfortable moments."

He adds: "The disease takes all your energy, then your voice. Eventually you can't move and you can't speak."

Tracy and others involved in making the documentary hope it will help focus attention on ALS research and change misconceptions about the disease. Foremost, they say, it's often considered an "old person's disease," shrugged off as part of the aging process. In fact,

30 percent of those diagnosed are 30 or younger. And the debilitating disease is more common than most people imagine: About 30,000 Americans are now living with the diagnosis.

"It's still a situation where not nearly enough money and not nearly enough sharp people are attacking it," Tracy says. "Quite frankly, we don't have that combination working yet."

But his advice for others with ALS is a characteristic combination of optimism and realism. "Stay very much involved with everything you can do while you can do it," he says. "And fully expect to get worse."

TRACY IS OFTEN CREDITED WITH building a running dynasty at University High — a description that's hard to resist for the winning high school cross country coach in California history. But despite the many honors bestowed upon him, the humble Tracy would be the last to claim the honor.

*Running for Jim* includes footage of the coach in action with his athletes: cheering them on from the sidelines, inspiring them at team meetings, joking with them in the stands after practice and egging them on as they circle the track — always using Tracyisms that combine humor, unrelenting toughness love and caring support.

"Come on now — this is a stopwatch, not a sundial!"

"This is real training, not pretend time!" "Get to that finish line. You want to get there. Get there! Get there quicker!"

And the mantra all team members can quote chapter and verse: "We train farther than we race, so the race seems short; and we train faster than we race, so the race seems easy."

The parents of those he coaches are especially grateful.

"His passion to teach kids to run is what sets him apart," says Hauser Reynolds. "And it's not necessarily the gifted runners. He really gets pride and joy from those who just become faster and better runners, in seeing them improve and gain self-confidence."

Tracy's diagnosis has also helped the athletes learn a powerful life lesson.

"Dealing with a coach they love who is diagnosed with a fatal disease forced the whole team to break out of their insular teenage minds and made them appreciate their own health and their own lives," she says. "It's given them a greater perspective on life."

HIS ATHLETES GAVE THEIR ALL, but the entire school community rallied after Tracy's diagnosis. School officials set up a fund to help cover his living expenses and rented a specially equipped apartment in the Presidio, just five minutes from school. The athletic department helped solicit donations and furnishings.

"Everyone went through their homes looking for things to donate," says Robin Hauser Reynolds. "It was another lesson that Jim taught the kids: They saw how much we really have."

Hundreds of items were donated, ranging from a serving spoon to a couch.

A team of University High students, paid for their Sunday labors in cheese-



*"Kids ought to be involved in something they can achieve, where someone else can recognize them. I think that's so important."*

— COACH JIM TRACY

steaks, loaded a truck and moved the items into Tracy's new apartment.

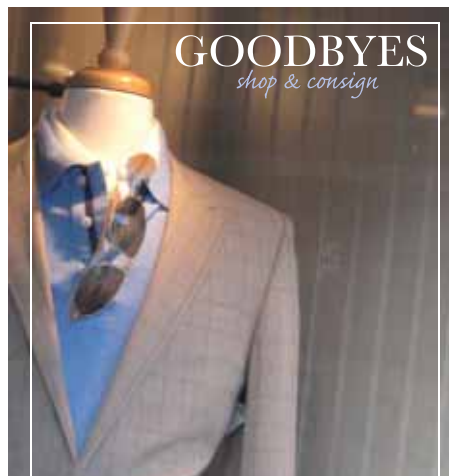
As Tracy inspects his new digs, the film captures his disbelief. "I've never owned a couch in my life. Not one. This is my first couch — and it's comfy," he says. "I've never had as nice a place as this in my life."

Reflecting now, Tracy finds his new apartment a perfect fit. "It's good for me as long as I maintain a certain amount of mobility, as long as I don't need someone to watch me constantly. And I still have my voice, so I can call for help," he says. "People have been so generous and helpful. With this disease, you have to put yourself in other people's hands, and I never had to do that before because I was self-sufficient."

He says he's buoyed by the outpouring of support from the school, the community and his family, especially his mother.

"My mother just celebrated her 90th birthday. She has a great attitude about all she's accomplished in life," he says with some pride. "I feel if your parents are optimistic, you have a better chance at being optimistic, too. And she has good stories to tell. Now I say, 'I'm a story to tell, too' — and I hope someone will listen."

As part of the 2013 San Francisco Independent Documentary Film Festival, *Running for Jim* will be screened on June 7 at the Balboa Theater and on June 7 and 9 at the Roxie Theater. For showtimes and tickets, go to SFIndie.com.



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## RESALE SHOPS

# Seconds to Go Is Here to Stay

Once one of many Fillmore thrift stores, it's still raising money for needy kids

STORY & PHOTOGRAPHS  
BY CARINA WOUDEBERG

**L**AURA LORTON, manager of Seconds to Go at 2252 Fillmore Street, sat in the back room of the resale shop on a recent afternoon dressed in a crisp white button-down top, hot pink cardigan and khaki pants — all donations to the store she purchased for herself.

All profits at the store go to support students who need financial help to attend two of the neighborhood's Schools of the Sacred Heart: Convent and Stuart Hall.

"Almost my entire wardrobe is from the shop now," Lorton admits. "I'm a little worried that when I go to visit one of the schools someone will say, 'Hm ... that's a familiar dress!'"

Into her second year as manager, Lorton says a circuitous path — and a love of second-hand clothing — brought her to the shop's helm.

With an interest in food and cooking, she had been manager at Cheese Plus, a specialty food store on Polk Street. But she found the long hours there to be grueling, and longed to tap back into her background in education.

"It was the ideal combination," she says of the opportunity to manage the Seconds to Go shop. "My bridge in education and retail — where are you going to find that?"



Thrift shop find: A Faberge egg bottle stopper.

Founded in 1974, Seconds to Go was initially run by a group of parent volunteers with plenty of barely worn clothing in their closets and a common cause on their minds: to raise money so that lower-income students could attend the pricey private schools.

But running a store proved to be unwieldy for volunteer workers, so staff members were hired. In keeping with tradition, each parent is still required to work one three-hour shift per school year — though Lorton says she's not a stickler about it.

Over the years, the shop has brought in



Clothing is always a popular item at Seconds to Go — sometimes originally purchased at one of the neighborhood's boutiques — but there are other trinkets and treasures as well.



more than \$1 million for the financial aid programs at the schools. Lorton says she's seen such an uptick in donations that at one point she had to call a month's hiatus from accepting new items.

With many donations coming from Pacific Heights residents who originally purchased the items from upscale stores and boutiques, Lorton says she's fortunate to be able to offer quality items for a good price.

But she acknowledges that pricing can sometimes be a balancing act.

"I don't want to be known as a thrift shop that's overpriced," she says. "That's my worst nightmare."

A volunteer chair for the Schools of the Sacred Heart, Sherree Pirie, says one of the store's greatest attributes is its school uniform exchange in which students can trade in their uniforms for bigger sizes as they outgrow them.

"It's a huge benefit for anyone who has growing children," says Pirie, who is also a parent.

Lorton occasionally faces the decision

to pass on non-selling items to other thrift stores.

"You have to be patient, because sometimes an item is waiting for just the right person," she says.

Ball gowns, wedding dresses, unique home decor and even an old x-ray machine have all passed from one owner to another through the store. Vintage and otherwise unusual items trickle in at a relatively steady clip. Lorton says she often sees the same people come in every day so as not to miss anything.

Oftentimes a donor will drop off three bags and go home with one, Lorton says, surmising that items gain a certain appeal when displayed in the shop. "People will say: 'Oh, wow, I donated this dress? But it's so nice, why did I donate it?'" she says.

And she recalls a case in point: A local woman donated her entire collection of khaki pants and then came into the shop and said, "I realized I needed some khaki pants."

The customer bought back two pair of the pants she had donated earlier.

## Congratulations 2012 Zephyr Real Estate Top Producers!



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Up to 70% of people with diabetes develop nerve damage.

Diabetes nerve damage can affect the legs, feet, or hands, causing numbness or loss of sensation. But since this nerve damage comes on gradually, many do not even realize they have a problem — until it leads to more serious complications.

Dr. Nancy J. Bohannon, a diabetes specialist in San Francisco, is conducting a research study of an investigational medication that may help reduce nerve damage for people with type 1 diabetes. If you choose to participate, you will receive a no cost, non-invasive test to help determine if you have early signs of diabetes nerve damage. You will also be compensated for time and travel.

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To learn more, and to see if you might qualify, please call 1-888-578-8390 or visit [www.DiabetesNerveStudy.com](http://www.DiabetesNerveStudy.com)





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## October isn't the only month you should think about breast health.

The Sister Diane Grassilli Center for Women's Health at St. Mary's is a **National Breast Imaging Center of Excellence**. Our team of board-certified physicians is committed to providing a comprehensive range of women's services.

For your next mammogram, please call (415) 750-HERS (4377).

### Focused Forward

Sister Diane Grassilli Center for Women's Health  
A National Breast Imaging Center of Excellence



1 Shradar Street, Suite 490  
San Francisco, CA 94117  
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A National  
Center of  
Excellence

### NEIGHBORHOOD HOME SALES

Single Family Homes	BR	BA	PK	Sq ft	Days	Date	Asking	Sale
1907 Lyon St	3	1	1	32	5	5/7/2013	1,350,000	1,320,000
3965 Sacramento St	5	2	3	16	6	4/30/2013	2,395,000	2,550,000
1915 Washington St	4	4	2	8	7	5/7/2013	2,995,000	3,000,000
312 Maple St	4	4.5	1	3410	12	4/19/2013	3,250,000	3,335,000
2609 Fillmore St	6	3.5	2	3923	15	5/1/2013	3,150,000	3,500,000
1919 Sacramento St	5	4.5	6	5417	27	4/16/2013	3,995,000	3,900,000
2131 Divisadero St	5	4	3	12	12	4/16/2013	4,495,000	4,625,000
34 Presidio Terrace	5	6.5	3	8040	29	5/10/2013	8,980,000	9,500,000
2430 Broadway	5	6	3	7	7	5/1/2013	10,950,000	10,950,000

#### Condos / Co-ops / TICs / Lofts

1521 Sutter St #303	1	1.5	1	751	16	5/6/2013	235,751	235,751
2945 Baker St #2	0	1	0	275	43	4/19/2013	325,000	310,000
1450 Post St #1204	1	1	1	733	20	5/8/2013	420,000	399,000
1805 Pine St #22	1	1	0	525	92	4/30/2013	418,000	418,000
2701 Van Ness Ave #311	1	1	1	768	16	4/18/2013	499,000	590,000
1980 Sutter St #205	1	1	1	827	23	4/24/2013	639,000	639,000
1800 Washington St #417	1	1	1	745	22	4/18/2013	649,000	649,000
1906 Lyon St #4	1	1	1	13	5/8/2013	539,000	669,000	
2299 Sacramento St #1	1	1	1	844	26	4/16/2013	649,000	670,000
2151 Sacramento St #1	1	1	0	765	33	4/26/2013	569,000	670,000
1945 Washington St #202	2	2	1	931	41	5/15/2013	679,000	760,000
3336 Clay St	2	1	0	1427	53	4/30/2013	799,000	770,000
1613 Baker St	2	1	1	902	40	4/24/2013	799,000	799,350
1970 Sutter St #105	1	2	1	1041	16	4/23/2013	789,000	845,000
3128 Laguna St #A	2	1	1	36	5/9/2013	775,000	850,000	
1880 Jackson St #105	1	1	1	1115	28	4/16/2013	795,000	850,000
2295 Vallejo St #401	1	1	1	1129	5/3/2013	900,000	865,000	
2623 Pierce St	1	1	1	26	4/26/2013	675,000	885,000	
1590 Lyon St	2	2	1	1680	20	5/3/2013	899,000	955,000
2541 California St #3	3	2	1	0	4/19/2013	960,000	960,000	
2145 Franklin St #5	2	2	0	1810	40	4/19/2013	869,000	970,000
2541 California St #5	3	2	1	80	4/19/2013	995,000	975,000	
1402 Post St #C	3	2.5	1	1742	108	4/24/2013	965,000	1,015,000
1755 Filbert St #1U	2	2	2	1285	29	4/25/2013	1,028,000	1,150,000
3110 California St #3A	3	2	1	1297	22	5/10/2013	1,089,000	1,200,000
3294 Clay St #5	3	2	1	1487	13	5/7/2013	1,075,000	1,200,000
2325 Divisadero St	3	2	1	1741	60	5/10/2013	1,199,000	1,250,000
2829 California St #2C	2	2	1	1	41	5/15/2013	1,249,000	1,259,000
1857 Lombard St #3	3	2	2	1452	70	5/7/2013	1,335,000	1,298,000
1600 Webster St #301	2	2	1	1339	13	4/25/2013	999,000	1,310,000
2743 Gough St #2	3	2	1	0	4/23/2013	1,310,000	1,310,000	
2295 Vallejo St #310	2	2	1	26	4/18/2013	1,229,000	1,340,000	
2046 Divisadero St	2	1.5	1	1550	0	4/30/2013	1,400,000	1,415,000
1849 Filbert St	2	2	1	1248	8	4/19/2013	1,350,000	1,585,000
2639 Greenwich St	3	2.5	3	1897	12	5/10/2013	1,349,000	1,600,000
2829 California St #7C	2	2	1	1663	63	4/26/2013	1,575,000	1,650,000
2327 Divisadero St	3	2	1	1856	7	4/19/2013	1,525,000	1,725,000
1828 Pine St	4	3.5	1	2375	26	5/3/2013	1,750,000	1,750,000
2241 Sacramento St #3	3	2.5	0	2050	12	5/8/2013	1,745,000	1,790,000
1940 Broadway #3W	2	2.5	2	0	5/10/2013	2,550,000	2,550,000	
2170 Pacific Ave	3	3.5	1	18	5/8/2013	2,995,000	3,000,000	
1960 Broadway #3	3	3	1	202	5/8/2013	3,695,000	3,575,000	



A new listing  
at 2714 Steiner  
offers rare-to-  
San Francisco  
indoor-outdoor  
living.

### Summer arrives, with no slowdown in sight

Our typical summer seasonal downturn is defying its normal trajectory as new properties tip-toe onto the market in hopes of getting snatched up by weary buyers worn thin from multiple rounds of competitive bidding. The evidence of a hot market is everywhere. Statistically, some neighborhood home prices have eclipsed the 2007-08 peak and continue to rise. We are officially chasing the market upward — great for sellers, although low inventory creates a conundrum for those sellers who want to relocate within San Francisco.

**NEW LISTINGS:** The family home at 2714 Steiner integrates rare-to-San Francisco indoor-outdoor living, with a walk-out deck and a garden off the family room and Golden Gate Bridge views. Offered for \$5.7 million, it's 6 bedrooms and 4.5 bathrooms on an oversized landscaped lot would be a wonderful place to create a lifetime of memories.

**CONDOS, CO-OPS AND TICs:** A good value — though we don't yet know what it will end up selling for — is available at 2315 Divisadero, unit S. This newly renovated top floor condo is spacious and well designed, and it's listed for \$879,000 — in Pacific Heights, no less, with silver views and parking. The creative penthouse at 2266A Jackson is a perfect city place where the views across layers of rooftops reveal inimitable San Francisco landmarks. A spacious, well-designed kitchen lends itself to entertaining, with adjacent dining and living rooms. The deck extends the living space. The 3-bedroom, 2-bath unit is offered for \$1.5 million.

— Data and commentary provided by MARIA MARCHETTI at Sotheby's International Realty. Contact her at maria@mariamarchetti.com or call 415/699-8008.



### Cow Hollow in the 1880s

The May issue of the New Fillmore included the 1888 photograph above looking toward the Golden Gate from the Fillmore hill, with Fort Point in the distance guarding the gate. Cow Hollow historian Robert Bardell has provided more information, as well as other photographs from the same era.

Bardell says the photo above looks out over part of Cow Hollow's "mansion row," as well as an area known as Baldwin Park, which was bounded by Scott, Broderick, Vallejo and Greenwich Streets. The photo shows from left to right: an unidentified chapel; the Elster residence, which was rented to political boss Abe Reuf at the time of the graft trials; the Gothic style Bixler residence, owned by Elizabeth Bixler, a prominent socialite and patron of the arts in San Francisco's gilded era; a four-story windmill and the former Tilton residence among the trees on the far right. Not long after the photograph was taken, the Tilton residence was moved to front on Union Street, where it stands today at number 2460.

### LOCAL HISTORY



Out of sight beyond the left margin of the photograph stood the Casebolt house, which still stands today at 2727 Pierce. The top left photo shows the Casebolt house, its stables and carriage house and its full-block, fenced grounds. Opposite the Casebolt house in a little hollow are so-called "Chinese vegetable gardens."

The center left photograph is another roughly contemporary view. It shows the Shultz residence and conservatory on Filbert at Pierce. Schultz's Pacific Distilling and Refining Co., the largest distillery on the west coast throughout much of the 1870s and '80s, sits near the shoreline on Pierce between Chestnut and Lombard.

The bottom left photograph, which likely also dates from the 1880s, shows the Harbor View area. Note the causeway on Baker Street, constructed in 1869 to carry horsecars of the Sutter Street Railway's Harbor View Line. In 1877, "steam dummies" or "steam motors" took over service to Harbor View and continued in operation until the Panama-Pacific International Exposition in 1915.

**Pacific Heights**  
Offered at \$3,100,000  
**Stunning View Condo.**  
This full floor 3BD/3BA condo offers a unique style of city living. Exquisite Tuscan murals greet you as you step out of the elevator into your home. The gracious entry leads to the spacious living room, featuring world famous views of the Bay, Golden Gate Bridge, Alcatraz, the Marin Headlands and beyond.  
1980Vallejo.com  
Meagan Levitan  
(415) 321-4293

**Marina**  
Offered at \$1,549,000  
**Grand 2BD/2.5BA Condo.**  
Steps from the Palace of Fine Arts, the Marina Green, as well as restaurants and shops, this elegant condo truly has it all! It boasts 2 sizable bedrooms (each with en-suite bathroom), formal dining room, a sunroom, a state-of-the-art eat-in kitchen, in-unit laundry, 2 play spaces, and a bonus/office space on the garage level.  
2144Francisco.com  
Ron Sebarh  
(415) 279-4579

**Inner Sunset**  
Offered at \$1,275,000  
**Chic 2-level 3BD/3.5BA House-like Condo.**  
Just steps to public transportation and some of the City's best-known restaurants and shops. Hardwood floors run throughout this sophisticated contemporary home. Living/dining room space includes a gas fireplace. Updated kitchen. 2 car detached tandem parking.  
1417Francisco.com  
Meagan Levitan  
(415) 321-4293

**Pacific Heights**  
Offered at \$2,850,000  
**Elegant New York Style Doorman Co-Op.** Classic 818/3.5BA apartment w/1 car, decked parking. Located in a classic SF building designed by Conrad Meussdoerffer. This lovely property is built into newly landscaped Lafayette Park. The unit is flooded with natural light and enjoys beautiful verdant views from every room.  
1925Gough.com  
Diana Koll  
(415) 793-9325

**Presidio Heights**  
Offered at \$1,399,000  
**Delightful Renovated 3BD/2BA Lower Flat.**  
Includes walkout south deck and easy garden access. Fantastic fun and convenient neighborhood. Comfortable open floor plan fits any lifestyle, washer/dryer in unit, excellent private storage room. Pet friendly. Parking.  
3181Sacramento.com  
Elaine Larkin  
(415) 321-4223

**Pacific Heights**  
Offered at \$725,000  
**Spacious Condominium With Private Entrance.**  
Flooded with natural light, every window in this 1500 BSA home enjoys a wonderful verdant outlook. The remodeled eat-in kitchen includes a spacious pantry and an office nook. The floor plan is ideal for both casual and formal entertaining.  
1885Vallejo.com  
Missy Wyant Smit  
(415) 321-4315

**Lake Street Corridor**  
Offered at \$1,695,000  
**Terrific Turn-Key 4BD/4BA Family Home.**  
Move right in to this spacious, bright home in a wonderful location! Open living/dining room with a row of windows and a wood-burning fireplace. Large updated sunny eat-in kitchen. Deep level yard. 2 car tandem parking.  
262-24thAve.com  
Sheri Mitchell  
(415) 265-8604  
Dianne Williams  
(415) 819-2663

**Pacific Heights**  
Offered at \$1,295,000  
**Amazing 3BD/2BA TIC.**  
Located in one of San Francisco's prime neighborhoods, this top floor unit has a flexible floor plan, views, great natural light, 1 car parking and low dues. Each bedroom has ample closet space and the master suite has custom built-ins and a walk-in closet.  
3128Washington.com  
Trent Fashimaur  
(415) 515-6788

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**Chouquet's**  
2500 Washington 359-0075

**Curbside Cafe**  
2417 California 929-9030

**Dosa**  
1700 Fillmore 441-3672

**Elite Cafe**  
2049 Fillmore 673-5483

**Fat Angel**  
1740 O'Farrell 525-3013

**Fillmore Fine Foods Cafe**  
1981 Sutter 563-0190

**Freasca Peruvian Cuisine**  
2114 Fillmore 447-2668

**Glaze Teriyaki Grill**  
1946 Fillmore 590-2199

**The Grove**  
2016 Fillmore 474-1419

**India Palace**  
1740 Fillmore 567-7789

**Jackson Fillmore Trattoria**  
2506 Fillmore 346-5288

**Jane**  
2123 Fillmore 931-5263

**La Boulange**  
2043 Fillmore 928-1300

**La Mediterranee**  
2215 Fillmore 921-2956

**Mehfil Indian Cuisine**  
2301 Fillmore 614-1010

**OTD**  
2232 Bush 923-9575

**Pa'ina**  
1865 Post 829-2642

**Pride of the Mediterranean**  
1761 Fillmore 567-1150

**Roostertail**  
1963 Sutter 776-6783

**State Bird Provisions**  
1529 Fillmore 795-1272

**Sweet Lime**  
2100 Sutter 674-7515

**Sweet Maple**  
2101 Sutter 855-9169

**Tacobar**  
2401 California 674-7745

**Ten-ichi**  
2235 Fillmore 346-3477

**Thai Stick**  
2001 Fillmore 885-6100

**Troya**  
2125 Fillmore 563-1000

**Via Veneto**  
2244 Fillmore 346-9211

**Woodhouse Fish Co.**  
1914 Fillmore 437-2722

**Yoshi's Japanese Restaurant**  
1330 Fillmore 655-5600

## PIZZA

**Bruno's**  
1375 Fillmore 563-6300

**Delfina Pizzeria**  
2406 California 440-1189

**Dino's Pizza**  
2101 Fillmore 922-4700

**Extreme Pizza**  
1730 Fillmore 929-9900

**Pizza Inferno**  
1800 Fillmore 775-1800

## BAKERY & DESSERTS

**Boulangerie Bay Bread**  
2325 Pine 440-0356

**Bumzy's Chocolate Chip Cookies**  
1460 Fillmore 346-3222

**Fillmore Bakeshop**  
1890 Fillmore 921-0711

**Noah's New York Bagels**  
2213 Fillmore 441-5396

## COFFEE

**Cafe Murano**  
1777 Steiner 771-0888

**Pete's Coffee & Tea**  
2197 Fillmore 563-9930

**Royal Ground Coffee**  
2060 Fillmore 567-8822

**Starbucks Coffee**  
2222 Fillmore 673-3171

**Tully's Coffee**  
2455 Fillmore 929-8808

## WINE & SPIRITS

**D&M Wine and Liquor**  
2200 Fillmore 346-1325

**Vino**  
2425 California 674-8466

**Wine Jar**  
1870 Fillmore 931-2924

## MARKETS

**Friends**  
1758 Fillmore 346-3226

**Gino's Grocery**  
2500 Fillmore 775-1908

**Mayflower Market**  
2498 Fillmore 346-1700

**Mollie Stone's**  
2425 California 567-4902

**Pacific Food Mart**  
2199 Sutter 614-2385

**Spice Ace**  
1821 Steiner 885-3038

## ENTERTAINMENT

**Boom Boom Room**  
1601 Fillmore 673-8000

**Clay Theater**  
2261 Fillmore 561-9921

**The Fillmore Auditorium**  
1805 Geary 346-1600

**Harry's Bar**  
2020 Fillmore 921-1000

**Rasselaz Jazz Club**  
1534 Fillmore 346-8696

**Sheba Piano Lounge**  
1419 Fillmore 440-7414

**Sundance Kabuki Theaters**  
1881 Post 346-3243

**Yoshi's Jazz Club**  
1330 Fillmore 655-5600



Not many cities can boast a vibrant section of town that is upscale but approachable, fashionable but not elitist, comfortable without being boring. San Francisco's Fillmore is all these — and, best of all, it's not striving to be original. It just is. — *Gourmet magazine*

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