

LOCALS

Snow Place Like Home

For his new film, director Phil Kaufman finds a key location in the neighborhood



■ PHOTOGRAPHY

SF 1964

Arthur Tress's early eye

THE NEW FILLMORE

SAN FRANCISCO ■ MAY 201



END of an ERA

After four decades, Mrs. Dewson's Hats closes

By Thomas Reynolds

OR THE FIRST TIME in almost four decades,
Mrs. Dewson's Hats at 2050 Fillmore Street
wasn't open in the days leading up to Easter,
which is typically prime time for hat buyers.

A few days later a sign went up in the window telling the news: After 37 years, Mrs. Dewson's Hats was closing. And on Sunday afternoon, April 29, the last hats were sold, the final goodbyes said and the doors closed on a prime piece of Fillmore history.

"It's a sad day," said Glenn Mitchell, nephew of owner Ruth Garland Dewson. "We've been fighting it off for a while." Mitchell has been overseeing the shop since his aunt checked herself into an assisted living facility two years ago.

"I've been crying ever since I heard," Ruth Dewson said the next day, sitting in a wheelchair in the top-floor lounge at AgeSong, her new home in Hayes Valley. "I've had a good time on Fillmore Street and I don't want to give it up. Why should I die when all these other assholes are still alive?"

TO PAGE 6 ▶

A Designer's Touch Defines Local Eateries

Bun Mee, Roostertail visuals all shaped by the same creative team

By Chris Barnett

An Francisco graphic designer Christopher Simmons has a long list of powerhouse clients including Facebook, Microsoft, Wells Fargo Bank, Stanford, Kaiser Permanente and the Nature Conservancy. So why in an uncertain economy would he take a flyer on two Fillmore startups that sell Viernames sandwiches and rotisesrie chickens?

For Simmons, owner of the design firm MINE, it was a matter of pride — and guilt.

"I got an e-mail from Denise Tran, who was planning to open Bun Mee, a small restaurant specializing in casual yet upscale Vietnamese street food, but I

ese street food, but I didn't respond for six or seven days," Simmons admits. When he did call, Tran told him she had decided to go with a New York City creative house.

Two new restaurants

open, more coming PAGE 7 A culinary tour of Japantown

Simmons, a softspoken 39-year-old
who favors vintage tennis shoes and wear

who favors vintage tennis shoes and wears only scruffy duds made before 1970, says he "always wanted to do a restaurant." He had a good feeling about Tran and her concept and offered to do a full-blown proposal in two days.

Tran recalls it somewhat differently. "I had committed to the other firm, but Christopher called and persuaded me to reconsider. His pitch was so much stronger that I hired him instead."

After five years in practice as a corporate attorney in Seattle, Tran wanted to escape the billable hours and do something enjoyable. Two years of on-the-road research convinced her that an informal eatery built around a gourmet version of the humble banh mi sandwich (pronounced "bun mee"), plus other traditional and modern Vietnamese dishes, mostly based on her mother's home recipes, was her ticket out. She was right. Bun Mee opened in April

She was right. Bun Mee opened in April 2011 at 2015 Fillmore for lunch and dinner. A year later, lines of clamoring customers often spill down the sidewalk.

But before the success hit, Tran was dealing with two design consultancies to get a single seamless visual theme. Simmons' laundry list of visual suggestions and clever touches, assembled in just two days, brought the concept to life.

TO PAGE 10 ▶

LETTERS



Chase has opened a new branch bank in the neighborhood at 2429 California Street.

Why So Many Corporate Logos?

away with plastering its name and logo this year that it purposely and illegally tareight - count 'em eight - times on the exterior facade and interior ATM lobby and women fighting for their country of its new branch on California Street overseas with higher mortgage rates between Fillmore and Mollie Stone's? It's that harassed and threatened the soldiers' garish and visually offensive.

self promotion in L.A. strip malls or before the bank was caught. Orange County shopping centers, where design standards and good taste are virtu- branch festooned with supersized versions ally nonexistent. But not in our little Fill- of the corporate name only reminds me more village, where most businesses have of that ripoff and other home mortgage the good sense to use a little architectural messes J.P. Morgan and other big banks restraint - or maybe it's the city's legal tried to get away with at their customers constraints - to preserve some of our expense - and in many cases did. neighborhood's charm.

O THE EDITORS:

But then this is the same JP Morgan
How does IP Morgan Chase & Co. get
Chase that admitted to Congress earlier geted and overcharged 4,500 military men spouses and families at home round the You expect to see that kind of flagrant clock and foreclosed on 18 of their houses

Invading the Fillmore with a new

The Pleasures of the Neighborhood

I applaud you for your celebratory and joyful and wonderfully creative April issue. On every page you rejoice in everything that is best about the Fillmore District and Pacific Heights. You highlight the creative and brilliant people who live here

The cover images show happy guests enjoying an informal feast at the Boulangerie. You have the

new shops, Vitamin Express (congratula

ness), the Film Festival and the ever-fascinating Crime THE NEW FILLMORS Watch assuring us that most crime happens elsewhere. Best of all, it is optimistic, lively and informative, and all very positive. It is a

> Oh, and do come and explore the Upper Fillmore as well. We are fortunate to have the great Juicy News, the new Curve, Erica

pleasure to be your neigh-

Tanov, Margaret O'Leary, Tallman Hotel, designed by my fabulous friend Candra Scott. There are baby hawks, many fresh and chic shops.

DIANE DORRANS SAEKS

THE NEW FILLMORE

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Connecting the neighborhood

Every month, 20,000 copies of the New Fillmore are delivered to homes and businesses in the Fillmore, Pacific Heights and Japantown. We thank you for your support and encouragement and welcome your ideas and suggestions.



FILM PREMIERE



Scenes from director Phil Kaufman's latest film were sho in the neigh borhood at the Swedenborgian Church. Below right, the director with actors and Clive Owen



Hemingway comes to the Swedenborgian

Legendary filmmaker Philip Kaufman — director of *The Right Stuff, The Unbearable* Lightness of Being and many others — has lived in Pacific Heights for years. On May 28 his latest film premieres when HBO broadcasts *Hemingway & Gellhorn*, starring Nicole Kidman and Clive Owen.

It's a love story exploring the tempes-tuous relationship between writers Ernest Hemingway and Martha Gellhorn, which was the inspiration for Hemingway's classic novel, For Whom the Bell Tolls. The film was shot entirely in the Bay Area, with was snot entirely in the bay Area, with key scenes filmed at the Swedenborgian Church at Washington and Lyon Streets, only a few blocks from Kaufman's home.

"One scene takes place in a church in Finland that had been converted for wartime use," says Kaufman. "We were looking for something — maybe not Finnish, but with that approximate feeling.
And of course I'd been to weddings there."

Incorporating archival black and white footage of Finnish soldiers, Kaufman recreates the scene with snow and icicles on the historic church. "Then the color comes back into it." he says, "and we find Nicole writing letters to Hemingway — actually taken from the real letters."

Another scene was shot in the wooder stairway of the church's parish house, standing in for the small British hotel where Gellhorn and Hemingway had their final rendezvous.

"It's where they break up their relationship," says Kaufman. "It's their final scene together."

During the filming, Kaufman walked home to Vallejo Street for lunch, then back to work at the church.

"We can make films here and use local people, yet create a film that could be made anywhere in the world," Kaufman says. "It's great. It's just great working here."

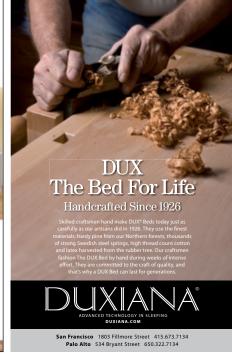


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CRIME WATCH

Fillmore and California Streets March 24, 1:33 a.m.

Officers received a call from a bar about an intoxicated man who was creating a disruption and fighting with the security guards. The guards told police this patron had been drinking for several hours, then refused to pay his tab, so they escorted him out and asked him not to come back. But he returned anyway, then shoved a security guard and punched him in the mouth. Eventually, two security guards restrained the man. Security decided to press battery charges, and signed a citizen's arrest form. The officers took the suspect to Northern Station and booked him

Vehicle Burglary Geary Boulevard and Webster Street March 28, 9:23 p.m.

Plainclothes officers observed a group of men they recognized from past auto burglary incidents. The men were carrying several large, expensive pieces of luggage that the officers suspected were stolen. When they saw the police, they attempted to hide the luggage under a van. When the officers approached, the men fled in several directions, but were chased and eventually detained. The officers then located individuals whose cars had been burglarized who identified the luggage as their own, and the suspects

Street Robbery Bush and Webster Streets

April 8, 10:41 p.m. Several citizens called police after seeing three men snatch a woman's purse. The witnesses provided police with detailed descriptions of the suspects' clothing. The woman who had been robbed said the men approached her on the sidewalk, lunged toward her, vanked her purse from her grasp, then fled. She saw them jump into a car that was waiting nearby — a dark sedan - and remembered four numbers of the license plate. Officers asked the woman to get into the patrol car while they canvassed the area in search of the suspects. Eventually officers detained a vehicle that resembled the suspects' car and the men inside appeared extremely nervous. The woman identified them as the men involved. They were arrested and booked at Northern Sta-

Counterfeit Money, Stolen Property Sacramento Street and Van Ness Avenue April 21, 12:32 p.m.

Plainclothes officers who were part of an auto burglary reduction detail observed two men on bicycles stopping

frequently to try the doors of houses and cars. The officers recognized one man from past contacts and knew he was on probation for burglary. When they stopped the men and searched their backpacks, the officers discovered a large amount of stolen property, along with counterfeit U.S. currency and illegal narcotics. A computer check revealed both men had outstanding arrest warrants. The suspects were transported to Northern

Possession of a Prohibited Weapon Van Ness Avenue and Bush Street April 23, 1:40 a.m.

Officers saw a man they knew from prior contacts riding his bicycle on the sidewalk which is a violation. They attempted to stor the bicyclist, but he continued riding on the sidewalk for several more blocks. When the man finally stopped, the officers discovered he had a long fixed-blade knife in his front waistband. He was also carrying stolen bank cards and burglary tools. He was transported to Northern Station and

Driving Under the Influence Sacramento and Franklin Streets April 23, 3:23 p.m.

Dispatchers broadcast a report that a citizen was following a motorcyclist who seemed heavily intoxicated. The caller said the man and the motorcycle kept falling were arrested for possession of stolen over. The cyclist then got angry and began to attack trees, shrubbery and people in the immediate area. Someone called the fire department, and firefighters arrived before the police. The man punched one of the firefighters. When officers arrived they used pepper spray to subdue the cyclist. Officers and firefighters struggled with the man for five minutes before they managed to control him. Still the mar continued to fight, verbally assaulting and spitting on those nearby. Once the suspect was treated and released from the hospital he was booked at county jail on multiple

Burglary of Vehicle Van Ness Avenue and Willow Street April 25, 3:46 a.m.

Officers responded to a call concerning an auto burglary in progress. The caller stated that she had heard glass breaking, looked out her window and saw a woman take two white bags from a car, then run off. The witness was able to give police a good description of the suspect. The officers recovered the bags and located the car owner. Later, when they located the suspect, they collected small shards of broken auto glass from her sweatshirt. She was booked at county



RETAIL REPORT



A Whimsical Bazaar for Women

and accessories inspired by the owner's travels, ROBERTA FREYMANN has opened her newest store at 2055 Fillmore.

"I knew San Francisco - and Fillmore Street in particular — was the ideal home for our next boutique," says Freymann. "It was important that we be located in a neighborhood that's not only a shopping destination, but also has great restaurants Freymann on Fillmore. and small, local tradesmen."

Although she cut her fashion teeth on her iconic kurtas - short tunics, in a beyy of bright colors and prints, featured in her Roberta Roller Rabbitt lifestyle line. There are four Roberta Rabbitt stores nationwide, along with a Ro's Market store in New York The Fillmore location is the third Roberta

TITH A fresh coat of peach paint that sets off vibrant clothing women's wear.

Freymann says she views San Francisco as "a very promising and dynamic market" and adds: "The whimsical bazaar environment we created reflects the energy and colorful culture of the city."

Assistant manager Bridget Winans says many New York transplants have already expressed their excitement about finding

"Locals are still trying to figure us out," she says, but many customers are already scarves. Freymann soon became known for enamored of the "forgiving fit" of Freymann's kurtas and caftans.

"Our clothes are great for beachwear. but they're light and travel well, too - and you can also dress them up or wear them out or to work," Winans says, "Even in San Francisco, there's nothing quite like this.'



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4 NEW FILLMORE May 2012







Ruth Dewson's famous friends: with candidate Rarack Ohama in 2008; with Da Mayor Willie Brown, her persistent natron; and with actress Halle Berry at a Hollywood tribute

After Four Decades, the Mayor of Fillmore Street Calls It Quits

Time and circumstances have taken their toll on Mrs. Dewson, who suffers from dementia, rheumatoid arthri- for a hat shop." tis and other physical ailments. Dwindling finances are another problem.

A few days after Easter her nephew and her landlord. David Kaplan, came to visit and suggested she close the shop and sell the two years remaining on her lease.

"He got her to see the value of it," Mitchell said, "It's a move of necessity."

Mrs. Dewson, still feisty, was reluctant. But she agreed to take her landlord's advice.

"He's looking out for me," she said. "He always has. She acts less kindly toward Mitchell, her sister's son, who has had the difficult job of commuting regularly from Willie Brim. Texas during the past two years to keep the hat shop running and look after the affairs of his Aunt Ruth.

The youngest of 10 children born to Willie and Elgie Garland in Paris, Texas, she ran away from home when she her sister Sally's son, Glenn, and brought him out to San was 14 to live with a sister in Los Ángeles. She was there for many years, working for the telephone company.

Eventually she made her way up to San Francisco and decided to open a hat store on Fillmore Street

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It was a different neighborhood then. She was warned by the landlord when she proposed to open a hat shop: "Mr. Kaplan said, You know you gotta carry a gun . . . this

Mrs. Dewson, Mr. Kaplan and Fillmore Street all prospered. She became synonymous with the neighborhood.

She invented herself as the Hat Lady and crowned herself the Mayor of Fillmore Street. She palled around with society figures and politicians, most especially former San Francisco mayor Willie Brown, for whom she invented the

"I didn't have a fancy store - I didn't need it," she said "It was just me. And I enjoyed it for 30-something years." Even as she became widely known in San Francisco. she staved close to her family in Texas. She especially liked

Francisco for a couple of high school summers. To him would fall the responsibility of caring for her when she slowed down. It has not been an easy job.

"She's always been strong and domineering," he said

"I came from a hat family," she said. "My father wore hats every day of his life. It seemed like there was a need strength of a single lady."

Mitchell, a software engineer, left his wife and kids back home in Dallas while he kept the hat shop afloat and, after several false starts, found an appropriate new home for Mrs. Dewson.

Now that the store has closed, she might move back to Texas. But she's not ready yet.

"Can you imagine me moving to Dallas? Shirt" she said "I wouldn't go to Texas if I had one leg. It's too small for

"I'm keeping my mind open," she said. "I've had a good life, so I can't complain."

Mitchell vows to honor her legacy on Fillmore. He has already signed up for a prime spot at the Fillmore Jazz Festival in July, which Mrs. Dewson helped start, And business continues at mrsdewsonshats.com.

"She so wants her name to carry on," he said, "and I



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But we also have to point out that if you want something like it from another store, you might have to wait years.

MOLLIE STONE'S

18th & Collingwood in the Castro California & Steiner in the Fillmore

■ MOTHER'S DAY

Take mom to OTD

Next to Christmas, Mother's Day is the biggest retail bonanza of the year, a \$14 billion industry according to the National Retail Federation, a group that has done its research on the consuming preferences of moms. Guess again if you thought mom wants a day at home with the family: 73 percent of moms like to dine out. Pass on the white carnations and start speed dialing for a reservation right now You might have to beg.

A neighborhood place I always like to be taken — serving both brunch and dinner on Mother's Day — is OUT THE DOOR at 2232 Bush. More intimate than Slanted Door, this Pacific Heights outpost of Charles Phan's conscientiously sourced Vietnamese cooking makes me happy. Though I've had hundreds of crispy imperial rolls (\$9), the shattering ones here are the best, as are banh cuon (\$13). translucent steamed rice crepes filled with ground pork and mint.

The execution of Phan's non-traditional dishes make me shake my head in wonder: slow cooked caramelized onions and crispy potatoes (\$14), at brunch; a smoky stir fry of Hodo organic yuba soy hean skin tossed into a vibrant pasta with glass noodles and shaved asparagus (\$12) literally seasoned by the wok.

Encourage mom to work her way through the menu, because everything can be shared. Finish with a bowl of shaved tangerine ice (\$4). No one will feel overstuffed.

Visit Patricia Unterman's website untermanonfood.com

FOOD & DRINK





The Turkish restaurant Troya (left) opened in the space vacated by Citizen Cake, Pa'ina (right) brings Hawaiian food and music

New Spots Open, With More on the Way

wo NEW restaurants have opened in beloved former occupant Vivande, includthe neighborhood in recent weeks. and still more are in the works

A Turkish restaurant, TROYA, has taken over the prime space at 2125 Fillmore from Citizen Cake, which fell short of its great expectations and closed late last year although star chef Elizabeth Falkner, now in New York, hasn't forgotten the neighborhood. "Fillmore Street is magical and I will miss it the most," she wrote in a recent note on her website. "I will be working on the Citizen Cake book over the next year, so look for it in 2013."

The owners of Troya, Berk Kinalilar and Brigitte Cullen - who also operate the original Troya restaurant at Clement and Fifth Avenue - are now serving their signature Turkish cuisine in the new Fillmore spot. Their gentle renovation of the space has judiciously warmed the surroundings while retaining some details from the

of the room, now enlivened by a spaceexpanding strip of mirrors.

The menu includes meze, kebabs and a few larger plates, plus flatbreads - "the soul of Turkish cuisine," according to the owners — prepared onsite by Turkish baker at 1527 Fillmore at the end of May. Behiye Golgeci.

Down the street, PA'INA, which means "gathering" in Hawaiian, is now open in a re-imagined space at 1865 Post Street, serving up Asian fusion and Hawaiian cuisine. With a menu heavy on appetizers and small plates and a hearty listing of signature cocktails, the eatery caters to those snacking before and after films at the Sundance Kabuki cinemas next store. It also aims for the lounge crowd, with a center stage featuring live reggae and Hawaiian music.

Farther south in the jazz district, Mayor Ed Lee on April 23 promised continuing

ing the red brick wall on the north side the impending arrival of four more dining

HAPA RAMEN, a food truck hailed for producing unique pork, chicken and vegetarian noodle bowls using locally sourced, organic ingredients, will make a permanent home

Also in May, PRIME DIP will open at 1515 Fillmore, offering hot au jus dippings for sandwiches stuffed with prime rib, lobster, chicken and other offerings, Prime Din opened its first location on Larkin Street in the Tenderloin last year.

Later in the year, the owners of the wildly popular State Bird Provisions at 1529 Fillmore are slated to open a second location called **PROGRESS** a couple of doors south. And the owners of the casual eatery Fat Angel, at 1740 O'Farrell, have announced plans to open a second site, to be called CITY GRANGE, before year's end.







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A Culinary Tour of Japantown

Edibles of all kinds, plus Japanese history and culture By MICHELE RIGIES

An Franciscans pride themselves on their inner knowledge of the Bay Area food scene. So I was not surprised to be among a group of local food lovers gathered in Japantown on a recent morning hungry to learn about the cuisine of one of San Francisco's most culturally rich neighborhoods.

Our epicurean concierge Lisa Rogovin, owner of the culinary tour group Edible Excursions, asked if everyone had skipped breakfast because we were getting ready to eat - and eat and eat - our way through Japantown on a 3 ½ hour tour.

We settled first in YAKINIQ CAFE, an artsy eatery at 1640 Post Street, to sample a Korean-style sweet potato latte. Cafe

owner Christy Hwang explained she crafted this concoction based on a comforting after-school beverage her mother

As we sipped, Rogovin explained that she has been leading food tours in and around the city since 2004. "Last year the Japantown Merchants Association contacted me to create a tour to bring exposure to a culture that prides itself on blending in with the crowd," she said. And the Japantown Culinary Tour took root.

To prepare, the self-proclaimed "loud New Yorker" spent six months trying nearly every food-based business in the four-block stretch. An added bonus: "I fell hard and fast for this community," she

Back on the tour, on the heels of a short history lesson on Japantown, Rogovin led us to BENKYODO at 1747 Buchanan Street. an unassuming diner of sorts that has been the Bay Area destination for freshly made mochi - confections made from pounded sticky rice - since it opened in 1906. Owners Ricky and Robert Okamura, grandsons of the original mochi-makers, draw crowds from near and far to sample the chewy pounded rice pumped with fillings of red bean, blueberry, peanut butter and cherry blossoms.

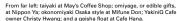
A Palo Alto-based Japanese woman on the tour explained that the Japanese community is unsure what to do if the brother ever retire. But as lines of people streamed in to nurchase bags of this sweet staple in Japanese homes, it didn't seem as if the others would stop anytime soon.

Before sampling more food, we popped into PAPER TREE nearby at 1743 Buchanan.









home to an inspiring collection of origami art — a fun shop offering paper goods and books. The gallery features pieces made by some of the best paper folders in the world, including owner Linda Mihara, an origami master, who explained. "These

works were made on a single sheet of

paper with no cuts."

Ready for more nourishment, our next stop was the family-owned SUPERMIRA MAR-KET at 1790 Sutter Street — best known for its Japanese snacks, pre-packed sushi lunches and hearty collection of sake. We joined the locals to sample freshly made agadashi tofu and seaweed salad, as well as a hidden treat. In an unassuming corner of the market, Rogovin pointed out YASU-KOCHI'S SWEET STOP a local favorite for coffee crunch cake from the now-shuttered

Blum's a downtown landmark The owner used to work at the long-gone restaurant and had the recipe for its famous coffee crunch cake. Today he recreates it perfectly, or so the San Francisco natives said as they stole bites of this confection. Our next stop was the funky NEW PEO-

PLE complex at 1746 Post Street. Part cafe, part gallery, part store and part theater featuring art house films, it was filled with Blue Bottle coffee drinkers surfing the web. We sampled onigilly, a pocket of seaweed-wrapped rice with eggplant or spicy shrimp, "These were crafted by Koji Kane matsu, the first man to graduate from La Cocina's food business program," Rogovin explained. This San Francisco take on the aditional snack sold at takeout joints in Tokyo seemed to burst with flavor, and it was hard not to order another.

However, Rogovin reminded us that we had yet to enter the main course of the tour: Japan Center - the five-acre heart of Japantown, a 70s style mall straddling Webster between Geary and Post that is packed with shops and eateries. She led us up a maze of stairs and corridors to MIFUNE

with a sweet sauce and bonito flakes. Rogovin half apologetically explained that we were now entering the sweet portion of the tour, with three dessert stops ahead. We sampled a brightly colored geisha float at CAFE HANA, which Rogovin called "Japantown's official coffee shop"; taiyaki, a snapper-shaped cake pressed into a waffle iron and then stuffed with banana and chocolate at the iconic MAY'S

DON to sample okonomiyaki — Japanese

style grilled pancakes stuffed with cab-

bage, seafood and vegetables, then topped

COFFEE SHOP: and finally, chocolate-covered mochi at NIPPON-YA, a delightful place to shop for epicurean souvenirs.

Just as I was feeling that I couldn't hold another bite, Rogovin smiled and asked: "Are you ready for our sit down lunch at MIFUNE?" As we waited for udon and gyozas, the conversation stayed focused on what else? - our favorite Bay Area restaurants, each guest waxing poetic about favorite eats and newly informed with fresh knowledge of Japantown's vibrant

Edible Excursions offers Japantown tours on Fridays and Saturdays from 11 a.m. to 2:30 p.m. for \$85 per person. Reservations are required. For more information, call 806-5970 or visit edibleexcursions net



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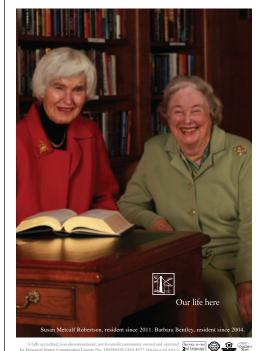
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VIETNAMESE SANDWICH EATERY

Handpainted lettering on the facade of Bun Mee, and its scooter-inspired logo (right).

SIMPLE BUT STYLISH

A design firm defines two local eateries

For starters, Simmons and MINE staff designer Nathan Sharp went to the legendary Saigon Sandwiches in the Tenderloin to sample their first banh mi sandwich. It was a far cry from Tran's Hanoi crispy catfish sandwich or the sloppy bun packed with ground beef infused with red curry, a spicy

spin on the classic sloppy ioe. Next. Simmons tackled a project that had long given Tran fits: a Bun Mee logo that would double as the restaurant's exterior sign. "I had actually been work-

ing on a logo with another local design firm and it took me three months to get up

the courage to tell them their concept wasn't going to work because I hated it so much," recalls Tran. "I thought it was my fault because I had never worked with a design firm before and I'm a very very picky person. It was like something was lost in translation and I was frustrated.

scratch. The French influence in Vietnamese cuisine got him thinking that Bun Mee could have the soul of a simple early 20th century brasserie in a sleek 21st century setting. To make sure that message didn't get lost. Simmons suggested handnainting the restaurant's name over the front door in sizeable but not overwhelming red block capital letters with a thin white inline accent color. Underneath the name would

be an equally simple description of what's inside: a "Vietnamese sandwich eatery."

As expected, Tran was tough to please. "It took three solid months of different versions - back and forth - to get the logo right," says Simmons. "But I remember getting an e-mail from Denise on Christmas Eve telling me how happy she was, for

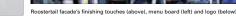
the first time, that she had a visual of what Bun Mee was going to look like."

The designer also felt that the artisanal handpainting of the signs helped reinforce the concept that all Bun Mee sandwiches — indeed everything on the menu

from Mekong shrimp salads to Saigon peanut rice bowls — would be handmade. Even the menu was handpainted on pieces of wood and hung on the wall- each dish has its own small board. If the chefs add a new item or cancel an old one, the menu can be easily changed.

Other design details inside are refreshingly restrained. Photographs capturing Simmons started a new logo from swarms of Vietnamese street food hawker populate the walls. And since there are likely as many Vespas in the Southeast Asian country as in Italy, Simmons used discreet ads for the ubiquitous motor scooter as wall art as well. A warming MINE touch: a slab of rusted corrugated metal that covers the surface underneath the cash register Another eye-grabber is a suspended shelf filled with motor oil cans that have the red logo on the label and are filled with Bur





Mee T-shirts. Proceeds from shirt sales go

Tran is currently looking for the next Bun Mee location and is sticking with the identity she's already bought and paid for. "Any business owner who wants to save money by not spending it on branding or graphic design today is making a big mistake," she says.

The ideas Simmons and Sharp developed for Bun Mee have been effective advertising for the MINE design office.

"Restaurants are a hard industry to crack but once you're in, you're in," Simmons says. A case in point: Chefs Gerard Darian and his wife Tracy Green checked out Tran's eat-in or take-out hotspot and hired MINE to help Roostertail, described as their "new hip fast casual American rotisserie." take flight in the neighborhood.

Darian had worked the stoves at Wolfgang Puck's famed Spago in West Hollywood during the 80s, was sous chef at Puck's

Postrio here in San Francisco in the 90s where he met Green, who was also working in the kitchen - and was later executive chef at Bix on Gold Alley in the design district Then the counte owned a sandwich shop for 10 years, but became

restless and wanted to try out a new culinary concept Their choice: fresh rotisserie cooked chicken at moderate prices - \$5.75 for a quarter of a chicken to \$18.50 for a whole bird - along with a few other "lean protein" main dishes, "substantial sides" and

hefty sandwiches.

It took them a year to find a prime, affordable location. They eventually landed the space at 1963 Sutter, just off Fillmore. the longtime location of Cafe Kati

"We liked what was happening in the lower Fillmore, the 1,800-foot space had good bones and we decided to just go for it," Darian says. Hiring local architect,

Jed, they also created a self-serve eatery, but theirs has twice the seating space of Run Mee

Roostertail also needed a distinctive

logo that would be memorable and could double as an outside sign. Envisioning a lively array of customers of all ages. Simmons started with the universal symbol of romance — a plump heart pierced by an angel's arrow - and morphed it into a big-breasted chicken speared by a rotisserie spit. "We were

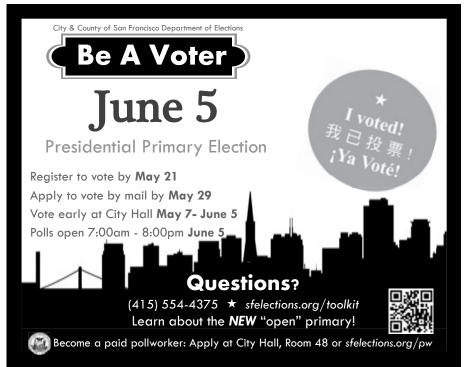
going for the classic Americana feel in the food," says Darian, "We were a quick, casual order place with an upscale twist."

Roostertail opened last December and has been packing in the crowds ever since. Jed, the architect and interior designer, went for nostalgia. Some of the walls have light gray wainscoting; others have iconic

space planner and interior designer Stacy subway tiles. Big vats of lemonade and a bundt cake under glass, made according to Tracy Green's mom's recipe, gently harken back to simpler times. Simmons extended that theme with typography and handpainted signage.

Although the place bills itself as a "fastcasual" eatery, the look and feel encourage diners to relax, and 20 distinctive beers plus wine and root beer are offered to help them do just that. The open kitchen, with a collection of hanging pots and pans overhead, is further testimony that Roostertail is no kin to the colonel. With the exception of French fries, there's nothing fried on the menu. And speaking of menus, Simmons outdid himself here: Every dish has its description on a magnetic tile for simple daily updating.

Roostertail has also added a new twist on food to go. Call ahead, pay with a credit card and a "takeout concierge" will dash out and hand off your meal, saving the hassle of finding a parking space.



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Affected Muni services include (visit sfmta.com or contact 311 for details):

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- The N substitute bus service will vary in routing and operating times according to peak periods and day of the week.
- o N "A" Express, N "B" Express, and N Bus Shuttle service will be in effect
- · Partial shutdown of the J Church Line

street parking and bus stop relocations.

- . Major reroute of the 22 Fillmore trolley line as well as supplemental shuttles between 16th & Mission and Fillmore & McAllister
- . Minor reroutes of the 37 Corbett, 43 Masonic and N Owl bus services

Construction will also require street and bike lane closures, restrictions of

The SFMTA encourages the public to familiarize themselves with the

- · Allow extra travel time
- Use alternate routes
- · Consider different modes of transportation (i.e. carpool/taxi/walk/bike)
- · Avoid the project areas, when possible

Plan your trip carefully during the SFMTA's multiple-day track replacement projects! Learn how to use bus substitution services, bus routes, bike detours,

visit www.sfmta.com/longshutdown or contact 311.

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PHOTOGRAPHY







On Van Ness Avenue's Auto Row, Arthur Tress photographed demonstrators pressing auto dealerships for more minority hiring, which led directly to new jobs for blacks.

Out of Sight for 50 Years, a Body of Work Reappears

By Jerome Tarshis

AN FRANCISCO 1964," an exhibition of photographs by Arthur Tress now at the de Young Museum, is a time capsule in at least two ways.

The year 1964 was a moment of transition between the Kennedy assassination and the surviving legacy of Kennedy hopefulness, and the grimmer side of what we think of as "the 60s." It was the year of the Tonkin Gulf resolution, which enlarged the American role in Vietnam, but also the year of the Beatles' first national tour of the United States.

Grimness was still alloyed with a goofy
San Francisco charm: A "Ringo for President"
demonstration in Union Square recorded by Tress,
which might have looked obscene in the darkest days
of 1968, could still offer innocent good cheer.

The exhibition is also a time capsule in that it shows us Arthur Tress at the age of 23, trying a little of this and a little of that, not yet definitively associated with reverie, dreams and the surreal as his trademark subject matter. He was still looking at public events of the kind that make up TV news.

Born in New York City in 1940, Tress began photographing Coney Island, a noirish amusement park neighborhood, in his early tens. In college, he studied painting and made experimental films. After graduating in 1962 he went to film school briefly, then traveled through France, Italy, Egypt and Mexico.

In April 1964, he fetched up in San Francisco. His sister, Madeleine, a political activist and defiantly out lesbian, had preceded him by several years. There was at least a little cause for political optimism in the movement for racial equality. Or Nan Ness Avenue's Auto Row, Tress covered demonstrations pressing auto dealerships for more minority hiring. Although many arrests were made, the picketing led directly

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"Untitled (Ocean Beach)," 1964, by Arthur Tress

to agreements that brought new jobs for blacks.

Later that year, the Republican National Convention, held at the Cov Palace, nominated Barry Goldwater in an atmosphere of bitter polarization. Tress, without press credentials but evidently excited by his own curiosity, found his own ways to cover the Goldwater campaign.

Familiar images of social protest show us groups of people acting together. By contrast, Tress seemed more interested in showing individual and isolated people. It was not only black picketers on Auto Row that he declined to see in groups; the Republican convention offered him easy opportunities to depict a huge sea of faces, which he also rejected. His eye and his camera's eye were on one Goldwater supporter at a time, and in this respect his nominally political journalism emphasized individual awareness and inner reality.

Other bodies of work exhibited in the show are

more directly surreal. Following the example of the celebrated French photographer Eugene Atget, Tress captured quirky signs and disoyncratic window displays in the kind of small, family-owned shops more common in 1960s San Francisco than in today's hyperdesigned environments.

Much of what passes for reportage in the show has a large element of the pictorial. His models for a career in photography arguably included one of his heroes, Henri Cartier-Bresson, himself a painter to begin with, who brought the sylfistic innovations of modern art into photojournalism. At the press opening of the show Tress expressed happy surprise that his apprentice work, out of sight for almost 50 years, had been so well composed.

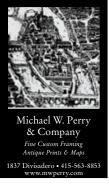
Whatever insecurities he may have felt, Tress was aware of his own talent and wanted to exhibit his work. Although today's network of photography galleries, museums and academic departments still lay far in the future, there were other possibilities. The Tides, in Saussalito, a formidably intellectual bookshop, had a gallery on the premises.

In an office on the second floor, Bill Ryan, a co-founder of The Tides, was editing Contact, a major literary magazine of the time, which strongly emphasized photography. Ryan and his associates said yes and about 25 of Tress's San Francisco photographs were first shown at the bookshop.

When Tress went back to Mexico in early autumn of 1964, he left his prints and hundreds of negatives with his sister. That body of work dropped out of sight until 2009, when he was cleaning out his sister's house after her death. Tress approached curator James Ganz about exhibition possibilities, the two looked at contact prints together and the result is this charming show.

"San Francisco 1964" continues at the de Young Museum through June 3. For more information, go to thinker.org.





NEIGHBORHOOD HOME SALES

Single Family Homes BR BA PK Sq ft Days Date

Single ramily nomes	DN	DA	FK	oq II	Days	Date	Asking	Sale	
1660 Laguna St	3	1.5	2	1223	29	4/4/12	869,000	879,000	
2125 Broderick St	3	2	0	2118	15	3/29/12	1,400,000	1,775,000	
1521 Baker St	5	4	2	3528	129	4/5/12	1,995,000	1,925,000	
2578 Pine St	4	3	4	2864	24	4/12/12	2,395,000	2,395,000	
2385 Broadway	3	3.5	2	2658	20	4/2/12	2,995,000	3,007,425	
2705 Buchanan St	4	3.5	3		18	4/2/12	3,195,000	3,125,000	
2940 Jackson St	4	3.5	2	3708	94	4/5/12	3,345,000	3,400,000	
224 Presidio Ave	5	4.5	4	4200	11	3/29/12	3,395,000	3,600,000	
2400 Green St	4	4.5	2	4500	29	4/1/12	3,900,000	3,800,000	
2535 Green St	5	3.5	1		6	4/1/12	3,900,000	4,400,000	
Condos Co-ops TICs	Lo	fts							
1730 Broderick St #12	0	1	0	652	60	3/29/12	429,000	417,500	
2121 Laguna St #4	1	1	1	680	9	4/9/12	525,000	535,000	
2735 Bush St	2	2	1	1100	43	3/29/12	619,000	630,000	
2009 Divisadero St #2B	2	1	1	808	19	3/28/12	675,000	650,000	
2888 Jackson St	2	1	1		77	4/4/12	710,000	700,000	
3134 Scott St	2	1	1		53	4/11/12	659,000	710,000	
286 Moulton St	2	1	1	1151	98	3/22/12	710,000	710,000	
3136 Scott St	2	1	1		11	3/26/12	659,000	719,000	
1880 Jackson St #101	1	1	1	1161	65	3/26/12	765,000	730,000	
2920 Buchanan St #8	1	1	1	950	56	4/2/12	749,000	740,000	
1405 1/2 Lyon St	2	1.5	0	1250	91	4/2/12	769,000	751,000	
3140 Scott St	2	1	1		45	3/29/12	699,000	760,000	
3138 Scott St	2	1	1		47	3/29/12	709,000	760,000	
256 Presidio Ave #3	2	1.5	1	964	19	4/5/12	725,000	762,000	
1840 Washington St #403	1	1	1	837	0	3/20/12	779,000	779,000	
1942 Buchanan St #2	1	1	0			3/19/12	900,000	900,000	
1600 Webster St #201	2	2	2	1300	25	3/28/12	895,000	910,000	
1770 Pacific Ave #103	2	2	1	1500	33	3/15/12	879,000	935,000	
1840 Washington St #504	2	2	1	955	0	4/10/12	969,000	969,000	
1940 Sacramento St #3	3	2	0		20	4/4/12	899,000	995,500	
1840 Washington St #601	2	2	1	923	0	4/8/12	1,014,300	1,014,300	
1964 Bush St	3	2	1	2494	25	3/15/12	999,000	1,015,000	
1840 Washington St #701	2	2	1	923	0	4/8/12	1,053,500	1,053,500	
1840 Washington St #702		2	1	985	1	3/21/12	1,122,100	1,122,100	
3132 Scott St	3	2.5	1		35	3/22/12	999,000	1,199,000	
1824 Jackson St #D	3	3	1	2446	14	3/15/12	1,099,000	1,200,000	
3079 California St #3	2	1			32	3/29/12	1,195,000	1,210,000	
2718 Pine St	3	2	1	1975	0	4/13/12	1,289,000	1,289,000	
2935 Sacramento St	3	2	2	1842	25	4/3/12	1,249,000	1,327,000	
2865 Jackson St #4	3	2	1	1739	28	3/26/12	1,575,000	1,575,000	
2421 Franklin St	4	3.5	2	1925	75	4/5/12	1,599,000	1,595,000	
2172 Pacific Ave #1	3	2.5	3		194	3/29/12	1,795,000	1,795,000	
3326 California St #4	4	3	1		11	3/19/12	1,595,000	1,825,000	
3733 Clay St	3	3.5	2		23	3/26/12	2,149,000	2,149,000	
2253 Broderick St	4	3.5	1	3356	13	3/29/12	2,795,000	2,745,000	
2330 Vallejo St	3	2.5	1	2720	33	3/29/12	3,475,000	3,500,000	

Spring sales eclipse all expectations

Spring real estate sales have eclipsed all expectations, with higher sales than in many years. The influx of money from the high-tech industry has increased the competition for property in a market starved for inventory. All-cash sales not constrained by lending appraisals and approvals are rapidly pushing up values. Interest rates continue to be low, keeping an active pool of buyers with not enough inventory to meet demand.

NEW LISTINGS: Among the most spectacular new single family homes on the

New LISTINGS: Among the most speciacular new Issingle raminy nomes on the market is 1279 Pacific — a gigantic home on a gigantic lot, sally bank owned. The 11 bedrooms, matched with 11 full bathrooms — plus a lap pool and spa — are jaw dropping. Completely remodeled in 2000 by architect Lewis Butler over a three-year period on a \$10 million budget, the asking price of \$12.5 million looks quite reasonable. At 2555 Webster — with its lap pool, 6 bedrooms and 7½ bathrooms — the asking price is just under \$7 million. With a little renovation I'd swim here. But the views from 2715 Scott, listed for \$5.8 million, might ultimately capture me. New condo listings are limited to 14 — not enough to fill demand by a long

but the views from 2 / 1 o Scott, instea for 9.5.0 million, might ultimately capture 1. New condo listings are limited to 14 — not enough to fill demand by a long shot. But 3267 Jackson Street, with 5 bedrooms, 4 bathrooms and parking for 3 cars, is a gent that hasn't been on the market for 18 years. New construction at 1840 Washington is going into contract at a rapid clip; well done with good finishes, these are desirable units and the market is responding positively. And with its great location, 2347 Union #2 is a sweet unit at a modest \$665,000.

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



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■ DECORATOR SHOWCASE

By LISA ROSENBERG

F THE WALLS of the stately, Classical Revival residence at 2020 Jackson Street could speak, they would share dramatic chapters of San Francisco history.

Built in 1902, the house was a wedding gift from Isaias W. Hellman, a principal financier of late 19th and early 20th century California, to his daughter, Clara, upon her marriage to Emanuel S. Heller, founding attorney of Heller, Powers & Ehrman. Immediately following the 1906 earthquake, the home became a staging ground for the city's financial recovery.

On the day of the earthquake, as a devastating fire swept the city, Hellman surveyed the wreckage of the downtown business district and determined that a bank run would compound the disaster. Then president of Wells Fargo Nevada Bank and the Union Trust Company, and a founding partner of the Farmers and Merchants Bank in Los Angeles, he wired: "Building destroyed. Vaults intact. Credit unaffected.'

Though just one wall of the bank capitalized on resources outside the city. The next day, Hellman, his son Marco (I.W. Hellman Jr.), and others gathered at 2020 Jackson Street, which was unscathed. construction contract came in at \$43.841 the Sarah Dix Hamlin School With children's composition books to record transactions and a tiny bathroom for private meetings, the house temporarilv became Wells Fargo Nevada Bank, the Union Trust Company and Heller & Powers. Hellman pledged to pay depositors of both financial institutions, and offered \$30 million in loans to help rebuild the city.

German-born architect Iulius E. Krafft



A wall of plants from Living Green greets visitors to this year's showcase at 2020 Jackson.

A House With a History

Showcase was built as Clara Hellman's wedding gift

designed the home. The austere, syment a public face of sobriety, permanence and respectability. The interior of such a house could be much more elaborate. The - about 10 times the cost of an average home, or about \$1,180,000 in modern were a dumbwaiter, two safes, telephones, speaking tubes, hat boxes in the closets and era and diphtheria.

Krafft arrived in San Francisco in 1881 remained standing, and the vaults were too hot to be opened for weeks, Hellman too hot to be opened for well and too hot to be churches and grand residences. These included the Flood Mansion, built in 1900 at 2120 Broadway, which in 1928 became

The original three-story, yellow brick house at 2020 Jackson had marble steps, luxurious hardwoods and elegant finishes, entrance and French doors on the first and second story opening onto hand-turned wooden balconies. The lower floor housed a Pasteur germ-proof water filter, which the main kitchen and pantry, the servants' was reputed to prevent typhoid fever, chol- dining room, a laundry, houseman's quar-

included seven servants' rooms and a large playroom. Both restorative and modernizing remodels over the past 110 years have altered these original configurations, bu have not marred the traditional beauty and grandeur of the property.

Today, deep tones of beautifully grained hardwoods continue to warm the first floor interior. Herringbone patterned floors, paneled walls and a box-beamed ceiling distinguish the welcoming central hall On either side, pocket doors to living and dining rooms feature wood grains matched to form romantic hearts. The formal living room is graced with an intricately molded plaster ceiling and a marble fireplace with hand carved mantle of rare Indonesian mahogany. Gothic architectural details a stone fireplace and a distinctive mura decorate the formal dining room, and its arched doors open to a limestone terrace offering views of Alcatraz, Angel Island and Marin

Facing the grand double staircase to the second level is a large stained glass window designed by Joseph Evan MacKay, a former Tiffany artisan whose work is also featured in the St. Peter's Chapel on Mare Island. Throughout the house, fireplaces focus the rooms, other craftsman's details excite the eye and bay views open the spacious inner world to a stunning view of the outside.

Isaias W. Hellman and his wife, Esther, lived with Clara and Emanuel Heller in the home for a time after the earthquake, and Hellman lived there after Esther's death in 1908 until his own death in 1920. Hellmar was a major investor in eight key California industries. Esther was active in charitable work in both the Jewish and secular communities. Active philanthropists, they ters and two wine cellars. The top floor donated land to build the University of

the San Francisco Symphony.

Emanuel S. Heller was the attorney for the San Francisco Stock Exchange, a director of California Pacific Title Insurance

Opera. He and Clara had one son, Edward H. Heller. Emanuel passed away in 1926.

Among many notable gatherings at the home was a reception for delegates to the 1945 international conference that led to the creation of the United Nations

She continued to reside in the house until shortly before her death in 1959.

In 1959, Joseph and Berdeen Paul purchased the house. Joseph was a public relations consultant and chairman of the Committee of Two Million, which lobbied to protect California's wild rivers. Berdeen was a distinguished psychiatrist and clinical professor at UC San Francisco. The pair maintained keen interests in politics and the arts and raised two daughters, Mimi and Mary. The Pauls restored the ornate paneling, had original rugs duplicated and replaced and transformed the butler's pantry into a small second kitchen.

Bryan and Diane Sugahara became the owners in 1990. Bryan, son of international in the family business, Fairfield-Maxwell

Southern California: \$100,000 to expand Ltd. Diane, an interior designer, employed Mt. Zion Hospital; and founding funds for her professional skills in managing a total renovation of the house, expanding it from 10,900 to 11,500 square feet prior to its use as the 1991 Decorator Showcase house. Rupel Geiszler McLeod Architecture Company, the Market Street Railway and added a three-car garage and recreation the Spring Valley Water Company and a room to the lower level, redesigned the philanthropist who helped found the San main kitchen and transformed the rooms Francisco Symphony and San Francisco around the master bedroom into a spacious

master suite.

In 1993, Robert

businessman

and Avse Kenmore Architect Julius Kraftt purchased the house Robert, a consumalso designed the home of the Hamlin School who at one time was the youngest vice president at ITT, partat 2120 Broadway. nered with Ayse in many retail ventures

including high fash-In 1947, Clara added a small "elevette." ion, fine jewelry and home furnishings, He sold a famous diamond to Richard Burton for Elizabeth Taylor. Among their many guests to the home were Mikhail and Raisa Gorbachev

> John and Irene Jung Roth bought the property in 1996 and commissioned a seismic upgrade. Born in Canada, John was an engineer who became President and CEO of Nortel Networks, a multinational telecommunications manufacturer that built sophisticated networking equipment.

The current owners, who purchased the house from the Roths in 2004, made bath and kitchen upgrades and added 72 roofmounted solar panels. Today, the property remains iconic for its storied past and stellar craftsmanship, married with thought shipping magnate Kay Sugahara, worked fully applied upgrades that will carry the residence into the future.



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