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SAN
FRANCISCO
City of the World

SF ● MUSEUM

San Francisco: City of the World

San Francisco, the ancestral homeland of the Ramaytush Ohlone people, was founded in 1776 as a presidio and mission during Spanish occupation. By the time of the Mexican–American War in 1846, around one thousand people, mostly sailors, fishermen, whalers, and fur trappers, lived in the city. In 1848, gold was discovered in the Sierra Nevada foothills; the following year, more than seven hundred ships arrived in San Francisco. The Gold Rush transformed the region into a bustling city of approximately twenty-five thousand inhabitants, filled with makeshift tent-houses, hotels, saloons, and gambling halls. Thousands of Chinese immigrants came to San Francisco during the Gold Rush, soon establishing the oldest and largest Chinatown in California.

San Francisco flourished in the late nineteenth century. Plans for Golden Gate Park commenced in 1870, today one of the nation’s largest and most visited urban parks. Andrew Smith Hallidie (1836–1900) tested the first cable car in 1873 on Clay Street and public service began in September that same year. Built in 1894, Adolph Sutro’s (1830–98) magnificent Sutro Baths building accommodated up to ten thousand people. By the turn of the twentieth century, San Francisco was known as the “Paris of the West”—until a devastating earthquake in April of 1906 and its resulting fires leveled the city.

San Francisco, however, quickly rebuilt. The city's Japanese residents established Japantown in the Western Addition, where it remains today. During the late 1910s and 1920s, a burgeoning Filipino community formed Manilatown along Kearny and Jackson streets nearby Chinatown. As San Francisco restored its vibrancy, it celebrated by hosting the Panama-Pacific International Exposition (PPIE) in 1915. During these early decades, numerous San Francisco landmarks, such as Coit Tower (1933), were built. An engineering marvel, the construction of the Golden Gate Bridge—the most photographed bridge in the world—was completed in 1937 and followed by the Golden Gate International Exposition (GGIE) in 1939.

San Francisco has long served as a meeting ground for diverse groups and countercultures. The Fillmore District was home to a large African American population and lively jazz scene in the 1940s and '50s. Meanwhile, literary Beats flocked to North Beach's City Lights Books. San Francisco's Latinx residents began moving to the city's Mission District in the 1950s, turning it into a vibrant Spanish-speaking enclave over the next several decades. The late 1960s welcomed the hippie generation, who would usher in the "Summer of Love" in 1967. Two years later, Indigenous activists occupied Alcatraz Island—awakening the public to the plight of

the country's Native Americans. In 1972, San Francisco held its first large-scale Pride parade downtown—a groundbreaking event for the city's LGBTQ community. *San Francisco: City of the World* explores the iconic city's colorful history.

SFO Museum respectfully acknowledges that we are on the unceded ancestral homeland of the Ramaytush Ohlone—the original inhabitants and stewards of the San Francisco Peninsula. Please join us in recognizing and honoring Ramaytush Ohlone ancestors, descendants, and all Indigenous communities who have inhabited the Bay Area for hundreds of generations.

[watercolor]

Chinatown c. 1940s

Jake Lee (1911–91)

Courtesy of Nick Johnson, California Watercolor

R2024.0523.001

[watercolor]

Bay Bridge, San Francisco c. 1940s

Jake Lee (1911–91)

Courtesy of Nick Johnson, California Watercolor

R2024.0523.002

Golden Gate Bridge

An engineering marvel, the Art Deco-inspired Golden Gate Bridge has stood as an iconic symbol of San Francisco since its opening in 1937. Spanning 1.7 miles, the suspension bridge connects San Francisco to Marin County. Prior to its construction, travelers reached San Francisco by traveling around the rim of the bay or crossing it on a ferry from places such as Sausalito and Oakland. The vital transportation link remains an unforgettable sight whether shrouded in fog or drenched in sunlight. Architect Irving Morrow (1884–1952) selected its distinctive international orange color. Discussions for a bridge to span the Golden Gate Strait, which joins San Francisco Bay with the Pacific Ocean, began in the late nineteenth century before a serious campaign commenced in 1916. Bridge construction started in 1933, led by chief engineer Joseph Strauss (1870–1938). At the time of its completion, the bridge was the longest and tallest suspension bridge ever constructed. Because of the hazardous construction conditions, Strauss instituted rigorous safety measures not commonly used at the time, such as using hard hats, glare-free goggles, and a safety net that stretched end to end underneath the bridge. May 27, 1937, was designated “Pedestrian Day,” marking a weeklong Golden Gate Bridge Fiesta to celebrate its completion. An estimated 200,000 visitors walked across the bridge. The following day, the Golden Gate Bridge officially opened for vehicular use.

Golden Gate Bridge construction workers 1936

San Francisco

photograph

Courtesy of Cavallini & Co. Archives

L2024.0501.042

1

Golden Gate Bridge souvenir glass 1937

anonymous lender

L2024.0509.004

2

Fiesta pitcher with Golden Gate Bridge c. 2005

Homer Laughlin China Company

Collection of NPS, Golden Gate National Recreation Area

GOGA 45342; L2024.0514.013

3

Golden Gate Bridge tower model c. 2020

anonymous lender

L2024.0513.013

4

Golden Gate Bridge medal 1962

Courtesy of Cavallini & Co. Archives

L2024.0501.034

5

Golden Gate Bridge model c. 1937

anonymous lender

L2024.0513.004

6

Golden Gate Bridge cable on base 1976

Courtesy of Cavallini & Co. Archives

L2024.0501.030

7

A Part of the Bridge souvenir 1937

Bridge Catwalk Souvenirs

Courtesy of Cavallini & Co. Archives

L2024.0501.035.01-.02

8

Golden Gate Bridge ashtray c. 1937

SFO Museum

1999.098.001; L2024.0519.008

9

San Francisco souvenir plate c. 1960s

anonymous lender

L2024.0509.002

10

Golden Gate Bridge and dragon souvenir plate c. 1950s

anonymous lender

L2024.0509.003

11

Golden Gate Bridge souvenir dish c. 1940s–50s

Collection of NPS, Golden Gate National Recreation Area

GOGA 45343; L2024.0514.014

Cable Cars

In 1869, Andrew Hallidie (1836–1900) observed passenger-carrying horses struggling on wet cobblestones as they made the trek up Jackson Street. As a result, Hallidie created a steam-engine-powered, wire-cable driven rail system to take passengers up the city's steep hills. His father, an inventor, had patented the "wire rope" cable in Britain that Hallidie employed in his cable cars. Hallidie tested his first car in August of 1873, and his Clay Street Hill Railroad began public service in September. In the late 1870s and '80s, several competing cable car lines emerged. The 1906 earthquake and fires reduced many of the rail lines to rubble. Most cars on the California Street line burned. Many of the Market Street cable cars operating west of Van Ness Avenue that survived the earthquake were converted to temporary housing.

Between 1906 and 1940 the use of cable cars steadily declined. As transportation technology advanced, electric trolleys, buses, and automobiles offered commuting alternatives that moved faster than the cable cars' 9.5 miles per hour. As the cable cars neared extinction in the late 1940s, under mayor Roger Lapham's plan to eradicate them to save on operating costs, Friedel Klussmann (1896–1986) launched a massive and successful campaign to preserve them, exclaiming: "Losing our cable cars would be like tearing out the heart of San Francisco." San Francisco's iconic cable cars were designated a national historic landmark in 1964.

Clay Street Hill Cable Car line c. 1873

photograph

San Francisco History Center, San Francisco Public Library
AAC-7879; R2024.0529.010

1

Cable car cable 1982–84

Courtesy of Cavallini & Co. Archives
L2024.0501.003

2

Bay and Taylor cable car model c. 1950s

Courtesy of Cavallini & Co. Archives
L2024.0501.008

3

Powell/Mason cable car model c. 1950s

SFO Museum

1999.619.001; L2024.0519.003

4

Cable car models c. 1950s

Courtesy of Mickey McGowan

L2024.0510.001-.007, .048

San Francisco Silver

In 1859, one of the most significant mining discoveries of silver in American history, referred to as the Comstock Lode, was uncovered in the Virginia Range of Nevada. Almost seven million tons of ore were extracted and milled between 1860 and 1880, generating an immense amount of wealth. The investments made in mining the Comstock Lode during these years fueled the building of San Francisco and created tremendous growth—exponential to the Gold Rush a decade prior. San Francisco’s population increased from approximately 57,000 in 1860 to 150,000 in 1870 and 233,000 in 1880.

San Francisco’s increased population and prosperity created a market for luxury goods, including silver wares. The ready availability of silver coupled with newly arrived skilled metalworkers, many of whom were

German immigrants, led to the establishment of several silversmithing firms. For instance, Koehler & Ritter was formed by Gotthard Koehler and Charles A. Ritter in 1868. William Schulz and Emil A. Fischer, who arrived in San Francisco in 1863, formed Schulz & Fischer in 1868.

Shreve & Co. was first established in 1852 as a retailer of jewelry, watches, and silver wares by George and Samuel Shreve. The company began making artistic silver in 1883 and became the largest silver manufacturer in the West. Shreve & Co. ceased production of wares in 1967 but remained in business as a retail jeweler in San Francisco until the summer of 2024.

1

Presentation bowl c. 1888

Shreve & Co.

San Francisco

sterling silver

private collection

RT451; L2024.0508.001

Engraved: *Presented to Capt. J. C. Hunter of the Ship George W. Elder, by his passengers on the voyage to Alaska between the dates below as a memento of the trip and as a testimonial of their regard. July 17–Aug. 3, 1888*

2

Figural centerpiece c. 1875

Schulz & Fischer

San Francisco

sterling silver

private collection

RT408; L2024.0508.002

3

Turnverein goblet c. 1868

Koehler & Ritter

San Francisco

sterling silver

private collection

RT62; L2024.0508.004

Engraved: *Gewidmet TURNER Hugo Herzer von seinen TURNBRÜDERN den 4ten May 1868. San Francisco Cal.*

Translated as: *Dedicated to Turner Hugo Herzer by his fellow Turners the 4th of May 1868. San Francisco Cal.*

The San Francisco Turnverein (gymnastics club) served as a cultural and social focal point for the city's German immigrants. This piece was given to the organization's president, Hugo Herzer, at the celebration of its sixteenth anniversary.

4

Edwin Booth testimonial vase c. 1876

Vanderslice & Co.

San Francisco

sterling silver

private collection

RT457; L2024.0508.003

Engraved: *Presented to Edwin Booth by the Lady Managers of the San Francisco Female Hospital as a token of gratitude and esteem Oct. 4th 1876*

Actor Edwin Booth (brother of John Wilkes Booth) took his New York-based theater company on a national tour in 1876, spending most of September and October in San Francisco. This vase was presented to him in gratitude for a performance of Shakespeare's *Julius Caesar* given to benefit the San Francisco Female Hospital, which largely served unwed mothers.

San Francisco's Skyline

Iconic buildings have long graced San Francisco's skyline. The Embarcadero's Ferry Building, with its distinctive 245-foot-tall clock tower, opened in 1898 as a depot for ferry riders. At its peak in 1930, forty-seven million passengers passed through the terminal. The Hobart Building, located on Market Street near

Montgomery Street, was completed in 1914. With its twenty-one floors, it was the second tallest building in the city at the time of its completion. In 1925, a twenty-six-story Moderne style skyscraper, the first of its kind in the city, was built for the Pacific Telephone and Telegraph Company at 140 New Montgomery Street. A defining characteristic of San Francisco's skyline, the Art Deco reinforced concrete Coit Tower was built in 1932–33 in North Beach's Pioneer Park with funds bequeathed by Lillie Hitchcock Coit (1843–1929). In 1934, as part of the Works Progress Administration, artists painted the 210-foot-tall tower's iconic interior murals. The Mark Hopkins Hotel opened in 1926. The nineteenth-floor penthouse suite was converted to a glass-walled cocktail lounge called the Top of the Mark—with 360-degree views of the city—in 1939. Completed in 1972, the Transamerica Pyramid is a forty-eight-story modernist building—the tallest building in San Francisco for over forty years—until the Salesforce Tower surpassed it. Initially considered an eyesore, Sutro Tower, visible from much of the city, beamed out its first transmission signal in the summer of 1973, allowing for improved television reception for San Francisco's residents.

1

Coit Tower model c. 1930s

anonymous lender

L2024.0513.005

2

Transamerica Pyramid model c. 2000s

anonymous lender

L2024.0513.014

3

Ferry Building clock tower thermometer c. 1950s

anonymous lender

L2024.0513.008

4

Cliff House model c. 1915

anonymous lender

L2024.0513.002

5

Cliff House model c. 1950s

anonymous lender

L2024.0513.003

6

Tarantino's at Fisherman's Wharf model c. 1950s

anonymous lender

L2024.0513.001

7

Come to San Francisco brochure c. 1930s

Courtesy of Cavallini & Co. Archives

L2024.0501.083

8

Postcard c. 1940s

Courtesy of Cavallini & Co. Archives

L2024.0501.095

9

Hobart Building model c. 2010

anonymous lender

L2024.0513.016

10

Shell Building model c. 2010

anonymous lender

L2024.0513.019

11

Mark Hopkins Hotel model c. 2010s

anonymous lender

L2024.0513.015

12

Pacific Telephone Building model c. 2010

anonymous lender

L2024.0513.018

13

Call Building model c. 2010

anonymous lender

L2024.0513.017

14

Sutro Tower model c. 2010

anonymous lender

L2024.0513.012

Made in San Francisco

San Francisco once had a thriving manufacturing industry like many other cities in the United States, producing everything from Twinkies to Shasta Root Beer within the city limits. Some of the earliest manufacturers got their start around the time of California's Gold Rush. Chocolate maker Domenico Ghirardelli founded D. Ghirardelli & Co. in 1852 on Kearny Street. Ghirardelli moved to its waterfront location in 1893, surviving the 1906 earthquake and remaining family-owned until 1963. Ghirardelli originally sold spices as well as chocolate, as did many of San Francisco's early coffee companies. James A. Folgers established J.A. Folgers & Co. in 1865, when offering pre-roasted, ground coffee to customers was a novelty. Their greatest competitor, Hills Bros., first sold vacuum-sealed coffee, which helped keep coffee fresher longer, in 1900.

San Francisco's burgeoning population also created a demand for beer. In 1896, Golden City Brewery was acquired by Ernst Baruth and his son-in-law, who changed the name to Anchor Brewing. After operating

for 127 years, the brewery closed in 2023 (it was recently acquired by a new owner). The 1906 earthquake destroyed many of the city's breweries; as a result, Leopold Schmidt established the Acme Brewing Company in 1907 on Sansome Street. Hamm's began in St. Paul, Minnesota, and opened its San Francisco brewery in 1954 on Bryant Street where they operated until 1972. Hamm's thirty-nine-foot-tall neon beer glass and sign served as a local landmark for two decades.

Hamm's beer sign at night c. 1954

photograph

San Francisco History Center, San Francisco Public Library
AAC-6464; R2024.0529.001

1

Shasta root beer can c. 1960s

Courtesy of Mickey McGowan

L2024.0510.020

2

Hamm's beer can c. 1960s

Courtesy of Mickey McGowan

L2024.0510.023

3

Acme beer bottle c. early 20th century

SFO Museum

Landor Collection of Packaging Antiquities,

gift of Walter and Josephine Landor

1995.89.3614a,b; L2024.0519.010

4

Anchor Steam beer bottle c. 1980s

SFO Museum

Landor Collection of Packaging Antiquities,

gift of Walter and Josephine Landor

1995.89.4178; L2024.0519.011

5

Genuine San Francisco Fog souvenir c. 1950s

Courtesy of Mickey McGowan

L2024.0510.022

6

Rice-a-Roni “The San Francisco Treat” trivet

late 20th century

anonymous lender

L2024.0509.007

Lois DeDomenico and her husband Tom met in San Francisco in 1944. Tom’s father, an immigrant from Italy, owned the Golden Grain Macaroni Company in San Francisco where he worked. The couple rented a room

in the home of an Armenian immigrant who taught Lois how to make Armenian pilaf using broken vermicelli from the pasta factory. After the DeDomenicos moved, Lois often prepared the Armenian pilaf. They decided to try packaging the dish and tested the recipe at the pasta factory using capellini pasta, rice, and other dry ingredients. Rice-A-Roni, first offered to the public in 1958 at a time when few quick cooking packaged dishes existed, was marketed as the “San Francisco Treat.”

7

Nettie Harrison’s Face Powder c. 1900

SFO Museum

Landor Collection of Packaging Antiquities,
gift of Walter and Josephine Landor

1995.89.0778; L2024.0519.012

8

Jewel City Blend Coffee bag c. 1915

S.H. Tyler & Son

Courtesy of Mickey McGowan

L2024.0510.046

9

Folgers Golden Gate Sage spice tin c. early 20th
century

Courtesy of Mickey McGowan

L2024.0510.021

10

Ghirardelli ground chocolate can c. early 20th century

Courtesy of Mickey McGowan

L2024.0510.019

11

Hills Bros. coffee can c. 1939

Courtesy of Mickey McGowan

L2024.0510.018

Sutro Baths

Just north of the Cliff House lies the concrete remains of the Sutro Baths, which entrepreneur Adolph Sutro (1830–98) opened in 1894 while mayor. The three-story structure boasted a ceiling made of one thousand panes of glass supported by iron girders. The massive enclosure contained six saltwater swimming pools and one freshwater pool. Ocean water captured in tidal basins and heated to varying temperatures was pumped into the saltwater pools. The baths, available to swimmers for a twenty-five-cent admission fee, featured slides and high diving platforms. The complex contained over five hundred dressing rooms and tens of thousands of woolen swimsuits for rent. The front entrance of the baths displayed art galleries, global artifacts, and natural history exhibits. Bands and other entertainers performed weekly. During the 1950s, new owners converted the

baths into an ice-skating rink. In 1964, developers with plans to replace the Sutro Baths with apartments acquired the site and began demolition. A 1966 fire, however, destroyed what remained of the baths. The Golden Gate National Recreation Area has maintained the ruins since 1973.

[watercolor]

California Street c. 1950s

James March Phillips (1913–81)

Courtesy of Cavallini & Co. Archives

R2024.0501.080

1

Sutro Baths exterior c. 1896

photograph

Courtesy of the Cliff House Project

R2024.0522.004

2

Sutro Baths interior with swimmers early 20th century

photograph

Courtesy of Cavallini & Co. Archives

L2024.0501.067

3

Sutro Baths poster early 20th century

Courtesy of Cavallini & Co. Archives

L2024.0501.066

4

Sutro Baths tickets and token early 20th century

Collection of NPS, Golden Gate National Recreation Area
GOGA 12234, 31975; L2024.0514.017, 022-.024

5

Sutro Baths swimsuit early 20th century

Collection of NPS, Golden Gate National Recreation Area
GOGA 5325; L2024.0514.016

6

Swimmer c. 1920s

photograph

Courtesy of the Cliff House Project

R2024.0522.005

7

Sutro Baths and Sutro Heights postcards

early 20th century

Courtesy of Cavallini & Co. Archives

L2024.0501.130, .138, .139

The Cliff House

Constructed in 1863, the one-story, wood-framed Cliff House was situated on top of the cliff overlooking Seal Rocks, providing panoramic views of the Pacific Ocean. At the time, this area, known as “outside lands,” was undeveloped. A road built in 1864 provided the first efficient route across the dunes to the ocean via horse-drawn carriages. In the early 1880s, a steam train line enabled passengers to visit the Cliff House. In 1881, self-made millionaire Adolph Sutro (1830–98) bought the building with plans to revamp it. Loaded with explosive powder, the schooner *Parallel* crashed into the rocky inlet just below the Cliff House in 1887, before exploding several hours later and causing extensive damage. Then on Christmas Day in 1894, a fire destroyed the seaside establishment. Sutro rebuilt the Cliff House as a grand, eight-story chateau, which opened in 1896. The building survived the 1906 earthquake, only to be destroyed in a fire in 1907. Sutro’s daughter, Emma Sutro Merritt, built the third Cliff House in 1909, constructed in concrete in a classically inspired architectural style.

[watercolor]

View of Golden Gate Bridge from Telegraph Hill c. 1950s

James March Phillips (1913–81)

Courtesy of Cavallini & Co. Archives

R2024.0501.076

8

Cliff House 1902

photograph: Peabody

National Archives and Records Administration

520071; R2024.0526.002

9

Cliff House, Sutro Heights, Seal Rocks postcards

c. 1910–40s

Courtesy of Cavallini & Co. Archives

L2024.0501.012,.112,.133

10

Cliff House and Seal Rocks model c. 1950s

anonymous lender

L2024.0513.010

11

Cliff House matchbook c. 1940s–50s

Courtesy of Cavallini & Co. Archives

L2024.0501.100

12

Cliff House souvenir dishes, tray, and glass

c. 1918–50s

Collection of NPS, Golden Gate National Recreation Area

GOGA 45339, 45338, 45341, 45344; L2024.0514.009-.012

13

Golden Gate Park postcards early 20th century

Courtesy of Cavallini & Co. Archives

L2024.0501.115, .050, .136

14

Japanese Tea Garden teapot and postcard c.

1930s/1951

SFO Museum/Cavallini & Co. Archives

1999.611.001; L2024.0519.005; L2024.0501.052

15

“Golden Gate Open for Me” sheet music 1919

Kendis and Brockman | Leo. Feist Inc.

Courtesy of Mickey McGowan

L2024.0510.037

16

Ferry brochure, postcard folder,

and souvenir booklet 1920s

Courtesy of Cavallini & Co. Archives

L2024.0501.040,.085,.089

1906 Earthquake

At 5:12 am on April 18, 1906, the San Francisco Bay Area was awakened by a strong earthquake. Loss of life and damage to buildings and the city's infrastructure instantly occurred, with buildings toppled and water and gas lines ruptured. The greater calamity resulted from the subsequent fires that raged over three days. 500 blocks of homes and businesses burned to the ground. The earthquake and fires destroyed more than four square miles of San Francisco and rendered approximately 225,000 people homeless—over half the city's population. Tens of thousands of residents fled the city; others took shelter in makeshift refugee camps set up in city parks. People stood in line at relief stations, which provided daily food and other staples. Many set up outdoor kitchens. Postal services quickly resumed, and for several weeks mail was carried without stamps. Railroad companies soon laid temporary track to haul rubble from the city. San Francisco's spirit remained unbroken. The resilient metropolis quickly rebuilt and later celebrated by hosting the Panama-Pacific International Exposition (PPIE) in 1915.

[watercolor]

View of Cable Car and Bay Bridge c. 1950s

James March Phillips (1913–81)

Courtesy of Cavallini & Co. Archives

R2024.0501.074

17

Ruins at Post and Grant Avenue 1906

photograph: H. D. Chadwick

National Archives and Records Administration

524396; R2024.0526.001

18

Looking down Sacramento Street 1906

photograph: Arnold Genthe (1869–1942)

Library of Congress Prints and Photographs

LC-DIG-ds-07750; R2024.0525.001

19

Searching for family relics in the ruins 1906

photograph

Collection of NPS, Golden Gate National Recreation Area

GOGA 35346; EF-065; R2024.0514.034

20

Toy train and pocket watch from rubble c. 1906

Collection of NPS, Golden Gate National Recreation Area

GOGA 18619, 21998; L2024.0514.018, .019

21

San Francisco earthquake books 1906

Courtesy of Cavallini & Co. Archives

L2024.0501.015, .016

22

Teapot from earthquake rubble c. 1906

anonymous lender

L2024.0524.001

23

Postcards 1906

Cavallini & Co. Archives and

NPS, Golden Gate National Recreation Area

L2024.0501.013, .014

GOGA 21962; L2024.0514.020, .021

24

Postcard and Tower of Jewels Novagem 1910/1915

Cavallini & Co. Archives and

NPS, Golden Gate National Recreation Area

L2024.0501.132

GOGA 19678; L2024.0514.015

25

Tower of Jewels model, ashtray, and medal 1915

anonymous lender and SFO Museum

L2024.0513.011

1999.099.001, 216.001a,b; L2024.0519.002, .007a,b

24

***Billy Whiskers at the Exposition* and**

panoramic PPIE photo 1915

anonymous lender

L2024.0509.005, .006

Chinatown

San Francisco's Chinatown, the oldest in the United States, dates to the 1850s, when thirty-thousand Chinese immigrants from Guangdong Province came to California during the Gold Rush. Although many left for Gold Country, others settled in San Francisco, opening businesses or finding work in various trades. Chinese shops, restaurants, and lodging houses emerged along Sacramento Street and Grant Avenue (formerly Dupont Street). By 1870, approximately eight thousand Chinese immigrants lived in a twelve-block area bounded by California, Broadway, Kearny, and Stockton streets. Anti-Chinese sentiment prevented them from living elsewhere in the city. The 1906 earthquake reduced the neighborhood to rubble. Although the city's reconstruction committee proposed to move Chinatown from its central location to Hunters Point, prominent members of the Chinese community insisted on rebuilding at the same site. The new, more modern Chinatown was designed in a pseudo-East Asian architectural style to attract tourists. The earthquake also destroyed the city's official records, allowing many to circumvent Chinese Exclusion Act laws by claiming U.S. citizenship and sending for their family members from China.

[watercolor]

San Francisco Street Scene c. 1950s

Jake Lee (1911–91)

Courtesy of Cavallini & Co. Archives

R2024.0501.071

Born in Guangzhou, China, Jake Lee grew up in Monterey, California. He studied at San Jose State College and Otis Art Institute. Lee enjoyed a prolific career as a commercial artist and art teacher. In 1959, Johnny Kan commissioned a series of twelve paintings by Jake Lee for his restaurant Kan's. Lee also illustrated the cover for his cookbook *Eight Immortal Flavors*.

27

Parade at Dupont (Grant Ave.), Chinatown c. 1880s

photograph

Courtesy of the Bancroft Library

BANC PIC 1977.109-AX; R2024.0528.001

During the 1860s, San Francisco's Chinese community adopted the American-style parade in their New Year celebrations, blending it with Chinese cultural traditions. The modern Chinese New Year parade and celebrations began in 1953 with expanded festivities, including the first Miss Chinatown pageant. The San Francisco Chinese New Year Festival and Parade is now the largest of its kind attracting over three million spectators annually.

28

Chinatown memorabilia 1914–c. 1950s

Courtesy of Cavallini & Co. Archives

L2024.0501.009., .010, .099, .101

29

Chinatown nightclub memorabilia c. 1940s

Courtesy of Mickey McGowan

L2024.0510.08-.011

The nightclub and cabaret Forbidden City operated from 1938 to 1970 on the second floor of 363 Sutter Street, between Chinatown and Union Square. Although Forbidden City was not the first Chinese American nightclub, it was the most famous venue to feature Asian American singers, dancers, and musicians. The club was entirely managed and staffed by Asian Americans.

30

Eddie Pond and others at the Kubla Khan c. 1940s

photograph

Collection of the Chinese Historical Society of America

1998.006.00590; L2024.0517.013

31

Chinatown pharmacy c. 1895

photograph

San Francisco History Center, San Francisco Public Library

AAB-6818; R2024.0529.002

32

Chinese herbal medicine vial c. early 20th century
 Collection of the Chinese Historical Society of America
 FIC-B-000229B; L2024.0517.005

Traditional Chinese medicine has a long history. Herbal medicine was popular among Chinese immigrants. Chinese herbal doctors and shops appeared as early as the Gold Rush period.

33

Fong Fong Bakery–Ice Cream tin and teapot

c. 1940s–50s

Collection of the Chinese Historical Society of America
 FIC-B-000221a-G3 #3, 222a-b G3 #3; L2024.0517.001, .002

34

Eight Immortal Flavors 1963

Johnny Kan and Charles Leong

Howell-North Books, Berkeley

anonymous lender

L2024.0507.002

Johnny Kan (1906–72) managed Fong Fong Bakery–Ice Cream in the 1930s, and introduced novel ice cream flavors, such as lychee and ginger. In 1939, he opened Cathay House with a partner, and in 1953 he opened Kan’s on Grant Avenue where he refused to cater to

mainstream tastes and serve Westernized dishes, such as chop suey. Instead, Kan introduced sophisticated Cantonese cuisine to patrons.

35

Chinese Business Directory 1967

The Chinese Publishing House

Collection of the Chinese Historical Society of America

CHSA FIC-A-000343; L2024.0517.014

36

Chinese Telephone Exchange postcard and model

1942/c. 1950s

Courtesy of Cavallini & Co. Archives and anonymous lender

L2024.0501.011; L2024.0513.006

The current home of the East West Bank originally housed the Chinese Telephone Exchange, a telecommunications switchboard service that exclusively served Chinatown in San Francisco for half a century.

Herb Caen's San Francisco

Often referred to as Mr. San Francisco, Herb Caen's sixty-year career in journalism was devoted to criticizing, praising, and satirizing life and culture in San Francisco. No other newspaper columnist has ever been so long associated with one specific place. Caen moved to San Francisco from Sacramento in 1936 at a time when the Golden Gate Bridge was still under construction. In 1938, twenty-two-year-old Caen began writing his daily column for the *San Francisco Chronicle*. In 1996, at the age of eighty, he won a Pulitzer Prize for his "continuing contribution as a voice and conscience of his city." Caen also wrote several books about San Francisco, including *Baghdad by the Bay* (1949), *Don't Call it Frisco* (1953), and *One Man's San Francisco* (1976).

[watercolor]

Fisherman's Wharf c. 1950s

Jake Lee (1911–91)

Courtesy of Cavallini & Co. Archives

R2024.0501.070

1

This is San Francisco 1962

Miroslav Šašek (1916–80)

Courtesy of Mickey McGowan

L2024.0510.016

2

Sheet music 1954/1936

Courtesy of Mickey McGowan

L2024.0510.034, .035

3

San Francisco: My Enchanted City 1958

Seal Records, San Francisco

Courtesy of Mickey McGowan

L2024.0510.039

4

Don't Call it Frisco 1953

Herb Caen (1916–97)

Courtesy of Western Neighborhoods Project

L2024.0522.001

5

Produce label c. 1930s

Courtesy of Cavallini & Co. Archives

L2024.0501.091

6

Karl Malden press photo c. 1972–77

The Streets of San Francisco

Courtesy of Cavallini & Co. Archives

L2024.0501.144

7

Guide books 1949/1958/1970

Courtesy of Mickey McGowan

L2024.0510.014, .015, .017

8

Y.M.C.A. Hotel brochure c. late 1960s

Courtesy of Cavallini & Co. Archives

L2024.0501.090

9

Fisherman's Wharf/historic sites memorabilia

c. 1940s–60s

Courtesy of Cavallini & Co. Archives

L2024.0501.006, .020, .022, .063, .098, .109, .113, .127, .129,
.131, .135

San Francisco has long lured tourists to Fisherman's Wharf. It was not until 1900, however, that the State Harbor Commission set aside the waterfront between Hyde and Taylor streets for commercial fishing boats. Fishermen sold some of their catch directly from their vessels, while some set up stalls on the piers. Eventually, some fishermen began offering seafood meals from their stalls, and by the 1950s, a number of restaurants dotted the area.

What is San Francisco?

To anyone trying to put a typewriter finger on its complexities and perplexities, that's a question with a hundred answers—no one of them completely satisfying.

The truth lies somewhere between the old and the new, the progressive and the backward, the fog and the sunshine. Even those who have searched longest for it are confused afresh each day, for in any part of the city, a totally unexpected and unexplored San Francisco can be discovered—just around the next corner in the very next moment.

—Herb Caen, *The San Francisco Book*, 1948

[watercolor]

Ocean Beach from Sutro Heights c. 1950s

Frank Serraton (1908–70)

Courtesy of Cavallini & Co. Archives

R2024.0501.077

10

Restaurant menus 1937–50s

Courtesy of Cavallini & Co. Archives

L2024.0501.058, .057, .059, .062

11

Fruit label c. 1930s

Courtesy of Cavallini & Co. Archives

L2024.0501.093

12

Hotel memorabilia 1915–30s

Courtesy of Cavallini & Co. Archives

L2024.0501.053-.055, .126

13

Nightclub/souvenir photo folders c. 1940s

Courtesy of Mickey McGowan

L2024.0510.029-.032

14

Cocktail lounge memorabilia c. 1940s–50s

Courtesy of Cavallini & Co. Archives and Mickey McGowan

L2024.0501.103, .140; L2024.0510.033

15

Playland tickets c. 1950s–60s

Courtesy of Mickey McGowan

L2024.0510.043.-.045

16

San Francisco Giants memorabilia 1960s

Courtesy of Cavallini & Co. Archives

L2024.0501.084, .125

17

Dining at DiMaggio's ashtray c. 1960s

anonymous lender

L2024.0509.001

18

Joe DiMaggio at Fisherman's Wharf c. 1937

photograph

San Francisco History Center, San Francisco Public Library

AAD-3200; R2024.0529.008

The Construction of the Golden Gate Bridge c. 1935

Walter L. Greene (1870–1956)

General Electric Co.

oil and graphite on canvas

Courtesy of Cavallini & Co. Archives

L2024.0501.044

1

Golden Gate Bridge memorabilia 1936–50s

Courtesy of Cavallini & Co. Archives

L2024.0501.029, ..032, .038, .046, .081, .082

2

Golden Gate Bridge covered in fog 1961

photograph

Courtesy of Cavallini & Co. Archives

L2024.0501.049

3

Soldier and boy looking at Golden Gate Bridge 1945

Acme Photo

Courtesy of Cavallini & Co. Archives

L2024.0501.031

4

Tower of the Sun models 1939

SFO Museum and anonymous lender

1999.267.001; L2024.0519.009; L2024.0513.007

5

GGIE radio 1939

RCA

Courtesy of Steve Kushman

L2024.0515.001

6

Brochure 1939

Courtesy of Mickey McGowan

L2024.0510.047

7

GGIE Official Guide Book 1939

anonymous lender

L2024.0507.001

8

GGIE compact and cigarettes 1939

SFO Museum

1999.215.001; .217.001; L2024.0519.001, .006

9

GGIE memorabilia 1939

Courtesy of Cavallini & Co. Archives

L2024.0501.25, .027, .028

10

**San Francisco-Oakland Bay Bridge Celebration
official program 1936**

Courtesy of Cavallini & Co. Archives

L2024.0501.036

11

Aerial view of bridges postcard c. 1940

Courtesy of Cavallini & Co. Archives

L2024.0501.105

12

World's Greatest Bridges postcard folder c. 1940s

Courtesy of Cavallini & Co. Archives

L2024.0501.141

13

San Francisco-Oakland Bay Bridge booklets 1935–36

Courtesy of Cavallini & Co. Archives

L2024.0501.037, .039, .045

1962 Alcatraz Escape

Located on an island in the San Francisco Bay, Alcatraz or “The Rock,” considered the ultimate maximum-security prison, detained notorious gangsters such as Al Capone in the 1930s. Despite the odds, dozens of prisoners attempted to escape. Nearly all were caught or did not survive. However, the fate of inmates Frank Morris, John Anglin, and his brother Clarence, remains a mystery to this day. Assigned to adjoining cells, the three hatched an escape plan. On June 12, 1962, during the routine early morning bed check, guards noticed the convicts missing from their cells. Cleverly built dummy heads made of plaster, flesh-tone paint, and real human hair lay in their place. They used crude tools, including a homemade drill, to loosen their air vents before climbing up through the ventilator and onto the prison roof. The men managed to sneak to shore and launch their makeshift raft made from over fifty raincoats. Did they make it across the Bay or did the Pacific Ocean currents consume them? Alcatraz closed as a federal prison in 1963.

[watercolor]

Peaked roofs and Bay Bridge c. 1950s

James March Phillips (1913–81)

Courtesy of Cavallini & Co. Archives

R2024.0501.078

1

Postcards c. 1940s–50s

Courtesy of Cavallini & Co. Archives

L2024.0501.101.001, .006

2

Souvenir photo c. 1940s

unidentified location

Courtesy of Mickey McGowan

L2024.0510.032.02

3

Press photo of Alcatraz buildings June 1962

Collection of NPS, Golden Gate National Recreation Area

GOGA 17975 ; L2024.0514.029

4

Wanted by FBI posters 1962

Collection of NPS, Golden Gate National Recreation Area

GOGA 18324; L2024.0514.025-.07

5

Dummy head placed in bed 1962

photograph

Collection of NPS, Golden Gate National Recreation Area

GOGA 2316; R2024.0514.032

6

Guard investigating the escape 1962

photograph

Collection of NPS, Golden Gate National Recreation Area
GOGA 2316; R2024.0514.033

7

Simulated air vent grill 1962

Collection of NPS, Golden Gate National Recreation Area
GOGA 356; L2024.0514.002

8

Homemade drill 1962

Collection of NPS, Golden Gate National Recreation Area
GOGA 373; L2024.0514.003

9

Homemade escape paddle 1962

Collection of NPS, Golden Gate National Recreation Area
GOGA 408; L2024.0514.001

1969 Occupation of Alcatraz

On November 20, 1969, Richard Oakes (1942–72) and a group of Indigenous activists and students claimed Alcatraz Island in the name of all American Indians. The group adopted the name “Indians of All Tribes” as many different nations were represented among the occupiers. In their first public proclamation, they offered to purchase Alcatraz Island for “\$24 in glass beads and red cloth,” the price paid for Manhattan Island in 1626. Occupiers intended to develop a Native American studies center, a spiritual center, training school, and museum.

By early 1970, many of the original occupiers returned to school, and new members began to take up residency on Alcatraz. Oakes also departed in 1970 after the accidental death of his stepdaughter occurred on the island. On June 10, 1971, federal marshals swarmed Alcatraz and the occupation ended. Nevertheless, Alcatraz remains the longest prolonged occupation of a federal facility by Native Americans. It awakened the public to the injustices endured by Indigenous Americans, thereby prompting new federal policies and nationwide political action.

[watercolor]

View of Coit Tower and the Ocean c. 1950s

Jake Lee (1911–91)

Courtesy of Cavallini & Co. Archives

R2024.0501.073

10

Alcatraz water tower with graffiti 1975

photograph

Collection of NPS, Golden Gate National Recreation Area
GOGA 178533; R2024.0514.031

11

**Richard Oakes at left (Mohawk Nation, Akwesasne)
during the occupation 1969–70**

photograph

Collection of NPS, Golden Gate National Recreation Area
GOGA 2316; R2024.0514.030

12

***Indians of All Tribes* newsletter 1970**

Vol.1, No. 2

Collection of NPS, Golden Gate National Recreation Area
GOGA 35283; L2024.0514.004

13

Resident ID for Joseph Morris 1969

Collection of NPS, Golden Gate National Recreation Area
GOGA 35283; L2024.0514.008

14

Spare-Changer ledger 1969–70

Collection of NPS, Golden Gate National Recreation Area
GOGA 35283; L2024.0514.006

15

Indians of All Tribes baseball c. 1969

Collection of NPS, Golden Gate National Recreation Area
GOGA 91973; L2024.0514.007

16

Alcatraz Proved-A-Point poster 1972

Joseph Leo “Indian Joe” Morris (1921–2009)

Collection of NPS, Golden Gate National Recreation Area
GOGA 35283; L2024.0514.028

Born in East Glacier Park, Montana, Joseph Morris (Blackfeet) joined the Occupation of Alcatraz in 1969, creating many pieces of art related to the occupation.

Japantown/Manilatown

The first Japanese immigrants came to San Francisco in 1869. Following the 1906 earthquake, many Japanese residents began relocating from Chinatown and the South of Market area to the present Japantown in the Western Addition. The U.S. entry into World War II unjustly ended the prosperity of San Francisco's Japantown, when Japanese Americans were forced from their homes and ordered to incarceration camps until the war ended. Those who returned to the city following the war faced the hardship of reestablishing their lives and businesses. San Francisco's Japantown remains the oldest in the United States.

Since the late nineteenth century, San Francisco has served as a gateway for Filipinos coming to the United States. During the late 1910s and '20s, many first-generation Filipino Americans settled in the city. They rented rooms on and around Kearny and Jackson Streets adjacent to Chinatown, which became known as Manilatown, in flats South of Market, and in the 1930s, in the multicultural Western Addition. Despite facing tremendous obstacles, including immigration restrictions imposed by the 1934 Tydings-McDuffie Act, Filipino Americans created a strong culture and community in San Francisco.

[watercolor]

San Francisco Waterfront c. 1950s

Jake Lee (1911–91)

Courtesy of Cavallini & Co. Archives

R2024.0501.072

1

Kokusai Theater Samurai Trilogy poster 1981

R. Tokeshi

Japantown Art and Media Workshop

Courtesy of the National Japanese American

Historical Society

L2024.0502.004

Located in Japantown, the Kokusai Theatre opened in 1971 as the Toho Theatre on the corner of Post and Buchanan Streets, before changing its name to the Kokusai in 1972. It exclusively featured Japanese films before closing in 1987.

2

Nihonmachi Street Fair poster 1974

Leland Wong (b. 1952)

Japantown Art and Media Workshop

Courtesy of the National Japanese American

Historical Society

L2024.0502.003

Launched in the 1970s, the Nihonmachi Street Fair honors and preserves the cultural heritage of Japantown. The annual event has grown from a small affair to a two-day event that draws over 30,000 attendees.

3

Japanese community around South Park c. 1910

photograph

San Francisco History Center, San Francisco Public Library
SFP78-001-214; R2024.0529.005

4

Wedding reception in Jackson's Nook nightclub

early 1950s

Fillmore District

photograph

Red Powell/Reggie Pettus Collection, courtesy of Lewis Watts
R2024.0520.002

5

George Moscone about to shake hands with a woman at the Gran Oriente Filipino Masonic picnic in South Park c. 1976

photograph

San Francisco History Center, San Francisco Public Library
With assistance from SOMA Pilipinas
AAZ-0734; R2024.0529.004

The Gran Oriente Filipino Hotel played an integral role in Filipino American life in San Francisco and was the first Filipino Masonic Lodge to open in the United States in 1921. The building remains today at 106 S. Park Street as affordable housing.

6

Activists form a human chain in front of the I-Hotel 1977

photograph: Chris Fujimoto

Courtesy of the Manilatown Heritage Foundation Archive
R2024.0506.002

7

Fight for the International Hotel t-shirt c. 1975–77

Courtesy of the Manilatown Heritage Foundation

With assistance from SOMA Pilipinas

L2024.0506.001

The International Hotel at 848 Kearny Street, a residential hotel serving the Filipino and greater Asian American community since the 1920s, became a center for Asian American activism in the 1970s. In 1968, the hotel's owners issued eviction notices to the low-income tenants with plans to demolish the building. Despite enormous protests, the hotel's residents were evicted in 1977.

8

Ap-Apong-A-Baak poster c. 1970s

Japantown Art and Media Workshop

Courtesy of the National Japanese American

Historical Society

L2024.0502.001

Japantown Art and Media Workshop (JAM) operated from 1977 to 2000. JAM's Asian American poster artists and silk-screen printers crafted a variety of posters regarding community issues and engagements as did the city's Kearny Street Workshop.

Fillmore District/Mission District

The Gold Rush first brought small groups of African Americans and people of African descent to San Francisco. A century later, over 40,000 African Americans had moved to the city to work in shipyards and defense plants. Many lived in the Western Addition, which became a hub for Black cultural life during the 1940s and '50s. Known as the "Harlem of the West," numerous clubs, restaurants, and Black-owned businesses thrived in the Fillmore. Despite opposition, urban renewal projects displaced much of the area's residents during the 1960s and '70s.

The largest share of Latinx people in San Francisco called the Mission District home by the 1960s, and '70s, and the neighborhood experienced a cultural renaissance. *El Tecolote*, first published in 1970 by San Francisco State University La Raza Studies Professor Juan Gonzales, serves the area's Latinx community and remains the longest running bilingual (English/Spanish) newspaper in California. Two of the city's most influential poster printing workshops also emerged from the Mission: La Raza Silkscreen Center and Mission Gráfica. Festivals, including Carnaval, began to take place annually in the neighborhood beginning in the 1970s.

[watercolor]

Hyde Street Cable Car and Ship on Bay c. 1950s

James March Phillips (1913–81)

Courtesy of Cavallini & Co. Archives

R2024.0501.079

9

Gran Baile del Cinco de Mayo poster 1978

L. Lucero

Courtesy of the Mission Cultural Center for Latino Arts

Archival Poster Collection

LR 145; L2024.0505.001

10

***El Tecolote* newspaper** December 28, 1970

Courtesy of El Tecolote Newspaper Archives

L2024.0504.001

11

Carnaval Parade at Precita Park 1979

photograph: © Greg Gaar

Courtesy of Western Neighborhoods Project,

OpenSFHistory

wnp72.5717; R2024.0522.002

12

Cesar Chavez outside of *El Tecolote* newspaper 1986

photograph

Courtesy of Acción Latina

R2024.0504.002

13

Jack's Tavern on Sutter late 1940s

Fillmore District

photograph

Red Powell/Reggie Pettus Collection, courtesy of Lewis Watts

R2024.0520.001

Jack's Tavern, also known as Jack's on Sutter, first opened in 1933; the club featured local jazz musicians, such as Saunders King's band and famous musicians like Charles Mingus.

14

Cosmos Social Club invitation and formal ball photo

1926/1946

photograph: E. F. Joseph

Courtesy of the San Francisco African American
Historical & Cultural Society

L2024.0503.001, .002

The Cosmos Social Club, which held an annual formal ball, was organized in 1919 by William Henry Lashley. It served as one of the earliest interracial social clubs in the city.

15

Church for the Fellowship of All Peoples program

June 5, 1955

Courtesy of the San Francisco African American
Historical & Cultural Society

R2024.0503.005

In 1944, civil rights activist and theologian Howard Thurman (1899–1981) left Howard University to establish the Church for the Fellowship of All Peoples in San Francisco, the first racially integrated, intercultural church in the US, with minister Alfred Fisk.

16

Martin Luther King, Jr. Freedom Rally flyer July 23, 1961

Collection of the San Francisco African American

Historical & Cultural Society

L2024.0503.003

17

“Thelonious Alone in San Francisco” 1959

Thelonious Monk | Riverside Records

Courtesy of SloLow Vinyl Records

L2024.0507.003

Jazz pianist Thelonious Monk recorded “Thelonious Alone in San Francisco” at Fugazi Hall in North Beach without an audience present.

18

Jazz club memorabilia c. 1950s

Courtesy of Mickey McGowan

L2024.0510.024-.028

The Blackhawk, which operated from 1949–63, was located in the Tenderloin and featured live jazz performances by renowned musicians, such as John Coltrane and Dizzy Gillespie.

Bop City, one of the most famous Fillmore clubs on Post Street, opened in 1950 as Jimbo’s Waffle Shop. When local musicians discovered an unused backroom

and began holding after-hours jam sessions, it quickly became a magnet for famous jazz musicians visiting San Francisco.

LGBTQ

During the post-Prohibition 1930s, a visibly gay nightlife culture flourished in San Francisco. At the time, the most prominent LGBTQ area was North Beach. Mona's, owned by Mona Sargent, opened in 1934 and operated at 440 Broadway, where it featured drag kings. Nightclubs in the area, such as Finocchio's, which opened in 1936, attracted gay, straight, and celebrity audiences to their drag shows. The Beige Room nightclub, also located on Broadway, featured drag queens in the 1950s. Entertainer and drag queen José Sarria (1922–2013), who made a career out of performing at the Black Cat Cafe in the 1950s and '60s, ran for San Francisco supervisor in 1961. In 1972, San Francisco held its first large-scale Pride parade downtown, with more than two thousand participants and thousands of spectators. Then in 1977, Harvey Milk (1930–78) was elected to the San Francisco Board of Supervisors, becoming the first openly gay city official in California history. In 1978, Gilbert Baker (1951–2017) debuted his rainbow flag design at the Gay and Lesbian Freedom Day Parade.

[watercolor]

Golden Gate Bridge Viewed from Marin c. 1950s

James March Phillips (1913–81)

Courtesy of Cavallini & Co. Archives

R2024.0501.075

19

Performers at Mona's c. 1950s

photograph

Wide Open Town History Project Records,

GLBT Historical Society

2003-05; R2024.0516.011

20

Mona's 440 Club ashtray c. 1940s

GLBT Historical Society

2022-136; L2024.0516.001

21

Doorman's cap from Finocchio's mid-20th century

Finocchio's Collection, GLBT Historical Society

1999-79; L2024.0516.002

22

Finocchio's and Beige Room memorabilia c. 1940s–50s

Courtesy of Cavallini & Co. Archives and Mickey McGowan

L2024.0501.060; .017; L2024.0510.012, .013

23**José Sarria performing at the Black Cat Cafe**

c. 1955–63

photograph

José Sarria Papers, GLBT Historical Society

1996-01, R2024.0516.010

24**Group of people on Castro Street** c. 1978–79

Crawford Wayne Barton (1943–93)

photograph

Crawford Barton Papers, GLBT Historical Society

1993-11, R2024.0516.008

25**Gay Freedom Day and Gay Parade pins** 1972–79

Art and Artifacts Collection, GLBT Historical Society

GLBT-ART; L2024.0516.004-.008, 009.01-.06

26***Gay Pride*** June 25, 1972

General Subjects Ephemera Collection

GLBT Historical Society

SUP EPH; L2024.0516.003

Beat Generation to Summer of Love

The Beats, a non-conformist literary subculture movement, emerged following World War II. In San Francisco, City Lights Books, established in 1953 as the first all-paperback bookstore in North Beach, served as the Beats' gathering ground, welcoming local bohemian writers and artists, such as Ruth Weiss. Bookstore owner Lawrence Ferlinghetti published Allen Ginsberg's seminal poem "Howl" in 1956. In 1957, police officers arrested the bookstore manager, Shigeyoshi Murao, and later Ferlinghetti, on charges of obscenity. Ferlinghetti, who stood trial, won the groundbreaking First Amendment lawsuit.

A "youth revolt" continued in the next decade. The "Human Be-In" was held in Golden Gate Park in 1967. It drew thousands who came to fulfill Timothy Leary's mantra: "turn on, tune in, and drop out." The Grateful Dead and Jefferson Airplane performed on stage alongside poets Allen Ginsberg and Gary Snyder. The pivotal event made San Francisco the epicenter of the counterculture movement, setting the stage for the Summer of Love, which attracted over seventy-five thousand young people from across the country to the Haight-Ashbury district in the summer of 1967.

[watercolor]

California Street c. 1950s

James March Phillips (1913–81)

Courtesy of Cavallini & Co. Archives

R2024.0501.069

27

“Poetry Readings in the Cellar” 1957

Collection of The Beat Museum

L2024.0512.009

The Cellar was located on Green Street in North Beach and became famous as a venue for poetry readings set to jazz. Poets Lawrence Ferlinghetti and Kenneth Rexroth recorded this album there in 1957 with a group of improvisational jazz musicians.

28

***City Lights* magazine and catalog** 1952/1973

Collection of The Beat Museum

L2024.0512.003, .004

29

Howl and Other Poems 1956

Allen Ginsberg (1926–97)

City Lights Books, San Francisco

Collection of The Beat Museum

L2024.0512.001

30

Allen Ginsberg and Gary Snyder at the Human Be-In

January 14, 1967

photograph: Gene Anthony

Collection of The Beat Museum

L2024.0512.002

31

City Lights Books May 1958

photograph

San Francisco History Center, San Francisco Public Library

AAZ-0077; R2024.0529.007

32

Hippies by The Print Mint on Haight Street c. 1967

photograph

Courtesy of Western Neighborhoods Project,

OpenSFHistory

wnp27.5955; R2024.0522.003

33

Summer of Love music festival 1967

photograph: Dennis L. Maness

San Francisco History Center, San Francisco Public Library

AAZ-0628; R2024.0529.006

34

Record sleeve and sheet music 1967

Courtesy of Mickey McGowan

L2024.0510.038, .041

35

Concert postcard and handbills 1967–69

Courtesy of James E. O’Keefe

L2024.0511.001-.003

From 1966 to 1971, an unprecedented quantity of extraordinary graphic art was produced— from posters to handbills and flyers by poster artists, such as Stanley Mouse and Rick Griffin to advertise the city’s psychedelic and folk music scene.

36

***It Ain’t Me Babe* comic book July 1970**

Trina Robbins (1938–2024)

Courtesy of Last Gasp, from the collection of Ron Turner

L2024.0518.001

Ron Turner established Last Gasp in 1970. The publisher continues to operate in the Mission District today. Though the underground comics scene thrived in the 1970s in San Francisco, women were underrepresented in the genre. In response, Last Gasp published the women’s comic *It Ain’t Me Babe* by Trina Robbins in 1970.

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