



# Legacy Business Registry Staff Report

Hearing Date: March 22, 2021

## CENTRAL DRUG STORE

*Application No.:* LBR-2020-21-033  
*Business Name:* Central Drug Store  
*Business Address:* 4494 Mission Street  
*District:* District 11  
*Applicant:* Jerrold Tonelli, Co-Owner  
*Nomination Letter Date:* February 2, 2021  
*Nominated By:* Supervisor Ahsha Safai  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Central Drug Store is a local, family-owned traditional pharmacy and general store in the Excelsior District. In addition to being a knowledgeable pharmacy medications and consultations, Central Drug Store sells household goods, toys, perfumes, colognes, and durable medical equipment. Central Drug Store was founded by William Brenner in 1908 located at 4394 Mission Street. After a year in the business, Brenner moved the business to 4513 Mission Street. In 1918, Brenner moved the business to its current location at 4494 Mission Street. In 1921, Brenner sold the business over to Wilbur G. Stahl. Stahl operated and ran the Central Drug Store until 1927 and sold the business over to Claude L. DeVecenzi. Claude L. DeVecenzi included two additional business partners George DeVencenzi and William Tonelli in 1950 and operated two other pharmacies, which were Golden State Pharmacy and Rex Drugs. After working as a pharmacist at Central Drug Store for about 16 years, Dino Tonelli took over all three pharmacies. Over time, the business split off and Central Drug Store ran independently. When Dino Tonelli died in 1991, Jerry Tonelli, Dino's son, took over the business and manages the business with his mother, Elsie Tonelli. Both Jerry and Elsie have been running the business ever since.

Through its extensive history in the Excelsior neighborhood, Central Drug Store has been providing reliable service to the Excelsior neighborhood. Central Drug Store has served customers that are multigenerational from the community and the Bay Area. Central Drug Store has always been involved with making the community a better place. Dino Tonelli started the Excelsior Business Association and one of his main initiatives was to decorate the storefronts and streets around the Excelsior District for the Holiday Season. Central Drug Store has been a community resource to the Excelsior community. They pride themselves in being a friendly, safe, and welcoming place for all people. They provide free medical advice and free counter counseling. Some important affiliations they are with are Coalition of Concerned Medical Providers (CCMP) and Retail Clerks Union Local 648. Through CCMP, Central Drug Store provides free medication and counseling to the low-income and people without housing. Retail Clerks Union Local 648 provides employees with livable wages, health insurance and pension plans.

Besides hiring family members, Central Drug Store hires students from local high schools to provide them with after school jobs. Central Drug Store has supported multiple organizations like Coalition of Concerned Medical Providers, Corpus Christi Church, St. Roberts Catholic Church YMCA, St. Johns High School, St. Ignatius College Preparatory High School, Archbishop Riordan High School, Italian American Social Club, Lucchesi Nel Mondo, Excelsior Action Group, Jerry Garcia Day, Sunday Streets SF, Knights of Columbus, Pharmacist Society of San Francisco, and the San Francisco Democratic Club.

### Legacy Business Program

Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)





## CRITERION 1

**Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?**

Yes, Central Drug Store has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

4394 Mission Street from 1908 to 1909 (1 year)  
4513 Mission Street from 1909 to 1918 (9 years)  
4494 Mission Street from 1918 to Present (103 years)

## CRITERION 2

**Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?**

Yes, Central Drug Store has contributed to the history and identity of the Excelsior neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with the pharmaceutical and health care industry.
- Their existing site, 4494 Mission Street, is located in the center of the Excelsior District. The structure Category B (Unknown / Age Eligible) structure. Although it is not been analyzed for its eligibility for historic resource status, the property has a well-preserved building façade and interiors in the Excelsior neighborhood since 1976 from their interior remodel.
- The business encountered some significant people like Jerry Garcia, Monty Stickles, Juan Marichal, Paul Tonelli, Quentin Kopp, Jackie Speier, Benito Santiago, and Rinaldo Joseph "Rugger" Ardizoia.
- Central Drug Store has been mentioned in San Francisco Chronicle and San Francisco Heritage. Central Drug Store has been mentioned in multiple awards like:
  - Most Successful Year in the History of Blue Stamp Award by the Blue Stamp Committee.
  - Certificate of Special Congressional Recognition Small Business Award from previous Congresswoman Nancy Pelosi.
  - San Francisco Certificate of Honor presented by former Mayor Edwin Lee.
  - Coalition of Concerned Medical Professionals Awards.

## CRITERION 3

**Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?**

Central Drug Store is committed to maintaining the physical features and traditions that define the business.

## HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Central Drug Store qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

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Physical Features or Traditions that Define the Business:

- Bright neon “Central Drug Store” letters.
- The large display windows.
- Decorative blue tiles.
- Old-time glass cabinet.
- Mural on the side of the building facing Santa Rosa Avenue titled “The San Francisco You Should Know” painted by Precita Eyes Muralists.

### **CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS**

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Pharmacy.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Central Drug Store currently located at 4494 Mission Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager  
Legacy Business Program

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# Small Business Commission

Resolution No. \_\_\_\_\_

March 22, 2021

## CENTRAL DRUG STORE

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*Staff Contact:* Richard Kurylo  
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**Adopting findings approving the Legacy Business Registry application for Central Drug Store, currently located at 4494 Mission Street.**

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

**WHEREAS**, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

**WHEREAS**, the subject business has contributed to the neighborhood's history and identity; and

**WHEREAS**, the subject business is committed to maintaining the physical features and traditions that define the business; and

**WHEREAS**, at a duly noticed public hearing held on March 22, 2021, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

**BE IT RESOLVED**, that the Small Business Commission hereby includes Central Drug Store in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

**BE IT FURTHER RESOLVED**, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Central Drug Store.

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Physical Features or Traditions that Define the Business:

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- The large display windows.
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- Old-time glass cabinet.
- Mural on the side of the building facing Santa Rosa Avenue titled “The San Francisco You Should Know” painted by Precita Eyes Muralists.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Central Drug Store on the Legacy Business Registry:

- Pharmacy.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 22, 2021.

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Regina Dick-Endrizzi  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –

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# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2020-21-033  
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*Nomination Letter Date:* February 2, 2021  
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**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes  No

4394 Mission Street from 1908 to 1909 (1 year)  
4513 Mission Street from 1909 to 1918 (9 years)  
4494 Mission Street from 1918 to Present (103 years)

**CRITERION 2:** Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes  No

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes  No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** February 4, 2021

Richard Kurylo  
Program Manager, Legacy Business Program

## Legacy Business Program

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Member, Board of Supervisors  
District 11



City and County of San Francisco

**AHSHA SAFAÍ**  
安世輝

February 2, 2021

Richard Kurylo  
Legacy Business Program  
Office of Small Business  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 140  
San Francisco, CA 94102

RE: LEGACY BUSINESS STATUS FOR CENTRAL DRUG STORE

Attention Legacy Business Program:

I am nominating the Central Drug Store to represent District 11 in the San Francisco Legacy Business Directory. Central Drug Store, currently located at 4494 Mission Street in the Excelsior neighborhood, was established in 1908 by owner George Brenner. In 1921, Mr. Brenner sold the business to Wilbur G. Stahl who operated it until 1927. Claude L. DeVencenzi then purchased Central Drug Store. In 1950, George DeVencenzi and William Tonelli were brought on as co-owners, and the three men together owned and operated three pharmacies: Central Drug Store on Mission Street at Santa Rosa Avenue, Golden State Pharmacy on San Bruno Avenue at Silliman Street, and Rex Drugs on Mission Street at Onondaga Avenue.

Dino Tonelli started as a pharmacist at Central Drug Store in 1949 after his service in the Army Air Corp and Air Force. Dino took over Central Drug Store, Golden State Pharmacy, and Rex Drugs in 1965. In 1984, Dino closed Rex Drugs due to rent increases by the new building owner, and Golden State Pharmacy split off from Central Drug Store. The Tonelli family took over ownership in 1965. Dino Tonelli passed away in 1991 doing what he loved – working in the pharmacy – at the age of 70. His son Jerry Tonelli, who worked with Dino as a pharmacist since 1978, took over day to day operations along with his mother Elsie Tonelli. Central Drug Store remains a family-owned business to this day.

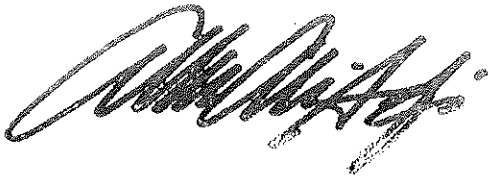
Central Drug Store is a traditional pharmacy that has become an up-to-date pharmacy in technology, education, services, and medications, all while continuing to keep its classic look and feel. Central Drug Store takes pride in knowing their customers and patients, as well as being known as a friendly, safe, and welcoming place for all people. In addition to providing prescriptions, Central Drug Store provides free medical advice and over the counter counseling.

They have served generations of San Franciscans and still have customers well into their 90s that remember shopping at Central Drug Store as children. People that have moved out of the area will make a special trip just to come back from time to time. They always comment on how Central Drug Store is the one thing in the Excelsior that has remained the same.

Central Drug Store has always been a mainstay in supporting the Excelsior neighborhood that serves as an accessible pharmacy for all residents. Over the years, they have had a positive effect on the neighborhood. They regularly support the Coalition of Concerned Medical Providers, Corpus Christi Church, St. Roberts Catholic Church, YMCA, St. Johns High School, St. Ignatius College Preparatory High School, Archbishop Riordan High School, Italian American Social Club, Lucchesi Nel Mondo, Excelsior Action Group, Jerry Garcia Day, Sunday Streets SF, Knights of Columbus, Pharmacist Society of San Francisco, and the San Francisco Democratic Club. Central Drug Store also hires from within the neighborhood. Many of Central Drug Store's customer's children and grandchildren have worked at the store, and some have even met their future spouses while employed there.

The historic nature and the impact this business has made for the Excelsior community make the Central Drug Store an ideal District 11 representative in the San Francisco Legacy Business Directory.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ahsha Safai', written in a cursive style.

Ahsha Safai  
District 11 Supervisor

# Section One:

## Business / Applicant Information.

Please provide the following information:

- The name, mailing address and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>	
Central Drug Store	
<b>BUSINESS OWNER(S)</b> (Identify the person(s) with the highest ownership stake in the business):	
Elsie Tonelli and Jerrold Tonelli	
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE NUMBER:</b>
Central Drug Store 4494 Mission Street San Francisco, CA 94112	415-585-0111
	<b>EMAIL ADDRESS:</b>
<b>MAILING ADDRESS – STREET ADDRESS:</b>	<b>MAILING ADDRESS – CITY AND STATE:</b>
<input checked="" type="checkbox"/> Same as Business Address	
	<b>MAILING ADDRESS – ZIP CODE:</b>
<b>WEBSITE ADDRESS:</b>	
n/a	
<b>FACEBOOK PAGE:</b>	
<a href="https://www.facebook.com/Central-DRUG-Store-469415426417663/">https://www.facebook.com/Central-DRUG-Store-469415426417663/</a>	
<b>TWITTER NAME:</b>	
n/a	
<b>APPLICANT'S NAME:</b>	<b>APPLICANT'S TELEPHONE NUMBER:</b>
Jerrold Tonelli	
<b>APPLICANT'S TITLE:</b>	<b>APPLICANT'S EMAIL ADDRESS:</b>
Co-Owner	
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	
0005200	
<b>SECRETARY OF STATE ENTITY NUMBER (If applicable):</b>	
C0243767	

# Section Two:

## Business Location(s).

List the business address of the original San Francisco location, the start date of business and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
4394 Mission Street	94112	1908
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1908 to 1909	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
4513 Mission Street	94112	Start: 1909
		End: 1918

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
4494 Mission Street	94112	Start: 1918
		End: Present

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:



## Section Three:

### Disclosure Statement.

#### San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Jerrold Tonelli

2/2/2021



Name (Print):

Date:

Signature:

## **CENTRAL DRUG STORE**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Central Drug Store, currently located at 4494 Mission Street in the Excelsior neighborhood, was established in 1908 by owner William Brenner.

The pharmacy was originally located at 4394 Mission Street. Around 1909, Central Drug Store moved to 4513 Mission Street. By 1918, William moved the pharmacy to its current location at 4494 Mission Street at Santa Rosa Avenue.

In 1921, Mr. Brenner sold the business to Wilbur G. Stahl who operated it until 1927. Claude L. DeVencenzi then purchased Central Drug Store. In 1950, George DeVencenzi and William Tonelli were brought on as co-owners, and the three men together owned and operated three pharmacies: Central Drug Store on Mission Street at Santa Rosa Avenue, Golden State Pharmacy on San Bruno Avenue at Silliman Street, and Rex Drugs on Mission Street at Onondaga Avenue.

Dino Tonelli started as a pharmacist at Central Drug Store in 1949 after his service in the Army Air Corp and Air Force. Dino took over Central Drug Store, Golden State Pharmacy, and Rex Drugs in 1965. In 1984, Dino closed Rex Drugs due to rent increases by the new building owner, and Golden State Pharmacy split off from Central Drug Store. Dino Tonelli passed away in 1991 doing what he loved – working in the pharmacy – at the age of 70. His son Jerry Tonelli, who worked with Dino as a pharmacist since 1978, took over day to day operations along with his mother Elsie Tonelli.

As a side note, Dino and Elsie met while working at Central Drug Store when Elsie was 16 years old. She's 93 now and still working at the pharmacy!

**b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?**

Not applicable.

**c. Is the business a family-owned business? If so, give the generational history of the business.**

Central Drug Store is a family-owned business. The Tonelli family took over ownership in 1965. Dino Tonelli, who started at Central Drug Store as a pharmacist in 1949, bought the pharmacy in 1965 from then owners George DeVincenzi, Claude L. DeVencenzi, and William Tonelli. Dino operated the business until his passing in 1991. Dino's wife, Elsie Tonelli, and son Jerry took over the business after Dino's passing. Jerry started at Central Drug Store as a stock boy and store clerk in 1971. In 1978, Jerry began working alongside his father as a pharmacist. All 7 of Elsie's children and many grandchildren and even great-grandchildren, have worked at Central Drug Store at one time or another.

**d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.**

The ownership history of Central Drug Store is as follows:

1908 to 1921:	William Brenner
1921 to 1927:	Wilber G. Stahl
1927 to 1950:	Claude L. DeVencenzi
1950 to 1965:	Claude L. DeVencenzi, George DeVencenzi, and William Tonelli
1965 to 1991:	Dino Tonelli
1991 to Present:	Elsie Tonelli and Jerry Tonelli

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building that houses the business is classified by the Planning Department as Category B with regard to the California Environmental Quality Act.

## **CRITERION 2**

**a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.**

Central Drug Store is a traditional pharmacy serving the Excelsior District since 1908. It is an up-to-date pharmacy in technology, education, services, and medications, all while continuing to keep its classic look and feel. Central Drug Store has a distinct history that makes it a once-in-a-

lifetime place to work or shop. You just feel the history of the building when you walk in, and if you listen intently you'll hear her story.

Central Drug Store takes pride in knowing their customers and patients, as well as being known as a friendly, safe, and welcoming place for all people. In addition to providing prescriptions, Central Drug Store provides free medical advice and over the counter counseling. Above all, they provide excellent customer service to the people of the Excelsior District. They have served generations of San Franciscans and still have customers well into their 90s that remember shopping at Central Drug Store as children. People that have moved out of the area will make a special trip just to come back from time to time. They always comment on how Central Drug Store is the one thing in the Excelsior that has remained the same. They say it feels like home.

**b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?**

When Dino Tonelli took over ownership in 1965, the Excelsior was a vibrant corridor with a camera shop, hardware store, stationary store, donut shop, bike shop, and clothing stores. True to its name, Central Drug Store was central to it all. Dino started supporting local churches and schools. He was the founding member of the Excelsior Businessmen Association. As a member, he was able to promote decorating the Excelsior's streets and store windows during the holidays. His store was one of the original businesses to participate in the Excelsior Blue Chip Stamp program. Dino was Chairman of the Blue Stamp Committee and earned an award for "Most Successful Year In The History Of Blue Stamp 1961."

Elsie and Jerry continue to support the same churches and schools. They've extended their community outreach by hiring local students, participating in Sunday Streets SF every year and are current members of Coalition of Concerned Medical Providers (CCMP). Through CCMP, Central Drug Store provides medications to the underserved, poor, and homeless free of charge. Jerry Tonelli is a current member of The Pharmacist Society of San Francisco and California Pharmacist Association. Elsie and Jerry also helped sponsor the mural on the side of Central Drug Store's wall, on Santa Rosa Avenue, that portrays the rich history of the Excelsior and its hope for the future.

**c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?**

Central Drug Store has been referenced in the following publications and has received the following honors:

- Most Successful Year In The History Of Blue Stamp Award presented by the Blue Stamp Committee, 1961.
- Certificate of Special Congressional Recognition Small Business Award presented by Congresswoman (now House Speaker) Nancy Pelosi, May 24, 2016.
- San Francisco Certificate of Honor presented by Mayor Edwin Lee, January 2013.

- Coalition of Concerned Medical Professionals Award presented for professional services to benefit underpaid workers, 2011.
- Associazione Lucchesi Nel Mondo San Francisco Award presented to Central Drug Store for its support of the Italian community, 2011.

**d. Is the business associated with a significant or historical person?**

Central Drug Store is associated with the following significant and/or historical people:

- Jerry Garcia, founder and front man for the Grateful Dead, was a regular at Central Drug Store as a young teen. He was likely found in the magazine section checking out the comics. He grew up near the store.
- Monty Stickles, San Francisco 49ers, regularly shopped at the store up until his passing in 2006.
- Juan Marichal, San Francisco Giants, would hang out and talk sports.
- Paul Tonelli, Morning radio show personality at 107.7 THE BONE and voice of the San Francisco 49ers, worked at Central Drug Store and continues to shop here for his prescriptions and everyday needs.
- Quentin Kopp, former San Francisco Supervisor and State Senator, was a regular at Central Drug Store.

Other people who have patronized Central Drug Store include the following:

- Jackie Speier, Congresswoman
- Benito Santiago, San Francisco Giants
- Rinaldo Joseph "Rugger" Ardizoia, New York Yankees

**e. How does the business demonstrate its commitment to the community?**

Central Drug Store has always been a mainstay in supporting the Excelsior neighborhood. Over the years, they have had a positive effect on the neighborhood. They regularly support the Coalition of Concerned Medical Providers, Corpus Christi Church, St. Roberts Catholic Church YMCA, St. Johns High School, St. Ignatius College Preparatory High School, Archbishop Riordan High School, Italian American Social Club, Lucchesi Nel Mondo, Excelsior Action Group, Jerry Garcia Day, Sunday Streets SF, Knights of Columbus, Pharmacist Society of San Francisco, and the San Francisco Democratic Club. Central Drug Store also hires from within the neighborhood. Many of Central Drug Store's customer's children and grandchildren have worked at the store, and some have even met their future spouses while employed there. Central Drug Store also reaches out to our local high schools (St. Ignatius, Riordan, Balboa, and Sacred Heart Cathedral) when looking for after school help. They also take pride in being a member of the Retail Clerks Union Local 648, which provides employees with excellent wages, health insurance, and pension plans.

**f. Provide a description of the community the business serves.**

The Excelsior District is a very diverse neighborhood, so the customers and patients of Central Drug Store are of many different nationalities, languages, ages (multi-generational), and lifestyles. Central Drug Store is a special welcoming place for all people of the Excelsior.

Now that Airbnb is prevalent in San Francisco, there have been numerous customers at Central Drug Store from Europe, Asia, and South America.

**g. Is the business associated with a culturally significant building/structure/site/object/interior?**

The building that houses Central Drug Store has been a pharmacy for over 100 years. Central Drug Store is one of the only, if not the only, original “small business” to survive in the Excelsior since 1908 and continues to thrive today. Housing a simple mom-and-pop pharmacy since the building’s construction, the building is unique to the neighborhood because of its 1940s-1950s-style décor. The storefront is distinctive with its bright neon “Central Drug Store” lettering on the building, backed by black tiles. The large display windows are always decorated according to the holidays and seasons. Small blue tiles decorate the bottom half of the building, including the entryway, accenting the structure. Old-time glass cabinets hold beautiful gifts of perfume, colognes, wallets, various knick-knacks, and home items.

Central Drug’s interior was remodeled once in 1976, with the exception of the pharmacy room that is very much the same as it was in 1908. The store has a warm, inviting feeling. Jerry remembers falling down in the front of Corpus Christi Church (down the block from the pharmacy) when he was 5 years old and skinning his knees. His grandmother brought him straight away to Central Drug Store. The pharmacist, George DeVincenzi, put him up on the counter, cleaned up the scrapes, and bandaged his knees. Jerry now works at that very same counter and has bandaged up his share of scrapes.

**h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?**

If Central Drug Store were to close, it would be a tremendous loss to the city of San Francisco and the Excelsior District. San Francisco was built by independently-owned businesses (i.e., small businesses). In order for San Francisco to retain its character, small businesses such as Central Drug Store need to be here.

**CRITERION 3**

**a. Describe the business and the essential features that define its character.**

Central Drug Store is a pharmacy and general merchandise store, selling goods ranging from durable medical equipment, perfume and colognes, toys/stuffed animals, gifts, and household goods.



**b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)**

Central Drug Store is committed to maintaining its historical tradition as a pharmacy and general merchandise store as it has since 1908. As a staple in the Excelsior, Central Drug Store will continue to be a place that the community can rely on for their prescriptions, generalized goods, and familiar welcoming faces and family.

**c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).**

The business is committed to maintaining the building's 1940s-1950s-style décor, the bright neon "Central Drug Store" lettering on the building, the large display windows, the decorative blue tiles that adorn the bottom half of the building, the old-time glass cabinets, and the mural on the side of the building titled "The San Francisco You Should Know."

**d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation that demonstrates the business has been a pharmacy and general merchandise store for 30+ years is included in this Legacy Business Registry application including, but not limited to, the following:

- A directory listing from 1908 with Central Drug Store listed at 4394 Mission Street.
- A directory listing from 1911 with Central Drug Store listed at 4513 Mission Street.
- A directory listing from 1922 with Central Drug Store listed at 4494 Mission Street.
- An advertisement in a San Francisco Chronicle from August 2, 1931, showing Central Drug Store at 4494 Mission Street listed as an "Authorized Sheaffer's Dealer." Although Central Drug Store may no longer be an authorized Shaeffer's dealer, the store still does sell general merchandise.

# CENTRAL DRUG STORE

GOOD NEIGHBOR  
PHARMACY



GOOD NEIGHBOR  
PHARMACY

TOYS HOUSEHOLD

GOOD NEIGHBOR  
PHARMACY



4  
4  
1





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SCHOOL

CENTRAL CARPET STORE

WHEEL PAINTING CO.

WHEEL PAINTING CO.

WHEEL PAINTING CO.

COAST

Happy Passions  
Cards & Gifts

AND  
DOUGH  
& SAND  
SHO























# PHARMACY



Background wall featuring various logos and notices, including NPA, RESOLVE, PRIME, and APB. A framed photo of a man in a white coat is visible, with the name "DINO TONELLI" printed below it.

SATURDAY  
July  
26<sup>th</sup>  
OPEN  
9-1:30

Attention: Prescription - Blue Cross of Southern California (Blue Cross of CA) is a preferred provider organization (PPO) and is not an HMO. We have a lot of things to offer you. Call us at 800-735-4673 for more information. We are a Blue Cross and we have a lot to offer you.

Ask Your Pharmacist  
California law requires a pharmacist to spend the extra time and effort to help you.

dry mouth? MedAde  
For relief of dry mouth symptoms, MedAde offers a variety of products to help you feel better.

Ganley  
The Birthday  
Cakes







Artes - PA. Daxosin  
la Flores - PA. Effexor  
Jesera - PA. Androgel  
Tronador - PA. Spiron  
Cio Ayiles - PA. Guan PA  
tre de - PA. Quar

Victoria DeLaMora

CENTRAL PHARMACY

CENTRAL PHARMACY



**JOSHUA HENDY IRON WORKS**  
 MANUFACTURERS OF MINE AND ORE MILLING MACHINERY  
 BOILERS, ENGINES, COMPRESSORS, SAW MILLS, ETC. 75 FREMONT ST. SAN FRANCISCO

USE  
 Crocker Quality  
 DESKS

CEN

CROCKER-LANGLEY DIRECTORY

CER

417

Central California Traction Co, 347 Grant Av  
 Central Canal and Irrigation Co, 702 Market  
 Central City Wheelmen, Peter Cooney pres, 305 Guerrero

**CENTRAL COAL CO.**

J. J. McNamara general mgr, importers and dealers in coal and coke, SW cor Spear and Polson, tel Kearny 47  
 Central Counties Land Co, Union Trust Bldg

Central Drug Store, 4394 Mission

**CENTRAL ELECTRIC CO. L E Boynton** mgr, elec construction and appliances, 185 Stevenson, tel Douglas 387

Central Emergency Hospital, Golden Gate Av cor Gough

Central Eureka Mining Co, W A M Von Bokkelen sec, Russ Bldg

Central Grocery, 101 Oak

Central Hotel, 574, 3d

Central Iron Works, A A Devoto pres, structural steel, 521 Florida

Central Loan Co (Inc) Aaron Heringhl pres, 1440 Ellis

**CENTRAL LUMBER CO.** A Christenson mgr, 21, 11th, tel Market 476

Central Manual Training and Cooking School, S s Geary bet Jones and Leavenworth

Central Methodist Episcopal Church (St Mark's) (temporary quarters) Rev Elbert R Dille pastor, S s O'Farrell bet Franklin and Gough

Central Milk Co, Edwin E Green mgr, 2482 Polson

Central Multigraphing Co, 925 Golden Gate Av

Central Pacific Railway Co, J L Willcutt sec, Flood Bldg

Central Police Station, 70 Eddy

**CENTRAL REAL ESTATE OFFICE (C J and W A Cameron)** 660 Market

Central Realty Building, 154 Sutter

Central Realty Co, 58, 2d

Central Stables, David J Morrison propr, 2478 Mission

Central Stationery & Supply Co, 1186 Market

Central Theatre, 1191 Market

**CENTRAL TRAMPER CO.** William Oviatt propr, main office 804 Larkin, tel Franklin 3815, branch 1965 Hayes, tel West 7977

Central Trust Building, 548 Golden Gate Av

**CENTRAL TRUST CO OF CALIFORNIA.** C F Leaga pres, B G Tognazzi cashier, NE cor Market and Sansome, branch 624 Van Ness Av and 3039 16th

Central Wine and Liquor Co, 566, 3d

Central Michael, bldr, 1568 Stockton

Centrup Charles, shoemkr, 2854 Mission

Centrup. See Cantrup

Century Club, Mrs Otis Lincoln pres, SW cor Sutter and Franklin

**CENTURY ELECTRIC CONSTRUCTION CO.** W W Hanscom mgr, contrs and engrs, 18 Fell, tel Market 283

Ceprieux Louis, lab, r 402 Broadway

Cerciat Eugene (Cerciat & Co) r 1045 McAllister

Cerciat & Co (E Cerciat and J Bourdette) laundry, 1045 McAllister

Cercle de l'Union, club, 2400 Broadway

Cercle Francais (French Club) H Scheck mgr, 1509 Gough

Cerda John, stov, 300 Stewart

Cerda John M, fireman, r 528 Vienna

Cereghino A & Bro (A and N) butchers, 1310 Grant Av

Cereghino Angelo (A Cereghino & Bro) r 427 Green

Cereghino Archibald, fireman str Thorougfare

**PRESSED BRICK**  
**CARNEGIE**  
**BRICK AND POTTERY CO.**  
 119-10TH STREET PHONE MARKET 88

Cereghino Carlo, locksmith, 3392 Mission

Cereghino David, expressman, r 1444 Lombard

Cereghino David, pump repr, 4645 Mission

Cereghino Domenico (Cal Fish, Co) 518 Clay

Cereghino Dominick, lab, r 522 Vallejo

Cereghino Dora Miss, r 1234, 5th Av

Cereghino Emil, clk, r 4271 Mission

Cereghino Emile, tinemith, r 1202 Kearny

Cereghino Frank, carp, r 22 Croke

Cereghino Henry, carp, r 22 Croke

Cereghino Isidoro J, ceinteller U S Sub-Treasury, r Berkeley

Cereghino John, lab, r 6 Marshall

Cereghino John (Rittore & Cereghino) r 255 Montgomery Av

Cereghino Joseph, carp, r 22 Croke

Cereghino Joseph, foreman Am Can Co, r 2942 Webster

Cereghino Joseph, groceries, 2438 San Bruno Av, r 1234, 5th Av

Cereghino Joseph, teas and coffees, r 4271 Mission

Cereghino Joseph T, with J B F Davis & Son, r 1632 Broadway

Cereghino Josephine Miss, teacher, r 4271 Mission

Cereghino Lodovic, clk R Cereghino, r 4271 Mission

Cereghino Louis, bldr, r 6 Marshall

Cereghino Natali (A Cereghino & Bro) r 522 Vallejo

Cereghino Rocco, groceries, 4273 Mission, liquors, 4277 Mission

Cereghino Victor, bldr, r 6 Marshall

Cereghino William E, millman, r 689 28th

Cerelli Dominick (Joseph & Cerelli) r 437 Chestnut

Cerelli Gabriel, pastemkr, r 323 Filbert

zz Cereni. See Cerini

Cerente Angelo, lab, r 40 Jasper Pl

Ceresa Emilio, restaurant, Greater S F Market, r 927 1/2 Pacific

Ceresi Frank, lab, r 2832 Franklin

Ceresi Giuseppe, lab, r 2832 Franklin

Cerotti E, janitor, r 535 Union

Cerf Aaron, r 2102 Bush

Cerf Adrienne Miss, teacher Pub Schools, r 2224 Devisadero

Cerf Albert, r 3107 Washington

Cerf Alvin E, physician, r 3107 Washington

Cerf Arthur, salesman Clarion Co, r 2102 Bush

Cerf B & Co (B Cerf) dry goods, 2416 Mission

Cerf Barnard (B Cerf & Co) r 2430 Mission

Cerf Bernard J, plumbing, 612 Stanyan, r 3107 Washington

**FRED W. VAUGHAN & CO.**  
 The **OLIVER** Typewriter  
 THE STANDARD VISIBLE WRITER  
 PACIFIC COAST DEALERS  
 654 Market St. San Francisco Phone Douglas 1033

**SPRINGFIELD**  
 Fire and Marine Insurance Company  
 SPRINGFIELD, MASS.

**GEO. W. DORNIN, Mgr.** JOHN C. DORNIN, Asst. Mgr.  
 304-310 KOHL BUILDING  
 Cor. California and Montgomery Sts., SAN FRANCISCO  
 SEE INS'PT

Trade Mark  
**C.W. MARWEDEL** MACHINE SHOP TOOLS AND SUPPLIES.  
 BRASS COPPER STEEL.  
 PHONE MARKET 1284 58-60 FIRST ST.



“Central Drug Store, 4513 Mission”

**Established thirty years**  
**CHAS. LYONS** LONDON TAILOR  
 719 Market Street

USE  
 Crocker Quality  
 STATIONERY

391

Celler Mark, salesman, r 843 Devisadero  
 Celler See Seller and Zellar  
 Cellerius Albert, mach, r 273a Francisco  
 Cellerius Rose, widow, r 273a Francisco  
 Cellerius Walter, watchman, r 273a Francisco  
 Celli Pietro, baker, r 702 Vallejo  
 Cellier Alfred, with Ant Borel & Co, r 1740 Sacramento  
 Celluloid Co The (Gardner Bros) 585 Mission  
 Celoni John (John Celoni & Co) r 2908 23d  
 Celoni John, clk, r 1423 Haight  
 Celoni John & Co (J Celoni, C Ragghianti) groceries, 2904, 23d  
 Celoni Pasqualini, widow, r 2208 Jones  
 Celoni Poscuino, bartndr, r 2208 Jones  
 Celustin Geo, plumber, r 801 Vallejo  
 Cement Bag Co, 1 Montgomery  
 Cement Lime & Plaster Credit Assn, 895 Commercial Bldg  
 Cenatanro Harry, millhand, r 52 Santa Marina  
 Cengelosa Michael, barber, r 274 Connecticut  
 Centollno Peter, marble wkr, r 146 Britton  
 Cennetti Andrew, bookbdr, r 1741 Kirkwood Av  
 Cennetti Dominick, tanner, r 1741 Kirkwood Av  
 Cennetti Jos, mach, r 1741 Kirkwood Av  
 Centemeri P & Co, gloves, 153 Geary  
 Centenaro John, yard man H S Thomson, r 72 Santa Marina  
 Centenary M E Church South, Rev J A Batchelor pastor, 1757 Bush  
 Centennial Church of Christ, W Stairs pastor, W s Castro bet 23d and 24th  
 Centennial Mill Co, Merchants Exchange Bldg  
 Centennial Stables, 1820 Greenwich  
 Center Adeline, widow, r 122 Fair Oaks  
 Center Elizabeth, widow, r 325 Bartlett  
 Center Frank W, driver, r 325 Bartlett  
 Center Geo, cabtmkr r 1418 Webster  
 Center Geo H, clk Pac Hdw & Steel Co, r Fruitvale  
 Center Geo L, capitalist, 660 Market, r Belmont  
 Center John C, 660 Market  
 Center Ray, mach, r 325 Bartlett  
 Center Samuel (Center & Spader) r Alameda

**CENTER & SPADER**

(Samuel Center and Charles T Spader) real estate and insurance 660 Market, tel Kearny 607

Center See Senter  
 Centrif Chas, rigger, r 1055 Ingerson  
 Centlivre Agnes Miss, r 116 Sadowa  
 Centlivre Chas F, hoseman Engine 33, r 116 Sadowa  
 Centner Martin A, teacher Public School, r 2510 Pine  
 Centoni Amadeo, r 30 Sonora  
 Central Amusement Co, pool and bowling, 1747 O'Farrell  
 Central Building, 1214 Polk  
 Central Building and Financing Co, 16 Geary  
 Central California Canneries, 1 Drumm  
 Central California Investment Co, Crocker Bldg  
 Central California Railway Co, 1017 Flood Bldg  
 Central California Traction Co, 347 Grant Av

**CENTRAL COAL CO.**

J J McNamara general mgr, importers and dealers in coal and coke, SW cor Spear and Folsom, tel Kearny 47  
 Central Counties Land Co, 14 Montgomery

**CENTRAL CREAMERY CO.** mfrs high grade dairy products, 425 Battery

Central Drug Store, 4513 Mission  
 Central Electric Co, 185 Stevenson  
 Central Emergency Hospital, Golden Gate Av cor Gough  
 Central Feed Co, 1653 Valencia  
 Central Florists, 501 Columbus Av  
 Central Fuel Oil Co, 623 Wells Fargo & Co Bldg  
 Central House, 1207 Market  
 Central Hotel, Fred C Hawes mgr, 574 3d  
 Central Iron Works, 621 Florida  
 Central Loan Co, 31 Eddy  
**CENTRAL LUMBER CO.**, A Christenson mgr, 21, 11th, tel Market 476  
 Central Manual Training and Cooking School, S s Geary bet Jones and Leavenworth  
**CENTRAL MARKET**, Joseph Pontacq propr, 2244-2246 Fillmore, tels West 432, Home S 2306  
 Central M E Church, Rev E R Dille pastor, SW cor O'Farrell and Leavenworth  
 Central Milk Co, 2492 Folsom  
 Central Mission and Hayes Valley Improvement Club, Dan O'Callaghan pres, H M Beatty sec, 6th floor Mills Bldg  
 Central Oakland Light and Power Co, 57 Post  
 Central Pacific Railway Co, G L King sec, Flood Bldg  
 Central Park, E s 8th, Market to Mission  
**CENTRAL PLATING WORKS**, manufacturers of brass beds, gold, silver and nickel plating, 17 Tehama, tels Douglas 5471, Home J 2041  
 Central Plumbing Supply Co, 1489 Market  
 Central Police Station, 64 Eddy  
 Central Realty Bldg, 154 Sutter  
 Central Realty Co, 58, 2d  
 Central Rooming House, 1207 Market  
 Central Stationery Co (L Parent) 1192 Market  
 Central Theatre, 1193 Market  
 Central Transfer Co, Wm Ovitt mgr, 711 Larkin  
 Central Trust Bldg, 568 Golden Gate Av  
 Centuri Giuseppe, r 483 Green  
 Century Club, Mrs W Reding pres, 1355 Franklin  
**CENTURY ELECTRIC CO.**, R J Davis agt, single phase motors and fans, 533 Howard  
 Century Investment Co, Crocker Bldg  
 Ceperley Chas G, cigarmkr, r 145 Welch  
 Cera David, r 1411 Stockton  
 Ceraughino David, r 1644 Filbert  
 Cerasco Steven, fruits, r 1660 San Jose  
 Cerasna W, polisher, Jos Musto Sons, Keenan Co, r 330 Lombard  
 Cerchi Bros (D and J) proprs Hotel Colombia, 621, 7th  
 Cerchi David (Cerchi Bros) r 621, 7th  
 Cerchi John (Cerchi Bros) r 621, 7th  
 Cerchat & Co (J Bourdet, J Cronere, R Estarzian) laundry, 1045 McAllister  
 Cercle De L'Union Club, 220 Post  
 Cerda John, lab, r 358 Vienna  
 Cereghino A & Bro (Mrs A and N) butchers, 1310 Grant and 1896 Hyde  
 Cereghino Albert, r 2942 Webster  
 Cereghino A Mrs (A Cereghino & Bro) r 427 Green  
 Cereghino Angelo Mrs (A Cereghino & Bro) r 427 Green  
 Cereghino Angelo, teamster, r 512a Greenwich  
 Cereghino Carlo, locksmith, 3392 Mission  
 Cereghino Emil, foreman Am Can Co, r 1202 Kearny  
 Cereghino Emil, groceries, 4273 Mission  
 Cereghino Frank, carp, r 22 Croke  
 Cereghino Henry P, carp, r 22 Croke  
 Cereghino Isidore J, clk U S Sub-Treasury, r Berkeley

9.00 A.M.  
 10.20 A.M.  
 6.40 P.M.  
 7.00 P.M.

FAST TRAINS, STANDARD AND TOURIST CARS  
 WITH DINER, LEAVE FOR THE EAST  
 MORNING, NOON AND NIGHT  
 LOCAL TRAINS TO NEARBY POINTS AT ALL HOURS  
 OF THE DAY

**SOUTHERN PACIFIC**

**SUNSET MAGAZINE**  
 TELLS OF THE WEST BY PICTURE STORY AND VERSE  
 ON ALL BOOKSTANDS FIFTEEN CENTS A COPY



**BURLAP**

BY THE  
**CARLOAD**  
**BALE**  
OR  
**BOLT**  
IN ALL WEIGHTS  
AND WIDTHS

**COTTON**  
**GOODS**

**AMES HARRIS**  
**NEVILLE CO.**  
100 POTRERO AVE.

PHONE  
MARKET 6100

See Page 9

**H. S. Crocker Co., Inc.**  
AGENTS  
565-571 Market St.

**Addressograph**  
PRINTS FROM TYPE

PHONE MARKET 191 **WILL & FINCK** 1686 MARKET STREET  
**CUTLERY x BARBERS' SUPPLIES x SPORTING GOODS**

**CENTER & SPADER**

(Samuel Center and Charles T Spader) real estate and insurance, 660 Market, tel Kearny 607

Centlivre Chas F (Marie) hosemn SFFED r 2589 Folsom

Centner Martin (Lucille) tchr Pub School r 827 Scott

Centoni Giuseppe lab r 445 Washington

Central and SP Co Employees Mutual Benefit Assn 65 Market

\* Baptist Church Rev D M Dawson pastor 144 Eureka

\* Building 154 Sutter

\* California Berry Growers Assn 510 Battery

\* California Traction Co 9 Main

**CENTRAL CALIFORNIA VINEYARD ASSN**

Grapevine Products, Chronicle Bldg

\* City Chemical Co 635 Howard

**CENTRAL COAL COMPANY**

coal and wood, office Balfour Bldg, 351 California, tel Kearny 2647, yards 650, 8th (see left side lines and page 40)

\* Commercial Co 560 Sacramento

**CENTRAL DRUG STORE, Wilbur G Stahl prop, 4494 Mission**

\* Electric Co 185 Stevenson

**CENTRAL EMERGENCY HOSPITAL, cor Polk and Ivy**

\* Eureka Mining Co 519 California

**CENTRAL FINANCE CO, commercial paper, 440 Phelan Bldg, tel Douglas 6614**

\* Fire Alarm Station S s Turk bet Octavia and Laguna

\* Florists 501 Columbus Av

\* Hotel 574 3d

**CENTRAL IRON WORKS (Inc), A A Devoto pres, structural steel contractors, office 2050 Bryant, works 621 Florida, tel Mission 58**

\* Iron & Steel Co 22 Battery

**CENTRAL LOAN CO (Aaron Heringhi), advances made on bonds, mortgages, etc, 205 Gillette Bldg, 830 Market, tel Douglas 4753**

\* Methodist Episcopal Church Rev W J Sherman pastor O'Farrell and Leavenworth

**CENTRAL NATIONAL BANK**

J F Carlston pres, A J Mount v-pres-cashr, Claud Gatch, M A Mosher, E M Fitzgerald v-pres, Broadway NE cor 14th, Oakland

**CENTRAL NATIONAL BANK AND CENTRAL SAVINGS BANK, Broadway NE cor 14th, Oakland**

**CENTRAL NATIONAL FIRE INSURANCE CO (Des Moines, Iowa), Clarence de Veuve gen agt, 407 Pine, tel Kearny 2247**

\* Pacific Land & Lumber Co 681 Market

\* Pacific Ry Co 65 Market

\* Realty Building 154 Sutter

\* Sunset Imp Assn 1321 20th Av

\* Theatre 979 Market

\* Trust Building 568 Golden Gate Av

\* Trust Co (Anglo-California Trust Company successors) 532 Market

\* Warehouses 518 Brannan

**CENTRUP see Cantrup**

Century Club 1355 Franklin

\* Cork Co 519 California

\* Electric Co 229 11th

**CENTURY ELECTRIC CO OF ST LOUIS, R J Davis agt, alternating current electric motors and fans, 171 2d, tel Sutter 2071**

\* Insurance Co 220 Sansome

\* Music Co 437 Eddy

**CENTURY PORTABLE TYPE-WRITER, American Writing Machine Co, 605 Market (See Page 91)**

\* Realty Co 544 Market

**CENTURY THEATRE, Harry A Bailey mgr, Ellis near Stockton tel Sutter 2460**

Cepernich Maxim J (Helen M) mgr Arcadia Apts 522 Hyde

Ceppi Martina bkpr Bank of Italy r 771 Turk

Cerac Chas P mfr r 387 Ellis

Ceragoli Ettore (Mary) r 3009a Buchanan

Ceran Anna (wid Louis) r 1117 Geary

Cerar Louis autorepr r 616 Golden Gate Av

Cerasa Virginia clk r 1382 Haight

Cerasi Enrico cigars 536 Jackson r 526 Jackson

**CERASI**

\* Leon (Pauline) (New Roma Hotel) r 526 Jackson

Cerata Della feeder r 1597 Jackson

**CERCIAT FRENCH LAUNDRY CO (J Bourdet, R Estraziau, J Crouere, P Bigue), 1045 McAllister, tel Park 881**

**CERCLE DE L'UNION, 220 Post, tel Douglas 3130**

Cerda A M painter r 1018 McAllister

\* Andreas (Filiberta) (Andreas Cerda & Co) r 1231 Powell

\* Andreas & Co (A Cerda A Solari) grocers 1231 Powell

\* John M (Guadalupe) bargemr r 358 Vienna

Cereal Products Refining Corp 762 Fulton

Cereghino Albert r 501 Delano Av

\* Angelina seamstress r 3405 Mission

\* Angelo (Rose) with Bank of Cal r 1637 Grant Av

\* Beatrice r 4271 Mission

\* Carlo locksmith r 3405 Mission

\* Carrie r 40 Santa Rosa Av

\* David (Victoria) r 1644 Filbert

\* David (Sophie) well borer 4445 Mission

\* David Jr autowkr r 4445 Mission

\* Dominick (Lillian) floor mgr Western Cal Fish Co r 1029 Union

\* Edw clk Baker Hamilton & Pac Co r 4445 Mission

\* Emilio foremn Am Can Co r 1761 Mason

\* Frank pumpmn r 40 Santa Rosa Av

\* Frank N comp r 3123 Laguna

\* Geo (Edith) tmstr r 501 Delano

\* Henry P pumpmn r 40 Santa Rosa Av

\* I J with Bank of Italy r Berkeley

\* John restaurant r 3123 Laguna

\* Jos J pumpmn r 40 Santa Rosa Av

Cereghino Jos student r 110 29th

\* Jos coffee r 4271 Mission

\* Josephine C tchr Pub School r 4271 Mission

\* Louis refreshments 4275 Mission r 4271 Mission

\* Madelene Mrs r 526 Vallejo

\* Mario lab r 3123 Laguna

\* Mary (wid John) r 46 Santa Rosa Av

\* Natale (Susie) butcher 1310 Grant Av r 526 Vallejo

\* Rocco (Mary) r 4271 Mission

\* Walter F (Alma) saln r 915 Filbert

\* Wm J (Theresa) estimator Eureka Sash D & M Mills r 1167 Pacific

Cerejo Fiorentino r 1834 Grant Av

\* Gabriel seamr r 629 Vallejo

Cerka Mitchell clk r 1130 Mason

Cereli Carmelo (Catherine) grocer r 1059 Pacific

Cerelli Antonio driver r 1057 Pacific

\* Catherine O steno r 658a Green

\* Domenick (Pessano & Cerelli) r 658a Green

\* Hazel (wid John) r 380 Francisco

\* John (Annie) pedler 586 Greenwich

\* Jos clk r 1223 Kearny

**CERENI see Cerini**

Ceresa Emilio saln Wm Musante & Co r Petaluma

\* Virginia salwn r 1382 Haight

Ceresoni Louis (Mary) (De Filippo & Ceresoni) r 4979 Mission

Cerf Adrienne tchr Pub School r 1528 Sutter

\* Alvin E (Hazel) phys Flood Bldg r 239 28th Av

\* Arthur (Addie) saln r 662 24th Av

\* Bernard (Regina) pres-mgr Royal Hat Co Inc r 85 6th Av

\* Bernard J (Post St Garage) r 739 Post

\* Blanch steno r 164 15th Av

\* Cedric S rancher r 2821 Steiner

\* Edw usher r 722 Hayes

\* Edw M mfrs agt 112 Market r 835 Hyde

\* Emanuel W (Rose) r 1175 Clay

\* Emile (Carrie) (Clarion) r 24 Euclid Av

\* Ernest Mrs widow r 2821 Steiner

\* Eugene (Josephine) draying r 818 Hayes

\* E W rancher r 2821 Steiner

\* Jos L (Leah) druggist r 164 15th Av

\* Laurence conftr r 1528 Sutter

\* Lucien (Marie) saln r 2 Commonwealth Av

**CERF MARCEL E (Katherine) atty, 702 Mills Bldg, tels Garfield 85 and 86, r 2426 Vallejo**

**CERF MARCEL E AND CHAS H SOOY, attys-at-law, 702 Mills Bldg, tels Garfield 85 and 86**

**CERF MYRTILE (May W) (Greenhood & Jansen) certified pub acct, r 156 Funston Av**

\* Richd M (Ruth) dentist Flood Bldg r 391 30th Av

**FILMER BROS. ELECTROTYPE CO.** 330 JACSON ST  
LAW BOOK PRINTERS TELEPHONE DOUGLAS 501-  
ELECTROTYPES AND STEREOTYPES

## **News Article - San Francisco Chronicle - August 1, 1931 - page 35**

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August 2, 1931

# LATEST Feminine Fashions



## For School Opening and Every Gift Occasion

Sheaffer's Balance<sup>®</sup> Lifetime<sup>®</sup> pens and writing accessories suggest themselves. See Sheaffer's advertisement on the back page of this color section, then inspect the complete Sheaffer line at the following authorized Sheaffer dealers' stores. There you'll be shown every courtesy and given intelligent service in the selection of lasting and appropriate writing equipment.

### WHERE TO BUY SHEAFFER'S

#### Authorized Sheaffer Dealers:

- San Francisco**  
 Albrecht & Lewler, 133 Geary St.  
 Alta Drug Co., 701 Oak St.  
 Ambassador Jewelry Co., 25 Mason St.  
 Anchor Drug Co., Colma & San Francisco  
 Arcade Pharmacy, Bush & Leavenworth  
 Associated Dental Students, 1st Ave. & Parkman  
 Atkinson & Maudsl, 1215 Polk St.  
 Aubert's Diamond Palace, 23rd & Mission St.  
 Aubert's Jewelry, 10th & Mission St.  
 Balboa Jewelry Shop, 3547 Balboa Ct. Becker, 5645 Geary St.  
 Bee Pharmacy, 500 Balboa St.  
 Harry Behrens, 2574 Mission St.  
 Bonetti's Pharmacy, 455 Clement St.  
 Bowerman's Phr., 356 Post St.  
 Brennan's Phr., 609 Geary St.  
 Brommels Phr., 490 Post St.  
 Brommels Phr., 184 Post St.  
 James L. Callan, 209 Post St.  
 A. Carls & Co., Upton & Rutledge, Inf. 135 Post St.  
 Caro Bros. Jewelry Co., Market & O'Farrell  
 Central Drug Store, 4494 Mission Chase  
 Chew Jan Co., 700 Grant Ave.  
 Chinese World Publishing Co., 736 Grant Ave.  
 City of Paris, Geary & Stockton  
 Community Pharmacy, 3800 Geary St.  
 Conlons Drug Store, 2095 Chestnut St.  
 Courtings Store, 76 W. Portal Ave.  
 H. S. Crocker Co., 565 Market St.  
 Desales Phr., 730 Irving St.  
 The Dispensary, 5109 Geary St.  
 Dittman & Co., 2008 Clement St.  
 Dixon-Fish & Co., 254 California St.  
 Nathan-Dohrmann Co., 135 Stockton  
 Doran Pharmacy, 2007 Chestnut  
 Drusell Drug Co., 920 Clement  
 Dunnington's Phr., 506 Guerrero  
 Paul Elder Co., 229 Post St.  
 M. Emanuel, 36 Third St.  
 The Emporium  
 Fairmont Hotel Phr., Powell & California  
 Fawcett Phr., 401 O'Farrell  
 Fielding Phr., Mason & Geary  
 W. J. Flood, 2644 Mission  
 Forest Hill Phr., 400 Dewey Blvd.  
 Fuller Phr., 20th & Irving St.  
 Gabriel, Edwin J.  
 General Drug Co., 1801 Van Ness Ave.  
 Golden State Phr., 2440 San Bruno Ave.  
 Grant Bros., 2248 Mission  
 Hale Bros., 5th & Market  
 Hall & Smith, 353 Market  
 Halliday, 57 Powell  
 Harry H. Harris, Geary & Powell  
 Holland & Molkenbaur, Shreve Bldg.  
 Huh Phr., 1700 Market  
 Irving Store, (J. M. Brooks), 1839 Irving St.  
 J. Johnson Opt. & Staty., 3376 1/2 St.  
 Johnson & Wood, 150 Post St.  
 Jones Drug Co., 2165 Steiner St.  
 Jorgensen Phr., 2300 Fillmore  
 Keck's Phr., 454 Post St.  
 K. & K. Drug Co., Sutter & Franklin  
 Kelly & Dayton, 163 California  
 Klein Jewelry Co., Ltd., 412 Market  
 H. Koch, 1010 Fillmore St.  
 W. K. Latham, 1508 Polk  
 Leno Phr., 1499 Grant Ave.  
 Lewicki Bros. Phr., 700 Sutter St.  
 Lewis's Park Presidio Phr., 661 Green St.  
 Lewis Drug Co., 22 Union St.  
 Lewis, Inc., 13  
 Lion Pharmacy, Post & Geary St.  
 Lowell Phr., 1893 Hayes  
 McDonalds Phr., 2799 Mission St.  
 L. Magrin & Co., Grant Ave. & Geary St.  
 Marine Drug Co., 137 Potrero Drive  
 Glas. Mender, 700 Market  
 Mission Phr., No. 2, 2799 Mission  
 Moretto Phr., 300 Columbus Ave.  
 Morgan Jewelry Co., 828 Market St.  
 Peter Mook, 837 Irving St.
- Murray Stary, 1706 Fillmore St.**  
**T. Babakera, 329 Kearney**  
**Neal Stratford & Kerr, 521 Market**  
**New Fillmore Drug, 1641 Fillmore**  
**Niederost & Tabor, Inc., 128 Post St.**  
**Nippon Drug Co., 1600 Post St.**  
**No Percentage Drug Co., 1401 Fillmore**  
**O'Connell & Davis Office Supply, 237 Columbus St.**  
**O'Connor-Moffat Dept. Store, Stockton & O'Farrell**  
**The Owl Drug Co., 637 Mission**  
**Palace Art Jewelry Shop, 2241 Chestnut**  
**Panama Store Co., 474 Pine St.**  
**Paragon Pen Shop, 811 Phelan Bldg.**  
**Patrick-Moise Klinker Co., 560 Market**  
**Pardons, 2021 Chestnut**  
**Pracia Drug Co., 590 Pracia Ave.**  
**R. L. Proby, 1301 Polk St.**  
**J. F. Rish, 261 Irving**  
**Rothechild Jewelry, 704 Market**  
**Rucker Fuller Co., 530 Market**  
**Ryan Drug Store, 3711 Sacramento**  
**Salters Phr., 2737 Mission St.**  
**Albert S. Samuels, 107 Market St.**  
**Wm. Scheppeler & Son, 2492 Mission St.**  
**Val Schmidts, Inc., 1845 Polk St.**  
**Schwabacher-Prey, 715 Market**  
**Walter A. Shaw, 251 Post St.**  
**Shure & Co., Post & Grant**  
**Shreve & Baker, 125 Geary**  
**Shumate Drug Co., 1640 Divisadero**  
**Sierra Phr., 2231 Chestnut St.**  
**Smart & Whites, 59 Kearney**  
**Sandler's, 645 Clement**  
**Harry Starr, 492 Carro**  
**Stations Corp., 555 Mission**  
**Steele's, 2245 Clement**  
**Frirt Steffen, 2026 Mission**  
**Super Drug, Sutter & Leavenworth**  
**Triebels Phr., Cor. Stanton & Pershing**  
**M. A. Tulo, 411 Whitney Bldg.**  
**Vakbler's, 67 Taylor**  
**Wagner's Phr., 2063 Fillmore**  
**C. F. Weber Co., 601 Mission**  
**Rich Weiss & Son, 690 Larkin**  
**M. G. West Co., 115-117 Front St.**  
**West Portal Phr., 31 W. Portal Ave.**  
**Westwood Phr., 1508 Occidental**  
**The White House, Sutter, Grant & Post**  
**Webber's, 774 Market**  
**Eli E. Young, 751 Jackson**  
**S. Zwerling, 1661 Haight**
- Berkeley**  
 Adams Book Store, 2291 Telegraph Ave.  
 American Phr., Telegraph & Dwight  
 Arlington Phr., 290 Arlington Blvd.  
 Armstrong's School of Business Assoc. Student Store, University of Calif.  
 Bay Phr., Cor. San Pablo & Univ. Bldg.  
 Berkeley Phr., Hotel Whitecoaton Bldg.  
 Bolton's Phr., 1888 S. Solano Ave.  
 W. E. Burke, 2198 Shattuck Ave.  
 Calif. Book Co., 2201 Telegraph  
 The Campus Book Store, 2430 Bancroft Way  
 Chinese Phr., 1200 College Ave.  
 College Ave. Phr., College Ave. & Ashby  
 Chase Book Store, 2197 Shattuck Ave.  
 Creech's Book Store, 2252 Telegraph  
 Jim Davis, 2216 Telegraph Ave.  
 A. Deane, 2173 Telegraph  
 Gift Shop, 2508 Bancroft Way  
 Chris W. Halliday, 2237 Telegraph  
 Harms & Morse, 2163 Shattuck  
 Wm. C. Hanrick, 2386 Telegraph  
 J. F. Hink & Son, Shattuck & Grove St.  
 Kinross, 2163 Shattuck  
 Geo. Hoffenberg, 2005 San Pablo Ave.  
 Junior Phr., 2938 Domingo Ave.  
 Laughlin Phr., Univ. Ave. & Grove St.  
 J. McHaffie, 2100 Vine St.  
 Moores Phr., Sacramento & Market  
 J. Geo. Moore Phr., 1687 Shattuck Ave.  
 National Drug Co. Telegraph & Durant Ave.
- Northbrae Phr., 1999 Elsdorado**  
**Northgate Phr., 3064 Claremont Ave.**  
**Eastway Co., 2225 Shattuck Ave.**  
**Richards Drug Co., 1578 Hopkins**  
**Royal Phr., 2635 San Pablo Ave.**  
**Saltberger & Co., 2206 Mirra**  
**Sather Gas Book Store, 2271 Telegraph Ave.**  
**Saylor's Phr., Dwight Way & Stockton**  
**J. T. Scow, Dewey & College St.**  
**Service Drug Co., 3306 Adeline**  
**H. S. Service, 2218 Shattuck Ave.**  
**Shattuck Phr., 2350 Shattuck Ave.**  
**Thousand Oaks Phr., 1605 Solano**  
**Univ. Book Store, 1210 Euclid**  
**Waltz Drug Store, 1624-25 University Way**
- Oakland**  
 J. A. Abren's Drug Store, Cor. 23rd & W. 14th St.  
 Alcatraz Phr., Alcatraz & Telegraph Ave.  
 South San Francisco  
 Avery's Grand Ave. Phr., 3205 E. W. Becker, 3357 E. 14th St.  
 F. W. Bote, 414-14th  
 F. W. Bowler, 360 E. 14th St.  
 John Brunner Co., 15th & Clay  
 C. C. Brock, 2225 Grove St.  
 Capwell, Sullivan & Furth, 14th & 15th Clay  
 H. C. Carwell Co., Broadway, 20th & Telegraph  
 Dallas Bros., 627-12th St.  
 Davidson & Licht, 1318 Broadway  
 A. E. Davies, 380-14th St.  
 Dr. Lucis Phr., 4926 Telegraph  
 W. A. Devereaux, St. Mary's College  
 Lowell O. Dixon, 1809 Telegraph Ave.  
 John Doyle, 5822 Foothill Blvd.  
 Geo. H. Dresser, 12th & Washington  
 Duran Phr., 2801 Grove St.  
 A. F. Edwards, 1227 Broadway  
 Federal Drug Co., 16th & Broadway  
 L. T. Fenlon, 3701 Shattuck  
 L. F. Fish, 3671 College Ave.  
 Glenview Phr., 4240 Park Blvd.  
 H. G. Fisher, 415-15th St.  
 J. R. Griffin, 5755 Grove St.  
 Guy's Drug Store, No. 3, 1950 Fruitvale Ave.  
 Havocourt Phr., 6620 Beck St.  
 Heathorn Phr., 14th & Market  
 Hub Drug Co., 2128 Broadway  
 Hudson Phr., 5401 College Ave.  
 Kay Jewelry Co., 1108 Broadway  
 A. A. Kenyon, 3018 E. 14th St.  
 A. A. King Phr., 2201 Hopkins Ave.  
 K & L Drug Co., 3105 Webster St.  
 Kitchen's Terminal Phr., 2700 Fruitvale Ave.  
 Klass & Melrkna, 1642 Telegraph  
 King-Dawers Co., 1437 Franklin St.  
 J. Konrod, 447-11th St.  
 Lake Phr., 144 E. 14th St.  
 Leammington Phr., 1826 Franklin St.  
 Benj. Leavitt, 453-15th St.  
 MacDonald Phr., 3728 San Pablo Ave.  
 A. McAvoy, 5002 Telegraph Ave.  
 McCall's Phr., 5296 Foothill Blvd.  
 McKee Drug Co., 560 Broadway  
 McNair's Stry, Shop, 3232 Grand  
 MacDermid Phr., 17th & San Pablo  
 Madison Phr., 144-14th St.  
 Mauser Phr., 40th & Grove St.  
 May Drug Co., 5850 Foothill Blvd.  
 Webster Drug Co., 5500 Grove St.  
 Mills College (Y's College Shop)  
 Patch's Drug Store, 838 E. 14th St.  
 Fred N. Morcom, 1716 Broadway  
 H. Morcom, 1520 Broadway  
 Moun's Phr., 5642 College Ave.  
 Macdonald Phr., Kerr, 422-15th St.  
 Oakland Phr., 560 Broadway  
 Olivari Phr., 4810 Telegraph Ave.  
 Osgood, 12th & Washington St.  
 Patch's Drug Store, 838 E. 14th St.  
 Phillips & Phillip, 1206 E. 14th St.  
 Piedmont Phr., 4048 Piedmont  
 Pineburg & Kearley, 1724 Broadway
- Pogres Drug Co., 3100 Seminary**  
**Rand Bros., 2719-2725 Magnolia**  
**Rice Jewelry Co., 104-12th St.**  
**Roseway Tech. Supply Co., 4340 Broadway**  
**Rose-Waterman Drug Co., 1150-17th St.**  
**Russell-Carlson Co., 3259 Grand Ave.**  
**Shannon's Drug Store, 9403 E. 14th St.**  
**Skinner Drug Co., Lakeshore & Market**  
**Smith Bros., 472-13th St.**  
**E. Sommer, 16th & Broadway**  
**Spagnoli Phr., 5671 College Ave.**  
**St. Shafter**  
**Ster Drug Store, 3214 Grand Ave.**  
**C. E. Thompson, 1246 E. 14th St.**  
**Wass & Rich, 471-11th St.**  
**Geo. L. Walley, 5701 Shafter Ave.**  
**Wildwood Phr., 310 Grand Ave.**  
**Wheatley Store, 3111 Grand Ave.**  
**Jennings Pharmacy, 237 Grand**
- Alameda**  
 Alameda's Drug Store, Park St. & Santa Clara Ave.  
 Louis K. Liggett, 1365 Park St.  
 Lincoln Park Phr., 1433 High St.  
 Mays Sterling Phr., 1910 Euclid Bldg.  
 C. A. Newcomb, 1435 Park St.  
 Schaeffer's Pharmacy, Webster St. at Santa Clara  
 Security Drug Co., 1446 Park St.  
 Suburban Phr., Morton Station  
 Van Allen's Phr., 1205 Park St.  
 Webster Phr., 1555 Webster St.  
**Albany**  
 Albany Phr., 904 San Pablo Ave.  
 Bay Phr., No. 2  
**Antioch**  
 Palace Drug Co., 92 S. First St.  
 Medico-Dental Phr., E. Santa Clara St.  
 Melvin-Roberts-Horward, 162 S. Second St.  
 Metal Office Products Co., 154 S. Second St.  
 Mission Jewelry Store, 224 S. First St.  
 Moorhead-Fleming Drug Co., 100 S. Second St.  
 R. S. Roberts, 30 E. San Antonio  
 C. C. Spencer Co., 77 S. Second St.  
 Stackpole's, 155 S. First St.  
 Thomas Dr. Co., 128 S. First St.  
 University Drug Co., 299 S. First St.  
**Willow's Phr., 1183 Lincoln Ave.**  
 Winch & Marshall  
**San Leandro**  
 Douglas Drug Co., 259 E. 14th St.  
 Gibson Pharmacy  
 Livingston Drug Co., Masonic Bldg.  
**San Mateo**  
 Clark Stationery Co., 243 B St.  
 Levy Bros.  
 Henry Pharmacy  
 South San Mateo  
 San Mateo Pharmacy  
 San Rafael  
 J. D. Bennett  
 Duane Pharmacy  
 Dominican College Book Shop  
 Patten Pharmacy  
 North's Stationery  
**Santa Clara**  
 The City Book Store  
 Hamilton News Agency  
**San Jose**  
 San Jose Pharmacy  
 Hamilton News Agency  
 Elmer G. Conn, 2232 MacDonal  
 Conn Drug Store, No. 2, 10th & MacDonal  
 Furrer's, 721 MacDonal Ave.  
 Josell's Mira Vista Drug, 492 San Pablo Ave.  
 La Motte Drug Co.  
 Palmer's Drug Store, 600 MacDonal  
 Palmer's Drug Store, 134 Wash. Ave.  
 W. R. Sibley, 971 MacDonal
- San Anselmo**  
 De Lon's Pharmacy  
**San Francisco**  
 Cor. Porter & McClay Ave.  
 Mission Pharmacy, 901 Porter Ave.  
**Alameda**  
 Alameda Pharmacy, 1101 The Alameda  
 Barbold Phr.  
 Co-operative Store, San Jose State  
 Sheaffer's College, Spartan Union Bldg.  
 Glen Pharmacy  
 Hill's Book Store, 77 S. Second A.  
 A. Hirth & Son, 119 S. First St.  
 Harry Hirth, 190 S. First  
 Max M. Hutchins, 45 W. Santa Clara St.  
 John J. Dr. F. W. Bock, 189 S. W. G. Lean, 99 S. First St.  
 Dan Lewis, 12 E. San Fernando St.  
 C. M. Lindsay, 17 E. Santa Clara Ave.  
**Alameda**  
 Lynne Drug Co., 92 S. First St.  
 Medico-Dental Phr., E. Santa Clara St.  
 Melvin-Roberts-Horward, 162 S. Second St.  
 Metal Office Products Co., 154 S. Second St.  
 Mission Jewelry Store, 224 S. First St.  
 Moorhead-Fleming Drug Co., 100 S. Second St.  
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 J. D. Bennett  
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 Hamilton News Agency  
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 Elmer G. Conn, 2232 MacDonal  
 Conn Drug Store, No. 2, 10th & MacDonal  
 Furrer's, 721 MacDonal Ave.  
 Josell's Mira Vista Drug, 492 San Pablo Ave.  
 La Motte Drug Co.  
 Palmer's Drug Store, 600 MacDonal  
 Palmer's Drug Store, 134 Wash. Ave.  
 W. R. Sibley, 971 MacDonal

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### Young Speaks At Fete, Rally In Long Beach

#### Italian-American Group to Aid Merriam Race Announced

Former Governor C. C. Young, carrying his campaign for the Republican gubernatorial nomination into Southern California, spoke yesterday at a civic reception and rally in Long Beach and was guest of honor and principal speaker last night at an open air mass meeting in Whittier.

Leser Olson, prominent veterans leader of Los Angeles, has been appointed director of a Southern California veterans' committee in Young's behalf. It was announced at the reception that the committee will have headquarters at the Long Beach Y. C. Young, chairman of the committee, is assisted by Norman Elkington, chairman of the San Francisco speakers' committee; Mrs. Anna C. Law, Oakland, director of East Bay women's organizations; and Miss Ada Ford of Walnut Creek, head of Contra Costa women's activities.

### JUVENILE TROUPERS



**SANTA CLARA, July 25**—The "veteran business" among the kids along Madison street is very good indeed. Never before have the youthful showmen reaped such a harvest of battered pennies, and the reason is that their chief exhibit in the front department is Rosie Menasha's three-legged rabbit, Alice. The bunny, a pure white one, has only one hind leg, but manages to hop around with great agility. Alice's father, mother, brothers and sisters all have the customary number of legs.

### 'Go West,' Judge Tells Man With Ambition and One Cent

**NEW YORK, July 25**—John Leonard, 50, stood before Magistrate William O'Byrne in Flatbush Court, Brooklyn, today, charged disorderly conduct; contempt; and assault on a woman. "What about it?" the magistrate asked Mrs. Leonard. "He called me vile names," she said. "He pushed me around the house. I wouldn't bother sending him to jail if I were you, Judge. He's been in jail before and he likes it."

The magistrate asked: "How was it all right. But I lost my job. I want to work. I'm an ambitious fellow."

"I certainly don't want him around the house," Mrs. Leonard said. "My two daughters are working and supporting me and

### Morals Trial Jury Retires

**LOS ANGELES, July 25**—Bill dretlocked, the eight men and four women deliberating the fate of Dave Allen and Oliver Marsh, defendants in the so-called "Hollywood morals" trial, were locked up for the night at 10 p. m.

### Ex-Convict, Nabbed on Woman's Tip, Confesses Fifty Burglaries

A woman's tip to police yesterday resulted in the arrest of a former-Sing convict and solved a mysterious string of burglaries reported since last December.

The ex-convict is James Worthington, 41, 304 Divisadero street. He was seen leaving a residence in the Richmond district recently and his actions attracted the attention of a woman whose name police will not disclose. She noted down the license number of his automobile, then telephoned Captain George Healy.

### Suit Fought By Baneroff

**LOS ANGELES, July 25**—George Baneroff, screen actor, announced today he would fight the suit for separate maintenance brought by his wife, the former Belle Brooks, who charges the actor never obtained a divorce from her before marrying Octavia Brooks, actress and mother of Baneroff's 13-year-old daughter.

**PINKWORKS RAN PAIR**  
Brooks' they set off fireworks at a summer home, Ed Lydon Jr., 18, son of the manager of the Bedford Country Club, and Walter Stobbs, 17, were banned from Pasadena for six months.

**Places to go:**  
for seafoods  
**America's Unique Restaurant**  
★ **BERNSTEIN'S** ★  
**FISH GROTTO**  
123 Powell Street

## DRUGS SELL UNDER A NEW FLAG

**Only the Signs Remain Now Prices Are All the Same and yet DRUGS ARE SELLING TODAY UNDER THE NRA AT HISTORY'S LOWEST PRICES!**

**NRA CODE**  
RETAIL DRUG TRADE  
ESTABLISHED 1934

These Low Prices Prevail in All the Drug Stores Listed in This Advertisement. Patronize Your Regular Neighborhood Druggist

- |  |  |   |                                   |                                       |
|--|--|---|-----------------------------------|---------------------------------------|
| Alka Seltzer..... 27¢, 54¢   | Squibb's Liquid Petroleum..... 60¢         | Shunk's..... 27¢                        | Bluejay Corn Plasters..... 27¢    | Plann's Eas de Quinine..... 4-oz. 75¢ |
| Miles Neurine..... 85¢   | Colgate's Toothpaste..... 1-1/2, 2 for 25¢ | West's Toothpaste..... 1-1/2, 2 for 25¢ | Gillette Blades..... 25¢          | Magnesia 16 Oz..... 39¢               |
| For Your Vacation Trip or Outdoor Use take an <b>EOPA POISON OAK KIT</b> With You Prevents All Swellings <b>Price \$1.50</b> | Phillip's Milk of Magnesia..... 50¢        | Phillip's Iodine..... 50¢               | Wet's Economy Toothbrush..... 25¢ | U. S. P. - 1X and X, Rev. 39¢         |
|  | Phillip's Peppermint Cure..... 50¢         | Phillip's Peppermint Cure..... 50¢      | Wet's Face Powder..... 95¢        | Sold in Drug Stores Only              |
|  | Phillip's Peppermint Cure..... 50¢         | Phillip's Peppermint Cure..... 50¢      | Wet's Face Powder..... 95¢        |                                       |

Dr. Robert G. North Beach dentist, was named yesterday as chairman of an Italian-American Merriam-for-Governor Club, it was announced by Elmer E. Robinson, Northern California campaign director for Governor Frank E. Merriam. Other members of the committee of 10 include Clay B. Mazzanti, Dr. Guido J. Cervelli and Dr. Charles A. DeWitt.

The political agency of the United German Societies of San Francisco and California yesterday, through its officers, Dr. E. Lener and O. H. Rudnick, announced their endorsement of Governor Merriam's candidacy. A number of veterans' committees in behalf of Merriam's candidacy in Sonoma and Santa Cruz also was announced at headquarters here.

Napa county points were on the campaign itinerary today of George Creel, candidate for the Democratic gubernatorial nomination, following an address in San Rafael last night under auspices of his Marin county committee. He will speak today in Napa, St. Helena, Calistoga and Yountville. Tomorrow Creel will fly to Southern California, where he will keep busy for five days at a series of meetings.

Ralph M. Tins, president of Sacramento Typographical Union No. 46, wrote Creel yesterday that printers' unions throughout California are interested in supporting his candidacy.

George Washington Haught, father of Raymond L. Haught, candidate for the Republican nomination for Governor, is touring the country in behalf of his son's candidacy.

Representatives of both Justice Wardell and George Creel, Democratic candidates for the gubernatorial nomination, will speak at a meeting in the Women's Club at 2:30 tomorrow afternoon. Val Kline will speak in behalf of Wardell and Clifford C. Anderson for Creel, according to Miss Russell Ward, president of the forum.

Chauncey Trammello, candidate for Congress in the Fourth district, yesterday made public the following letter from Postmaster General James A. Farley:

"I am glad to learn of your candidacy for the position of Congressman from the Fourth Congressional district. Knowing your ability, your loyalty to his Democratic party and your devoted support of President Roosevelt in the prevention campaign of 1932, it is a pleasure to wish you every success."

Associate Justice Eames Sewall of the State Supreme Court has received the unanimous endorsement of the State Club of San Francisco in his candidacy for reelection. It was announced yesterday by Clay A. Pedrazzini, San Francisco attorney and president of the club.

George J. Hatfield, former U. S. District Attorney, has received the endorsement of the Columbus Club. It was announced yesterday in his campaign for the Republican nomination for Lieutenant Governor.

Edgar C. Levy, candidate for Congress from the Fourth district, will speak tonight at 8 o'clock before the Voters' Council at 525 Sutter street. Levy will discuss "Federal Taxation Reform."

Walter Matthews, Judge George J. Steiger, Justice Lida T. Jacobs and Judge Rex B. Goodwell will be speakers and guests of the Union League Club at a luncheon meeting this noon.

### Farley, Ickes Showdown Near

**WASHINGTON, July 25**—A threatened Cabinet controversy, brewing over efforts to appoint a new director of the Bureau of Mines, promises to furnish a test of power between Secretary Ickes and Postmaster General Farley upon President Roosevelt's return from Hawaii.

A storm center of this potential fight is John Wellington Finch, 60-year-old director of the School of Mines at the University of Idaho.

A geologist, engineer, educator and explorer, Finch was recommended for the post by Senator Joseph P. (Doc) McCarren, supported by the entire Idaho congressional delegation and practically all the Western mining States.

Secretary Ickes, impressed by Finch's reputation, decided to name him to the position now held by Scott Turner. Finch was summoned last week to take the job.

A hitch, on which the negotiations may yet be wrecked, developed when it came time to have the new appointee's commission signed. The document turned up on the President's desk bearing the notation "held up at Farley's request."

The Postmaster General, it is reported, opposed the appointment on the ground Finch was a Republican.

### Street Official Sued for Divorce

Suit for divorce was filed at Napa County yesterday by Mrs. Alma A. Rollins, Burlingame, against William A. Rollins, Burlingame City Superintendent of Streets. She charged "intense cruelty and continuous quarreling." The complaint says the Rollins have already effected a property settlement.

### TRADE WITH YOUR REGULAR DRUGGIST LISTED HERE

<b>DOWN TOWN</b>	<b>MISSION</b>	<b>SUNSET</b>	<b>WESTERN ADDITION</b>
Larkin St. to Embarcadero	BELL DRUG STORE MI 3202	CHEWING'S PHARMACY OV 5509	WESTERN ADDITION
A. MEYER & CO. 308 Wash. St. San Francisco DO 3838	CARROLL'S DRUG STORE MI 1687	DESSLER'S PHARMACY LO 3030	ABRAHAM'S PHARMACY 1120 Grand St. SF 6591
ARGONAUT DRUG CO. 38 414 1/2 St. SF 4487	ELLEN'S DRUG STORE MI 1687	FULLIGER'S PHARMACY LO 3030	A. D. NOLA DRUG CO. SF 6591
BASCH'S PHARMACY PR 4400	FRANK'S DRUG STORE MI 3202	HARRIS'S PHARMACY LO 3030	BRENNER'S PHARMACY SF 6185
BENSON'S PHARMACY PR 4400	GLENVIEW DRUG STORE MI 3202	HAYES'S PHARMACY LO 3030	CALIFORNIA PHARMACY 2000 California SF 4442
BONNIE'S PHARMACY PR 4400	GRANDVIEW DRUG STORE MI 3202	HERRING'S PHARMACY LO 3030	GREEN'S PHARMACY 2000 California SF 4442
BURTON'S PHARMACY PR 4400	HIGHLAND DRUG STORE MI 3202	HUGHES'S PHARMACY LO 3030	JORGENSEN'S PHARMACY 2000 California SF 4442
CLAYTON'S PHARMACY PR 4400	INDIAN DRUG STORE MI 3202	JACOBSON'S PHARMACY LO 3030	KALNAY'S PHARMACY 2000 California SF 4442
CLAYTON'S PHARMACY PR 4400	JORDAN'S DRUG STORE MI 3202	JENSEN'S PHARMACY LO 3030	KEENE'S PHARMACY 2000 California SF 4442
CLAYTON'S PHARMACY PR 4400	KING'S DRUG STORE MI 3202	KELLY'S PHARMACY LO 3030	LEWIS'S PHARMACY 2000 California SF 4442
CLAYTON'S PHARMACY PR 4400	LANE'S DRUG STORE MI 3202	KELLY'S PHARMACY LO 3030	MAGNAN'S PHARMACY 2000 California SF 4442
CLAYTON'S PHARMACY PR 4400	LEWIS'S DRUG STORE MI 3202	KELLY'S PHARMACY LO 3030	MAGNAN'S PHARMACY 2000 California SF 4442
CLAYTON'S PHARMACY PR 4400	LEWIS'S DRUG STORE MI 3202	KELLY'S PHARMACY LO 3030	MAGNAN'S PHARMACY 2000 California SF 4442

**CIGARETTES BOTHYR YOUR THROAT?**

Raw throat after smoking? Heat is the trouble-maker. Hot smoke is loaded with irritants that are rough on delicate membranes. Your cue is to keep smoke cool. Pull lightly in lighting up, take more time between puffs, and don't smoke too far down. To be sure of cool, comfortable smoke... smoke menthol-cooled Spuds. 16% cooler by the thermometer.

Watch for them in the Chronicle

## SAN FRANCISCO RETAIL DRUGGISTS' ASSN.

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## LIVING

Wed., Nov. 15, 1978

# HERE'S TO YOUR HEALTH

By Leonore Feinstein

That fellow with the "dead fish" handshake may not know it but he's maintaining his usual heart rate and blood pressure. Conversely, the one who crushes your hand with his mighty paw is raising his heart rate and blood pressure. This isometric fact of life may soon be used to estimate a surgical patient's response to imminent anesthesia, according to Dr. Paul J. Dauchot. The patient will handgrip an instrument that measures various functions, thus giving the anesthesiologist advance notice of possibly adverse reactions.

A drug used to stimulate ovulation in women has been found to boost male fertility as well. Clomiphene citrate administered to 14 men has increased their sperm count as much as 40 million per cc. and in six months or less, three of their mates have conceived.

The dizziness and hearing loss associated with Meniere's disease have been abated by means of a low-pressure chamber. Swedish professor Orjan Tjernstrom is not certain why the underpressure achieves such dramatic results, but American otolaryngologists are impressed, and are eager to try the new procedure.

After a heart attack, successful adjustment to emotional difficulties during the hospital stay bodes well for satisfactory convalescence and recovery. Natural feelings of helplessness in the strange surroundings of an emergency room and coronary care unit may be eased if doctors and nurses explain what is happening and why.

Specific explanations of what to expect when the patient moves to a regular hospital room and, finally, what problems he may face when he goes home help to minimize apprehensions of the unknown. Group psychotherapy helps significantly, too.

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San Francisco Chronicle

BB-3

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<https://www.sfgate.com/bayarea/article/EXCELSIOR-Locals-honor-Garcia-Jerry-Day-pays-2658576.php#photo-2135515>

# San Francisco Chronicle

## EXCELSIOR / Locals honor Garcia / Jerry Day pays homage to singer's neighborhood roots

Carolyn Jones, Chronicle Staff Writer

July 1, 2005

Updated: Jan. 20, 2012

Long before he was lead singer for the Grateful Dead, Jerry Garcia was a scrappy kid in the Excelsior -- pulling fire alarms, sticking his hands in wet cement, throwing cherry bombs in the Alemany tunnel.

"Seems like we were always in the back of a police cruiser," said Garcia's childhood buddy, John Clark, a writer and filmmaker who now lives in Orlando. "The Excelsior was a lot of fun for us. Harrington Street was our world."

The Excelsior is now embracing Garcia once again. Commemorating Garcia's 63rd birthday on Aug. 1 and the 10th anniversary of his death on Aug. 9, residents of the Excelsior are hosting Jerry Day at the McLaren Park amphitheater.

The free event, scheduled for Aug. 7, will feature four bands, food booths and arts and crafts.

Organizers are expecting 1,300 to 1,500 people to attend Jerry Day, which is in its third year. The purpose is to celebrate Garcia's life, art and music, as well as bring people to the Excelsior -- a neighborhood that doesn't get nearly enough attention, promoters say.

"I know what it feels like to grow up out there, not feeling like you're part of the city," said organizer Tom Murphy, who was raised in the Excelsior and now works in finance on the Peninsula. "We're trying to build pride, community spirit, bring positive attention to the neighborhood."

Garcia fans have also gathered 1,000 signatures to rename the McLaren Park amphitheater after the world-famous singer and guitarist. Three years ago, they printed and sold T-shirts with Garcia's artwork to raise money for a new playground at the park. In all, they netted \$5,000. The playground was completed in 2003.

There's also a movement to declare his childhood home, at 87 Harrington St., a landmark and place a plaque out front.

"Jerry Garcia and his accomplishments help put the Excelsior on the map," said Supervisor Gerardo Sandoval, who represents the neighborhood.

Sandoval is particularly pleased with the Garcia celebration because "it's a well-kept secret that I'm the only Deadhead on the board. I have more than 50 shows under my belt."

Garcia's family has been very supportive of Jerry Day and efforts to commemorate his childhood, Murphy said. His family donated an original Garcia painting to auction to raise money for Jerry Day. The painting will be auctioned at a fund-raiser Thursday at Cafe Mama, 4754 Mission St.



AP

This is a 1994 file photo of singer JERRY GARCIA. Tired of diehard Grateful Dead fans clogging city homeless shelters while waiting for the next concert, Santa Cruz mayor, Scott Kennedy, is asking Jerry Garcia to share the cost of deadbeat Deadheads by giving to the shelters that feed the homeless and roaming Dead fans. Band spokesman Dennis McNally, skeptical about the extent of Santa Cruz's Deadhead problem, said band has made contributions to cities whose social services have been tapped by fans. (AP Photo/File)





GARCIA/C/20AUG99/PK/HO-This is a photo of Jerry Garcia dressed as a cowboy in his youth.  
HANDOUT

Fans say they can hear the Excelsior's influence in Garcia's music. Although he was a hippie icon for three decades, he also favored bluegrass, blues and other working-class types of music -- a throwback to his youth in the blue-collar Outer Mission.

Sandoval noted that Garcia was originally trained as a Spanish classical guitarist, a reflection of the traditional lifestyle and Latin influence of the Excelsior.

Garcia isn't the Excelsior's only famous son. Boston Red Sox Hall of Famer Joe Cronin, Mix Master Mike of the Beastie Boys and former heavyweight champion Pat Valentino also hail from the foggy streets of the Outer Mission.

"North Beach had Joe DiMaggio; we have our own Hall of Famer," Murphy said.

Garcia grew up at 121 Amazon St., then moved when he was 5 to his grandmother's house at 87 Harrington St., where he lived until he was a teenager. Clark lived a few doors down at 32 Harrington.

"We were pretty inseparable," said Clark, who later wrote a book called "Dead Angel" about his childhood with Garcia.

Garcia, at the time of his death in 1995, was also working on a book about his youth, called "Harrington Street." It was published posthumously. Clark first met Garcia in the comic book aisle at the [Central Drug Store](#), which is still in business near Mission and Excelsior Avenue. They spent their youth "mostly getting into trouble and having fun," Clark said.

They built tree houses, played Union and Confederate soldiers in vacant lots, made an underground fort complete with periscope, went on Easter egg hunts at McLaren Park, cleaned the park's horse stables in exchange for rides, and exploded a lot of firecrackers.

"As a kid, Jerry was very fun-loving, very kind. A little lost, in a sense," Clark said. "I remember once we were walking down the street and he was singing 'When the Red Red Robin Comes Bob-Bob-Bobbing Along,' and thinking, 'Boy, I hope he doesn't become a singer.' "

Clark and Garcia stayed in touch over the years, although Clark never considered himself a Deadhead.

Nonetheless, he plans to return to the Excelsior for Jerry Day and emcee the event.

"I haven't been back to McLaren Park in years," he said. "I still remember stealing the Easter eggs out of Jerry's basket there."

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## **Harrington Street**

In Jerry Garcia's posthumously published "Harrington Street" ([Delacorte Press](#), \$22.95), he writes about his childhood. These are some of his memories of his Excelsior neighborhood:

"When I lived at 87 Harrington St., the neighborhood church was Corpus Christi (body of Christ) located one block northeast of Harrington Street and occupying about one half block of area. It was, when we first moved there, a typical wooden frame, sort of classic little old church-in-the-lane cum here's the church, here's the people, open the doors, etc... kind of deal."

On another page, he wrote:

"The Excelsior district of San Francisco was ethnically mostly Italian and Irish. My family was pretty much Spanish-Irish, a stricken combination of Catholicism's Weirder Interpretations. ... So one block, scarcely 100 yards from the door at 87 Harrington, was God's House! In those days they still had the wonderful Latin Mass with its resonant sonorities and mysterious ritual movements, the incense, the music, choir, organ, bells, candles, the muted light through the stained glass windows."

Visit our **Excelsior District** page for more content:



## Top 5 Excelsior Commercial Buildings

March 23rd, 2020

[No Comments »](#)

We have already admired, written about, and helped with landmark designation for the terrific [Royal Baking Company building](#) at 4769-4773 Mission Street, but there are a number of other great commercial buildings in the Excelsior. While there are gems farther out Mission (we love the old Art Deco realty office at [5401 Mission Street](#)), we're not going south of Geneva Avenue for this post. As with our [top 5 residential buildings](#) and [top 5 institutional buildings](#), this list is very subjective. Let us know if you have a favorite one not mentioned!

### Central Drug Store

(4494 Mission Street, built 1910)



The form is simple (a rectangle), but the drugstore on the corner at 4494 Mission Street at the corner of Santa Rosa Avenue has a couple of big reasons for making this list. Central Drug Store is the oldest still-operating business in the Excelsior District, having opened in this spot in 1910. A circa 1950 alteration to the building gave us the sleek Vitrolite sign with "Central Drug Store" in neon. Jerry Garcia bought comic books here when he was a boy, and he is still playing the guitar on the south side of the building along Santa Rosa Avenue in the 2009 work by Precita Eyes Muralists, *The San Francisco You Should Know*.



Detail of *The San Francisco You Should Know* on side of Central Drug Store building.

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# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: March 3, 2021**

*Filing Date:* February 3, 2021  
*Case No.:* 2021-001255LBR  
*Business Name:* Central Drug Store  
*Business Address:* 4494 Mission Street  
San Francisco, CA 94112  
*Zoning:* NCD- Excelsior Outer Mission Street Neighborhood Commercial District  
40-X Height and Bulk District  
*Block/Lot:* 6796/011  
*Applicant:* Jerrold Tonelli  
4494 Mission Street  
San Francisco, CA 94112  
*Nominated By:* Supervisor Ahsha Safai  
*Located In:* District 11  
*Staff Contact:* Elton Wu - 628-652-7415  
[Elton.Wu@sfgov.org](mailto:Elton.Wu@sfgov.org)  
*Recommendation:* Adopt a Resolution to Recommend Approval

## Business Descriptions

Central Drug Store is a local, family-owned traditional pharmacy and general store in the Excelsior District since 1908. In addition to being a knowledgeable pharmacy medications and consultations, Central Drug Store sells household goods, toys, perfumes, colognes, and durable medical equipment. Central Drug Store originally started with William Brenner back in 1908 located at 4394 Mission Street. After a year in the business, Brenner moved the business to 4513 Mission Street. In 1918, Brenner moved the business to its current location at 4494 Mission Street. In 1921, Brenner sold the business over to Wilbur G. Stahl. Stahl operated and ran the Central Drug Store until 1927 and sold the business over to Claude L. DeVecenzi. Claude L. DeVecenzi included two additional business partners George DeVecenzi and William Tonelli in 1950 and operated two other pharmacies, which were Golden State Pharmacy and Rex Drugs. After working as a pharmacist at Central Drug Store for about 16 years, Dino Tonelli took over all three pharmacies. Over time, the business split off and Central Drug Store ran independently. When Dino Tonelli died in 1991, Jerry Tonelli, Dino's son, took over the business and manages the business with his mother, Elsie Tonelli. Both Jerry and Elsie have been running the business ever since.

Through its extensive history in the Excelsior neighborhood, Central Drug Store has been providing reliable service to the Excelsior neighborhood. Central Drug Store has served customers that are multigenerational from the community and the Bay Area. Central Drug Store has always been involved with making the community a better place. Dino Tonelli started the Excelsior Business Association and one of his main initiatives was to decorate the storefronts and streets around the Excelsior District for the Holiday Season.

Central Drug Store has been a community resource to the Excelsior community. They pride themselves in being a friendly, safe, and welcoming place for all people. They provide free medical advice and free counter counseling. Some important affiliations they are with are Coalition of Concerned Medical Providers (CCMP) and Retail Clerks Union Local 648. Through CCMP, Central Drug Store provides free medication and counseling to the low-income and people without housing. Retail Clerks Union Local 648 provides employees with livable wages, health insurance and pension plans. Besides hiring only family members, Central Drug Store hires students from local high schools to provide them with after school jobs. Central Drug Store has supported multiple organizations like Coalition of Concerned Medical Providers, Corpus Christi Church, St. Roberts Catholic Church YMCA, St. Johns High School, St. Ignatius College Preparatory High School, Archbishop Riordan High School, Italian American Social Club, Lucchesi Nel Mondo, Excelsior Action Group, Jerry Garcia Day, Sunday Streets SF, Knights of Columbus, Pharmacist Society of San Francisco, and the San Francisco Democratic Club.

The business is located in a Category B (Unknown / Age Eligible) structure on the northwest side of Mission Street between Santa Rosa Avenue and Francis Streets. It is within the Excelsior Outer Mission Neighborhood Commercial District (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

## Staff Analysis

### Review Criteria

*1. When was business founded?*

The business was founded in 1908.

*2. Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Central Drug Store qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Central Drug Store has operated continuously in San Francisco for 113 years.
- b. Central Drug Store has contributed to the history and identity of the Excelsior neighborhood and San Francisco.
- c. Central Drug Store is committed to maintaining the physical features and traditions that define the organization.

*3. Is the business associated with a culturally significant art, craft, cuisine, or tradition?*

Yes. The business is associated with the pharmaceutical and health care industry



*4. Is the business or its building associated with significant events, persons, or architecture?*

Yes. Their existing site, 4494 Mission Street, is located in the center of the Excelsior District. Although it is not been analyzed for its eligibility for historic resource status, the property has a well-preserved building façade and interiors in the Excelsior neighborhood since 1976 from their interior remodel.

The business encountered some significant people like Jerry Garcia, Monty Stickles, Juan Marichal, Paul Tonelli, Quentin Kopp, Jackie Speier, Benito Santiago, and Rinaldo Joseph “Rugger” Ardizoia.

*5. Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No, this property is not listed on a registry. The business is located in a Category B (Unknown / Age Eligible) structure on the northwest side of Mission Street between Santa Rosa Avenue and Francis Streets. It is within the Excelsior Outer Mission Neighborhood Commercial District (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District and is within an ongoing Neighborhood Commercial Corridor Historic Survey.

*6. Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary, but it is located within the boundaries of an ongoing Neighborhood Commercial Corridors Historic Resources Survey.

*7. Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Central Drug Store has been mentioned in San Francisco Chronicle and San Francisco Heritage. Central Drug Store has been mentioned in multiple awards like:

- Most Successful Year in the History of Blue Stamp Award by the Blue Stamp Committee
- Certificate of Special Congressional Recognition Small Business Award from previous Congresswoman Nancy Pelosi
- San Francisco Certificate of Honor presented by former Mayor Edwin Lee
- Coalition of Concerned Medical Professionals Awards

**Physical Features or Traditions that Define the Business**

Location(s) associated with the business:

Current Locations:

- 4494 Mission Street (1918– Present)

Previous (No Longer Extant) Locations:

- 4394 Mission Street (1908 – 1909)
- 4513 Mission Street (1909 – 1918)

Recommended by Applicant

- Bright Neon “Central Drug Store” Letters
- The large display windows
- Decorative Blue Tiles
- Old-Time Glass Cabinet
- Mural on the side of the building facing Santa Rosa Avenue titled “The San Francisco You Should Know”.

Painted by Precita Eyes Muralists

Additional Recommended by Staff

- None

## Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

### ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
  - Criterion 1 – History and Description of Business
  - Criterion 2 – Contribution to Local History
  - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation





# HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1174

**HEARING DATE: MARCH 3, 2021**

*Case No.:* 2021-001255LBR  
*Business Name:* Central Drug Store  
*Business Address:* 4494 Mission Street  
 San Francisco, CA 94112  
*Zoning:* UMU- Urban Mixed Use Zoning District  
 68-X Height and Bulk District  
*Block/Lot:* 6796/011  
*Applicant:* Jerrold Tonelli  
 4494 Mission Street  
 San Francisco, CA 94112  
*Nominated By:* Supervisor Ahsha Safai  
*Located In:* District 11  
*Staff Contact:* Elton Wu - 628-652-7415  
 Elton.Wu@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CENTRAL DRUG STORE CURRENTLY LOCATED AT 4494 MISSION STREET (PRIMARY ADDRESS), BLOCK/LOT 6796/011;

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on March 3, 2021, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE, BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Central Drug Store qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Y Central Drug Store.

*Location(s):*

Current Locations:

- 4494 Mission Street (1918– Present)

Previous (No Longer Extant) Locations:

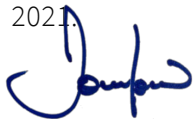
- 4394 Mission Street (1908 – 1909)
- 4513 Mission Street (1909 – 1918)

*Physical Features or Traditions that Define the Business:*

- Bright Neon “Central Drug Store” Letters
- The large display windows
- Decorative Blue Tiles
- Old-Time Glass Cabinet
- Mural on the side of the building facing Santa Rosa Avenue titled “The San Francisco You Should Know”. Painted by Precita Eyes Muralists

BE IT FURTHER RESOLVED that the Historic Preservation Commission’s findings and recommendations are made solely for the purpose of evaluating the subject business’s eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on March 3, 2021.



Jonas P. Ionin  
*Commission Secretary*

AYES: Nageswaran, Black, Foley, Johns, Pearlman, So, Matsuda

NOES: None

ABSENT: None

ADOPTED: March 3, 2021