



Legacy Business Registry Staff Report

HEARING DATE NOVEMBER 28, 2016

GOLDEN BEAR SPORTSWEAR

Application No.: LBR-2016-17-016
Business Name: Golden Bear Sportswear
Business Address: 200 Potrero Avenue
District: District 10
Applicant: Matt Ehlen, General Manager
Nomination Date: October 3, 2016
Nominated By: Mayor Edwin Lee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Golden Bear Sportswear is a local outerwear manufacturing company located in the Mission District/Potrero Hill neighborhood that was established in 1922 by Samuel Slater. Located at the corner of Potrero Avenue and 15th Street, Golden Bear Sportswear creates outerwear that reflects San Francisco's unique fashion history and also has become a part of the "Americana" trend in its display of adaptability to changing tastes and times. In the 1920s, the business started out manufacturing dockworker's jackets worn by longshoremen who needed both warmth and durability at a reasonable cost. In the '50s, the company began making letterman or varsity jackets for high school and college athletes, and in the '60s made jackets for band members of the Grateful Dead, Jefferson Airplane, and others. Their '60s jacket styles incorporated "a willingness to experiment with styles, blending traditional western styles with other jacket details." Additionally, Golden Bear Sportswear continues to provide manufacturing jobs to residents of the Mission District and Potrero Hill neighborhoods. The business continues to be owned by the Winter family after being inherited by Berek Winter, a Jewish immigrant from Poland and Holocaust survivor, who worked for Slater in the 1950s as a leather cutter. Berek's youngest daughter, Shirley Zisman, serves as president of the company and established a profitable working relationship with Banana Republic in the 1980s. Similarly, the company has made jackets for various political luminaries throughout history, including Mayor Willie Brown, President Bill Clinton, and Governor Gray Davis, and continues to make motorcycle jackets for the San Francisco Police Department.

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, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

594 Howard Street from 1922-1972 (50 years)
475 Valencia Street from 1972-1988 (16 years)
200 Potrero Avenue from 1988-Present (28 years)



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

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

Yes, the applicant has contributed to the Mission District/Potrero Hill neighborhoods' history and identity.

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:

- Golden Bear Sportswear is associated with the craft and tradition of making high quality outerwear.
- Golden Bear Sportswear has contributed to the Mission District/Potrero Hill and greater San Francisco community's history and identity by continuing to carry on the craft and tradition of creating unique and custom outerwear pieces that are uniquely indicative of San Francisco and have evolved over 94 years to take into consideration era-changing trends while maintaining a strong sense of tradition and quality. Additionally, the business has continued to provide manufacturing jobs to San Francisco residents.
- The 1928 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" and has been identified as an individually-eligible historic resource through the Showplace Square/Northeast Mission Historic Resource Survey.
- The business has been cited in the following publications:
 - SF Chronicle, "Why Clinton Likes the Local Leather: Bill's bomber jacket began life in the city," by Jerry Carroll.
 - Shinola, 1/2/2014, "Made by Hand in San Francisco."
 - GQ Magazine, 04/2013, "Outta the Park," by Cass Bird.
 - Business Insider, 4/17/2014, "12 Men's Clothing Items That Will Last Forever," by Max Kessler.
 - CNBC, 5/18/2015, "An outfitter says good-bye to the Letterman show," by Kevin Kane.

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

Yes, Golden Bear Sportswear is committed to maintaining the physical features that define its craft and tradition of making unique, high quality outerwear.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Golden Bear Sportswear 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.

Physical Features or Traditions that Define the Business:

- Location within the Mission District/Potrero Hill neighborhood.
- Gothic Revival aesthetic of the building including: gabled parapets with ogee arch relief, and chamfered concrete piers terminating with conical finials.
- Second story, multi-light, steel sash industrial windows.



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Golden Bear Sportswear currently located at 200 Potrero Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



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REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

Small Business Commission Draft Resolution

HEARING DATE NOVEMBER 28, 2016

GOLDEN BEAR SPORTSWEAR

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-016
Business Name: Golden Bear Sportswear
Business Address: 200 Potrero Avenue
District: District 10
Applicant: Matt Ehlen, General Manager
Nomination Date: October 3, 2016
Nominated By: Mayor Edwin Lee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR GOLDEN BEAR SPORTSWEAR, CURRENTLY LOCATED AT 200 POTRERO AVENUE.

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 November 28, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



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1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
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SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes Golden Bear Sportswear 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 Golden Bear Sportswear:

Physical Features or Traditions that Define the Business:

- Location within the Mission District/Potrero Hill neighborhood.
- Gothic Revival aesthetic of the building including: gabled parapets with ogee arch relief, and chamfered concrete piers terminating with conical finials.
- Second story, multi-light, steel sash industrial windows.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 28, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



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Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-016
Business Name: Golden Bear Sportswear
Business Address: 200 Potrero Avenue
District: District 10
Applicant: Matt Ehlen, General Manager
Nomination Date: October 3, 2016
Nominated By: Mayor Edwin Lee

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? X Yes No

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X 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? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: September 19, 2016

Richard Kurylo
Manager, Legacy Business Program





October 3, 2016

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Golden Bear Sportswear for inclusion on the Legacy Business Registry.

The purpose of the City's legacy business registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City. Per ordinance, a legacy business may be nominated by a member of the Board of Supervisors or the Mayor to be reviewed, processed and approved by the Small Business Commission at a public hearing if it meets the criteria set forth.

Golden Bear Sportswear is a long established business in the City and County of San Francisco, first doing business out of a small factory on Howard Street. Since 1922, Golden Bear Sportswear has been manufacturing outerwear providing manufacturing jobs for generations and offering a legacy of durable, quality outerwear. Their wear has influenced many trends through the eras reflecting San Francisco's unique history.

It is an honor to recognize the legacy and contributions of Golden Bear Sportswear to our great city of San Francisco.

Sincerely,

A handwritten signature in cursive script that reads "Edwin M. Lee".

Edwin M. Lee
Mayor

Section One:

Business/ Applicant Information. 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.

NAME OF BUSINESS:		
S. Slater & Son dba: Golden Bear Sportswear		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Schirley Zisman		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
200 Potrero Avenue San Francisco, Ca 94103	(415) 863-6171	
	EMAIL: mehlen@goldenbearsportswear.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
Goldenbearsportswear.com	Golden Bear Sportswear	→ same

APPLICANT'S NAME	
Matt Ehlen	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
General Manager	
APPLICANT'S ADDRESS:	TELEPHONE:
200 Potrero Avenue San Francisco, CA 94103	(415) 863-6171
	EMAIL: mehlen@goldenbearsportswear.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0011138	C0260837

OFFICIAL USE Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Susan Ma for the Mayor's office	

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
594 Howard Street	94103	1922
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1922-1972	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
475 Valencia Street	94103	Start: 1972 End: 1988

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
200 Potrero Avenue	94103	Start: 1988 End: current

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 and a business deemed not current in 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 the Business Assistance Grant.

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.

Name (Print): Schirley Zisman Date: 2/12/16 Signature: SB

LEGACY BUSINESS REGISTRY APPLICATION

GOLDEN BEAR SPORTSWEAR

Golden Bear Sportswear is a San Francisco manufacturer established in **1922 by Samuel Slater**, and has operated continuously in the **Mission** and **Potrero Hill** since then. The original factory was located at **594 Howard Street**, where the company remained for nearly 50 years.

Golden Bear Sportswear makes outerwear. Not only do our styles reflect San Francisco's unique history, but they've also been a part of "Americana," anchoring eras in our common history that show changing tastes and times.

In the 1920s, the company manufactured **dockworker's** jackets, worn by longshoremen who needed both warmth and durability at a reasonable cost. In the 50's we started making jackets for high school and college athletes with embroidered letters—the **letterman** or **varsity** jacket. In the 1960s, in the era of the Summer of Love, we made jackets for band members of the Grateful Dead, Jefferson Airplane and others. The tastes of the '60s incorporated a willingness to experiment with styles, blending traditional western styles with other jacket details.

The company was originally owned by Samuel Slater, and it was his wish that his son join the business with him. But his son went to the University of California, Berkeley, and it's rumored that he played for the football team. Samuel's son eventually became a lawyer. Samuel may have lost a business partner, but he did change the name of his business to honor his son's alma mater. The symbol for Cal, the bear, was incorporated in the name and became part of the logo and the brand.

In the beginning of the 1950s, Berek Winter, a Jewish immigrant from Poland, came to work for Samuel Slater as a leather cutter. Berek's story is memorialized in the **Jewish archives of holocaust survivors**. Within a decade of hard work, Berek bought the company. The Winter family still owns and operates the business, with **Schirley Zisman**, Berek's youngest daughter, serving as president.

Schirley worked to upgrade and add a fashion element to traditional styles. In the 1980s she worked closely with a new store located on Polk Street, called **Banana Republic**. That fruitful relationship helped develop the leather outerwear part of the business for this nascent company. And a lasting relationship between Banana Republic's founder and Schirley remains to this day.

The tilt toward fashion allowed the company to market its San Francisco-influenced ethos to national retailers, like the **J. Peterman Company** and **Nordstrom**. In the 1990s Schirley wrote to **President Bill Clinton**, explaining the challenges of being a domestic manufacturer in a retail world that was increasingly using lower-cost imports. The president invited Schirley to the White House and featured Golden Bear Sportswear in a speech, and the two become fast friends. Many of President

Clinton's pictures feature him in the classic bomber-style jacket that Schirley gave him. This newfound connection led to Golden Bear making jackets for other political luminaries, including **Willie Brown**, **Gray Davis**, and the world leaders attending the 2011 **G8 World Summit**.

Golden Bear Sportswear still serves San Francisco and the Bay Area. We make motorcycle jackets for the **San Francisco Police Department**, customizing jackets to each officer's individual preference. We made jackets for the **Mayor's Office** each time the **Giants** won the World Series. Our local showroom is *the* place to find deals on quality jackets for locals in the know, some of whom have been loyal customers for decades.

We have twenty-five employees, mostly San Franciscans, with an average tenure of over 20 years. The craft of designing and making apparel is disappearing from the City. The labor pool has shrunk with changing demographics.

Across the decades we have been able to survive by adapting to changing circumstances. In recent years, though, rents have gone up, and new regulations have driven up labor costs. The new economic realities of doing business in the City have given us our biggest challenge yet.

We appreciate programs to help businesses like ours, as we try to sustain our place in San Francisco history.

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GOLDEN BEAR SPORTSWEAR
200 POTRERO





Featuring

- PROMOTIONAL MATERIAL
- EFFICIENCY AIDS
- COST CUTTING
- PRODUCTION TECHNIQUES
- DISTRIBUTION
- MARKETING
- DESIGN
- STYLE
- TRENDS
- TEXTILE and FABRICS
- MACHINERY and EQUIPMENT
- LABOR and MANAGEMENT
- COST ACCOUNTING

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DENYSE C. SELESNICK

Associate Editors
SHARON VALERA
ELEANOR STRICKLAND

Contributing Editors
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EVE CRANE
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PAT ROBERTS

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SAM GLASSFORD
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Shearling Jacket

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Color: Weathered Brown.

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Color: Weathered Brown.

UR17015 Insulated

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Regular \$240.00 Tall \$260.00

Original Jacket

Popular for its classic appearance since first introduced.

Color: Dark Brown.

UR17013 Insulated

Regular \$250.00 Tall \$270.00

UR17014 Uninsulated

Regular \$228.00 Tall \$248.00

Why Clinton Likes the Local Leather

Bill's bomber jacket began life in the city

BY JERRY CARROLL

CHRONICLE STAFF WRITER

They're calling him Bomber Bill. Not because President William Jefferson Clinton ever actually served so much as a minute in the military. The very opposite is true, as is well known. Or because he favors a military build-up. Au contraire, as our French friends say.

They — the Clinton staff and friends — call him Bomber Bill because of the leather jacket he wears so often it's becoming like a second skin. Thicker even than a politician's hide and lots warmer, it's a copy of the jacket Army Air Corps fliers wore during World War II.

There's Clinton yakking with hard hats on a porch in Washington, D.C., before his economic address. There he is again, just off the chopper from Camp David. On



BY ERIC LUSE/THE CHRONICLE

Schirley Zisman, with her father, Berek Winter, models a bomber jacket like the one their company, Golden Bear Sportswear, sent to President Clinton. It's complete with the presidential seal on the inside.

these as well as many other outings that don't require a suit and tie, he's decked out in the jacket that won the air war.

He got the surprise gift thanks to Schirley W. Zisman, 41, boss of marketing at Golden Bear Sportswear in San Francisco. She voted for him and so did her 6-year-old in a school election. "His eyes lit up with pride and excitement," Zisman wrote Clinton in Little Rock. "In his eyes, I saw my past and my future."

Then came the repentance so central to the Southern Baptist faith of Billary Yes, during the '80s, Zisman wrote, we had our leather jackets manufactured offshore. Korea, to be specific.

"They were the worst years of our lives," she said in the letter. "After four years of endless faxes and trips to the Far East, we made a decision to no longer man-

BOMBER: Page B4 Col. 3

BOMBER: Locally Made Jacket Is Clinton's Favorite

From Page B3

ufacture abroad. All of our product is now made in the U.S.A. Life seems normal again. Our business is flourishing. Our customers respect our product. We are not just another importer. We are Made in U.S.A."

Not only that, but union made. Not only that, but made by immigrants from Hong Kong, "buddled masses," as the Statue of Liberty has it, formerly "yearning to be free." No way could Clinton pass up this trifecta, particularly with a D.C. winter in the offing.

The first time Zisman saw Clinton wear the jacket was on Thanksgiving. "My family," she wrote, "was ecstatic watching the national news on television." She added in the note: "It's been thrilling catching glimpses of you enjoying that good old sturdy bomber that never fails to make a man happy."

Three days after Clinton got the jacket, his secretary called Zisman to say, "He just loves the jacket. He never takes it off." Hillary has one, too, and so does Chelsea.

"It's become like a uniform," said Zisman. Seeing how much the

boss liked the jacket, 50 members of the transition team ordered them. Then Golden Bear made 200 more for the people who entertained at the inaugural. This included the likes of Michael Jackson, Barbra Streisand, Linda Ronstadt and Fleetwood Mac.

"We had 14 days to do it," said Zisman. The company makes 100,000 leather jackets a year, most marketed through fancy retailers like Brooks Brothers, Gap, L.L. Bean, Lands' End and Hammacher, Schlemmer & Co.

She is sales manager for the family-owned firm, which has about 100 employees and annual sales of \$16 million. It was founded in 1922 as S. Slater and Sons, with a factory at Second and Howard streets. After three moves, including a 25-year stay in the Mission District, the company found a new home four years ago at a former bakery at 200 Potrero Avenue.

It was renamed Golden Bear after a Slater got his football letter at the University of California at Berkeley. Berek Winter went to work for the company in 1948, becoming a partner.

He had fled Poland a decade

earlier with a group of rabbis during the Holocaust, ending up in Shanghai, where he formed a clothing company and married an Austrian, Greta Zuckerman, who was a seamstress. The couple and their young son, Marty, came to the United States when the Communists gained control of China. They were originally bound for New York but fell in love with San Francisco.

Winter bought the company eventually, and his three children — Elsa Lerner, the third, is varsity jacket division manager — went to work for it as teenagers. It took off when Patricia and Mel Ziegler of Banana Republic put the bomber jacket in one of their early catalogs. They cost \$395 at a retailer, but you can get them for \$270 at Golden Bear's outlet at the factory.

Ken Allen, 70, a retired firefighter who lives in Novato, flew in B-24s and B-17s during World War II. He wore the genuine article in the Pacific. He muses on the irony of the draft-dodging Clinton sporting a bomber jacket.

"It has more than just crossed my mind. I guess he just likes military stuff — that and hamburgers."



BY ASSOCIATED PRESS

President Clinton wears his jacket from Golden Bear Sportswear while palling around with construction workers in Washington.



.....

HOME > MADE BY HAND IN SAN FRANCISCO

THURSDAY, JANUARY 2, 2014



MADE BY HAND IN SAN FRANCISCO



Golden Bear Sportswear is one of America's great heritage companies. Founded in San Francisco in the early 1920's, the company's classic American style began with their original product—durable dockworker jackets for the region's booming shipping industry. In the 1950's the company produced many more iconic American jacket styles, such as the varsity jacket, the bomber jacket, and the motorcycle jacket. Their apparel has been worn by everyone from Presidents of the United States to members of The Grateful Dead.

We recently collaborated on a varsity jacket with Golden Bear—available exclusively in our flagship stores in **New York** and **Detroit**—and we're incredibly happy with how it came out. To mark the occasion, we called up Schirley Zisman—one of the owners of Golden Bear—and asked her a few questions.

Click through to see the result of our conversation.



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Sports

Outta the Park

Stirrups, saggy pants, eye black: There hasn't been much worth borrowing, stylewise, from America's pastime. Until now. Fashion's heavy hitters have stolen the classic baseball jacket from the diamond and redesigned it for the street. So we asked six of the game's brightest all-stars to show you how to swing it

PHOTOGRAPHS BY CASS BIRD

April 2013

PLAY

PREVIOUS 5 / 8 NEXT



San Francisco Giants, Barry Zito
Redeemed himself from mega-bust status during the Giants' 2012 title run.

Read the Barry Zito GQ+A [here](#).

Jacket, \$637 by Golden Bear Sportswear. T-shirt, \$74 by Alexander Wang. Pants, \$198 by Unis. Sneakers by Puma by Alexander McQueen.



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The Baseball Jacket





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BUSINESS INSIDER

12 Men's Clothing Items That Will Last Forever

MEN'S JOURNAL
APR. 17, 2014, 2:00 PM

There's nothing wrong with a statement piece, but we like stoic clothes – garments that don't whine and don't wear thin.

Built for the long haul, these clothes are carefully made of the right stuff and designed for function rather than form. Your favorite pair of khakis will have dissolved to dust before these jeans and jackets give up the ghost.

These are the clothes that will outlast you.

1. IWC Portofino Automatic



IWC Schaffhausen

No sixties film star would be seen without a bombshell blonde – [and this watch](#) – on the Italian coast.

Named after the port side town of Portofino, this stainless-steel timepiece features classic Swiss engineering and Italian flair, thanks to its simple dial (three hands and a tiny date) and a mesh bracelet. [\$4,500–\$11,700] — Ben Clymer

2. Birdwell 301s

According to legend, SoCal surfer Dale Velzy and buddies at the Manhattan Beach Surf Club invented the modern board short by cutting their white sailor pants just above the knee.

Why the long length? Their decision was one of practicality: the length



Birdwell Beach Britches

prevented their thighs from chafing against their wax-covered boards.

While hemlines have periodically risen and dropped over the ensuing six decades, quality baggies like [Birdwell 301s](#) still measure 15 inches, long enough to honor Velzy's vision but short enough to fit today's more tailored look.

Handmade in California by the same family since 1961, Birdwell Beach Britches are extremely durable: They're made of two extra-thick layers of heavy nylon that are double-stitched for strength (expect 10 seasons of use) and nicely designed to dry quickly.

They're available in 26 colors, but we dig royal blue and classic red, worn by Newport Beach lifeguards since 1961. [\$61] — Blaine McEvoy

RELATED: [15 Essentials For Every Man's Wardrobe](#)

3. Worth & Worth Aria Felt Hat



Worth & Worth Hatshop/Facebook

Come cold-weather season, style-conscious men have two choices when it comes to headgear:

They can reach for a beanie (which is acceptable, if always considered casual) or don a hat.

Like a proper hat, with a brim and made from rabbit hair felt (only beaver beats it for durability).

Which is to say, of the timeless varieties worn by Messrs. Bogart, [Sinatra](#), and famed archaeologist [Dr.](#)

[Henry "Indy" Walton Jones Jr.](#) (and not of the sort worn by pro athletes).

We see echoes of those classic styles in the Aria, a winter-weight, made-to-measure, 100-percent rabbit hair lid from New York milliners [Worth & Worth](#). We pair ours with well-tailored suits and a three-quarter-length overcoat.

However, W&W proprietor and head designer Orlando Palacios has a completely different take: "The Aria can be rocked with almost anything," he insists, though he cautions that whatever you choose, refrain from cocking yours all the way back. "A little snap in the front, just above the eyebrows, is the age-old way," he says.

Palacios says the Aria, like all his hats, is not only made with the finest textiles but, as a veteran designer and manufacturer for 20 years, it's also a product of love, sweat and, sometimes, literally blood ("we prick our fingers hand-sewing the bands," he says).

We think they look all the better with a few stains and scrapes of hard use, so don't be afraid to wear yours in a snowstorm or even in the summer on the ranch. And like your fedora-wearing forebears, we'd suggest pairing one with the ultimate accessory: a sweet dame around your arm. [\$275] — Mihal Freinquel

4. Filson Original Goatskin Gloves



We love the look and feel of these gloves from [Filson](#), Seattle's long-standing supplier of luxuriously rugged (and ridiculously cool) outerwear.

Offered in a flexible leather that earns a rich patina over time, they're tough but not bulky, with a great sense of touch and ease of movement.

Suggested uses include ranching and hunting, but they're lightweight enough for everyday use, too, making them essential for men of all stripes, from [roughnecking Wyoming cowboys](#) to cubicle farming greenhorns.

Filson

In our city-slicking opinion, the handsome golden finish boasts just the right amount of modesty, making these complementary to

everything in your wardrobe, from [fitted flannel](#) to made-to-measure suits. [\$80] — Phyllis Fong

RELATED: [25 Easy Ways To Upgrade Your Style](#)

5. Shockoe Denim's Drugstore Cowboy Selvedge Jeans



Shockoe Denim/Facebook

A good pair of jeans can weather years in the daily rotation before being put out to pasture or Goodwill.

The challenge then becomes finding a deserving replacement.

The hand-stitched [Drugstore Cowboy](#) from [Shockoe Denim](#), a new selvedge retailer in Richmond, offers the sort of durability and classic look that promises to stand the test of time.

Shockoe founder Anthony Lupesco, 27, grew up steeped in the traditions of fashion; his parents were in haute couture fabrication in

Italy and would dole out his allowance by having him count buttons and thread supplies in their factory.

Shockoe Denim, named after the store's working class neighborhood, takes the approach of high-end fashion construction, thus the hand-stitching, and democratizes it with copper rivets and denim.

Lupesco sources his denim locally from the oldest operating denim manufacturer in the U.S., North Carolina's [Cone Mills](#), one of the original suppliers of Levi's. The indigo-dyed, raw selvedge denim comes into the renovated Avis Car Rental garage that serves as Shockoe's production facility and outlet.

Behind what used to be the rental counter — now the retail counter — a full window affords shoppers a view of what is now the factory floor. Seven employees cut and stitch jeans into a shape that is a medium rise, slim through to the thighs, and straight down after the knee.

Imperfections are part of the look: The fabric has the signature wave of a handcrafted garment. [\$235] — Ian Rowan

6. Earl's Apparel Gung Ho Camp Trousers



A year or so ago, select items manufactured by a mysterious clothing label named Earl's Apparel began to infiltrate the shelves of trend-setting shops with an American-made focus, including [Hickoree's](#) in Brooklyn and [Independence](#) in Chicago.

The clothes were durable takes on wardrobe staples, garments perfectly designed to take a beating.

Turns out that the company, operating out of the small town of Crockett, Tex., has been making durable, well-priced work wear for a few decades under the Stan Ray and Gung Ho labels.

Stan Ray makes work wear for stylish painters and plumbers, while Gung Ho is

known for its expedition gear, which looks jungle-ready. This makes Earl's, as the umbrella organization, a sort of strange, surprisingly high-quality off-brand version of Carhartt.

Names aside, the clothes are great, especially the [Gung Ho Camp Trouser](#), which is constructed from 12-ounce cotton duck with deep fatigue-style front pockets and two button-down back pockets.

The cut is more relaxed than the slim-fitting, dressier chino options out there, so these are great for non-office work and outdoor play. Play mostly.

At no-frills retail sites like [America's Virtual General Store](#), you can pick up a pair in olive drab, khaki, or classic duck brown for \$39. This isn't fancy stuff, and these pants don't call attention to themselves, but they can take a beating, get up, and take another one; they're as rugged and mysterious as that guy Earl who makes them. [\$39] — Phyllis Fong

RELATED: [Where Men Should Shop Online](#)

7. Grenson G-Two Jacob Boot

The [Grenson](#) brand goes back to 1866, when William Green, who had been making boots in his childhood cottage in [Northamptonshire](#),



Grenson Shoes/Facebook

England, set up a more formal production system.

Greens Yard, launched in 1874, became the first factory in the world to use Goodyear welt construction, a game-changing method of attaching the boot upper and insole to the bottom sole by means of a "welt" strip.

You don't have to know the ins and outs of cobbling to appreciate the chief advantage of Goodyear welting:

This time-consuming manufacturing process means that shoes can be resoled repeatedly,

over decades and sometimes indefinitely. Grenson shoes have a hell of a half-life.

The heritage English shoes are an investment few men make lightly, but the arithmetic works out. They say you haven't even broken these expensive shoes in until you've had them resoled multiple times. And, despite its Victorian roots, the company is less stodgy than one might suspect.

Grenson wares are smartly offered in three [classes](#): G:Zero, G:One, and G:Two, plus the limited-edition G:Lab series, which includes experimental options in mixed materials, including a suede-and-camo canvas, crepe-sole derby. The more accessibly priced G:Twos are the entry-level option.

Our pick of the collection is the [G:Two Jacob boot](#), a city-ready merger of two iconic British styles, the punched wing-tip brogue and the Chelsea boot (the short jodhpur boot worn by a varied cast over the years, including Beatles, Stones, and Stormtroopers).

The elastic siding and back pull tab make these a breeze to get on and off. We're also fans of the natural-colored double leather sole, which provides a little gentle visual texture against the all-black body.

Classic, hard-wearing, and undeniably cool, this is one pair you'll keep around for the long haul. Good news: Grenson itself does some top-notch [resoling work](#). [\$435] — Phyllis Fong

8. American Giant Heavyweight Full-Zip Hooded Sweatshirt



American Giant/Facebook

Whether it's of sentimental value or has just been beaten into perfection, a well-aged hooded sweatshirt is a style necessity for men — the closest thing to a safety blanket we're allowed.

Hoodies are worn and worn until they wind up in tatters or the garbage.

Fortunately, [American Giant](#) has engineered a hoodie that can't be killed. A basic hoodie seems pretty simple to build.

Add a drawstring hood to a sweatshirt and sew a pouch or pockets at the waist. That's it.

But the longevity-obsessed designers at San Francisco-based American Giant took a different approach. Founder Bayard Winthrop hired [Philippe Manoux](#), the man responsible for the first iPhone touchscreen, and asked him to create an improved hoodie prototype.

Manoux started with the material. He chose heavyweight cotton, rather than the polyester-cotton used by most labels, for its exceptional durability and softness.

He then masterminded a method of picking out individual loops in the fabric to make it fluffier and more comfortable on the inside and added spandex to the sleeves to prevent stretching out over time. The hood's drawstrings were dyed to match each color and heavy-gauge thread was used on each seam so nothing could pull loose.

But the biggest change is form, not material. Manoux's hoodie is fitted close to the chest and tapered around the stomach, doing away with the slouchiness of traditional hoodies. It would follow that a fitted hoodie would be harder to move around in, but Manroux added side panels with a bit more give.

These panels allow for the arms to be raised without losing the fit, and they join the front of the garment to the back, which provides wearers with a bit of give should they pack on a few pounds.

That last feature is more critical than you might think because the hoodie, which shrinks on first wash, is as durable as any work coat and will remain in your closet forever. It may not be your oldest hooded sweatshirt yet, but it will be. Just give it time. [\$79] — Ian Rowan

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9. Wigwam's El Pine Socks



Wigwam Mills Inc./Facebook

When it comes to something as basic as socks, you might not think there would be much difference between one pair and another.

[Stylish men](#) and [serious athletes](#) know better. They also know this: It's hard to improve on a classic.

[Wigwam](#) has been making socks in [Sheboygan](#), Wisc., since 1905 and is responsible for many of the innovations you've never thought much about, including the colored toe seam and the integration of stretchable, breathable nylon fiber into wool.

But the brand doesn't invent for the sake of invention. These Badger Staters know a good thing when they see it.

The brand's classic El Pine socks are a very good thing, indeed. When you think of a classic boot sock, the [El Pine](#) – a marled number made of homespun ragg wool reinforced at the heel and toe – is probably what springs to mind (even if you didn't know its name).

The wool in this sock is sourced from American yarn spinners, and the whole thing is constructed domestically to ensure maximum quality. Though Wigwam now does a fast trade in technical socks for skiers, boarders,

and outdoorsmen, the company hasn't changed the process of constructing an El Pine since 1948 because there is really no room for improvement.

Let the ultra runners and polar explorers have the more complicated stuff. We're sticking with the El Pines because they're thick enough and tall enough to shield our shins when we pull [our boots](#) tight and because they heat up perfectly if you lay them across a radiator for five minutes before pulling them on. Classics stay classic for a reason. [\$15] — Phyllis Fong

10. Randolph Engineering Anniversary Aviators



Randolph Engineering (RE)/Facebook

Men shopping for sunglasses may find themselves unpleasantly surprised by the quality of materials used to sculpt even the priciest pairs.

With so much emphasis put on trends and design, workmanship and durability sometimes seem like afterthoughts.

That's why you turn to [Randolph Engineering](#), supplier to NASA and the military, which is set to commemorate the 35th anniversary of its aviator

line with what may be the coolest pair of glasses you've ever seen.

Only 100 pairs of the Anniversary Aviator, [now available for preorder](#), will be sold. And they will be sold quickly for two simple reasons: platinum and lizards.

The Anniversary features a gorgeous platinum-plated frame, and the bayonet-style temples, which curve gently inward to embrace your skull, are wrapped in delicately tanned black Tejus lizard leather.

The lenses? Hard, ultra-high-clarity mineral crown glass, fully polarized, with a perfect gray tint, an anti-reflective coating, and impact resistance exceeding the highest standards.

Beyond the exquisite build quality, these glasses are lightweight, comfortable, and impossible for even stunt pilots to shake off. Seems like the perfect way to celebrate an anniversary. [\$450] — Jeremy Spencer

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11. Red Wing Pioneer Belt In Oro Russet

[Red Wing](#) may be best known for its iconic boots, but the company recently branched out by releasing a collection of belts made from the same leathers and at the same historic Minnesota tannery as its premium range of [Red Wing Heritage shoes](#).



Red Wing Heritage

One look at these handsome additions to the lineup and the question is: Why did they wait so long?

The **Pioneer belt**, which comes in four warm colors from russet to black, is handcrafted and finished using oil-tanned, full-grain leather made from heavyweight cattle hides and solid brass hardware.

As in the extremely durable Red Wing boot, the material gets better with age, acquiring nicks, scuffs, and wear patterns from everyday use and abuse.

Buy one of these and you're likely to be set for the next decade. And yeah, you could match your belt to your boots if

you want to get obsessive, but we kind of like keeping it a bit more casual. [\$115] — Phyllis Fong

12. Golden Bear Jackets



Golden Bear Sportswear/Facebook

If you're an aficionado of outerwear, you've probably noticed jackets by **Golden Bear Sportswear** popping up in department stores and some of your favorite menswear boutiques.

With a spike in special collaborations and a bump from some of the world's biggest retailers, a Golden Bear piece will probably find its way into your closet some time in 2014, which is pretty remarkable, since the San Francisco-based brand has been making classic, Americana-inspired jackets

for almost a century.

Schirley Zisman, the owner of Golden Bear, has a theory about what's made the brand so appealing over time: "San Francisco has a certain sophistication, yet it's also edgy. We're not flashy at all, like some other cities might be. I think that's like our garments."

Admittedly, San Francisco's style has been in Golden Bear's lifeblood since the beginning: Back in the 1920s when the company first started, it made specialized, durable jackets for the Bay's dock workers and longshoremen.

Since then, Golden Bear has had the distinction of both inventing and perfecting some of the most classic American outerwear styles, from varsity and motorcycle jackets to classic bombers.

Golden Bear has also made a wide variety of custom jackets for some seriously high-profile clients.



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MADE IN AMERICA

An outfitter says good-bye to the Letterman show



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When David Letterman tapes the final episode of his venerable late-night talk show on May 20, it's not just viewers who will miss him; a San Francisco sportswear company is losing one of its best customers.

Golden Bear Sportswear has been making Letterman's "Late Show" staff jackets for more than 15 years. "He designs them himself," said the company's president, Schirley Zisman, of the varsity letterman-style jackets. "He gives them away as gifts every single year."

Golden Bear produces classic American sportswear, and they've been doing it for nearly a century right here in the United States. And although you might not recognize the name, you've probably seen their products.

Letterman isn't the only celebrity fan. Over the years, many famous celebrities have donned their iconic bomber jackets—from Paul Newman and Justin Bieber to Kate Upton and the Grateful Dead.

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Maybe the most famous jacket they ever made was called the "Billy Bomber," named for President Bill Clinton. When Clinton was elected in 1992, Zisman sent him a Golden Bear bomber jacket as a gift. Not only did Clinton wear it all the time, he also ordered hundreds of similar

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jackets for the U.S. Secret Service and to give as gifts to other world leaders.

"We're not aware of a lot of competitors who do exactly what we do," said Matt Ehlen, Golden Bear's general manager. "There really aren't a lot. And I think that's one of the things that make us unique, because we are made in America. "If you are an aficionado of classic outerwear, you may have noticed the jackets made by Golden Bear Sportswear, which outfits the "Late Show with David Letterman" and other celebrities. Of late, the brand has been popping up in department stores and menswear boutiques.

The appeal is the Americana-inspired look: The San Francisco-based company has been making the bomber jacket since the 1920s. The company got its start when it first made specialized, durable jackets for the local Teamster's Union Bay's dock workers and longshoremen. Golden Bear eventually started making the staples of American outerwear: motorcycle jackets, bomber jackets and pea coats.



Jeffrey R. Staab | CBC | Getty Images

Actress Julia Roberts, donning a Golden Bear jacket, makes her final visit to the "Late Show with David Letterman" on May 13, 2015.

In the 1950s, one of the factory workers, a Holocaust survivor named Berek Winter, bought the business from the original owner. His daughter, Schirley Zisman, grew up on the factory floor, and today she is president of the company.

"During the '70s a lot of the rock stars would come here, and we made jackets for the Grateful Dead, for the Doobie Brothers, Janis Joplin, the Rolling Stones."

Golden Bear made most of their products for other companies who put their own labels on them. Almost all of the work was done in San Francisco until the 1980s, when they started manufacturing A-2 bomber jackets for a local clothing store called Banana Republic. "The product was so well received that we couldn't keep up with the demand."

Banana Republic asked Zisman to move production to a larger facility overseas. "We went to Korea, and we started manufacturing our A-2 bomber jacket there. After that, we saw that that was a pretty good way to work, so we expanded it to the Golden Bear line."

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Back in the USA

By 2007, 65 percent of Golden Bear's manufacturing was done overseas in Korea and China. Then the financial crisis of 2008 hit.

"Obviously, there was a lot of turmoil in the financial markets. There was a lot of turmoil in retail markets. And that year affected us a lot as well. We had a precipitous sales decline," Ehlen recalls, "and the import business really got hammered."

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"We couldn't meet production minimums anymore in China. We didn't want to have to buy 200, 300 jackets at a time and not sell them," said Zisman.

So seven years ago the company decided to reinvent itself by bringing 95 percent of production back to San Francisco and promoting the Golden Bear name by doing collaborations with young hipster brands—like Shinola, Unionmade, Club Monaco and Engineered Garments—that like the cache of the "Made in the USA" label.

"During the '70s a lot of the rock stars would come here, and we made jackets for the Grateful Dead, for the Doobie Brothers, Janis Joplin, the Rolling Stones."

-Shirley Zisman, president of Golden Bear Sportswear

"The companies they collaborate with appreciate that we're here in San Francisco and that we're a made-in-U.S.A. company, and they want to be affiliated with us," said Zisman.

The strategy seems to be working. Since 2007, Golden Bear has doubled its workforce to 30 people, who make around 25,000 jackets a year. The private company won't disclose sales but notes that its products are sold throughout the world with a "Made in U.S.A." label, which helps sell them.

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Golden Bear has exciting new celebrity collaborations coming up—ones they can't even mention yet—but for now they're enjoying the bittersweet end to their working with David Letterman.

"He's been wonderful to our company. And you know, we're going to be very sad to see him go."

[Kevin Kane](#)
CNBC Producer

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"We made a ton of wonderful things in the '70s," says Zisman. "Janis Joplin, Grateful Dead, Jefferson Airplane, The Doobie Brothers, Hell's Angels; all the rock groups and their entourages would come to the factory and get custom jackets."

Their wares have also been worn by Bill Clinton, San Francisco legend Willie Brown, and countless sports teams.

But now Golden Bear has really started to enter the mainstream market as well, hanging on the racks at [Club Monaco](#), [Barneys New York](#), and [J.Crew](#).

They've also done, and continue to do, special collaborations with smaller stores like British online shop [Oi Polloi](#), San Francisco-based boutiques [Black Scale](#) and [Unionmade](#), and chic Toronto concept store [Nomad](#).

So if you happen upon a Golden Bear baseball or bomber jacket while you're shopping, we recommend you try it on. Think of it as your own slice of classic Americana, and hey, you'll be in good company. — Max Kessler

Read the [original article](#) on [Men's Journal](#). Copyright 2014. Follow Men's Journal on [Twitter](#).

Filing Date: October 3, 2016
Case No.: 2016-013261LBR
Business Name: Golden Bear Sportswear
Business Address: 200 Potrero Avenue
Zoning: PDR-1-G (Production, Distribution & Repair – 1 – General)/
68-X Height and Bulk District
Block/Lot: 3931A/001
Applicant: Matt Ehlen, General Manager
200 Potrero Avenue
San Francisco, CA 94103
Nominated By: Mayor Edwin Lee
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Golden Bear Sportswear (GBS) is a local outerwear manufacturing company located in the Mission District/Potrero Hill neighborhood that was established in 1922 by Samuel Slater. Located in a two-story Gothic Revival style building at the corner of Potrero Avenue and 15th Street, GBS has continued to create outerwear that reflects San Francisco’s unique fashion history and also has become a part of the “Americana” trend in its display of adaptability to changing tastes and times. In the 1920s, the business started out manufacturing dockworker’s jackets worn by longshoremen who needed both warmth and durability at a reasonable cost. In the 50s, the company began making letterman or varsity jackets for high school and college athletes, and in the 60s made jackets for band members of the Grateful Dead, Jefferson Airplane, and others. Their 60s jacket styles incorporated “a willingness to experiment with styles, blending traditional western styles with other jacket details.” Additionally, Golden Bear Sportswear continues to provide manufacturing jobs to residents of the Mission District and Potrero Hill neighborhoods. The business continues to be owned by the Winter family after being inherited by Berek Winter, a Jewish immigrant from Poland and Holocaust survivor, who worked for Slater in the 1950s as a leather cutter. Berek’s youngest daughter, Shirley Zisman, serves as president of the company and established a profitable working relationship with Banana Republic in the 1980s. Similarly, the company has made jackets for various political luminaries throughout history, including Willie Brown, President Bill Clinton, and Gray Davis and continues to make motorcycle jackets for the San Francisco Police Department.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1922

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

Yes, Golden Bear Sportswear qualifies for listing on the Legacy Business Registry because it

meets all of the eligibility Criteria:

- i. Golden Bear Sportswear has operated for 94 years.
 - ii. Golden Bear Sportswear has contributed to the Mission District/Potrero Hill and greater San Francisco community's history and identity by continuing to carry on the craft and tradition of creating unique and custom outerwear pieces that are uniquely indicative of San Francisco and have evolved over 94 years to take into consideration era-changing trends while maintaining a strong sense of tradition and quality. Additionally, the business has continued to provide manufacturing jobs to San Francisco residents.
 - iii. Golden Bear Sportswear is committed to maintaining the physical features that define its craft and tradition of making unique, high quality outerwear.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*
Yes. The business is associated with the craft and tradition of making high quality outerwear.
4. *Is the business or its building associated with significant events, persons, and/or architecture?*
Yes. The 1928 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" and has been identified as an individually-eligible historic resource through the Showplace Square/Northeast Mission Historic Resource Survey.
5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*
No.
6. *Is the business mentioned in a local historic context statement?*
No.
7. *Has the business been cited in published literature, newspapers, journals, etc.?*
Yes. SF Chronicle, "Why Clinton Likes the Local Leather: Bill's bomber jacket began life in the city," by Jerry Carroll; 1/2/2014, "Made by Hand in San Francisco;" GQ Magazine, 04/2013, "Outta the Park," by Cass Bird; Business Insider, 4/17/2014, "12 Men's Clothing Items That Will Last Forever;" CNBC, 5/18/2015, "An outfitter says good-bye to the Letterman show," by Kevin Kane;

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 200 Potrero Avenue

Recommended by Staff

- Location within the Mission District/Potrero Hill neighborhood
- Gothic Revival aesthetic of the building including: gabled parapets with ogee arch relief, and chamfered concrete piers terminating with conical finials
- Second story, multi-light, steel sash industrial windows



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 816 HEARING DATE NOVEMBER 2, 2016

Case No.: 2016-013261LBR
Business Name: Golden Bear Sportswear
Business Address: 200 Potrero Avenue
Zoning: PDR-1-G (Production, Distribution & Repair – 1 – General)/
68-X Height and Bulk District
Block/Lot: 3931A/001
Applicant: Matt Ehlen, General Manager
200 Potrero Avenue
San Francisco, CA 94103
Nominated By: Mayor Edwin Lee
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GOLDEN BEAR SPORTSWEAR, CURRENTLY LOCATED AT 200 POTRERO AVENUE (BLOCK/LOT 3931A/001).

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 Mission District/Potrero Hill 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 November 2, 2016, 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 Golden Bear Sportswear 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 Golden Bear Sportswear

Location (if applicable)

- 200 Potrero Avenue

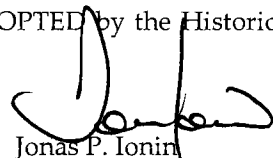
Physical Features or Traditions that Define the Business

- Location within the Mission District/Potrero Hill neighborhood
- Gothic Revival aesthetic of the building including: gabled parapets with ogee arch relief, and chamfered concrete piers terminating with conical finials
- Second story, multi-light, steel sash industrial windows

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 2016-013261LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission on November 2, 2016.


Jonas P. Ionin
Commission Secretary

AYES: Johns, Hasz, Hyland, Johnck, Pearlman, Wolfram

NOES: None

ABSENT: Matsuda

ADOPTED: November 2, 2016