

MARK YOUR CALENDAR NOW!!!

* Tuesday, April 28th, North Beach Neighbors' potluck dinner, 6:30 pm, Tel-Hi Neighborhood Center, 666 Lombard, guest speaker, "Farley" cartoonist, PHIL FRANK. All invited. Ph: 673-3509 for details.

* Saturday, May 16th, Ribbon Cutting Ceremony for mural "North Beach Fish", refreshments and celebrities, North Beach Pool, Lombard & Mason, noon.

* May 17-23, National Tourism Week

* Thursday, May 21st, 7:30 pm, Police Community Relations, Central Station

* Brochure update re "A Guide to Shops, Dining, Entertainment & Services in North Beach". The first 100 paid up businesses' names are with the typesetter. There are another 150 of you who have committed to the brochure but haven't yet paid. Please do so quickly.

* SF Tomorrow's March newsletter addresses the problems of transportation. SFT recently completed a detailed study which they have submitted to the City. Amongst other things, SFT states: "Transit (within San Francisco) should be relatively cheap and easy to use. Parking downtown should be expensive (to discourage one person auto commuters/shoppers and to encourage use of mass transit, etc.). Traffic regulations including parking regulations should be strictly enforced. Employers should be strongly encouraged to give their employees fast passes. Off street parking spaces for long term parkers should be heavily taxed. Auto free zones should be established. Neighborhood businesses should implement programs to get customers to use transit, provide delivery services and encourage patrons to leave their cars at home. Maybe residents who are not car owners should be rewarded." Food for thought!

* The North Beach Chamber of Commerce plans to do a monthly press release featuring one aspect of business in North Beach. This month, the press release will be "The Fifties and Before: North Beach's Oldest Businesses". Please call 673-3228 if your business qualifies and you want to be included.

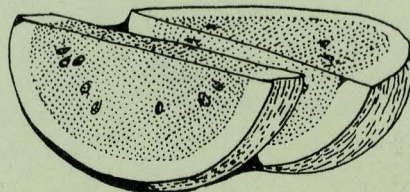
* THE NORTH BEACH CHAMBER OF COMMERCE is the name of the latest incarnation of a merchants' organization in North Beach. Three surveys indicated that that is what the preponderance of merchants wish to be called. Sounds good! Technically, this is what is happening: The Broadway Barbary Coast Merchants and the New North Beach Merchants are merging. The New North Beach Merchants have non-profit status. We will apply for a name change and put the non-profit corp in the name of North Beach Chamber of Commerce. So we are united and one, once again. Now, let's make this the best merchants' group in the city.

* The first action the North Beach Chamber of Commerce took was to join the Convention & Visitors' Bureau.

* In a recent column, Herb Caen mentioned six North Beach businesses in two adjacent paragraphs: Tosca Cafe, Capp's Corner, Liguria Bakery (aka Soracco) Backen, Arrigoni & Ross (an architectural firm), Cuneo Bakery and RAF Restaurant. Not bad going! Herb's response upon receiving our thanks: "It's still the best part of town". Let's give the guy a standing ovation!

* In case you missed it, a fine little item in the Chronicle on March 24th stated that North Beach Pizza (located at 1499 Grant with a second location at 1310 Grant, North Beach Pizza Too!) was named one of the top 25 independent pizza operations in the nation in the March issue of "Pizza Today". Congratulations to owners Al Souza and Bob Lappos! We're glad you're in North Beach, or are you in Brazil sunbathing on your credits?

* Because of my activities in North Beach, I am often asked by tour guides, club presidents, and various organizations where they can hold banquets, have parties, drink good cappuccino, eat great pizza, buy fresh roasted coffee, hear jazz, go dancing, buy Italian imports, acquire ginseng, have acupuncture treatments, etc. etc. It seems only fair that referrals be one of the benefits of membership in the North Beach Chamber of Commerce. Therefore, I urge you to join and avoid being bypassed. (Editor)



* North Beach Focus

Ben Friedman is the owner of one of North Beach's perennial businesses - the Postermat store at 401 Columbus. Before moving to Columbus, Ben was located at 1300 Grant Avenue. (My most curious memory of Ben's store was being in it when the announcement came over the air that Richard Nixon had just resigned.)

Recently Ben took over two other storefronts on Columbus adjacent the Caffe Puccini and has opened the "60s Poster Art Gallery". The gallery is a showplace for many collectors' items and includes a black light room illuminating many of the famed rock 'n roll posters from the Sixties. Many of the pieces are actually for sale but a good many of them are there for the viewer's visual pleasure. Both locals and tourists from around the world come to see and buy Ben's posters.

This summer is being hailed as the 20th anniversary of the Summer of Love and while the Hippies are generally associated with the Haight Ashbury, they also populated North Beach closely following the Beatnik era.



* Artist Raymond Howell, one of North Beach's own, has produced a 250 limited edition silk screen print called "The Great Gateway", on display at the 60s Poster Gallery, 423 Columbus. The original, signed print is being offered at a special price in honor of the Golden Gate Bridge's Golden Anniversary. Normally, \$300, now \$200.

Ben was born in New York City but grew up in Saranac Lake, a beautiful part of Upstate New York. He played classical violin but calls it a fiddle and proudly recalls "I played in my school orchestra when President Calvin Coolidge went to church in Saranac Lake".

Ben went to St. Lawrence University, did a stint at UC Berkeley and Stanford, was in the Army during WWII, and was shipped overseas to Czechoslovakia where he met his wife. They had two children.

Ben is an ardent cat lover and "Kitty-Kitty" was a famous resident of his store. "Kitty-Kitty" entered show business and the Garfield Look Alike Contest in 1981 and won. One of Ben's prize possessions is a signed cartoon by Garfield's creator, Jim Davis. Unfortunately, "Kitty-Kitty" died just over a year ago.

Blandina Farley is Ben's able and beautiful assistant and takes care of business when the 76 year old Ben decides to take it easy. Blandina came to North Beach in 1971 and lives not far from the shop. One of the most exciting places she ever lived in in North Beach, she says, "was a penthouse in the old Roma Macaroni Factory atop Telegraph Hill with views all around". To her, the 60s Gallery is a way of "preserving historic documents".

Besides posters of all kinds, they sell t-shirts, buttons, nostalgic photographs of movie stars, and delightful greeting cards.

BEN FRIEDMAN & FRIEND

"Purveyor of Posters"

401 Columbus San Francisco, CA 94133 421-5536



* Gracious Jan Holloway has opened a first rate, fine art gallery at 414 Francisco Street. The grand opening was April 10th and the first show (A Celebration of Light and Color - San Francisco Views) features the work of San Franciscan Diana Harrison. (Diana got her B.A. at Stanford.) It's a great show with large canvasses that are easy to read without being demeaning to the mind and eye and with colors that shimmer and glow. The show will be up until May 16th with gallery hours Wednesday-Saturday, 12 noon to 5:30 pm.

* On Saturday, May 16th there will be a ribbon cutting ceremony to celebrate the completion of North Beach's newest mural by SF artist, Fran Valesco. Everyone is invited to attend. Time: 12 noon - 2 pm. Local dignitaries and the press are expected for the ceremony. An appeal is being made to local delis, bakeries and restaurants for donations of food and beverages. What's in it for you? Lots of free publicity! Think about it and call Marsha Garland, 673-3228, if interested.

* OPTIONS for Women Over Forty is an up to date, efficient means for advertising your employment needs, and for finding excellent, qualified, highly motivated applicants without paying a placement fee. The employer who hires a 40 year old plus woman has the possibility of 25 years of service. Midlife women offer the benefit of maturity, insight, well developed communications skills and knowledge based on experience. Options is a source for mature women with a variety of skills...clerical, reception, management, homecare, editing, writing, counseling, and many others. Options' pool of potential employees is large. Thousands of women every year read their job listings.

Options for Women Over Forty is a non-profit organization interested in building cooperative relationships with the "for profit" community.

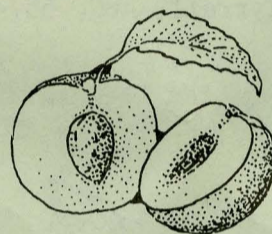
If you are looking for a very special employee, try OPTIONS. 431-6405.

* CITY GUIDES conducts free walking tours and is sponsored by Friends of the SF Public Library. Every week City Guides brings tourists and residents to our area. The North Beach walk starts every Saturday at 10 am on the steps of Sts. Peter & Paul, whereas the Coit Tower walk starts every Saturday at 11 am from the front door of Coit Tower.

City Guides' three business patrons all are located in North Beach and should be given credit for supporting such a worthwhile organization: Obrero Hotel, San Francisco Brewing Company and the Washington Square Bar & Grill.

* Get ready! The U.S. Open will return to San Francisco for the first time in 21 years June 18-21. Hosted by the Olympic Club, the Open is expected to attract between 15,000 - 20,000 US Golf Assn. officials, VIPs, players, spectators and media. This tournament is the top of the line and is rated highly worldwide.

* The dollar's continuing decline in foreign markets is causing an increase in tourism from overseas. 1986 produced a 5% rise and gave us 22 million overseas visitors. Their spending power netted \$15.5 billion in revenue for American businesses. Combined with domestic tourism, the net jumped to \$265 billion. Tourism is the second largest industry in the country. Most of our visitors came from Japan and the United Kingdom.



Each month we will list the major conventions. Only those conventions anticipating attendance of 3,000 or more will be listed.

April 26-29 - Association of Western Hospitals & Trade Show (5,000)

May 3-6 - National Association of Electrical Distributors (4,000)

May 4-6 - Pacific Bell-Texpo (10,000)

May 11-13 - Online International, Inc. - Desk Top Publishing/CDI (4,000)

May 14-15 - Spring Market & Sample Sale (6,000)

May 15-17 - Conference Management Corporation - Opti Fair (10,000)

535 Broadway
San Francisco, CA 94133
(415) 392-8390

RICK

TONY



GAME ROOM CAFE
BEER & WINE

* If you are a NB resident and would like to subscribe to this newsletter, please send a \$15 check to Marsha Garland, 800 A Lombard, SF, 94133. Make your check payable to: NORTH BEACH CHAMBER OF COMMERCE.

* The North Beach Chamber of Commerce welcomes its newest member:

Columbus Discount Liquors
801 Columbus Avenue

USEFUL PHONE NUMBERS:

- * ILLEGAL DUMPING - 695-2017 (new #)
- * MOBILE ASSISTANCE PATROL - 431-7400
(for public drunks removal)
- * MAYOR'S COMMERCIAL RENTS HOTLINE - 558-2666
- * MUNI ROUTE INFORMATION - 673-MUNI
- * SF S.A.F.E. - 673-SAFE
- * Mike Tyrrell, ABC, 557-2057

* The topless world has toppled, at least as far as The Condor is concerned. The doors have been closed for a few weeks now, with a sign on the door transferring ownership to Chowderhouse, Inc. All best wishes to The Condor's owner, David Benson, a thoroughly likeable man.

* Garry Pallister of Columbus Books, and Acting President of the North Beach Chamber of Commerce, has a lease option on a London double decker bus. He has offered it for our use as a possible shuttle vehicle.

Marsha Garland
Editor
Ph: 673-3228



THE NORTH BEACH BUSINESS NEWS IS PUBLISHED MONTHLY BY THE NORTH BEACH CHAMBER OF COMMERCE, 369 Broadway, San Francisco, CA 94133.



Coit Liquors

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585 COLUMBUS AVENUE
SAN FRANCISCO 94133
TELEPHONE 986-4036

YES, I WANT TO JOIN AN ACTIVE AND THRIVING MERCHANTS' ASSOCIATION. ENCLOSED IS MY MEMBERSHIP CHECK FOR \$75.00.

MY BUSINESS NAME IS: _____

ADDRESS: _____

PHONE: _____ LENGTH OF TIME IN BUSINESS: _____

TYPE OF BUSINESS: _____

Mail to: North Beach Chamber of Commerce
c/o Ron Hothem, Treasurer
369 Broadway
San Francisco, CA 94133