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ATTACHMENT A: ADDITIONAL HISTORICAL INFORMATION

In conjunction with the review of the Change of Designation Report, Department preservation staff conducted additional research which located historic photographs of the property, as well as additional building permit records and details about the building's occupancy. As discussed in the case report, that information is presented here in order to help inform the Historic Preservation Commission, planners, owners and tenants about future work at the property, as well as provide a more complete portrait of the building's history.

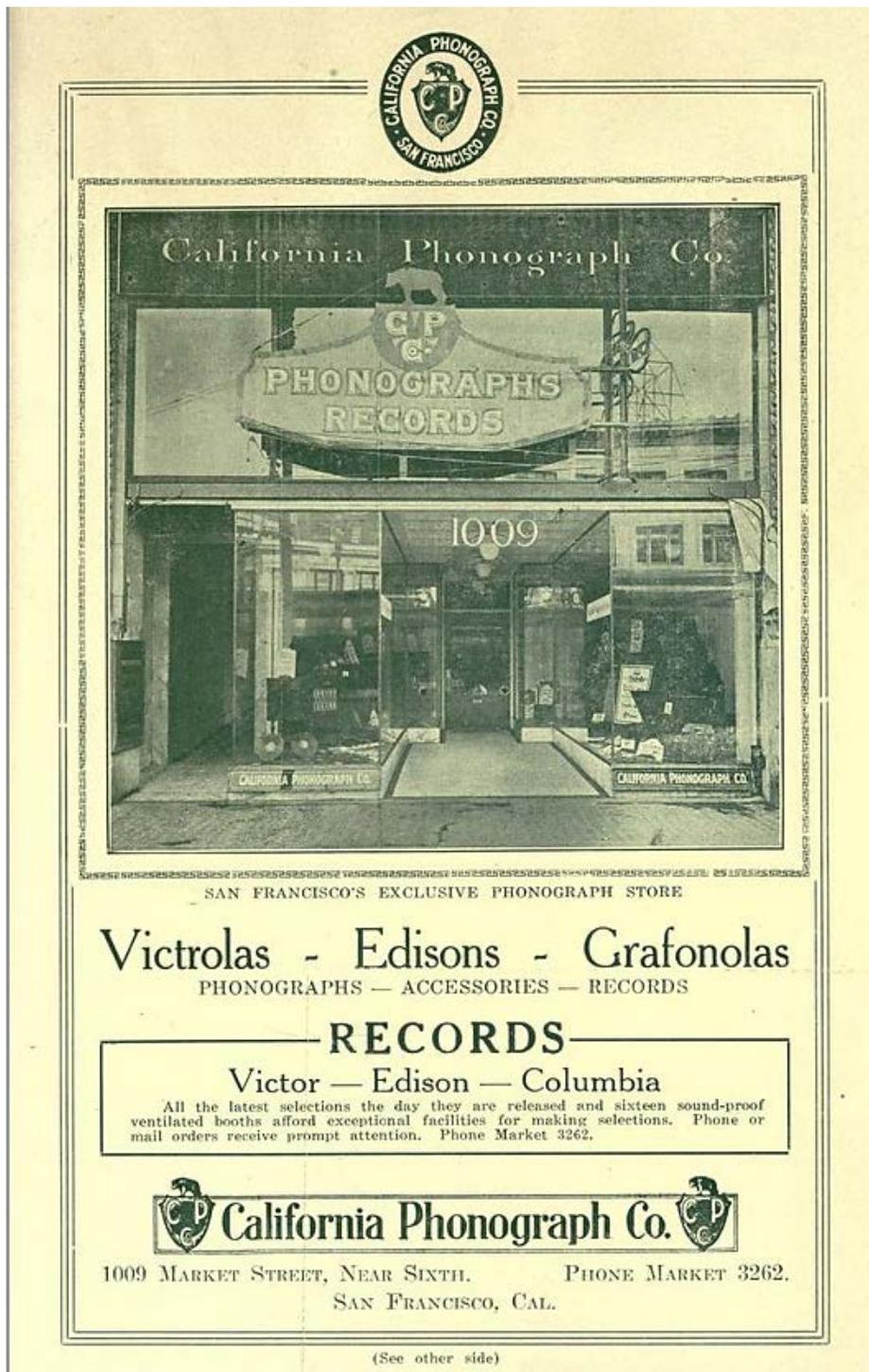
The 1007 Market Street address was historically associated with the upper floor of the building, while the 1009 Market Street address was used for the primary storefront. Based on a circa 1918 photograph, the 1007 Market Street entry was recessed within a vestibule at the east end of the building. The 1011 Market Street address appears to have been used for a relatively brief period before shifting to the adjacent building to the west, as shown on the 1950 Sanborn map.

An advertisement appearing in the December 14, 1917 issue of the *San Francisco Chronicle* indicates that the California Phonograph Company first occupied the 1009 Market Street address the week before Christmas, 1917. In 1919, the California Phonograph Company announced improvements to their store, including the installation of demonstration rooms (listening stations) at the mezzanine level. During this period the company advertised heavily in local publications, including *The Bride's Cook Book*, a circa 1918 booklet published by the Merchants of San Francisco, which included a photo of the building's storefront. A storefront display was also photographed in 1928 for a music trade publication. Based on these photographs, as well as historic building permit records, the current storefront is likely to have been installed in 1929 as a modification of the storefront shown in the circa 1918 photograph.

Historic newspaper articles and city directories indicate that another building was located on the lot from at least 1908 until 1911. This may have been a temporary building constructed after the 1906 Earthquake, although no historic building permit records are available. This building appears to have been owned by Emmet L. Barkis, a partner in Barkis & Knowles, liquor merchants. They are shown in city directories at 1007 Market Street in 1909 and 1910, as well as various historic newspaper articles. A dentist also occupied the building as early as 1908.¹

¹ See: "Polk-Street Saloon Obtains Its License," *San Francisco Chronicle*, January 4, 1911; "You Must Have Teeth by Dr. Van Vroom" (advertisement), *San Francisco Chronicle*, March 29, 1908.

HISTORIC PHOTOGRAPHS



Circa 1918 photograph of the California Phonograph Company store at 1009 Market Street.

Note that the entrance for 1007 Market Street (at left) appear to be an open vestibule.

Compare this image with the photograph on page 17 of the Change of Designation Report.

(Pacific Coast Publishing Co., Inc. The Bride's Cook Book, (San Francisco: circa 1919). p. 52b)



*Enlargement of the 1920 image shown on page 21 of the Change of Designation Report. The arrow points to the California Phonograph Company sign at the mezzanine level of 1007-1009 Market Street.
(Bancroft Library, edited by Planning Department)*



*1928 image of a window display for the California Phonograph Company store at 1009 Market Street.
(Presto-Times, The American Music Trade Weekly, Number 2198, (September 15, 1928), p.16.*

HISTORIC BUILDING PERMITS

The following permit applications are not referenced in the Change of Designation Report. Most appear to be associated with the 1009 Market Street address.

12/26/1911: "Contract will comprise putting in plate glass storefront, metal lathe and plaster partitions, tile work, mezzanine floor, iron stairway, marble work, electric work, painting, etc." Architects Cunningham & Politeo; Owner J. G. Walker Co.; Builder Continental Fireproofing. (Permit application #39971)

01/19/1912: Partition second floor to make 4 rooms and hallway for dental rooms. Owner "Mr. Golbett" (spelling?). (Permit application # 40376)

08/18/1919: Remodel storefront and build stairway to mezzanine. Use: phonograph sales room. Owner California Phonograph Co. Cost \$850. (Permit application #88012)

03/29/29: "To exchange the front of store." Owner California Phonograph Co. Cost \$1,000 (Permit application #177430)

06/28/1938: Erect neon swing sign on the front of the building. Owner Modeart Beauty Shop. (Permit application #36177)

6/19/1941: Convert beauty shop to dental office. Install 8 operating rooms, reception room, storage room in rear. All partitions 8' high sheetrock. Install 1 toilet. Owner Dr. M. O. Squires. (Permit application #60709)

04/21/1943: 24' x 5' metal sign for the Warfield Luggage Shop. (Permit application # 71176)

03/01/1946: Alterations to store. Opening in mezzanine floor not to be altered. Owner Warfield Luggage Store. (Permit application #86496)

03/27/1951: Install 3' x 25' metal sign for Golden Gate Studio. Building shown as vacant. (Permit application #135929)

10/12/1960: Install San Francisco Luggage Co. sign. (Permit application #0241771)

05/05/1964: Change existing door with new H-frame aluminum double action doors. Owner M. Siegel (Permit application # 299342)

06/25/1969: Move existing door for 1007 Market out to front of lobby. W. Siegal owner. [This referenced a change to the door at the east end of the building as shown on a drawing included with the permit application.] (Permit application #0371653)