



It's got style: Googie by the bay

By Allyson Quibell

Even if you've never heard of Googie, you've certainly seen it.

The Googie architectural style thrived in the 1950s and 1960s. Beginning as commercial architecture designed to make the most of strip shopping centers and other roadside locations, it fit the needs of the new California "car culture" and the dreams of the even newer space age. Its bold angles, colorful signs, plate glass, sweeping cantilevered roofs and pop-culture imagery captured the attention of drivers.

The term Googie comes from a long-defunct Los Angeles coffee shop that carried that name, designed in 1949 by John Lautner. It was coined in 1952 by *House and Home* magazine editor Douglas Haskell and soon swept through architectural schools nationwide. Googie has also been known as Populuxe, Doo-Wop, Coffee Shop Modern, Jet Age, Space Age and Chinese Modern. In some cases it has been grouped with its cousin, Tiki architecture. It is also sometimes identified as part of a larger overall movement of space-age industrial design, and often



Jessica Russell

THE FUNKY LINES WE ADMIRE: At top is the Kwik Way on Lake Park Avenue, and below left is JJ's Diner at 27th and Broadway (see p. 10 for a picture of JJ's under construction).

seems like a joint design by the Jetsons and the Flintstones.

The style has always been hard to describe, which may have been partly why staid architects had trouble taking it seriously while the masses seemed to love it.

ROOTS IN LOS ANGELES

While Googie was born and raised in Southern California, it certainly grew up (in numerous forms) across the nation, including in Oakland. Two Googie-style buildings have been the subject of intense community debate and activism over the past few years: JJ's Diner (formerly Biff's Coffee Shop) at 27th Street and Broadway and the Kwik Way on Lake Park Avenue across from Lake Merritt.

Other notable examples in various states of use include the now-defunct Dave's Coffee Shop on Broadway at 42nd Street; a hair salon (formerly a coffee shop) at 17th Street and San Pablo Avenue; a former Kwik Way at 21st and Telegraph Avenue

(now Giant Burger), a Kwik Way at 1625 International Boulevard (currently closed); a Caspers on 1st Avenue at East 12th Street; and an Asian restaurant at 8th Avenue and East 12th.

JJ'S VERSUS McCHEVRON

Biff's/JJ's is a product of L.A. architects Armét and Davis, who, according to Alan Hess, author of *Googie: Fifties Coffee Shop Architecture*, "established Coffee Shop Modern as a popular modern style." Their 1950s and '60s designs for Denny's, Lyon's and Bob's Big Boy colonized the style nationally. JJ's round design (evoking the '60s fascination with space travel and the automobile) is one of the finest examples of Googie in Oakland; whether or not it stays as such remains to be seen.

In 1996, Chevron, the owner of the property, announced plans to demolish the diner to make way for a McChevron (a combination of gas station and fast-food restaurant),

see **GOOGIE** on page 9



Jessica Russell



Tools of the present help preserve Oakland's heritage

As we settle in on Seventeenth Street, we have been working to bring OHA into the technological present. Side benefits of our move have included a fast Internet connection and the opportunity to abandon a creaky tape-based answering machine.

Esther Hill has been refining and updating our mailing list, jettisoning some free memberships for organizations long gone, and adding email addresses for those members who want to be in electronic touch with us. If you would like to be kept aware of events or preservation information between newsletters, please email us with your preferred contact information at oha@oaklandheritage.org. We promise not to deluge you with overly frequent communications!

At the moment, we are seeking donations and grant funding for technology

improvements to increase our efficiency and capacity. In particular, we are looking for a state-of-the-art computer so we can run a great package of newer software that we have acquired through TechSoup. If, by any chance, you have a late-model PC you would like to donate, please email our office. (We are looking for a current or very recent desktop computer; 2003 or 2004 would be ideal.)

We also plan a major redesign and upgrade of our website. By mid-June, it will be possible to donate to OHA through www.oaklandheritage.org. Next, we are planning to make our site much more useful, easier to navigate, and a major avenue for accepting memberships and renewals online. What would you like to see on the OHA website? Send us your suggestions! We welcome members'

thoughts and will take them seriously as we begin to revamp the site.

In other exciting news, our summer walking tours, announced in this issue, promise to be great. With three new tours, several revamped tours, and a number of old favorites, we're hoping to see you as we walk around Oakland. It's a wonderful way to get acquainted with different areas of our city and to meet great people.

Lastly, do you have a friend who would be interested in OHA? If you know someone who should receive a copy of our new membership brochure, please contact the office and we will send it out immediately.

We look forward to seeing you this summer!

—Naomi Schiff, President

LANDMARKS BOARD ACTIVITY SUMMARIES

by Jordan Harrison

FEB. '04: *Director's Report:* The Holy Redeemer demolition permit has been denied, and the applicant has been advised of the pending Landmark nomination application.

Actions Taken: Board moved to adopt resolution to initiate Landmark Designation to an S-7 District for 1600–16 7th St. and 1632–1642 7th St. Board moved to recommend Design Review approval to the Planning Commission of a mixed-use proposal. This includes rehabilitation of the 11,700 sq.-ft. Cox Cadillac showroom, with a 28,300 sq.-ft. addition to the

rear for a Whole Foods grocery store and the addition of 125 residential units. These units would be in a series of new two- to four-story structures over a three-story parking garage podium located at 230 Bay Place.

At the annual goal-setting dinner after the February meeting, the following 2004 goals were discussed: modify demolition ordinance, establish Mills Act, continue research and landmark nominations for post World War II buildings, develop historic design guidelines & reprint Rehab Right in different languages, follow-up on landmark nominations, investigate commercial design review on A and B rated buildings, and for the long term: implement Historic Preservation Element to Zoning Text.

MARCH. '04: *Director's Report:* The Uptown Mixed Use Project Final EIR was certified by the Planning Commission in February. The Cox Cadillac project was approved by the Planning Commission. *Actions Taken:* Board moved to direct staff to prepare the final evaluation sheet for Landmark Eligibility and draft the Resolution for review and consideration for the 9 th Avenue Terminal. Board discussed the changes to the Jack London Square

Redevelopment project and the Final EIR. The Planning Commission is completing Design Review on that project, and the LPAB jurisdiction pertains only to the historic resources within the project. The board requested that any part of the Jack London project that could have a potential impact on an historic resource come back to the LPAB as part of the Conditions of Approval of the Planning Commission. The Board moved to request that the applicant prepare the full nomination and submit it to the Board for landmarking of Sheffield Village, one of Oakland's first planned communities, as a S-20 Historic Preservation District Combining Zone. Board moved to approve Design Review of a new basement storefront and repair of existing exterior stairs to basement at 901–933 Broadway in Old Oakland. Board moved to confirm a provisional designation of the Holy Redeemer Center as a Heritage Property. *Secretary Reports:* An upcoming agenda item is about the Altemheim's development of affordable, independent senior rental housing units in a two-phase proposal, including Phase I renovation of original wood-frame buildings and dining hall and Phase II renovation of 1913 masonry wing and construction of new buildings.

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Oakland loses one of its great history champions

■ In memory of Ted Wurm (1919–2004)

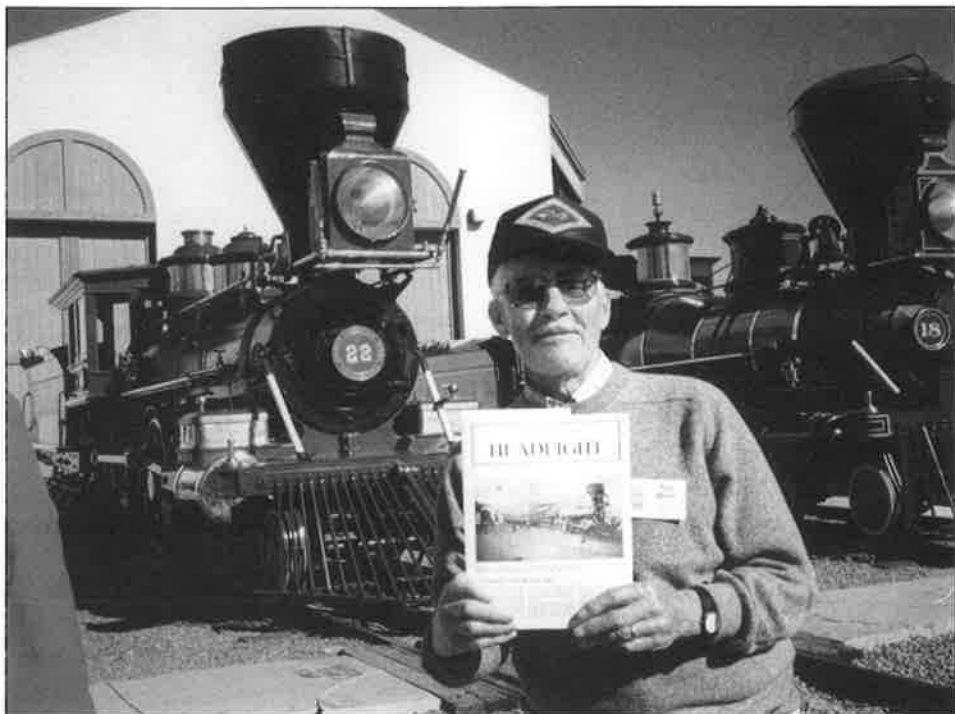
By Valerie Winemiller

Historian and author Ted (Theodore Grover) Wurm died February 23; he was 85. Ted was a prolific writer, specializing in Western railroad history; he also had extensive knowledge of Oakland history. Possessed of a highly organized mind, Ted was a meticulous archivist, a dedicated researcher, a clear writer with a personal voice, and a lively and entertaining presenter. He was generous with his time to OHA and community groups, giving numerous local history slide lectures, often as fund-raisers, which drew hundreds of enthusiasts each time. After one such evening, an audience member said, "I am new to the neighborhood, and knowing the stories of the old days makes this feel like home." Locally, he wrote history articles for *OHA News* and for his neighborhood newsletter in the Piedmont Avenue area, the *Oakland Tribune* and others.

Born in San Francisco in 1919, Ted was raised on McAllister Street near Golden Gate Park. He was the son of a railroad man on the Ocean Shore and Southern Pacific Lines. Ted's roots were deep in Western history. His paternal grandfather was U.S. Army Chief Musician at various forts throughout the west and even led a band at an Indian school in Arizona. His maternal grandfather was sheriff of Alpine County where grandmother Grover was superintendent of schools at Markleeville. Grover Hot Springs is named after them. Sheriff Grover's father had been a gold miner near Sonora.

Ted's roots in Oakland began early, when his Grover grandparents retired to a home in the Piedmont Avenue neighborhood, and Ted spent his childhood riding the ferry across the bay to visit. His local history lectures were peppered with personal anecdotes from this period, such as the time he and his brother won a yo-yo contest at a Depression-era matinee at the Piedmont Theater.

His lifelong passion for railroads was ignited by his father and by his uncle Jim Savage, senior locomotive engineer on the Virginia & Truckee in Nevada. At age 15, Ted started photographing the V&T cars,



Courtesy of Betty Wurm

TED WURM STANDS before the trains he spent a lifetime researching and loving, while he holds up a copy of an article he wrote about these particular trains.

which dated to the time of Ulysses S. Grant and can now be seen in rail museums. He rode with his uncle on the V&T's last revenue freight run in 1938. The thrill of sounding the steam whistle at crossings stayed with him through a lifetime of writing rail history. As a teenager during the Depression, he and school chums took photographing trips together. Developing cost 10 cents a roll; the boys couldn't afford to print the pictures, so they thoughtfully critiqued each other's negatives. Ted developed a keen eye for lighting and composition, and most of his books and articles included his own photographs as well as other archival collections. His photos also formed the basis of his popular slide presentations.

Ted graduated from USF in 1941 and was commissioned a 2nd Lieutenant in the Air Force Reserve. He went immediately into service with the 8th Air Force ground support division in England. While there, he was licensed to drive tram cars and was occasionally called to do so during his off-hours. He met and married his wife of 60

years, Betty McMean, who was in the R.A.F. During his active and reserve military service, Ted edited award-winning Air Force newspapers and began writing and researching western history. He retired from the reserves as a lieutenant colonel.

In 1947, Ted and Betty bought their home on Glen Echo Creek near Piedmont Avenue, where they raised a son and three daughters. By day, Ted worked as office manager at the Tesio Meat Company. By night, he researched and wrote into the wee hours. In their sixties, he and Betty hiked the railroad tracks—including trestles—from Oakland to Nevada, looking for signs of lost lines and spurs, covering 15–20 miles a day.

Ted lived his convictions. He resigned from the Elks because he felt their racially exclusive membership rules were unAmerican. He was a passionate peace activist during the Vietnam War. In one demonstration, he threw his WWII medals over the fence at People's Park in Berkeley. He was a personal friend to Cesar Chavez,

See WURM on page 7



So ya think ya know Oakland? Let's test that theory

■ Our popular Summer Walking Tours may teach even seasoned Oaklanders a thing or two about their city!

It's our 24th annual walking tour season. Explore Oakland on foot during July and August weekends with Oakland Heritage Alliance's 16 summer walking tours, encompassing a variety of architectural styles and discover areas with significant cultural and living history. Walkers will tour classic residential neighborhoods, including Rockridge and Glenview, waterways across the flatlands to the hills, and east Oakland to west Oakland.

Highlights include innovative reuse of the industrial past, renewed interest in mid-century modern buildings, a revitalized waterfront, pedestrian stairways connecting early trolley routes, and the influence of prominent African-Americans on Oakland's contemporary landscape.

Donation: \$5 members, \$10 general. Sign up for membership or renewal the day of the tour and the tour will be free.

For more information, contact Oakland Heritage Alliance at 763-9218 or email oha@oaklandheritage.org

■ Saturday, July 10, 10 am–12:30 pm NEW! OAKLAND'S WALKWAYS AND STREETCAR HERITAGE

Led by Jason Patton. Tour is limited to 20. Call the OHA office at 510/763-9218 for reservations. Oakland has over 200 off-street routes for pedestrians that provide shortcuts through long street blocks. This tour highlights the pathways that were designed to connect homes to streetcars, schools, shops, and parks. Today these walkways add to the character of Oakland's neighborhoods, providing pleasant and useful connections by foot. This walking tour is physically demanding: it covers 2 1/2 miles and includes 550 stair steps. We will meet in downtown Oakland, ride the bus along a former streetcar line to the Glenview neighborhood, and then walk through Trestle Glen to Grand Lake. Participants may then choose to walk or bus back into downtown.

■ Sunday, July 11, 10 am–2:30 pm
MOUNTAIN VIEW CEMETERY
Led by Michael Crowe/Barbara Smith.



Alan Templeton

YOU CAN TOUR the lively Temescal district, top, or shake hands with the C.L. Dellums statue and learn about the waterfront, top right, or take an appreciative look at the Art Deco glamor of the Floral Depot and others, bottom right.

Meet at Chapel of the Chimes, 4499 Piedmont Ave. Take a walk into the past in California's most historic cemetery to meet some of our state's early movers and shakers along with monuments that preserve their memory. Charles Crocker, Domingo Ghiradelli, and Samuel Merritt are among those you'll encounter. A hilly walk.

■ Saturday, July 17, 10 am–12 noon
F.M. "BORAX" SMITH ESTATE
Led by Phil Bellman. Meet at the redwood tree, corner of McKinley Avenue and Home Place East (one block off Park Boulevard). Visit the remnants of Arbor Villa, Francis Marion "Borax" Smith's palatial estate. Smith founded an international borax industry ("20-Mule Team Borax"), established the Key Route System, and became one of Oakland's most famous, colorful entrepreneurs. The tour visits the 9th Avenue palm trees, the Mary R. Smith Cottages and historic



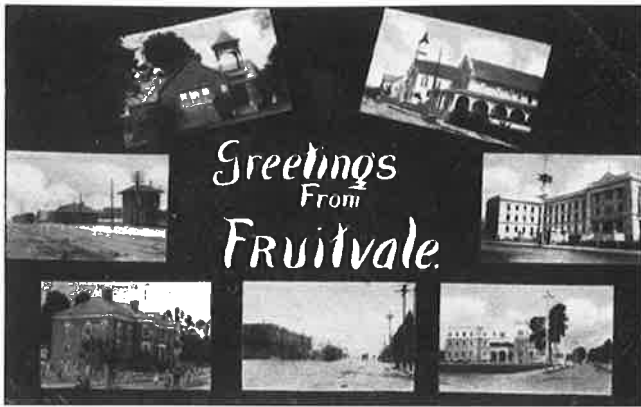
Courtesy, Carol Tarziet



Alan Templeton

houses, including examples by Bernard Maybeck and Julia Morgan. A hilly walk.

■ Sunday, July 18, 1:30 pm–4:00 pm
MIDDLE ELMHURST
Led by Steve Lavoie. Meet at Arroyo Viejo Recreation Center, 7701 Krause Ave. (at 77th Avenue). Join a librarian from the Oakland History Room on a trip through a bit of Alameda County's agricultural past, now at the heart of the inner city. Visit the beautifully restored Arroyo Viejo Amphitheater, a relic of the New Deal. Explore the Nisei origins of California's horticultural industry. Find the birthplace of Buzz Arlett, who ranks as the greatest minor league baseball player of all time. Travel a major thoroughfare in the history of the hot-rod, outlaw-motorcycle, funk, gospel and hip-hop cultures. Revisit the legacies of the Black Panther Party and the beginnings of La Raza Movement of the tumultuous



Courtesy, Oakland History Room



Alan Templeton



Alan Templeton



Courtesy, Oakland History Room

A POSTCARD from Fruitvale's earlier days, top left, and the gate marking the entrance to Trestle Glen, top right, are links to our past. A grand tree still marks the district of Elmhurst, bottom left, and it's easy to step back in time with a postcard of Mills College's early students, bottom right.

1960s and admire the hard work of the African-American church in years hence.

■ Saturday, July 24, 1:00 pm–12:30 pm
MILLS COLLEGE CAMPUS

Led by Dean Yabuki and Adele Pham. Meet on the lawn of Alderwood Hall, left inside the Richardson Gate, 5000 MacArthur Blvd. Park in the lot to the right as you enter. Celebrate Mill's legacy as we explore its beautiful campus. Listen to an anecdotal history of the college while viewing buildings by architects including Julia Morgan and Walter Ratcliffe, Jr. Learn about the architectural phases of Mills College as it evolved in the 1870s, after World War I, in the '60s and into the '90s.

■ Sunday, July 25, 1 pm–3 pm
UPTOWN ART DECO

Led by Dean Yabuki. Meet in front of the Mary Bowles building, 1718 Telegraph Ave. Oakland's distinctive 1920s-'30s retail and entertainment district has one of the finest collections of Art Deco and terra cotta buildings on the West Coast. The tour includes the Fox Oakland Theater,

Oakland Floral Depot, Paramount Theatre, I. Magnin, and many others. Recent preservation efforts and development proposals will also be highlighted.

■ Saturday, July 31, 10 am–12 noon
GLENVIEW

Led by Kathleen DiGiovanni and Betty Marvin. Meet at Glenview Elementary School, corner of Hampel and LaCresta. Enjoy a walk through Oakland's charming Glenview district, tucked in between Trestle Glen and Dimond Canyon. From its earliest years as a ranching district to development as Fourth Avenue Terrace and beyond, we will explore Glenview's lively period revival commercial strip and its lovely residential streets adorned with houses representing a variety of architectural styles. A hilly walk.

■ Sunday, August 1, 10 am–12 pm
FRUITVALE COMMERCIAL

Led by Betty Marvin and Pamela Magnuson-Peddle. Meet at the Pedestrian Plaza at East 12th Street and 34th Avenue (Avenida de la Fuente). In the 1920s,

Fruitvale was Oakland's "second downtown," with its own skyscrapers, banking temples, lodges & courthouse. A century of active development along International Boulevard can be read in the buildings, the multi-ethnic names, and the unique businesses. Today a new transit village and pedestrian plaza are changing the dimensions of the district. Stay for lunch!

■ Saturday August 7, 10 am–12:30 pm
LAKE MERRITT MODERN

Led by Bill Coburn. Meet at the Lakeview Branch Library, 550 El Embarcadero, between Grand and Lakeshore avenues. This tour will look primarily at apartment houses and dwellings along the east shore of the lake, with emphasis on the history and evolution of development along the shoreline. Several periods and styles will be covered, but a special focus will be post-World War II architecture. Moderate hike, with only a few hills. Option of lunch at the Merritt Bakery afterwards.

■ Sunday, August 8, 10 am– noon
NEW ERA/NEW POLITICS: AN AFRICAN AMERICAN TOUR OF DOWNTOWN OAKLAND

Led by Annalee Allen, Everett Thomas, Pamela Magnuson-Peddle. Stroll through downtown and discover the places where Oakland African Americans have made their mark. Learn how Lionel Wilson, Delilah Beasley, Robert Maynard, the Dellums family, Josephine Baker and others have changed the city and the Bay Area. The tour meets on the steps of the new African American Museum and Library (formerly the historic Greene Library) on 14th Street and Martin Luther King, Jr. Way.

■ Saturday, August 14, 1 pm–3:30 pm
TEMESCAL

Led by Sharon Moore. Meet in front of Genova Delicatessen, 5095 Telegraph Ave. (inside the Temescal Shopping Plaza). Tour the commercial district that developed around the Oakland Street Railway car barn, built in 1870. Visit the sites of pioneering enterprises, including a hotel and a brewery. See Victorian and early 20th century stores, which are still in use. Discover residential streets with collections of period homes; though close to the commercial bustle, their setting is remarkably tranquil.

See TOURS on page 8



Preservation Action Committee news and activities

Compiled by Joyce Roy

Here are some of the current issues members of OHA's Preservation Action Committee have been discussing:

CLEVELAND CASCADE

The Cascade, built in 1923, was an incredible series of huge bowls spilling water to a pool at its foot surrounded by a pair of graceful stairs connecting Cleveland Street to Lakeshore. (See photo in our last issue.) In the original structure, colored lights in rainbow-spectrum order, beneath each bowl, illuminated the falling water. On May 1, 8 and 15, hardworking volunteers labored to "uncover" it. Jim Ratliff reports: "On May Day, we discovered and partially revealed the cascading series of concrete basins that formed the basis for the Cascade. It was in great shape. What we were disappointed not to find was any evidence of the original shallow bowls which attached to the vertical wall of each basin, captured the water from the level above, and then spilled it to the level below. On Saturday, May 8, in a major development, as we worked to further reveal the Cascade, we discovered numerous large pieces of those bowls, including its supporting pedestal (very pretty!), enough that we can be confident that we can construct a historically accurate mold to recast the bowls for the Cascade's restoration."

For more information or to get involved, contact Jim Ratliff at jim@virtualperfection.com or Barbara Newcombe at bnw-combe@igc.org or 763-4406.

COX CADILLAC

The project for this site at Harrison Street and Bay Place has been scaled back to a Whole Foods Market only. The proposed housing has been eliminated. The integrity of the former auto showroom will be preserved and most of its architectural features restored. Additional space for the market will be constructed behind the showroom on the site of the historic Piedmont Cable Car Barn that has recently been demolished.

HOTEL ROYAL

At the corner of San Pablo and 20th Street, The Hotel Royal and the adjacent Oakland



Simon Waddington

THE NINTH AVENUE TERMINAL may soon be a city landmark.

Post Building are slated for demolition sometime after May 24 with little protest. The project that will replace the hotel is not subject to full planning commission review because the new development is a county project—the Alameda County Social Services Administration Headquarters and the North County Self-Sufficiency Center.

The seven-story arts-and-crafts-style hotel, deemed eligible for the National Register, was constructed in 1912–13. It is one of the first reinforced concrete structures to be built in Oakland and survived the Loma Prieta earthquake in 1989 with only minor cosmetic damage. After studying it, an affordable housing developer said it would be feasible for reuse as affordable housing. It is one of the most distinctive buildings viewed along San Pablo from Frank Ogawa Plaza. (In fact, the Plaza itself offers a good example of a corner historic structure that is wrapped with new construction on two sides, the De Domenico Building.)

For more info, contact Joyce Roy at 655-7508 or joyceroy@earthlink.net.

MOUNTAIN VIEW CEMETERY

A settlement appears to have been reached between Piedmont Avenue Neighborhood

Improvement League (PANIL), California Preservation Foundation, Mountain View Cemetery, and the City of Oakland. Mountain View Cemetery has reportedly agreed to withdraw its application for a controversial new construction project and the city will presumably agree to withdraw all the approvals it had granted. All parties have signed the agreement except the city, which has to submit approval to the city council. More details will be available once the agreement has been signed.

NINTH AVENUE TERMINAL

A unanimous vote of the Landmarks Preservation Advisory Board on May 10 recommends that Ninth Avenue Terminal be named a city landmark. The last remaining break-bulk terminal on the estuary, it is within the area of a large proposed residential development. At present the developer, Signature Properties, which is in the early stages of planning, has proposed to retain a small portion of the terminal on the southern end.

For information about upcoming Preservation Action Committee meetings as they are scheduled, please call OHA.

'Temporary' sidewalk fixes have Hildy fuming

Here's the place to get the latest gossip on Oakland's historic front. Around the Town is compiled by our crack newswoman Hildy Johnson.

■ Leapin' Lizards! When I'm wrong, I'm wrong, and I'll be the first to admit it. OHA history sleuth George Mallman found an error in the column about the Bechtel mausoleum at Mountain View cemetery, which I attributed to the engineering family. Oops! Wrong Bechtels. My source was the *S.F. Comical*.

■ What does Oakland have in common with third world countries? Sidewalks. Have you noticed that sidewalk repairs are being done with asphalt instead of concrete? Everywhere I go, I see these black patch and repair jobs. It's positively Dalmatian. Have our public officials' brains been outsourced? According to a city spokesperson, the repairs are a "temporary" fix to reduce the potential of a slip and fall suit. It seems that Oakland paid out over \$300K last year in these lawsuits. However, no definition of "temporary"

is provided. Six months, five years? And more importantly, why are we paying twice for a job that should be done properly the first time?

■ Along these lines, Councilwoman Jane Brunner has received a draft proposal from Public Works, same department as above, about the impact of tree roots on sidewalks. Its proposal? Cut down the trees. According to Ms. Brunner, 30 percent of the trees on her street alone would be chopped down. The draft proposal is available online at www.oaklandpw.com/streets_and_sidewalks.htm. Contact manager Dwight Chambers at 777-8365 for further information or comments.

■ The Mary Bowles building has finally had an unveiling at 1715-21 Broadway, where the façade had been covered with tarps during restoration. This art deco jewel is looking for commercial tenants. Down



the row at 1901 Broadway, the Lyon building has also been renovated and now houses the J. Malnick line of women's clothing, an Oakland business since 1916. Designed by Edward T. Foulkes, the architect of the Oakland Tribune Tower, key restoration details include the vertical tiles on the columns outside the building. Do I hear *Preservation Awards* for these buildings?

■ And finally: a rare Julia Morgan home with lots of original details has come on the market in the Adam's Point area for \$1.3 million. The home was built in 1907 for a client who moved out of state after construction began and sold it to Oakland city attorney John McElroy. McElroy, who served four terms, created the city's playground system as well as wrested control of the Oakland waterfront away from the Southern Pacific Railroad. His contributions were so appreciated at the time that a fountain was built in his honor in 1911 in Lakeside Park at the foot of Lee Street. The house also comes with two cars: a 1927 and 1929 Ford Model A, both in running condition.

Wurm

Continued from page 3

helping to build schools and a hospital for farmworkers.

Books authored or co-authored by Ted include *Crookedest Railroad in the West*, on the Mill Valley and Mt. Tamalpais Scenic Railroad; *Narrow Gauge to the Redwoods*, the story of Marin's earliest railroad days; *Hetch Hetchy and its Dam Railroad* (recently republished as *Yosemite's Hetch Hetchy Railroad*), chronicling the building of the dam and the railroad that served the construction project; *Silver Short Line*, a history of his

beloved Virginia & Truckee Railroad; and *Mallets on the Mendocino Coast*, the history of the Caspar Lumber Company and its railroad. He also wrote a history of St. Leo the Great Church, Oakland, for its 75th Jubilee, and recorded oral histories with over 200 elderly construction workers for the book on the Hetch Hetchy. His writing was always vivid, enthusiastic and carefully researched.

He wrote hundreds of articles, which appeared in the *Oakland Tribune*, the *San Francisco Argonaut*, California Historical Society's quarterly, and numerous regional and national railroad history publications.

His other passion was running. A high

school track star, he showed up for the 1937 opening of the Golden Gate Bridge in running clothes. Weighted by his ever-present box camera, he was the second person across the span—beaten by a runner from the UCSF team. He returned to running in his fifties. An avid member of the Lake Merritt Joggers and Striders, he ran thousands of miles around the lake. He completed 13 marathons the year he turned 60, winning his age category in many. He qualified for and completed the Boston Marathon twice.

Ted is survived by his wife Betty, four children, seven grandchildren and five great-grandchildren.

Calendar

To submit items to our calendar, call 763-9218 or e-mail info@oaklandheritage.org.

Saturday, June 19, 10 a.m.—noon: OHA Volunteer Orientation, Pardee Home and Museum, 672 Eleventh St., Oakland. Learn

about volunteering with OHA! Orientation will focus on the summer walking tour program. Call the OHA office to register at 763-9218 or send us an e-mail at info@oaklandheritage.org. **Saturday, June 19:** Pacific Heights, San Francisco Art Deco Walking Tour. Meet at 11 a.m. at Washington and Gough; prepare for two hours of hilly walking. Tour is \$10 or free to Art Deco Society members. Call 415-982-DECO.

Sunday, July 4, noon—4 p.m.: The Pardee Home Museum's annual Turn-of-the-Century Fourth of July picnic. Activities in the newly-renovated rear gardens of the Pardee Home. Old-fashioned food, rhetoric, and recreations, including croquet and badminton. Call 444-2187.

Ongoing: Oakland City Tours program. Call the tours hotline at 238-3234 or visit www.oaklandnet.com and click on sightseeing/tours.



Both photos: Alan Templeton

THE BUILDINGS at far left have remarkable views of Lake Merritt and are part of the Eastlake tour. At left is the Rockridge church with a Julia Morgan interior, seen on the Rockridge Arts and Crafts tour.

Tours

Continued from page 5

■ Sunday, August 15, 10am–12:30pm

LAUREL NEIGHBORHOOD

Led by Dennis Evanosky, Pamela Magnuson-Peddle. Meet at Albertson's parking lot, 4055 MacArthur Blvd. Once an area of dairies and vegetable gardens, the Laurel district began life in 1909 when local streetcars extended service to 38th Avenue and Hopkins (now MacArthur). With growing industry in East Oakland, homes sprouted and businesses thrived by the 1920s. This tour highlights Laurel's history and architectural heritage with its fine examples of '20s brick and tile commercial buildings. An easy walk.

■ Saturday, Aug. 21, 10 am–12:30 pm

RICHMOND BLVD

Led by Valerie Winemiller. Meet at the pergola, Croxton Avenue and Richmond Boulevard. Walk along Glen Echo Creek, one of Oakland's living creeks. The charm-

ing residential neighborhood was developed between 1895 and the 1920s and has structures by Frederick Reimers, Julia Morgan, A.W. Smith and C.M. MacGregor with surviving elements from the "City Beautiful" movement. Although scarred by freeway incursion, it remains a unique, tranquil setting in our city and boasts fine examples of California bungalows and Mission and Mediterranean style homes.

■ Sunday, August 22 10–12 noon

ROCKRIDGE ARTS AND CRAFTS

Led by Jane Powell. Meet at the pillars on the corner of Broadway and Rockridge Boulevard. Join author and Arts and Crafts expert Jane Powell on a walk to explore the bungalows, brown shingles and other Craftsman residences on either side of College Avenue. The tour will also include historic buildings of the Rockridge Commercial district. A slightly hilly walk.

■ Saturday, August 28 10–12 noon

BROADWAY MEETS THE WATER

Led by Dennis Evanosky, Deborah Cooper. Meet at the C.L. Dellums sta-

tion in front of the Amtrak station, Second and Alice streets. Learn about Oakland's founding on the waterfront. Shake hands with C.L. Dellums in front of the Amtrak Station at the beginning of the tour. Come with us as we explore the estuary from the former Alice Street Bridge to the first ferry landing at the foot of Broadway. Then shake Jack London's hand at the end of the tour. An easy walk.

■ Sunday, August 29 10–12 noon

NEW! NEW AND OLD IN MCCLYMONDS-CLAWSON

Led by Michael Willis, Betty Marvin. Meet at Chestnut Court, West Grand Avenue & Linden Street. Get a close-up look at new projects in West Oakland, side by side with longtime homes, churches, and industries. Learn how the neighborhood's juxtaposition of homes transformed the West Oakland marsh. This flat but long walk will explore urban revitalization of the new Chestnut Court project to adaptive reuse projects including Adeline Lofts and Clawson School.

Nominate your fears and your favorites

Here's your chance to contribute your knowledge of Oakland! We welcome your involvement in two mainstays of OHA's annual schedule, the Most Endangered List and the Partners in Preservation Awards.

◆ The Preservation Action Committee is assembling its "most endangered" list. Do you know of a historically or culturally valuable site which is in danger of demo-

lition or unwise renovation? Please send suggestions to info@oaklandheritage.org.

◆ Now is the time to nominate your picks for the Partners in Preservation awards. At our autumn awards ceremony, we honor people, projects, owners, and developers of successful preservation efforts. The awards committee wants your ideas! Send suggestions to info@oaklandheritage.org.

Reservations are not required for tours unless specifically noted in the tour description. Please meet at least 15 minutes before listed time of each tour to allow for registration. Comfortable walking shoes and a hat are recommended; bring water. In case of rain, the tour will be cancelled. For more information, call 763-9218. Updated tour information will be posted at www.oaklandheritage.org.



WHAT'S NOT TO LOVE about the funky Giant Burger at 21st and Telegraph?



THE LIKEABLE ROUNDNESS of Googie: at top left is the Asian restaurant at 8th and E. 12th; at top right is the hair salon at 17th and San Pablo.



All this page: Jessica Russell

Googie

Continued from page 1

a proposal that brought strong community protests, passionate letters to the editor, numerous articles, and plenty of media coverage. The Oakland Landmarks Preservation Board's chairman said the board had never seen such public support for a building. Nevertheless, in February 1997, after voting to declare JJ's eligible for landmark status, the board declined to forward the nomination to the Oakland Planning Commission, which would have been the next step in the process. After submitting a draft EIR, Chevron ultimately withdrew its application to demolish this long-loved round coffee shop. (Besides mitigating the loss of a historical resource, Chevron would have had to overcome permit and zoning obstacles.)

Chevron no longer owns JJ's and the land on which it stands. As of January 2000, the baton has been passed to Steve Simi, who owns the Connell Auto Center located across Broadway. After initial efforts to find a high-caliber operator for the restaurant, the building remains vacant. The property has become a show-

case for used cars, and the diner exists in never-never land.

There are examples of other coffee shops of the Googie genre in Southern California that were restored after being threatened with demolition. They are now not only very successful but also helped to revitalize their surrounding neighborhoods. One is Bob's Big Boy in Burbank; another is Pam-Pam's in Los Angeles.

"The community won a hard-fought battle with Chevron to save [JJ's], but it will remain a hollow victory until this coffee shop, which was a cherished social institution, comes back to life," says Oakland architect and OHA member Joyce Roy, who, along with Leal Charonnat, led the effort to save it.

An added bit of irony in the JJ's saga is that McDonald's original prototype is actually closely related to Googie. In his book, Alan Hess notes, "The bold parabolas of the McDonald's arch reflect the same use of simple abstract geometries that Armét and Davis employed in their roofs and bold car-scaled forms."

McDONALD'S FIGHT, REDUX

This year, the residents of the Grand Lake neighborhood united in fervent opposition to the proposed conversion of the Kwik Way Drive-In on Lake Park Avenue to a McDonald's franchise. The Greater Grand Lake Action Coalition presented representatives from McDonald's with more than 2,200 signatures expressing their opposition to the idea. The city's Planning Commission put the kibosh on the plan, stating permit and zoning violations, but that decision has been appealed by the building's owner, and the process is now in a holding pattern.

According to the coalition's web site (www.greatergrandlake.org), the group is not currently lobbying in favor of any particular

use. "Our focus, for the present, is on convincing McDonald's (or any other national fast food chain) that moving into our neighborhood would ultimately not be to their advantage. Once that objective is achieved, we will renew our offer to [the owner] to assist him in finding a viable tenant with the financial resources required and a product or service that will appeal to the community."

Kim Hildebrand Cardoso, a coalition member, says the neighborhood is split on the idea of preserving the architecture. Her concern at the present time is for what's best for the community. And while she admits she would like to pursue landmarking the Kwik Way, she's not interested in doing it to spite other design possibilities that would be viable business solutions for the landlord and the community.

IS GOOGIE HISTORIC?

Until recently, the '50s have been a bit too close for critics, writers and professionals to have a good perspective on them. For decades, "serious" architects decried Googie as frivolous or crass. But today, more and more people recognize how perfectly its form followed its function, and a less prejudiced eye has been turned on the style. Likewise, preservationists have begun to devote serious attention to the challenge of documenting, evaluating and conserving cultural resources from the 20th century. Nevertheless, examples of Googie are still disappearing quickly. Says Hess: "It's an unfortunate cycle in historic preservation that older architectural styles are only appreciated when they have been out of fashion for a while and most of the best examples have been demolished. When all but a handful of examples are left, people start to pay attention."

Time will tell if Oakland keeps paying attention to Googie.

THE GOOGIE LOOK

Although Googie buildings were often quite different from one another, Douglas Haskell noted that the style had three basis canons of form:

1. It can look organic, but it must be abstract.
2. Buildings should appear to defy gravity. "Whenever possible, the building must hang from the sky."
3. Structural systems should be combined. Inclusion, not minimalism, is the rule. And new building materials like plastic, cement and glass should be utilized.



The genesis of Googie: JJ's is constructed on a far less busy Auto Row



THEN CALLED BIFF'S, the "flying saucer" coffeeshop later known as JJ's is constructed on Broadway at 27th Street.

The Elements of Googie

Some classic Googie building elements include:

Upswept Roofs: This was especially common in the prototypical Googie buildings: coffee shops. Variations on this style included the parabolic roofs of early Bob's Big Boy restaurants, designed by Armét and Davis (who also designed JJ's, historically known as Biff's, on Auto Row in Oakland).

Large Domes: Often made of concrete, this was an exotic new shape for buildings made possible by advances in construction technology.

Large Sheet Glass Windows: The use of sheet glass with thin but sturdy steel support structures made roofs appear to float.

Exposed steel beams: These were usually more about appearance than function, but could serve both purposes.

Playful Shapes: Boomerangs, Amoebae, Starbursts and Zig Zags.

—From www.spacecity.com

Preservation Week in Oakland was a success

Oakland's 152nd birthday and Preservation Week coincided this year, and OHA volunteers put up a display of preservation successes and "opportunities" (buildings that could use some help!) in the lobby of the Dalziel Building, 250 Frank Ogawa Plaza, where visitors to zoning and planning departments could see it and become inspired, we hope. Our yearly banner flew and Mayor Brown issued a proclamation for Preservation Week, which was presented at the May 4 City Council meeting by Councilperson Nancy Nadel.

DESIGN CHARRETTE Help shape Oakland's Uptown

Saturday, June 19, 9 a.m.–1 p.m., at the Oakland BOX Theater, 1928 Telegraph Ave. This public design workshop sponsored by OHA and Sierra Club will begin with a tour of the site and continue with hands-on design participation with large-scale site plans. A major focus will be the location of a lively public space to both serve new residents and reinvigorate the nightlife of the theater district anchored by the Fox and Paramount theaters. Reservations are appreciated. Contact Joyce Roy at joyceroy@earthlink.net, or 655-7508.

Houses and hands needed

The beautiful environs of Crocker Highlands will play host to OHA's Fall House Tour on Sunday, Oct. 10. Save the date, and let us know if you can assist. We rely on the generous help of our members and friends to put on the tour and make it a success. Volunteer opportunities range from acting as a home docent on the day of tour to serving on the planning committee and tasks in between. We need volunteers to solicit floral donations,

handle publicity, research and write about the homes, assist with food donations, act as house captains, place posters in merchant windows, drop tour announcements at different locales, staff tables on the day of tour, assist with clean-up, and myriad other things. If you have a home in Crocker Highlands that you think would be of interest to tour-goers, or know someone who does, we would love to hear from you! To donate time or suggest a house, call or email our office at 763-9218 or oha@oaklandheritage.org.

Letter to the editor

I thoroughly enjoy reading the *OHA News*, and the rams' heads mystery story presented in the Spring 2004 issue caught my attention. I can perhaps add a little to the solution of the rams' heads mystery. In 1988, as reported in the Summer 1988 *OHA News*, about a dozen of the heads and scroll elements were brought to the Oakland Museum Conservation Center for safekeeping. It seems that several had been stolen from a city corp yard where they had been kept since the 20th Century Market building demolition a few months earlier. The museum agreed to safeguard the remaining pieces, and has them still.

The museum was told at the time that the rams' heads were intended for instal-

lation on the building that would replace the demolished 20th Century Market building. As noted in the *OHA News*, the replacement building has not come into being, so the rams are still homeless.

Since the intention of saving the rams' heads in the first place was for reuse on a new building in Oakland, it seems that city redevelopment projects, their staff and the developers, need to know of their availability. I hope OHA can play a role encouraging widespread awareness of these architectural elements and encouraging their inclusion in redevelopment contracts leading to their reuse on buildings in Oakland. They are small bits of our history worthy of a public venue.

—Deborah Cooper
Oakland Museum of California
Museum Collection Coordinator



Many thanks to our volunteers!

WOMEN'S WORK EVENT

Annalee Allen ♦ Eleanor Alperton
 Patti Busk ♦ Dixie Carillo ♦ Kathy Dadey
 Patricia Dedekian ♦ Kathleen DiGiovanni
 Dennis Evanosky ♦ Stan Goldstein
 Marta Gutman ♦ Judy Jacobs ♦ Elaine
 Koerner ♦ Carole Klyce ♦ Diane Levy
 William Kostura ♦ Loree Monohon
 Anna Naruta ♦ Sandra Tillin ♦ Katie
 Whitmer
Sponsors/Underwriters: Casa Romana
 PGAdesign ♦ 17th Street Studios
 Oakland Library History Room
 Oakland Cultural Heritage Survey
 Bright Ideas Imaging ♦ Albertsons-
 Lakeshore ♦ Safeway-Grand Avenue

PRESERVATION WEEK

Annalee Allen ♦ Austina Alexis ♦ Renie

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 Ramirez & Derin Minor ♦ Kathy Dadey
 Pat Dedekian ♦ Brian Green ♦ Esther Hill
 Madison Park Real Estate Investment
 Trust and Colland Jang Architecture
 (Telegraph Lofts) ♦ Anna Naruta ♦ OHA
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 Wells (Ford Graphics) ♦ Warren B.
 Wilson (Victorian Legal Center)
 Professional services contributed by
 Seventeenth Street Studios and Ford
 Graphics.

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Bonnie Killip ♦ Maryann Madison
 Dawn Muller ♦ Sandra Tillin

Members making a difference for OHA

These members renewed at a higher level, or joined us for the first time at a significant level. Thank you!

\$200 OR ABOVE

Wycliffe DeLong ♦ Valerie & Stephen Garry

\$100 OR ABOVE

Holly Harrison Fiala ♦ Norman & Florence Lind ♦ Burlington Willes

Donations

Thank you to those who made donations to OHA.

\$100 OR ABOVE: Cheryl Brink
OTHER AMOUNTS: Sandra Tillin

J.W. Blaine ♦ Raleigh Hughes, Jr.
 Cynthia Shartzter ♦ Beverly Solo

The old adage

... about strength in numbers is particularly true for local nonprofits working on community issues. Besides providing funding for OHA, a growing membership bolsters our advocacy and education efforts. OHA can have a stronger voice for preservation as we gain members in all the neighborhoods

in Oakland. In 2004, we hope to recruit 200 new members. We're planning to reach this goal through better outreach to like-minded organizations, a greater presence at city festivals and celebrations, and direct invitations to our friends and neighbors to join OHA. If you have ideas and suggestions about building OHA's membership, please contact us at 763-9218 or at info@oaklandheritage.org.

WELCOME TO NEW MEMBERS!

Burton Anderson ♦ Ginny Axtell (in memory of Gerald Axtell) ♦ Charles Chapman & Annette Smith ♦ Wycliffe DeLong ♦ Holly Harrison Fiala ♦ Paul Grunland ♦ Linda & Frank Hall ♦ Inge Horton ♦ Zhong Huang Beverly D. Madera ♦ Ken Pratt ♦ Carlton Tanner, Beacon Properties

Join OHA today!

One of the benefits of membership is the quarterly *OHA News*, an informative journal about Oakland's preservation activities.

Name _____
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I would like to help with:
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 Development/Fundraising
 Membership
 Preservation Action
 Mailing/Office
 Other _____

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\$35 Individual \$250 Patron
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OAKLAND HERITAGE ALLIANCE has been a 501(c)(3) organization since 1980. Membership dues and contributions are tax deductible, under IRS regulations.

MISSION STATEMENT: OHA is a nonprofit membership organization which advocates the protection, preservation and revitalization of Oakland's architectural, historic, cultural and natural resources through publications, education, and direct action.

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St. Joseph's Home for the Aged: kindness through the years

By Kathleen Leles DiGiovanni

Prominent in the East Oakland skyline is a handsome brick building topped with a graceful bell tower. How many times have you driven along East 14th Street or ridden through Fruitvale on BART and wondered about that imposing building at 27th Avenue?

This was St. Joseph's Home for the Aged, a residence and nursing home for the elderly poor, operated by the Little Sisters of the Poor, a Roman Catholic order founded in France in 1839 and dedicated to providing free care for the aged without regard to race or creed.

In 1907, Archbishop Patrick W. Riordan asked the Little Sisters to come to Oakland where they began their ministry in a house on the corner of 22nd and Webster streets. Within a few days of their arrival in July, the sisters had received their first elderly guest, an old man who had been sleeping in a basement. By the end of the year, they were looking after 30 men and women. Before long it was clear that a larger home would be needed, and in 1909 fundraising began for a new building. In 1912 the sisters broke ground at the 2.6 acre Fruitvale site. The T-shaped building was designed by San Francisco architect Leo J. Devlin in the Georgian Revival style. The four-and-a-half story residence faces East 14th Street; a two-and-a-half story, barrel-vaulted chapel forms the stem of the T at the back. On July 17, 1913, exactly

six years after the sisters first arrived in Oakland, Archbishop Edward J. Hanna dedicated the new building. The campus expanded over the years to include a laundry building, men's smoke house, maintenance shops, and garage.

In accordance with their order's strict rules of poverty, the sisters could accept no endowments or trusts, but supplied their guests' needs through direct solicitation of food, clothing, and money—begging—on behalf of their wards. Local doctors, dentists, and barbers donated their services to the home. The sisters were a familiar sight in Oakland's neighborhoods, making their provisioning rounds with their male driver in a horse-drawn wagon.

By 1936, automobile traffic in Oakland had become so heavy that the Oakland Police Department insisted that the sisters give up their old horse and wagon. 780 members of the police and fire departments contributed money to buy the sisters a pickup truck to take its place.

By their 50th anniversary in 1957, the Little Sisters estimated that they had cared for,



ST. JOSEPH'S HOME for the Aged in 1912 (original drawing).

Courtesy, Little Sisters of the Poor

without charge, over 3,000 needy men and women, some for as long as 25 years.

The Little Sisters of the Poor closed St. Joseph's in 1979 when it became too expensive to continue to run the home in accordance with contemporary state nursing home standards.

Several efforts were undertaken after that to bring new life to the complex, including an unsuccessful bid by OCCUR (Oakland Citizens Committee for Urban Renewal) to transform the main building into 102 units of housing for the elderly and disabled. In 1983, the property was sold to local developer Ray Castor, who gave the building a second life as the St. Joseph's Professional Center, a medical/professional/community services building. In 1984, the City Council designated the St. Joseph's campus an Oakland landmark.



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