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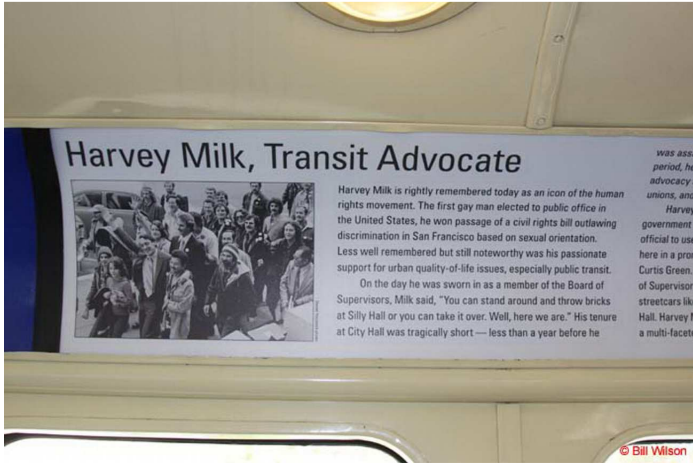

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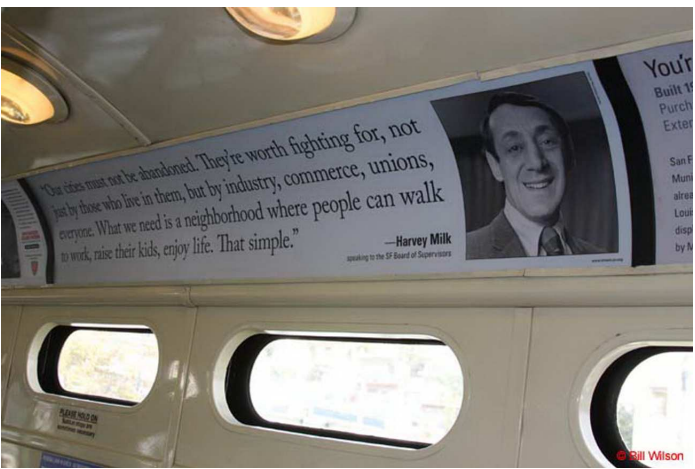pic00014967
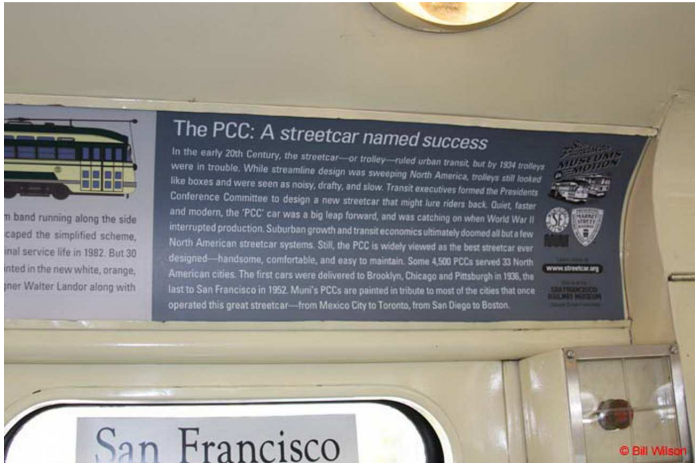

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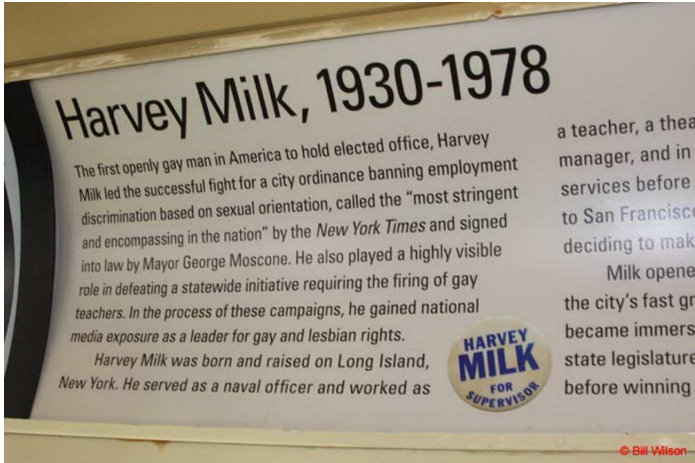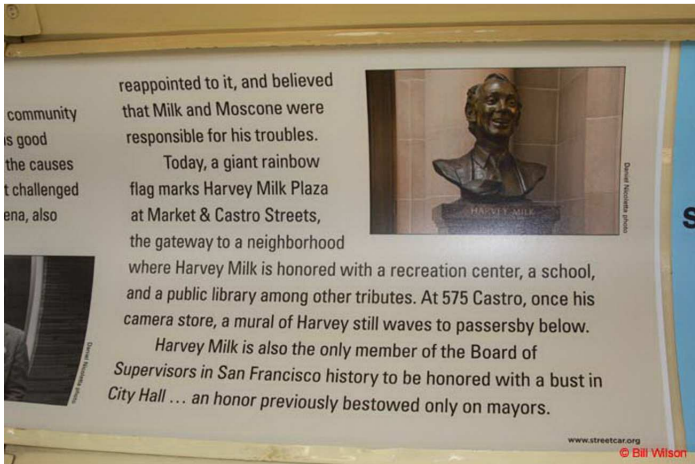You're onboard car No. 1051
Built 1948. Served Philadelphia 1948-89. Purchased by Muni 1992.
Exterior paint design: San Francisco (1960s).

San Francisco has run PCC streetcars (see story at right) since 1948. In 1957, Muni acquired 70 second-hand PCC cars from St. Louis to go with the 35 it already had, allowing the retirement of its last traditional streetcar. The St. Louis cars arrived freshly repainted in Muni's green & cream 'Wings' livery, displayed on car No. 1050. Soon, however, large advertising panels—sought by Muni to hold down fares—covered most of the sides, so starting in 1963, repainted streetcars sported a simpler cream band running along the side panels of the car. Many of Muni's PCCs escaped the simplified scheme, running in their Wings to the end of their original service life in 1982. But 30 PCCs were taken a step further in 1976-79, painted in the new white, orange, and poppy scheme developed by famed designer Walter Landor along with today's squiggly Muni logo, a.k.a. the 'Worm'.

pic00014969

"Our cities must not be abandoned. They're worth fighting for, not just by those who live in them, but by industry, commerce, unions, everyone. What we need is a neighborhood where people can walk to work, raise their kids, enjoy life. That simple."
—Harvey Milk
speaking to the SF Board of Supervisors

pic00014970

The PCC: A streetcar named success
In the early 20th Century, the streetcar—or trolley—ruled urban transit, but by 1934 trolleys were in trouble. While streamline design was sweeping North America, trolleys still looked like boxes and were seen as noisy, drafty, and slow. Transit executives formed the Presidents Conference Committee to design a new streetcar that might lure riders back. Quiet, faster and modern, the 'PCC' car was a big leap forward, and was catching on when World War II interrupted production. Suburban growth and transit economics ultimately doomed all but a few North American streetcar systems. Still, the PCC is widely viewed as the best streetcar ever designed—handsome, comfortable, and easy to maintain. Some 4,500 PCCs served 33 North American cities. The first cars were delivered to Brooklyn, Chicago and Pittsburgh in 1936, the last to San Francisco in 1952. Muni's PCCs are painted in tribute to most of the cities that once operated this great streetcar—from Mexico City to Toronto, from San Diego to Boston.

San Francisco

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Harvey Milk, 1930-1978
The first openly gay man in America to hold elected office, Harvey Milk led the successful fight for a city ordinance banning employment discrimination based on sexual orientation, called the "most stringent and encompassing in the nation" by the New York Times and signed into law by Mayor George Moscone. He also played a highly visible role in defeating a statewide initiative requiring the firing of gay teachers. In the process of these campaigns, he gained national media exposure as a leader for gay and lesbian rights.
Harvey Milk was born and raised on Long Island, New York. He served as a naval officer and worked as

a teacher, a thea... manager, and in ... services before ... to San Francisc... deciding to mak...
Milk opene... the city's fast gr... became immers... state legislature... before winning

HARVEY MILK FOR SUPERVISOR

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reappointed to it, and be... that Milk and Moscone... responsible for his trou...
Today, a giant rai... flag marks Harvey Mi... at Market & Castro S... the gateway to a neig... where Harvey Milk is ... and a public library a... camera store, a mura... Harvey Milk is a... Supervisors in San F... City Hall ... an honor...

As a Supervisor, Milk was a tireless crusader for neighborhood vitality, supporting small businesses and community groups to bring a more intimate scale to big city life. His good humor and larger-than-life personality were assets to the causes he espoused. But his strongly expressed opinions that challenged conservative views, especially in the human rights arena, also brought him enemies.
On November 27, 1978, Harvey Milk and Mayor Moscone were assassinated in City Hall by Dan White, Milk's fellow Supervisor who had resigned his seat, unsuccessfully tried to be

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...community ...s good ...the causes ...t challenged ...ena, also

reappointed to it, and believed that Milk and Moscone were responsible for his troubles.
Today, a giant rainbow flag marks Harvey Milk Plaza at Market & Castro Streets, the gateway to a neighborhood where Harvey Milk is honored with a recreation center, a school, and a public library among other tributes. At 575 Castro, once his camera store, a mural of Harvey still waves to passersby below.
Harvey Milk is also the only member of the Board of Supervisors in San Francisco history to be honored with a bust in City Hall ... an honor previously bestowed only on mayors.

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-1978
...arvey ...ployment ...tringent ...signed ...sible ...y

a teacher, a theatrical stage manager, and in financial services before first coming to San Francisco in 1969, later deciding to make it his home.
Milk opened a camera store on Castro Street, the center of the city's fast growing gay and lesbian community, and immediately became immersed in local politics, running unsuccessfully for the state legislature and the city equivalent, the Board of Supervisors, before winning election as a Supervisor in 1977.

As a Supervisor, Milk was a tireless neighborhood vitality, supporting small bus... groups to bring a more intimate scale to big... humor and larger-than-life personality were a... he espoused. But his strongly expressed... conservative views, especially in the human... brought him enemies.
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HARVEY MILK FOR SUPERVISOR
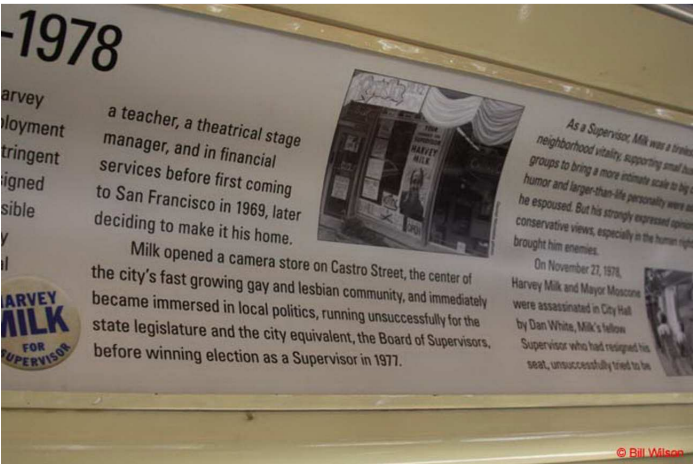
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This streetcar is dedicated to Harvey Milk.
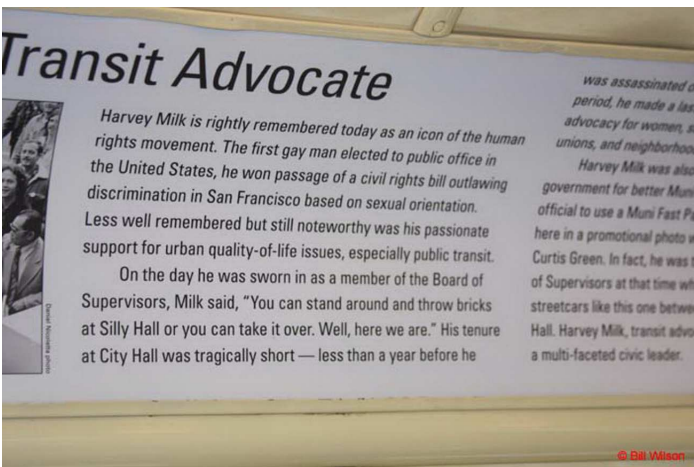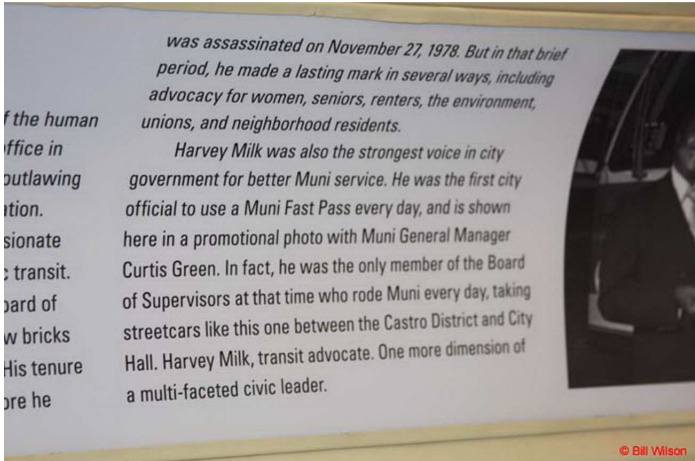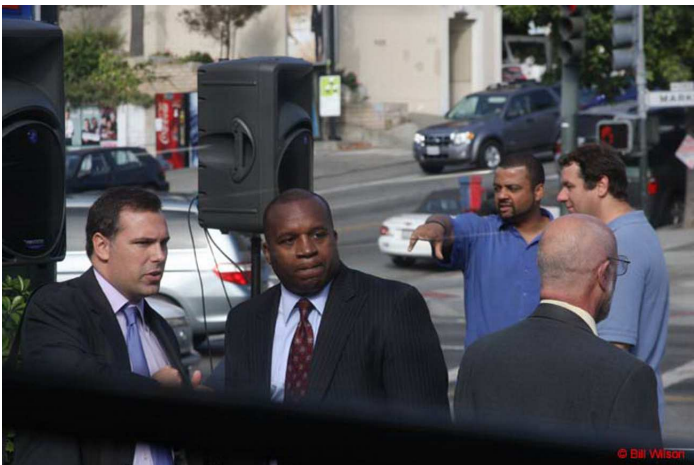
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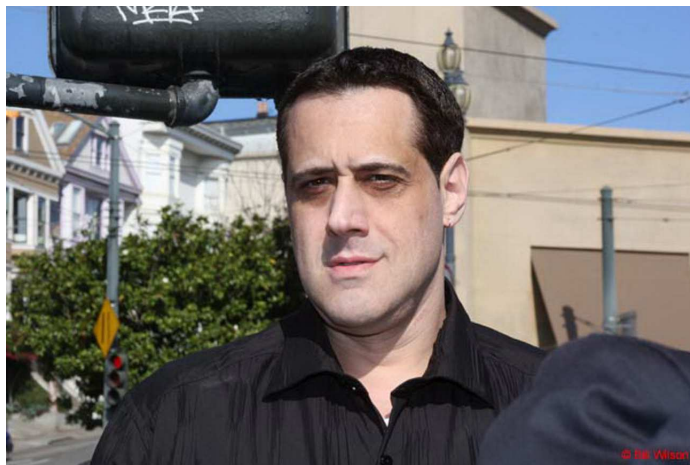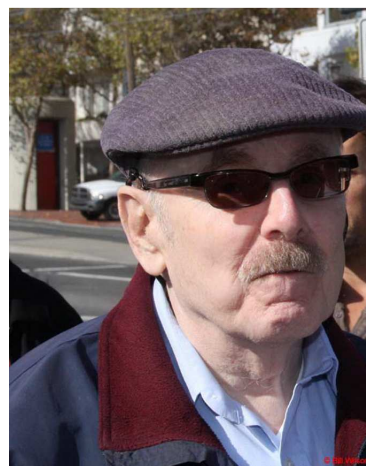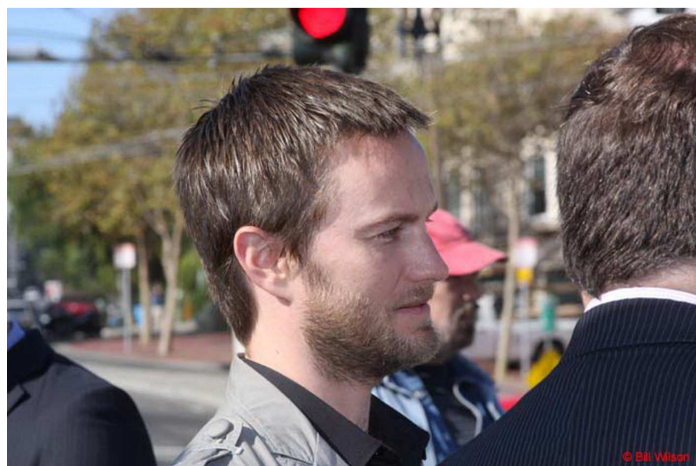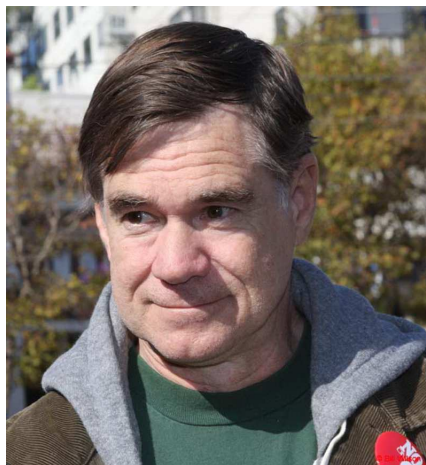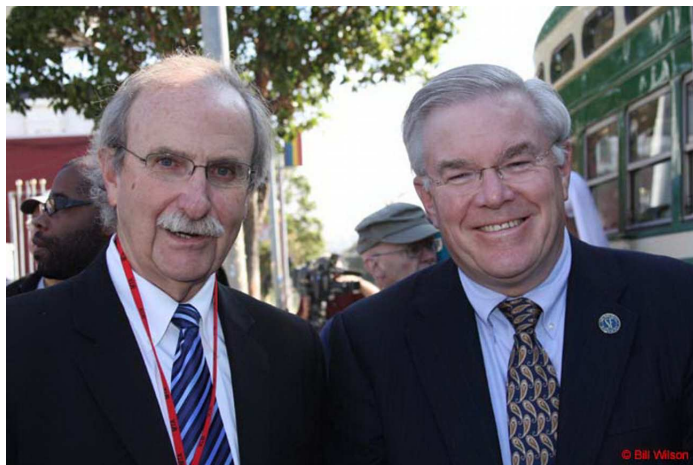
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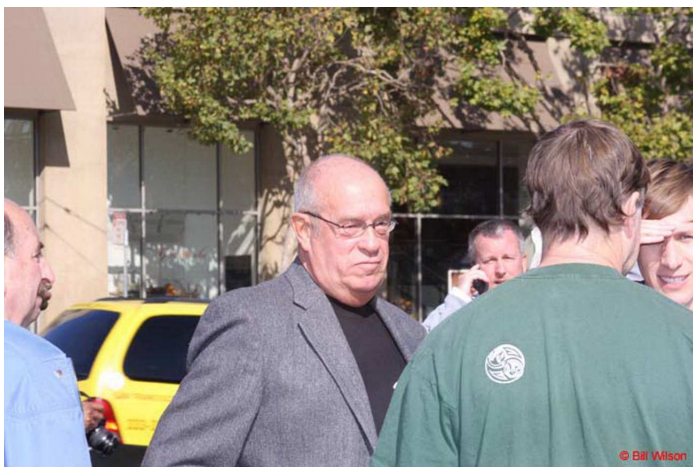pic00015116

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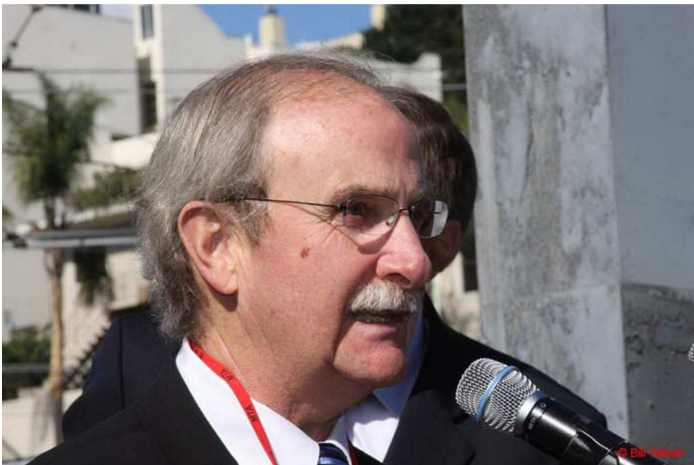
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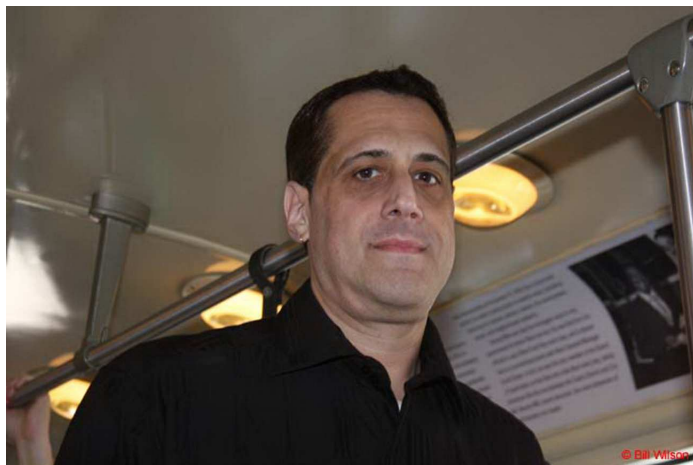

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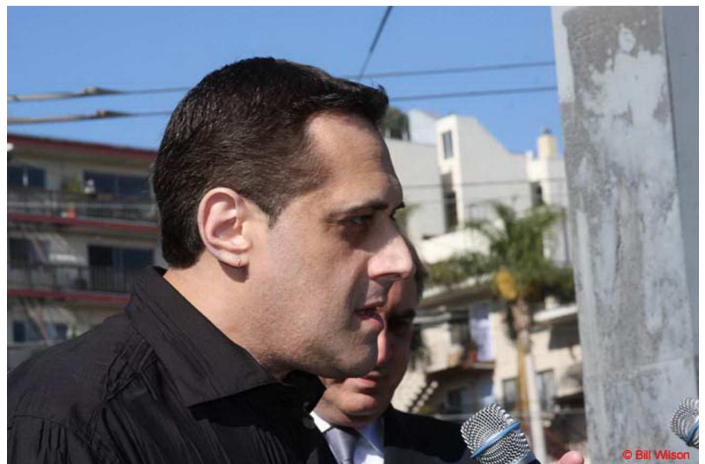
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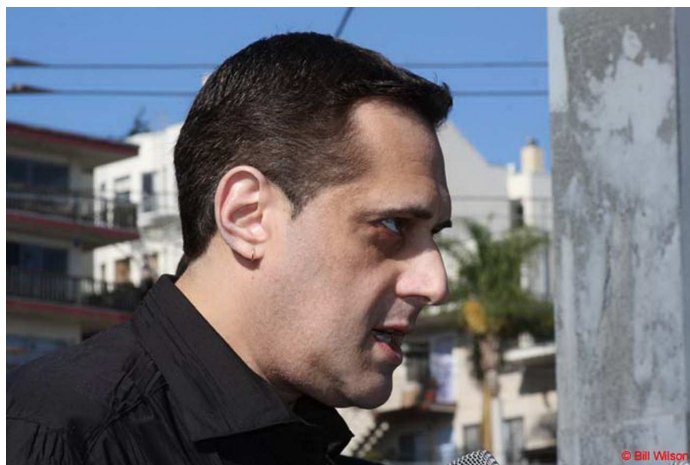
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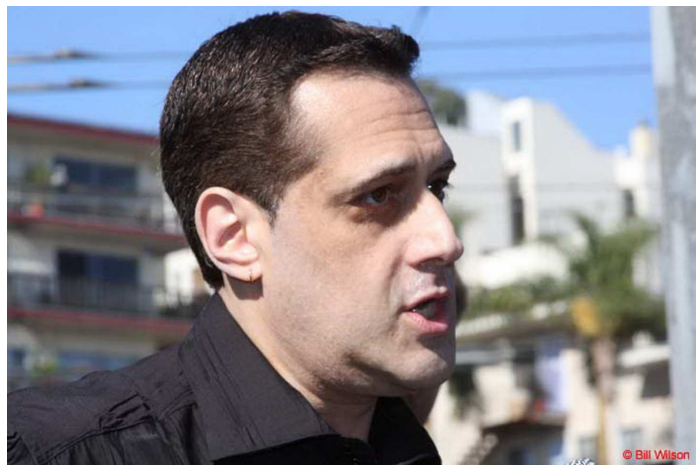
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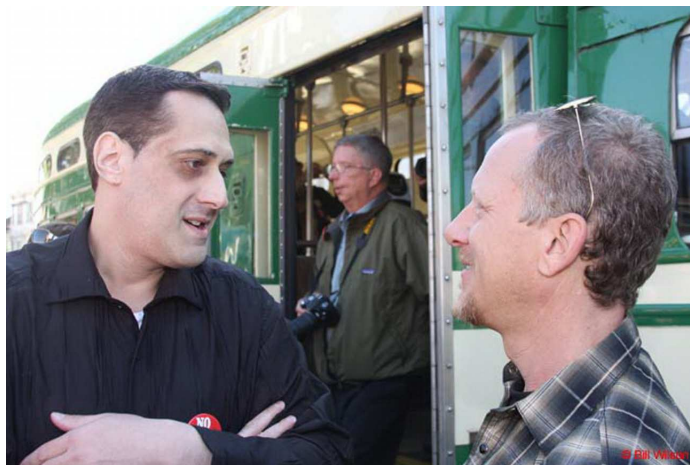
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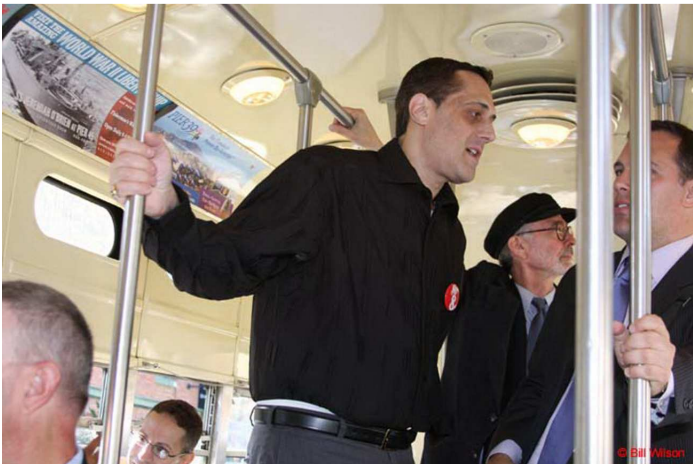
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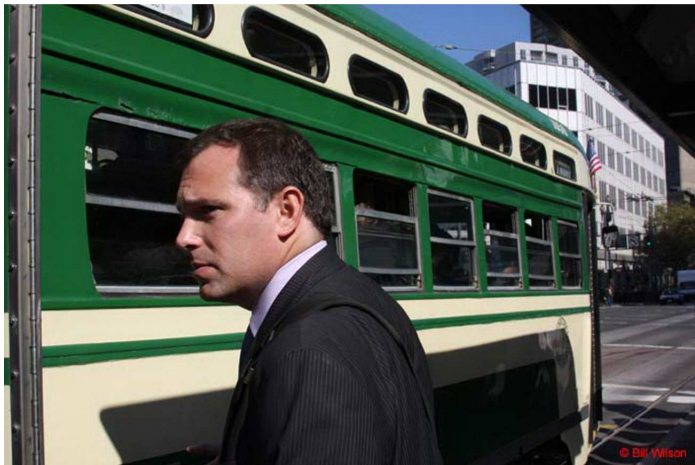
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