

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86628900
LAW OFFICE ASSIGNED	LAW OFFICE 106
MARK SECTION	
MARK	http://tmng-al.uspto.gov/resting2/api/img/86628900/large
LITERAL ELEMENT	SUTRO
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
ARGUMENT(S)	
<p>Response to Office Action In response to an Office Action from the Trademark Examining Attorney dated June 16, 2015, Applicant submitted a response on October 1, 2015 and the Examining Attorney subsequently re-refused registration, issuing a final office action on October 30, 2015. Applicant hereby respectfully requests that the Examining Attorney reconsider Applicant's arguments as submitted below. The Examining Attorney has refused registration of the Applicant's mark (the "Applicant's Mark") pursuant to Trademark Act Section 2(e)(4), 15 U.S.C. § 1052(e)(4) on the basis that the primary significance of Applicant's Mark is as a surname. Applicant respectfully disagrees with the findings and requests that the Examining Attorney reconsider the refusal and allow registration of the Applicant's Mark. The test for determining whether a mark is primarily merely a surname is whether the primary significance of the mark as a whole is seen as primarily merely a surname to the purchasing public. In re Hutchinson Technology, Inc., 852 F.2d 552, 554, 7 USPQ2d 1490, 1492 (Fed. Cir. 1988); In re Kahan & Weisz Jewelry Mfg. Corp., 508 F.2d 831, 832, 184 USPQ 421, 422 (CCPA 1975); In re Harris Intertype Corp., 51888 F.2d 629, 631, 186 USPQ 238, 239 (CCPA 1975); Rivera Watch Corp., 106 USPQ 145, 149 (Com'r Pat.1955). "[I]t is the impact or impression which should be evaluated in determining whether or not the primary significance of a word when applied to a product is a [sic] surname significance. If it is, and it is only that, then it is primarily merely a surname." In re Giger, 78 USPQ2d 1405, 1407 (TTAB 2006), quoting In re Harris-Intertype Corp., 518 F.2d 629, 186 USPQ 238, 239 (CCPA 1975), quoting Ex parte Rivera Watch Corp., 106 USPQ 145 (Comm'r 1955) (emphasis in the original). Several factors are also relevant in determining the primary significance of a mark in surname cases, including: (1) the degree of the surname's rareness; (2) whether anyone connected with the applicant has the mark as a surname; (3) whether the mark has any recognized meaning other than as a surname; (4) whether the mark has the structure and pronunciation of a surname; and (5) whether the mark has the "look and feel" of a surname. See In re Benthin Management GmbH, 37 USPQ2d 1332 (TTAB 1995). The Applicant's Mark is not primarily merely a surname. For purposes of this response, the Applicant focuses on three factors. First, Sutro is an extremely rare surname in the United States. Second, the term Sutro has recognized meaning and significance other than as a surname. Both residents and visitors alike widely recognize and know Sutro as a historical district within San Francisco, as a San Francisco mayor, and there are many third party companies using SUTRO as a trademark. Third, the term Sutro does not have the "look and feel" of a surname. A. The Applicant's Mark Is An Extremely Rare Surname As evidence attached to the Office Action, the Examining Attorney provided evidence that SUTRO appears 168 times as a surname in a nationwide telephone dictionary of names. None of these records has been verified to ascertain if the listed individual has died, married or moved out of the country. Nor has the list been vetted for duplicate entries. In a country with over 300 million people, an unsupported total of 168 people with the surname is extremely rare in the United States. See In re Joint-Stock Co. "Baik," 84 USPQ2d 1921, 1923 (TTAB 2008) (BAIK considered "extremely rare" based on 456 directory listings.) See also In re United Distillers PLC, 57 USPQ2d 1220, 1221 (TTAB 200) (HACKLER held rare with 1,295 listings). Applicant respectfully submits that the use of SUTRO as surname among such a tiny portion of the population does not constitute prima facie evidence that the term has primarily surname significance. If both 1,295 listings and 456 listings of a surname have been held rare by the TTAB, then a mere 168 listings should also be held rare. The fact that SUTRO is an extremely rare surname in the United States holds strongly in the Applicant's favor. B. The Applicant's Mark Has Recognized Meaning Other Than As A Surname. A mark that has recognized meaning other than as a surname is less likely to be considered primarily merely a surname. In re BDH Two, Inc., 26 USPQ2d 1556 (TTAB 1993) (GRAINGERS for crackers and chips made from cereal grains would not be perceived as a surname, but consumers "probably will view the mark as suggestive of the grain-based nature of the products."); In re the Monotype Corp. Plc, 14 USPQ2d 1070, 1070 (TTAB 1989) (finding that the word CALLISTO has significant non-</p>	

surname meaning from Greek mythology). Further, a term with surname significance may not be primarily merely a surname if that term also identifies a historical place or person. See *In re Pyro-Spectaculars, Inc.*, 63 USPQ2d 2022, 2024 (TTAB 2002); see also *In re Jack B. Binion*, 93 U.S.P.Q.2d 1531, 2009 WL 5194992 (TTAB 2009). As a basis for the denial, the Examining Attorney states that the word SUTRO "has no meaning or significance other than as a surname." This statement, however, is unsupported. The term SUTRO defines a famous historical district in the westernmost area in San Francisco, within the Golden Gate National Recreation Area, as further described below. This area was developed by the famous Adolph Sutro, a former San Francisco mayor, in the late 19th century, and remains a popular recreation and entertainment district within the city. The term also is the name of many different Bay Area based companies and other third party companies. The test to be applied in determining whether a mark is primarily merely a surname, "is not the rarity of the name, nor whether it is the applicant's name, nor whether it appears in one or more telephone directories, nor whether it is coupled with a baptismal name or initials. The test should be: What is its primary significance to the purchasing public?" *Ex Parte Rivera Watch Corp.*, 106 U.S.P.Q. (BNA) 145 (Com'r Pat. & Trademarks July 8, 1955). In *Rivera* the court reasoned, "Applying the test to the mark sought here to be registered, it is not believed that the average member of the purchasing public would, upon seeing 'Rivera' used as a trademark on watches, be likely to think of its being a surname-even though it does not appear to have any meaning as a word in the language. The decision of the Examiner of Trademarks is reversed." *Id.* Similarly, the public associates the term SUTRO with the famous San Francisco historical Sutro District, as this district, as stated above, remains a popular entertainment district and tourist attraction within the city to the present day. (See Evidence Attached relating to Sutro District, Sutro Baths, Sutro Heights, Sutro Tower and Mount Sutro Forest.) A term with surname significance may not be primarily merely a surname if that term also identifies a historical place or person. *In re Pyro-Spectaculars, Inc.*, 63 USPQ2d 2022, 2024 (TTAB 2002). The Sutro Historic District is a National Park Service historic district in the Lands End area of the Outer Richmond District in western San Francisco, California. It is within the Golden Gate National Recreation Area, since being acquired by the National Park Service in 1977. In 1881 Adolph Sutro purchased the undeveloped land and over time, he established a private railroad company, the Sutro Gardens, Sutro Baths and extensively expanded the 1869 Cliff House. Today, this historic district encompasses famous attractions such as Sutro Heights, the Sutro Bath ruins, Mount Sutro Forest, Sutro Tower, and the historic Cliff House. (See Evidence Attached relating to Sutro District, Sutro Baths, Sutro Heights, Sutro Tower and Mount Sutro Forest.) The Cliff House is one of the most famous restaurants in San Francisco and features on its website and venue feature information about the famous historic SUTRO district and related attractions. Thus, because the Sutro District is universally regarded as a historic district, the term SUTRO should not be regarded as primarily merely a surname. Furthermore, Adolph Sutro is a historical figure. As stated previously, a term with surname significance may not be primarily merely a surname if that term also identifies a historical person. *Id.* In addition to serving as the mayor of San Francisco from 1894 to 1896, Adolph Sutro was an entrepreneur and real estate developer who helped shape the landscape of late 19th century San Francisco. Interested in providing inexpensive recreation for the general public, he changed San Francisco's sparse and undeveloped Point Lobos area into a flourishing recreational complex that during its heyday boasted the Cliff House, Sutro Baths and Sutro Heights. (See Attached Evidence relating to Adolph Sutro). Adolph Sutro is still talked about today as is evidenced by the 171 News recent articles in Nexi Lexis that come up in the search results when searching for "Adolph and Sutro and Mayor." (See LexisNexis screenshot attached). These articles are particularly timely with the upcoming elections and make many references and comparisons to Adolph Sutro and the People Party who initially supported his candidacy. In addition, the public not only associates the term SUTRO with the Sutro District, but also with various types of well known and established products and services, many of which are located in the San Francisco Bay Area. For example, Sutro Biopharma is a well known biopharmaceutical company and is located in San Francisco, home of the famous Sutro District (<http://www.sutrobio.com/contact-us/>). (See Evidence Attached). Other examples of companies with the name Sutro located in the Bay Area include: Sutro Stewards (<http://sutrostewards.org/page/mission>); Sutro Elementary (<http://www.sutroelementary.com/>); Sutro Backpacks (handcrafted in San Francisco found here <http://www.rickshawbags.com/sutro-backpack-cordura.html#272=89>); Sutro Eyewear (<http://www.sutrovision.com/contact/>); Sutro Software (<https://sutrosoft.com/contact>); Sutro Energy Group (<http://www.sutroenergygroup.com/projects.html>); Sutro Property Management (<http://www.sutroprop.com/>); Sutro Labs (<http://www.sutrolab.com/www.sutrolab.com/lab-profile>); Sutro Footwear (<http://www.sutrofootwear.com/pages/about-us>). (See Evidence Attached). It is important to also note that the term SUTRO has active US trademark registrations. Shoebiz, Inc. has registered the term SUTRO in class 25 for men's, women's and children's footwear, namely, shoes, boots and sandals (registration no. 4340751). Jim Parkinsson has registered the term SUTRO in class 9 for type face fonts recorded on magnetic and optical media (registration no. 2808156). Corn Products International has a registration for Non- crystallizing sorbitol solution (registration no. 3682298). And Instragram, a popular company, has registered the term SUTRO in class 009 (registration no. 4927357). (See Registrations Attached). Furthermore, the Examining Attorney's assertion that because the term SUTRO is not in the dictionary, it cannot have meaning or significance outside of a surname is, again, incorrect. A quick review of the American Heritage Dictionary shows no entry for the terms TRIBECA or ALLERTON, but anyone familiar with the neighborhoods of New York City will understand both terms have very distinct meanings. The same is true is true for the term SUTRO. The general public will understand that the term SUTRO has a very distinct meaning, as the name of a historic district in San Francisco. As such, the word SUTRO has a meaning independent from that of a surname. C. The Applicant's mark does not have the "look and feel" of a surname The term SUTRO does not have the "look and feel" of a surname. Previously, the TTAB rejected an examining attorney's argument that the mere fact that the mark PINTRO ends in "O" imbues the mark with the look and feel of a surname. The examining attorney argued that "many surnames end with the letter 'O', for example, Amato, Bruno, Castro, DeMarco, Gallo, Romano. CASTRO even ends with the same last three letters as PINTRO." The TTAB found no shared "pattern" such that the public would assume that PINTRO is a surname. The TTAB explained, "In fact, the only example the examining attorney offers with a common letter string of three letters is Castro. We also find this unpersuasive. We see no shared "pattern" such that the public would assume that PINTRO is a surname." It is in the case of a rare surname that we need to weigh "look and feel" carefully, particularly where there is no "cue," such as a title, an initial or possessive form to signal that the term is a surname. *In re Nelson Souto Major Piquet*, 5 USPQ2d 1367, 1368 (TTAB 1987). In this case, the TTAB found that there is no evidence that relevant purchasers would be "preconditioned" to perceive PINTRO as a surname. *Id.* Similarly, the mark SUTRO ends in "O", which does not necessarily imply that the mark has the look and feeling of a surname. Given the evidence offered above, there is

no shared pattern such that the public would assume that SUTRO is a surname or that relevant purchasers would be preconditioned to perceive SUTRO as a surname. D. Conclusion Taking into account the totality of the circumstances, it is clear that the name SUTRO is not seen as primarily merely a surname. First, the term SUTRO is a very rare surname. Second, the term SUTRO is both the name of a historical figure and historical place. Third, there are many companies located in San Francisco, where the historic district is located, that are named SUTRO. Fourth, there are other companies that have federal trademark registrations for the mark SUTRO. And finally, SUTRO does not have the look and feel of a surname. Again, taking into account all of these considerations, one cannot reasonably argue that the term SUTRO is primarily seen as merely a surname. Thus, Applicant respectfully requests that the Examining Attorney allow this application to proceed to registration.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)	
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DESCRIPTION OF EVIDENCE FILE	Argument, Evidence of Bay Area Companies using the mark SUTRO, evidence of SUTRO third party registrations, evidence of SUTRO as a famous historical figure and famous geographical place.
SIGNATURE SECTION	
RESPONSE SIGNATURE	/jlfajfar/
SIGNATORY'S NAME	Jessica Fajfar
SIGNATORY'S POSITION	Clinic Supervisor
DATE SIGNED	04/29/2016
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Fri Apr 29 12:39:15 EDT 2016
TEAS STAMP	USPTO/RFR-XXX.XX.XX.XXX-2 0160429123915354038-86628 900-55026c6e8f9c610f043b8 c2b125727d19643845ff517b1 92a54661a3554512ad7d-N/A- N/A-20160429122309097590

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **86628900** SUTRO(Standard Characters, see <http://tmng-al.uspto.gov/resting2/api/img/86628900/large>) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

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The test for determining whether a mark is primarily merely a surname is whether the primary significance of the mark as a whole is seen as primarily merely a surname to the purchasing public. In re Hutchinson Technology, Inc., 852 F.2d 552, 554, 7 USPQ2d 1490, 1492 (Fed. Cir. 1988); In re Kahan & Weisz Jewelry Mfg. Corp., 508 F.2d 831, 832, 184 USPQ 421, 422 (CCPA 1975); In re Harris Intertype Corp., 51888 F.2d 629, 631, 186 USPQ 238, 239 (CCPA 1975); Rivera Watch Corp., 106 USPQ 145, 149 (Com'r Pat.1955). "[I]t is the impact or impression which should be evaluated in determining whether or not the primary significance of a word when applied to a product is a [sic] surname significance. If it is, and it is only that, then it is primarily merely a surname." In re Giger, 78 USPQ2d 1405, 1407 (TTAB 2006), quoting In re Harris-Intertype Corp., 518 F.2d 629, 186 USPQ 238, 239 (CCPA 1975), quoting Ex parte Rivera Watch Corp., 106 USPQ 145 (Comm'r 1955) (emphasis in the original). 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Third, the term Sutro does not have the "look and feel" of a surname. A. The Applicant's Mark Is An Extremely Rare Surname As evidence attached to the Office Action, the Examining Attorney provided evidence that SUTRO appears 168 times as a surname in a nationwide telephone dictionary of names. None of these records has been verified to ascertain if the listed individual has died, married or moved out of the country. Nor has the list been vetted for duplicate entries. In a country with over 300 million people, an unsupported total of 168 people with the surname is extremely rare in the United States. See In re Joint-Stock Co. "Baik," 84 USPQ2d 1921, 1923 (TTAB 2008) (BAIK considered "extremely rare" based on 456 directory listings.) See also In re United Distillers PLC, 57 USPQ2d 1220, 1221 (TTAB 200) (HACKLER held rare with 1,295 listings). Applicant respectfully submits that the use of SUTRO as surname among such a tiny portion of the population does not constitute prima facie evidence that the term has primarily surname significance. If both 1,295 listings and 456 listings of a surname have been held rare by the TTAB, then a mere 168 listings should also be held rare. The fact that SUTRO is an extremely rare surname in the United States holds strongly in the Applicant's favor. B. The Applicant's Mark Has Recognized Meaning Other Than As A Surname. A mark that has recognized meaning other than as a surname is less likely to be considered primarily merely a surname. In re BDH Two, Inc., 26 USPQ2d 1556 (TTAB 1993) (GRAINGERS for crackers and chips made from cereal grains would not be perceived as a surname, but consumers "probably will view the mark as suggestive of the grain-based nature of the products."); In re the Monotype Corp. Plc, 14 USPQ2d 1070, 1070 (TTAB 1989) (finding that the word CALLISTO has significant non-surname meaning from Greek mythology). Further, a term with surname significance may not be primarily merely a surname if that term also identifies a historical place or person. See In re Pyro-Spectaculars, Inc., 63 USPQ2d 2022, 2024 (TTAB 2002); see also In re Jack B. Binion, 93 U.S.P.Q.2d 1531, 2009 WL 5194992 (TTAB 2009). As a basis for the denial, the Examining Attorney states that the word SUTRO "has no meaning or significance other than as a surname." This statement, however, is unsupported. The term SUTRO defines a famous historical district in the westernmost area in San Francisco, within the Golden Gate National Recreation Area, as further described below. This area was developed by the famous Adolph Sutro, a former San Francisco mayor, in the late 19th century, and remains a popular recreation and entertainment district within the city. The term also is the name of many different Bay Area based companies and other third party companies. The test to be applied in determining whether a mark is primarily merely a surname, "is not the rarity of the name, nor whether it is the applicant's name, nor whether it appears in one or more telephone directories, nor whether it is coupled with a baptismal name or initials. The test should be: What is its primary significance to the purchasing public?" Ex Parte Rivera Watch Corp., 106 U.S.P.Q. (BNA) § 145 (Com'r Pat. & Trademarks July 8, 1955). In Rivera the court reasoned, "Applying the test to the mark sought here to be registered, it is not believed that the average member of the purchasing public would, upon seeing "Rivera" used as a trademark on watches, be likely to think of its being a surname-even though it does not appear to have any meaning as a word in the language. The decision of the Examiner of Trademarks is reversed." Id. Similarly, the public associates the term SUTRO with the famous San Francisco historical Sutro District, as this district, as stated above, remains a popular entertainment district and tourist attraction within the city to the present day. (See Evidence Attached relating to Sutro District, Sutro Baths, Sutro Heights, Sutro Tower and Mount Sutro Forest.) A term with surname significance may not be primarily merely a surname if that term also identifies a historical place or person. In re Pyro-Spectaculars, Inc., 63 USPQ2d 2022, 2024 (TTAB 2002). The Sutro Historic District is a National Park Service historic district in the Lands End area of the Outer Richmond District in western San Francisco, California. It is within the Golden Gate National Recreation Area, since being acquired by the National Park Service in 1977. In 1881 Adolph Sutro purchased the

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Other examples of companies with the name Sutro located in the Bay Area include: Sutro Stewards (<http://sutrostewards.org/page/mission>); Sutro Elementary (<http://www.sutroelementary.com/>); Sutro Backpacks (handcrafted in San Francisco found here <http://www.rickshawbags.com/sutro-backpack-cordura.html#272=89>); Sutro Eyewear (<http://www.sutrovision.com/contact/>); Sutro Software (<https://sutrosoft.com/contact>); Sutro Energy Group (<http://www.sutroenergygroup.com/projects.html>); Sutro Property Management (<http://www.sutroprop.com/>); Sutro Labs (<http://www.sutrolab.com/www.sutrolab.com/lab-profile>); Sutro Footwear (<http://www.sutrofootwear.com/pages/about-us>). (See Evidence Attached). It is important to also note that the term SUTRO has active US trademark registrations. Shoebiz, Inc. has registered the term SUTRO in class 25 for men's, women's and children's footwear, namely, shoes, boots and sandals (registration no. 4340751). Jim Parkinson has registered the term SUTRO in class 9 for type face fonts recorded on magnetic and optical media (registration no. 2808156). Corn Products International has a registration for Non- crystallizing sorbitol solution (registration no. 3682298). And Instragram, a popular company, has registered the term SUTRO in class 009 (registration no. 4927357). (See Registrations Attached). Furthermore, the Examining Attorney's assertion that because the term SUTRO is not in the dictionary, it cannot have meaning or significance outside of a surname is, again, incorrect. A quick review of the American Heritage Dictionary shows no entry for the terms TRIBECA or ALLERTON, but anyone familiar with the neighborhoods of New York City will understand both terms have very distinct meanings. The same is true is true for the term SUTRO. The general public will understand that the term SUTRO has a very distinct meaning, as the name of a historic district in San Francisco. As such, the word SUTRO has a meaning independent from that of a surname. C. The Applicant's mark does not have the "look and feel" of a surname The term SUTRO does not have the "look and feel" of a surname. Previously, the TTAB rejected an examining attorney's argument that the mere fact that the mark PINTRO ends in "O" imbues the mark with the look and feel of a surname. The examining attorney argued that "many surnames end with the letter 'O', for example, Amato, Bruno, Castro, DeMarco, Gallo, Romano. CASTRO even ends with the same last three letters as PINTRO." The TTAB found no shared "pattern" such that the public would assume that PINTRO is a surname. The TTAB explained, "In fact, the only example the examining attorney offers with a common letter string of three letters is Castro. We also find this unpersuasive. We see no shared "pattern" such that the public would assume that PINTRO is a surname." It is in the case of a rare surname that we need to weigh "look and feel" carefully, particularly where there is no "cue," such as a title, an initial or possessive form to signal that the term is a surname. In re Nelson Souto Major Piquet, 5 USPQ2d 1367, 1368 (TTAB 1987). In this case, the TTAB found that there is no evidence that relevant purchasers would be "preconditioned" to perceive PINTRO as a surname. Id. Similarly, the mark SUTRO ends in "O", which does not necessarily imply that the mark has the look and feeling of a surname. Given the evidence offered above, there is no shared pattern such that the public would assume that SUTRO is a surname or that relevant purchasers would be preconditioned to perceive SUTRO as a surname. D. Conclusion Taking into account the totality of the circumstances, it is clear that the name SUTRO is not seen as primarily merely a surname. First, the term SUTRO is a very rare surname. Second, the term SUTRO is both the name of a historical figure and historical place. Third, there are many companies located in San Francisco, where the historic district is located, that are named SUTRO. Fourth, there are other companies that have federal trademark registrations for the mark SUTRO. And finally, SUTRO does not have the look and feel of a surname. Again, taking into account all of these considerations, one cannot reasonably argue that the term SUTRO is primarily seen as merely a surname. Thus, Applicant respectfully requests that the Examining Attorney allow this application to proceed to registration.

EVIDENCE

Evidence in the nature of Argument, Evidence of Bay Area Companies using the mark SUTRO, evidence of SUTRO third party registrations, evidence of SUTRO as a famous historical figure and famous geographical place. has been attached.

Original PDF file:

[evi_1721414169-20160429122309097590_-_Sutro_EVIDENCE_FINAL_COPY.pdf](#)

Converted PDF file(s) (46 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

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[Evidence-7](#)
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[Evidence-42](#)
[Evidence-43](#)
[Evidence-44](#)
[Evidence-45](#)
[Evidence-46](#)

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /jlfajfar/ Date: 04/29/2016

Signatory's Name: Jessica Fajfar

Signatory's Position: Clinic Supervisor

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 86628900

Internet Transmission Date: Fri Apr 29 12:39:15 EDT 2016

TEAS Stamp: USPTO/RFR-XXX.XX.XX.XXX-2016042912391535

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Response to Office Action

In response to an Office Action from the Trademark Examining Attorney dated June 16, 2015, Applicant submitted a response on October 1, 2015 and the Examining Attorney subsequently re-refused registration, issuing a final office action on October 30, 2015. Applicant hereby respectfully requests that the Examining Attorney reconsider Applicant's arguments as submitted below.

The Examining Attorney has refused registration of the Applicant's mark (the "Applicant's Mark") pursuant to Trademark Act Section 2(e)(4), 15 U.S.C. § 1052(e)(4) on the basis that the primary significance of Applicant's Mark is as a surname. Applicant respectfully disagrees with the findings and requests that the Examining Attorney reconsider the refusal and allow registration of the Applicant's Mark.

The test for determining whether a mark is primarily merely a surname is whether the primary significance of the mark as a whole is seen as primarily merely a surname to the purchasing public. *In re Hutchinson Technology, Inc.*, 852 F.2d 552, 554, 7 USPQ2d 1490, 1492 (Fed. Cir. 1988); *In re Kahan & Weisz Jewelry Mfg. Corp.*, 508 F.2d 831, 832, 184 USPQ 421, 422 (CCPA 1975); *In re Harris Intertype Corp.*, 518 F.2d 629, 631, 186 USPQ 238, 239 (CCPA 1975); *Rivera Watch Corp.*, 106 USPQ 145, 149 (Com'r Pat.1955).

"[I]t is the impact or impression which should be evaluated in determining whether or not the primary significance of a word when applied to a product is a [sic] surname significance. If it is, *and it is only that*, then it is primarily merely a surname." *In re Giger*, 78 USPQ2d 1405, 1407 (TTAB 2006), *quoting In re Harris-Intertype Corp.*, 518 F.2d 629, 186 USPQ 238, 239 (CCPA 1975), *quoting Ex parte Rivera Watch Corp.*, 106 USPQ 145 (Comm'r 1955) (emphasis in the original).

Several factors are also relevant in determining the primary significance of a mark in surname cases, including: (1) the degree of the surname's rareness; (2) whether anyone connected with the applicant has the mark as a surname; (3) whether the mark has any recognized meaning other than as a surname; (4) whether the mark has the structure and pronunciation of a surname; and (5) whether the mark has the "look and feel" of a surname. *See In re Benthin Management GmbH*, 37 USPQ2d 1332 (TTAB 1995).

The Applicant's Mark is not primarily merely a surname. For purposes of this response, the Applicant focuses on three factors. First, Sutro is an extremely rare surname in the United States. Second, the term Sutro has recognized meaning and significance other than as a surname. Both residents and visitors alike widely recognize and know Sutro as a historical district within San Francisco, as a San Francisco mayor, and there are many third party companies using SUTRO as a trademark. Third, the term Sutro does not have the "look and feel" of a surname.

A. The Applicant's Mark Is An Extremely Rare Surname

As evidence attached to the Office Action, the Examining Attorney provided evidence that SUTRO appears 168 times as a surname in a nationwide telephone dictionary of names. None of these records has been verified to ascertain if the listed individual has died, married or moved out of the country. Nor has the list been vetted for duplicate entries. In a country with over 300 million people, an unsupported total of 168 people with the surname is extremely rare in the United States. See *In re Joint-Stock Co. "Baik,"* 84 USPQ2d 1921, 1923 (TTAB 2008) (BAIK considered "extremely rare" based on 456 directory listings.) See also *In re United Distillers PLC,* 57 USPQ2d 1220, 1221 (TTAB 200) (HACKLER held rare with 1,295 listings). Applicant respectfully submits that the use of SUTRO as surname among such a tiny portion of the population does not constitute prima facie evidence that the term has primarily surname significance. If both 1,295 listings and 456 listings of a surname have been held rare by the TTAB, then a mere 168 listings should also be held rare.

The fact that SUTRO is an extremely rare surname in the United States holds strongly in the Applicant's favor.

B. The Applicant's Mark Has Recognized Meaning Other Than As A Surname.

A mark that has recognized meaning other than as a surname is less likely to be considered primarily merely a surname. *In re BDH Two, Inc.,* 26 USPQ2d 1556 (TTAB 1993) (GRAINGERS for crackers and chips made from cereal grains would not be perceived as a surname, but consumers "probably will view the mark as suggestive of the grain-based nature of the products."); *In re the Monotype Corp. Plc,* 14 USPQ2d 1070, 1070 (TTAB 1989) (finding that the word CALLISTO has significant non-surname meaning from Greek mythology).

Further, a term with surname significance may not be primarily merely a surname if that term also identifies a historical place or person. See *In re Pyro-Spectaculars, Inc.,* 63 USPQ2d 2022, 2024 (TTAB 2002); see also *In re Jack B. Binion,* 93 U.S.P.Q.2d 1531, 2009 WL 5194992 (TTAB 2009).

As a basis for the denial, the Examining Attorney states that the word SUTRO "has no meaning or significance other than as a surname." This statement, however, is unsupported. The term SUTRO defines a famous historical district in the westernmost area in San Francisco, within the Golden Gate National Recreation Area, as further described below. This area was developed by the famous Adolph Sutro, a former San Francisco mayor, in the late 19th century, and remains a popular recreation and entertainment district within the city. The term also is the name of many different Bay Area based companies and other third party companies.

The test to be applied in determining whether a mark is primarily merely a surname, "is not the rarity of the name, nor whether it is the applicant's name, nor whether it appears in one or more telephone directories, nor whether it is coupled with a baptismal name or

initials. The test should be: What is its primary significance to the purchasing public?" Ex Parte Rivera Watch Corp., 106 U.S.P.Q. (BNA) ¶ 145 (Com'r Pat. & Trademarks July 8, 1955).

In Rivera the court reasoned, "Applying the test to the mark sought here to be registered, it is not believed that the average member of the purchasing public would, upon seeing "Rivera" used as a trademark on watches, be likely to think of its being a surname-even though it does not appear to have any meaning as a word in the language. The decision of the Examiner of Trademarks is reversed." *Id.*

Similarly, the public associates the term SUTRO with the famous San Francisco historical Sutro District, as this district, as stated above, remains a popular entertainment district and tourist attraction within the city to the present day. (See Evidence Attached relating to Sutro District, Sutro Baths, Sutro Heights, Sutro Tower and Mount Sutro Forest.)

A term with surname significance may not be primarily merely a surname if that term also identifies a historical place or person. *In re Pyro-Spectaculars, Inc.*, 63 USPQ2d 2022, 2024 (TTAB 2002). The Sutro Historic District is a National Park Service historic district in the Lands End area of the Outer Richmond District in western San Francisco, California. It is within the Golden Gate National Recreation Area, since being acquired by the National Park Service in 1977. In 1881 Adolph Sutro purchased the undeveloped land and over time, he established a private railroad company, the Sutro Gardens, Sutro Baths and extensively expanded the 1869 Cliff House. Today, this historic district encompasses famous attractions such as Sutro Heights, the Sutro Bath ruins, Mount Sutro Forest, Sutro Tower, and the historic Cliff House. (See Evidence Attached relating to Sutro District, Sutro Baths, Sutro Heights, Sutro Tower and Mount Sutro Forest.) The Cliff House is one of the most famous restaurants in San Francisco and features on its website and venue feature information about the famous historic SUTRO district and related attractions. Thus, because the Sutro District is universally regarded as a historic district, the term SUTRO should not be regarded as primarily merely a surname.

Furthermore, Adolph Sutro is a historical figure. As stated previously, a term with surname significance may not be primarily merely a surname if that term also identifies a historical person. *Id.* In addition to serving as the mayor of San Francisco from 1894 to 1896, Adolph Sutro was an entrepreneur and real estate developer who helped shape the landscape of late 19th century San Francisco. Interested in providing inexpensive recreation for the general public, he changed San Francisco's sparse and undeveloped Point Lobos area into a flourishing recreational complex that during its heyday boasted the Cliff House, Sutro Baths and Sutro Heights. (See Attached Evidence relating to Adolph Sutro). Adolph Sutro is still talked about today as is evidenced by the 171 News recent articles in Nexi Lexis that come up in the search results when searching for "Adolph and Sutro and Mayor." (See LexisNexis screenshot attached). These articles are particularly timely with the upcoming elections and make many references and comparisons to Adolph Sutro and the People Party who initially supported his candidacy.

In addition, the public not only associates the term SUTRO with the Sutro District, but also with various types of well known and established products and services, many of which are located in the San Francisco Bay Area. For example, Sutro Biopharma is a well known biopharmaceutical company and is located in San Francisco, home of the famous Sutro District (<http://www.sutrobio.com/contact-us/>). (See Evidence Attached).

Other examples of companies with the name Sutro located in the Bay Area include: Sutro Stewards (<http://sutrostewards.org/page/mission>); Sutro Elementary (<http://www.sutroelementary.com/>); Sutro BackPacks (handcrafted in San Francisco found here <http://www.rickshawbags.com/sutro-backpack-cordura.html#272=89>); Sutro Eyewear (<http://www.sutrovision.com/contact/>); Sutro Software (<https://sutrosoft.com/contact>); Sutro Energy Group (<http://www.sutroenergygroup.com/projects.html>); Sutro Property Management (<http://www.sutroprop.com/>); Sutro Labs (<http://www.sutrolab.com/www.sutrolab.com/lab-profile>); Sutro Footwear (<http://www.sutrofootwear.com/pages/about-us>). (See Evidence Attached).

It is important to also note that the term SUTRO has active US trademark registrations. Shoebiz, Inc. has registered the term SUTRO in class 25 for men's, women's and children's footwear, namely, shoes, boots and sandals (registration no. 4340751). Jim Parkinson has registered the term SUTRO in class 9 for type face fonts recorded on magnetic and optical media (registration no. 2808156). Corn Products International has a registration for Non-crystallizing sorbitol solution (registration no. 3682298). And Instragram, a popular company, has registered the term SUTRO in class 009 (registration no. 4927357). (See Registrations Attached).

Furthermore, the Examining Attorney's assertion that because the term SUTRO is not in the dictionary, it cannot have meaning or significance outside of a surname is, again, incorrect. A quick review of the American Heritage Dictionary shows no entry for the terms TRIBECA or ALLERTON, but anyone familiar with the neighborhoods of New York City will understand both terms have very distinct meanings. The same is true for the term SUTRO. The general public will understand that the term SUTRO has a very distinct meaning, as the name of a historic district in San Francisco. As such, the word SUTRO has a meaning independent from that of a surname.

C. The Applicant's mark does not have the "look and feel" of a surname

The term SUTRO does not have the "look and feel" of a surname. Previously, the TTAB rejected an examining attorney's argument that the mere fact that the mark PINTRO ends in "O" imbues the mark with the look and feel of a surname. The examining attorney argued that "many surnames end with the letter 'O', for example, Amato, Bruno, Castro, DeMarco, Gallo, Romano. CASTRO even ends with the same last three letters as PINTRO."

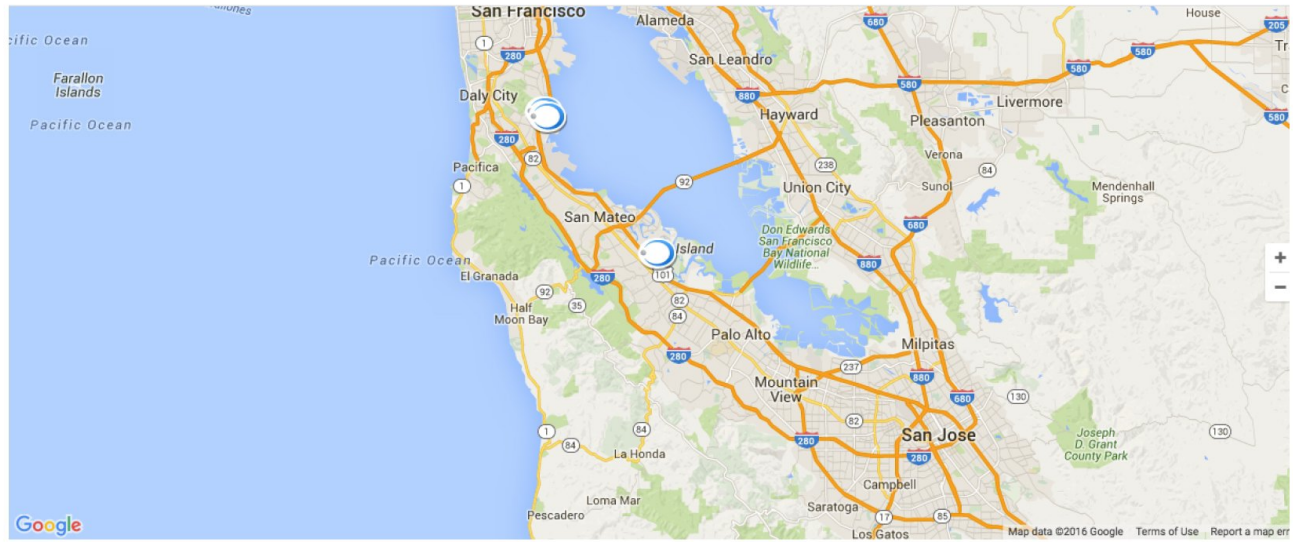
The TTAB found no shared “pattern” such that the public would assume that PINTRO is a surname. The TTAB explained, “In fact, the only example the examining attorney offers with a common letter string of three letters is Castro. We also find this unpersuasive. We see no shared “pattern” such that the public would assume that PINTRO is a surname.”

It is in the case of a rare surname that we need to weigh “look and feel” carefully, particularly where there is no “cue,” such as a title, an initial or possessive form to signal that the term is a surname. In re Nelson Souto Major Piquet, 5 USPQ2d 1367, 1368 (TTAB 1987). In this case, the TTAB found that there is no evidence that relevant purchasers would be “preconditioned” to perceive PINTRO as a surname. *Id.*

Similarly, the mark SUTRO ends in “O”, which does not necessarily imply that the mark has the look and feeling of a surname. Given the evidence offered above, there is no shared pattern such that the public would assume that SUTRO is a surname or that relevant purchasers would be preconditioned to perceive SUTRO as a surname.

D. Conclusion

Taking into account the totality of the circumstances, it is clear that the name SUTRO is not seen as primarily merely a surname. First, the term SUTRO is a very rare surname. Second, the term SUTRO is both the name of a historical figure and historical place. Third, there are many companies located in San Francisco, where the historic district is located, that are named SUTRO. Fourth, there are other companies that have federal trademark registrations for the mark SUTRO. And finally, SUTRO does not have the look and feel of a surname. Again, taking into account all of these considerations, one cannot reasonably argue that the term SUTRO is primarily seen as merely a surname. Thus, Applicant respectfully requests that the Examining Attorney allow this application to proceed to registration.



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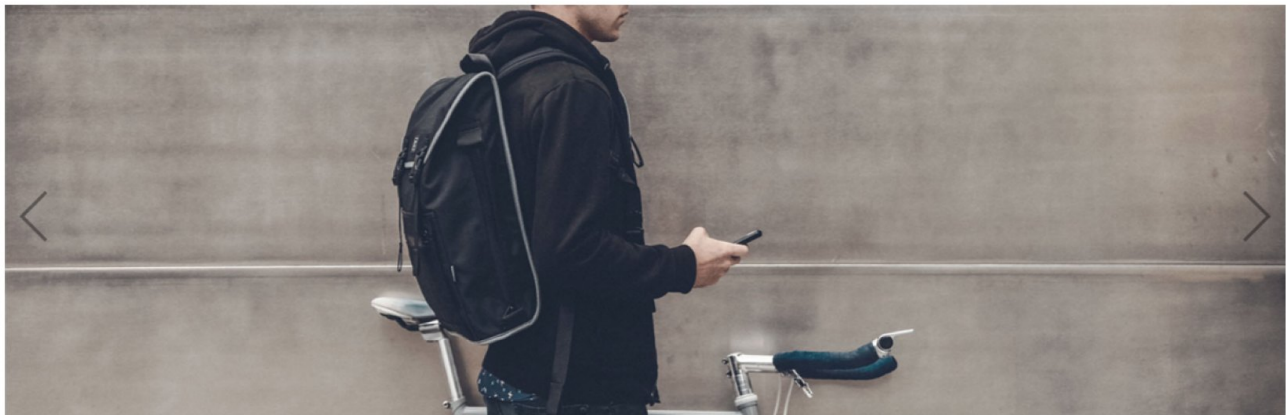
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SUTRO SOFTWARE

Programmer (n): An organism that can turn caffeine into code.

-Anonymous

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Projects and Experience

Sutro Energy Group works with clients who are passionate about transitioning to a sustainable economy through clean technology investment, research, and program development. We serve a variety of clients:

- **Individual and family office investors** seeking assistance with market research and cleantech deal diligence;
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- **Organizations** in need of project management or conference planning services.

Past projects include:

- **Report management and conference planning.** Sutro Energy Group managed the day-to-day aspects of "The State Clean Energy Cookbook" project, a joint effort of Stanford's Steyer-Taylor Center for Energy Policy and Finance and Hoover Institution. Tasks included primary research, conference agenda planning, recruiting conference attendees and speakers, chapter drafting, and managing the final design and publication of the report.
- **Survey implementation and analysis.** On behalf of a San Francisco policy firm, Sutro Energy Group designed and implemented a survey of cleantech investors, recruited participants, and prepared an analysis of the results with recommendations on how to encourage more investment in the space.
- **Project diligence and management.** Prior to the founding of Sutro Energy Group, Ms. Schuetz performed diligence on potential emissions reduction projects for TerraPass. For qualified projects, she managed all aspects of data collection and verification to maximize return to the project owner through the sale of carbon offsets.

Publications

[Family Offices and Cleantech Investing](#)

[A New Pathway for Hard Technology: Supporting Energy Innovators at Cyclotron Road](#)

[The State Clean Energy Cookbook: A Dozen Recipes for State Action on Energy Efficiency and Renewable Energy](#)

[eBay: A Case Study of Organizational Change Underlying Technical Infrastructure Optimization](#)

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Name: Sutro Lab

Type: Advanced Beauty + Wellness

HQ: San Francisco, CA

Retail & Spa: 909 Sutter St. San Francisco CA, 94105

Services: Facial Treatments, LED Light Therapy, Skincare & Aromatherapy Consultation, Private Label & Brand Consultation.

Products: Oil H2O System: The Future of Skin Care & Aromatherapy, The Hydrosol Machine: Turn The Air Around You Into Therapy, The Fizz Tab: Bath Salts Are So Twentieth Century, \$10 Essential Oil Bar

Known for: Innovators of Hydrosol Technology and creators of The Fizz Tab

Mission:

Sutro Lab uses a scientific approach to Innovate products to maximize their positive Impact on our customers' Beauty and wellness. Our products are derived from natural constituents specifically chosen for the therapeutic properties of their unique molecular compositions.

Principles: No one is going to protect you and your health except you. The more information you have, the better able you will be to make good choices, thus controlling your exposure to synthetics, carcinogens, preservatives, and toxins of all kinds. This level of awareness is the minimum necessary if your intention is to preserve and maintain health.

The company principles therefore are intended to contribute towards providing the highest quality natural products and clarifying the scientific research their therapeutic properties are based on.

Contact: Phone: +1 (415) 890-6801 Email: info@sutrolab.com

Hy.dro.sol [hahy-druh-sawl, -sol]
noun *Physical Chemistry*

1. Hydrosol. An herbal distillate obtained by steam distillation of therapeutic & aromatic flora. The distillate will contain essential oil compounds as well as organic acids. Compounds with a higher vaporization point will remain behind and will include many of the water soluble plant pigments and flavonoids. Our therapeutic hydrosol is steamed distilled in small batches to preserve the integrity of the waters components. We have formulated our hydrosols specifically for their skin nourishing properties when used topically and for their soothing effects on the mind and body when inhaled. Hydrosols are a Holographic Substance containing the complete matrix of the substance from which they were distilled.

Hydrosol should not be confused with traditional cosmetic sprays where essential oils are isolated in distilled water with cosmetic carriers. Hydrosols are produced for their therapeutic properties as opposed to their scent although they are self scented by the property from which it was distilled. During the distillation process, the healing properties of its primary constituent are compressed into particles small enough to be absorbed by the body for immediate distribution.

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Named after notable 24th mayor of San Francisco, SUTRO is a new and upcoming brand right out of the heart of San Francisco. Designed in San Francisco, hand cut & hand stitched in Mexico, SUTRO offers a wide selection of innovative, fashionable and most importantly-functional styles for men and women. Focusing on quality & comfort, SUTRO brings you classics with a modern twist.

SUTRO is not just another label, SUTRO is a lifestyle.

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Mission

Mission

The mission of the Sutro Stewards is to create urban recreational opportunities while practicing sustainable habitat conservation through stewardship.

Sutro Stewards work to conserve habitat through ecological restoration and native plant propagation while providing recreational opportunities in the UCSF Mount Sutro Open Space Reserve. Mount Sutro Open Space, located in the geographic center of San Francisco, was overlooked by surrounding communities for a century. In the last decade, the true value of the open space was revealed through the Sutro Stewards' creation of multi-use trails, allowing the public to explore this exceptional place.

Since 2006, we have mobilized volunteers to build trails, remove invasive species, and grow and install native plants. We are the largest organized independent volunteer pool in San Francisco, engaging over 1,000 volunteers each year and hosting six or more events a month. We work with city agencies and land managers to continue to expand the network of connectivity between San Francisco opens spaces and engage community in the planning of improvements and long term stewardship of each project.

Make a donation to support our three program areas - trail maintenance and building, native plant nursery, and habitat conservation - as well as public education programs like our annual wildflower walks.

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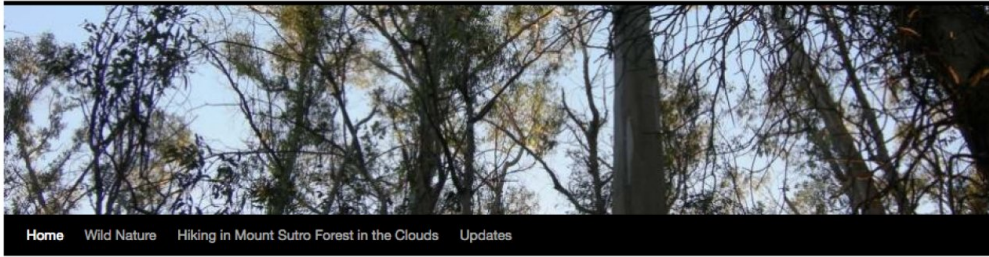
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Mount Sutro Forest

The glorious historic forest on Mt Sutro



Mount Sutro Cloud Forest

On the [slopes of Mount Sutro \(see map here\)](#), a 900-foot hill in San Francisco California, is a glorious historic forest that is **over a hundred years old**. It was planted by Adolf Sutro, one of the city's most colorful characters, and a former Mayor of the city. This 80-acre forest is a remnant of 1100 acres of eucalyptus that once covered most of the western side of the city.



If you walk into the forest today, it doesn't feel like you're in the heart of the city. Some of the trees are 200 feet tall (nearly as tall as the redwoods of Muir Woods, where the tallest tree is 252 feet). Many are over 100 feet in height.

Mt Sutro is squarely in San Francisco's fog belt, and one of the most ethereal aspects of this forest is watching the fog blow in. In addition to the winter rain, the forest is watered by the summer and fall fog, making it functionally a Cloud Forest. On a foggy day, [inside the forest](#) may be the most beautiful place in all San Francisco. (Muddy, but ethereal.)



Pages

- [Hiking in Mount Sutro Forest in the Clouds](#)
- [Mount Sutro Cloud Forest](#)
- [Updates](#)
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Over [forty-five species of birds frequent the woods](#), and its sounds are bird-twitter, the creaking of the trees, the rustling of leaves, and if you are fortunate, the hammering of the downy woodpecker or at dusk, the soft resonant hooting of the Great Horned Owl.

Of the 80 acres, 61 belongs to UCSF, which has committed to maintain it as open space, but is planning to cut down thousands of the trees on around 25 acres. (The effort to provide information and to save the forest has its website at <http://www.SaveSutro.com>)

Another 12 contiguous acres belongs to the City, and is officially called the Interior Green Belt, together with 7 acres of tree across Clarendon Avenue. Trails in both areas [offer access to hikers](#). The trails are maintained by the volunteer group Sutro Stewards. (They encourage UCSF's plan to transform the forest into a park.)

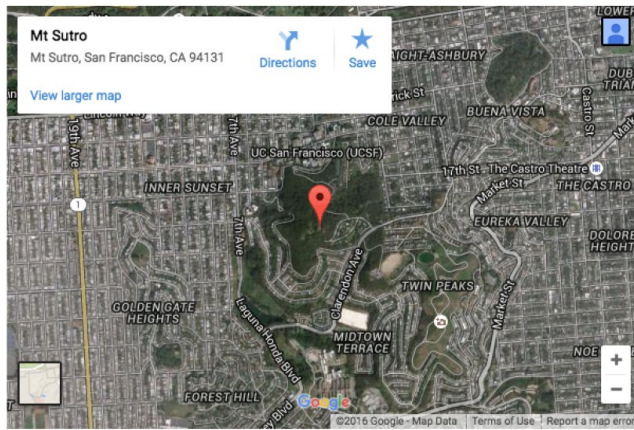
[Go [HERE for hiking information](#) – how to get there, what to wear, where to park.]

[ETA 2 July 2011: The map below is derived from "[Open Street Map](#)" with added trails, boundaries and labeling. It should be reasonably accurate for hiking purposes, but we're not recommending it for anything where precision is important. **The trail names are in capitals.**]



SURROUNDING NEIGHBORHOODS

Mount Sutro Forest is bounded on the south and west by the Forest Knolls neighborhood (and Laguna Honda lake), and on the East by Cole Valley. On the northern side, UCSF has its Parnassus Campus, including the new Stem Cell Research Building, which looks like a space-ship that's landed in the forest. UCSF student housing at Aldea San Miguel lies on the mountainside, just off Clarendon Avenue.



Mount Sutro Forest

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Sutro Baths History



The Ambitious & Magnificent Sutro Baths

[Adolph Sutro](#), the self-made millionaire who designed [Sutro Heights](#) and later the second [Cliff House](#), developed the amazing Sutro Baths in 1894. With his special interest in natural history and marine studies, he constructed an ocean pool aquarium among the rocks north of the Cliff House. Sutro then expanded his ocean front complex by constructing a massive public bathhouse that covered three acres and boasted impressive engineering and artistic details.

Sutro's dream for the Baths was to provide a healthy, recreational and inexpensive swimming facility for thousands of San Franciscans. A classic Greek portal opened to a massive glass enclosure containing seven swimming pools at various temperatures. There were slides, trapezes, springboards and a high dive. The power of the Pacific Ocean during high tide could fill the 1.7 million gallons of water required for all the pools in just one hour. The Baths could accommodate 10,000 people at one time and offered 20,000 bathing suits and 40,000 towels for rent.

Typical of Sutro's progressive spirit, he designed the Baths to provide its visitors with educational as well as recreational opportunities. The front entrance contained natural history exhibits, galleries of sculptures, paintings, tapestries and artifacts from Mexico, China, Asia, and the Middle East, including the popular Egyptian mummies. In addition to swimming, Sutro Baths offered visitors many other attractions including band concerts, talent shows, and restaurants. With several railroads providing transportation to the area by the late 1890s, a visit to Sutro Baths crowned an all-day family excursion to the shore, including stops at [Sutro Heights](#), the Cliff House and Ocean Beach.

The End of an Era

For all their glamour and excitement, the Baths were not commercially successful over the long-term. Adolph Sutro died in 1898 and for many years, his family continued to manage his properties. Overtime, the Baths became less popular, due to the Great Depression, reduction in available public transportation and new public health codes. In attempts to make the facility profitable, the owners converted the baths into an ice-skating rink but Sutro Baths never regained its popularity and the ice-skating revenue was not enough to maintain the enormous building. In 1964, developers with plans to replace the Baths with high-rise apartments bought the site and began demolition of the once great structure. In 1966, a fire destroyed what was left of the Baths; the city did not pursue the high-rise apartment plans. The concrete ruins just north of the Cliff House are the remains of the grand Sutro Baths and have been part of the Golden Gate National Recreation Area since 1973.





Interior image of Sutro Baths, circa 1900

photo courtesy of Gary Stark, The Cliff House Project



At "Panorama of the World", visitors could enjoy exhibits on natural history and foreign cultures.

PARC, NPS



Visitors to the Sutro Baths had seven different temperature swimming pools to choose from.

Price Collection, PARC, NPS

For a collection of historic Sutro Baths articles, blue prints, historic photographs and films, please visit [the Cliff House Project website](#).

Please visit [the Plan Your Visit Lands End page](#) to learn more visitor information.

Please visit [the History and Culture Lands End](#) page to learn more about the history of the overall site.

For more in-depth information, please download [the History and Significance of Adolph Sutro Historic District from the National Register Nomination Form](#) (NPS, 2000) (pdf file, 120 kb)



[Vestiges of Sutro Baths](#)

This digital guidebook highlights stories, landscapes, events, artifacts and geology of Sutro Baths.

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Sutro Heights History



Sutro Heights, circa 1890

PARC, NPS

In 1885, self-made millionaire [Adolph Sutro](#) created the Sutro Heights Park, an elegant and formal public garden that covered over twenty acres in the area now known as Lands End. Inspired by the rugged beauty and incredible scenery, Sutro intentionally designed the grounds to capture the views of the Pacific Ocean, the Golden Gate and the Marin Headlands.

Adolph Sutro planned his park on a grand scale. Sutro Heights was a fantastic collection of flower beds, forests, elegant wide walkways, hedge mazes and "parterres" (a popular Victorian landscape feature where flowers and bushes were carefully trimmed into shapes of names or designs). Builders constructed an observation platform plaza that overlooked the [Cliff House](#) as well as the Dolce far Niente balcony, a long terrace-like structure on the cliff overlooking Ocean Beach. To provide garden decorations, he imported over 200 concrete replicas of Greek and Roman statuary from Belgium, with the intent to provide examples of European culture to his San Francisco visitors. The sculptures, along with rustic benches, chairs and tables were carefully placed throughout the grounds. The garden contained many buildings ranging from simple garden sheds to an elaborate glass-paned conservatory. To keep the grounds in excellent condition, Sutro maintained a full-time staff of 17 gardeners, machinist and drivers.



Front public entrance of Sutro Heights, flanked by reclining lion statues; circa 1885.

PARC, NPS



One of the many decorative pathways throughout the garden, showing the wide variety of plants; circa 1890

PARC, NPS



The observation plaza overlooking the Cliff House; circa April 1907

PARC, NPS

Please visit [the Plan Your Visit Lands End page](#) to learn more visitor information.

Please visit [the History and Culture Lands End page](#) to learn more about the history of the overall site.

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This digital guidebook highlights stories, landscapes, events, artifacts and geology of Sutro Heights.

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Sutro Tower

From Wikipedia, the free encyclopedia

Sutro Tower is a 977 ft (298 m) three-pronged TV and radio antenna tower in San Francisco, CA. Rising from a hill between Twin Peaks and Mount Sutro near Clarendon Heights, it is a prominent feature of the city skyline and a landmark for city residents and visitors.

Contents [hide]

- 1 History
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History [edit]

Before the construction of Sutro Tower in 1973, television reception in San Francisco was spotty because the many hills of the city blocked the line-of-sight television signal. The great height of the new tower helped to resolve that problem. Transmitters had been scattered throughout the Bay Area, including at San Bruno Mountain, Mt. Allison, Monument Peak, and Mt. Diablo. By having all the main Bay Area television station transmitters in one location, reception was improved by allowing a receiving antenna pointed in a single direction to receive all those stations rather than a subset.

Local residents opposed the tower even before it was completed, including criticism of the aesthetic effect the tower would have on the rest of San Francisco. San Francisco writer Herb Caen once wrote, "I keep waiting for it to stalk down the hill and attack the Golden Gate Bridge." Acknowledging both displeasure and affection for its undeniable prominence on the city's skyline, it is sometimes referred to light-heartedly as the Sutro Monster^[7] or Space Claw.^{[8][9]}

When first built, the long legs of the tower were illuminated at night with long tubes of white light that looked like long fluorescent tubes. However, public outcry resulted in the lights being removed soon after they were turned on.^[citation needed]

Despite the initial revulsion of some residents, Sutro Tower is now recognized by many as a Bay Area icon, it appears in local art, television shows, and movies^[citation needed] as one of the architectural symbols of the city. The tower is featured in video games, business logos, on clothing, as furniture^[10] and even tattoos.^[11] The U.S. band Information Society used it on the cover of their album 'Don't Be Afraid'. A local entertainment guide, SF Station, uses it as a logo, as do the collaborative art game SFZero and the Expose SF art competition.

Construction [edit]

This section **does not cite any sources**. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. (March 2015)



Construction commenced in 1971 by Kline Towers of Columbia, South Carolina, and the tower was completed in 1973, with the first transmissions on July 4, 1973. Approximately 3,750 m³ (132,000 cu ft) of concrete were used to make the foundation of the 3.7 million pound (1,700 ton) tower. Earthquake proofing includes ballasting two thirds of the weight of the structure below ground, resulting in a center of gravity at sixteen feet below ground level. It is used to transmit the signals of eleven television stations and four FM radio stations and for various other communications services.

The tower is owned by Sutro Tower Inc., which in turn is owned by a consortium of the four major television broadcasters in San Francisco at the time of its construction: KTVU (previously owned by Cox Enterprises, now owned by Fox Television Stations); KRON-TV (owned by the San Francisco Chronicle at the time of the tower's completion, now owned by Media General); KPIX (a former Westinghouse Broadcasting property, now owned by CBS); and KGO-TV (an ABC-owned station). Sutro Tower also leases space to other Bay Area radio and television stations, including PBS outlet KQED; independent station KOFY-TV; and KBCW, a sister station to KPIX.

Three other major Bay Area TV stations are unable to be located at Sutro Tower—the NBC-owned duopoly of KNTV and KSTS; and KTVU's duopoly partner KICU-TV. KNTV, which assumed the area's NBC affiliation from KRON-TV in 2002, relocated its transmitter from Loma Prieta Peak to San Bruno Mountain, five miles south of Sutro Tower; KSTS and KICU-TV transmit from east of Fremont. Those locations allow these stations to maintain primary coverage over San Jose and the South Bay—San Jose is the city of license for all three

Sutro Tower



Sutro Tower viewed from Grandview Park in San Francisco



General information

Status	Complete
Type	Radio mast
Location	San Francisco, California
Address	1 La Avanzada Drive Clarendon Heights
Coordinates	37.7552°N 122.4528°W﻿ / ﻿
Elevation	254.2 m (834 ft)
Completed	4 July 1973
Owner	Sutro Tower, Inc.
	Height
Antenna spire	297.8 m (977 ft) ^[1]
Observatory	on Level 6, 228.8 m (751 ft) above base
	Dimensions
Other dimensions	base triangle legs spaced 45.7 m (150 ft) on a side waist triangle legs spaced 18.3 m (60 ft) on a side antenna triangle spaced 30.5 m (100 ft) on a side
	Technical details
Structural system	Truss tower
	Design and construction
Architect	Furman L. Anderson, Jr. ^[2]
Architecture firm	Kline Iron & Steel Albert C. Martin and Associates
	Renovating team
Engineer	Simpson Gumpertz & Heger
	Website
	sutrotower.com
	References



Tower, including base

stations.

Named after **Adolph Sutro**, a businessman and former mayor of San Francisco who had a mansion located about 100 feet away from where the tower is now located, it is built on one of the highest peaks in the city. The tower stands 297.8 m (977 ft) above ground and 552 m (1,811 ft) above sea level. It is the tallest structure in the city, surpassing the 258.4 m (848 ft) **Transamerica Pyramid** by more than 39 m (128 ft). The old site of the Sutro Mansion, and thus the land on which the tower stands, is owned by Adolph Sutro's descendants.^[*citation needed*]

Access [edit]

The facility is accessible only by authorized vehicles. The area near the site offers beautiful panoramic viewpoints of San Francisco. There is a platform near the top of the tower, 232 m (761 ft) above ground and 486.2 m (1,595 ft) above sea level. Only authorized maintenance workers can access the tower via a small two-person elevator that runs inside the west tower enclosed leg. There is no public access within the Sutro Tower property lines.

On a clear day, the tower can be seen from the **East Bay** peak of **Mount Diablo** and is sometimes the only part of San Francisco seen above the coastal fog when it is blown inland, typically on summer mornings and evenings.

Stations [edit]

Television [edit]

TV stations that transmit from Sutro Tower include the following. As most of these stations carry additional subchannels on their frequencies, only their main affiliations on the .1 subchannel are listed here. Subchannel affiliations are shown via the Digital channels link.

Callsign	Virtual Channel	Physical Channel	Affiliation	Digital channels
KTVU	2	44	Fox	2.1-2.4
KRON	4	38	MyNetworkTV	4.1-4.3
KPIX	5	29	CBS	5.1-5.2
KGO	7	7	ABC	7.1-7.3
KQED	9	30	PBS	9.1-9.3
KOFY	20	19	Ind.	20.1-20.4
KMTP	32	33	Multilingual Ind.	32.1-32.6
KCNS	38	39	MundoMax	38.1-38.6
KBCW	44	45	The CW	44.1
KCSM	60	43	Public Ind.	60.1-60.3
KFSF	66	34	UniMás	66.1-66.4

Radio [edit]

FM stations that transmit from Sutro Tower include the following:

Callsign	Frequency	Format	Owner
KOIT-FM	96.5	Lite Rock	Entercom
KSOL-FM	98.9	Regional Mexican	Univision
KOSF-FM	103.7	Classic Hits	Clear Channel
KFOG-FM	104.5	Triple-A	Cumulus Media

In popular culture [edit]

The tower is an important presence in the 1977 San Francisco horror novel *Our Lady of Darkness* by Fritz Leiber.

The video game *Grand Theft Auto: San Andreas*, set in a fictionalized San Francisco, contains a radio tower that bears a striking resemblance to Sutro Tower. Versions of the tower are also seen in Midway's 1997 game *San Francisco Rush* and *Need for Speed Underground 2*.

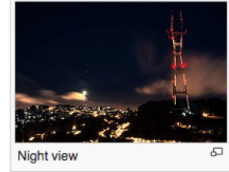
The MMORPG *Defiance* includes Sutro Tower as the location of the mission *Turret Turnabout*.

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Further reading [edit]

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- Cotter, Mark P. (January 2012). "SUTRO! The High Ground" []. *CreateSpace*.



Night view



Seen above the coastal fog

External links [\[edit \]](#)

- [Official Site of Sutro Tower, Inc](#)
- [Listing 1001289](#) in the U.S. Federal Communications Commission (FCC) Antenna Structure Registration database
- [Flickr: Photos tagged with "sutrotower"](#)



- [Sutrotower.org](#), "a comprehensive guide to Sutro Tower and Mount Sutro"
- [User page with information about Sutro Tower](#)
- [Sutro Tower Community Perspectives](#)
- [RCA Broadcast Magazine from 1973 detailing engineering](#)
- [Fybush.com Tower Site of the Week September 23, 2011](#)
- [Mak, Alex \(19 June 2014\). "A History of Sutro Tower: The Alex Mak Architecture Series". *broke-ass stuart*. Retrieved 18 June 2015.](#)
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- ["Sutro Tower Antenna Omnibus Package" \(PDF\). Sutro Tower Inc. 26 March 2013. Retrieved 18 June 2015.](#)

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 Just north of the Cliff House are the historically protected ruins of the once grand Sutro Baths built by Adolph Sutro. Sutro had been developing the project for years, attempting four separate times to insulate the site from waves using sea walls, the first three of which collapsed into the Pacific Ocean. On March 14, 1896 the Sutro Baths finally opened to a dazzled public at a cost of more than \$500,000. Spread over three acres, the artistic detail and engineering ingenuity were impressive.

A classic Greek portal opened to a massive glass enclosure containing one fresh water tank and six salt-water tanks, all at various temperatures. Together the pools held 1,685,000 gallons of seawater and could be filled or emptied in one hour by the high or low tides. There were 20,000 bathing suits and 40,000 towels for rent as well as slides, trapezes, springboards, and a high dive for up to 1,600 bathers.

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Sutro District

From Wikipedia, the free encyclopedia

The **Sutro Historic District** is a *National Park Service* historic district in the *Lands End* area of the Outer Richmond District in western San Francisco, California.^[1] It is within the *Golden Gate National Recreation Area*, since being acquired by the National Park Service in 1977.^[2]

The historic district includes attractions along Point Lobos Avenue at the coast originally built by Adolph Sutro, a Comstock Lode silver baron, and a major land owner/developer in and mayor of San Francisco.^{[3][4]} The 49-Mile Scenic Drive passes through it.

Contents [hide]

- 1 History
 - 1.1 Adolf Sutro Era
 - 1.2 Post-Sutro Era
 - 1.3 National Park Service
 - 1.4 Historic district
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- 3 See also
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History [edit]

Adolf Sutro Era [edit]

In 1881, Adolf Sutro purchased 22 acres (89,000 m²) of undeveloped land south of Point Lobos (San Francisco) and north of Ocean Beach at the western edge of the city. It included a promontory overlooking the Pacific, with scenic views of the *Marin Headlands*, *Mount Tamalpais*, and the *Golden Gate*. Sutro built his residence on a rocky ledge there, above the first Cliff House. The property had scenic views of the *Pacific Ocean*, *Ocean Beach*, *Seal Rocks*, the first and second Cliff House, *Marin Headlands*, *Mount Tamalpais*, and the *Golden Gate*.

Features Sutro developed on his land holdings in the Lands End area include:^[2]

- *Sutro Heights Park*, on the site of the former Sutro Heights estate of Adolph Sutro. He opened the extensive gardens to the public in 1885. They were a city park from 1938 to 1976, when the City of San Francisco transferred ownership of Sutro Heights to the National Park Service, to be managed as part of the *Golden Gate National Recreation Area*.^[5]
- *Sutro's Aquarium* (opened 1887), a concrete basin located in a cove just north of the Cliff House, fed fresh seawater by a 8 feet (2.4 m) high and 153 feet (47 m) long tunnel cut through an adjacent cliff. A heated, glass- enclosed pool was sited on higher ground above the tidal basin and featured a stocked supply of more exotic sea creatures.^[2]
- *Sutro Baths* (1894-1964), a massive public bath house and freshwater swimming facility. It included six saltwater swimming tanks of varying sizes, shapes, and water temperatures, tier of bleacher-like seats, providing seating for thousands of spectators, and a massive arched glass roof made from 100,000 square feet of stained glass and supported by 600 tons of iron girders.^{[2][6]}
- *Cliff House* (1896-1907), the second and elaborate *Victorian* chateau-style palace building.^[7]
- *Sutro Pleasure Grounds* at *Merrie Way* (1896-1898), a grand amusement park.^[8]

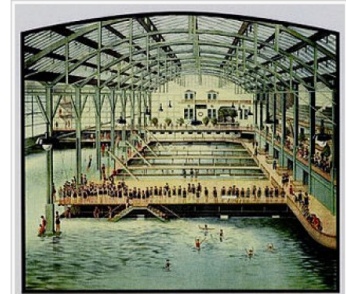
The Park and Ocean Railroad had provided relatively expensive transport to the Cliff House via Golden Gate Park. To provide inexpensive and more scenic transportation for visitors to the "Sutro District" features, in 1885 he invested significantly in The Cliff House and Ferries Railroad, a new passenger steam train line from downtown San Francisco via Point Lobos to the Sutro Heights area.^{[2][3]}

Post-Sutro Era [edit]

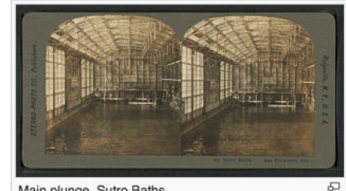
Adolph Sutro died in 1898. His daughter Emma Sutro Merritt then moved into the Sutro Heights estate. Until the early 1920s the gardens remained in relatively good condition with the plantings maintained in a state of maturity. In 1920, the ownership of Sutro Heights was transferred to the City of San Francisco under the condition that it be "forever held and maintained as a free public resort or park under the name of Sutro Heights." Between 1920 and 1933 the Merritts continued to allow visitors access to Sutro Heights, but provided for minimal maintenance of the site.

The second Cliff House burned to the ground in 1907. The third Cliff House was a lower *Neoclassical style* structure designed by *Reid & Reid*. It opened in 1909 and prospered until 1918, when the involvement of the United States in *World War I* required closure of all establishments within a half mile of *Fort Miley Military Reservation* to the north on Point Lobos (San Francisco). The Cliff House closed once more in 1925, not to reopen again until 1937.

In 1933, at the request of Emma Sutro Merritt, the City of San Francisco agreed to assume maintenance of Sutro Heights but there was no major improvement or rehabilitation of the grounds. The garden's condition declined after maintenance responsibility was deeded to the City, and it accelerated after her death in 1938.



Main plunge, Sutro Baths (1896).



Main plunge, Sutro Baths.



The second Cliff House and Seal Rocks.



The second Cliff House, from the Sutro Heights estate gardens.



death in 1938.

In 1937, the city submitted a proposal to the [Works Progress Administration](#) (WPA) for the rehabilitation of the grounds at Suto Heights. When Emma Suto Merritt died in residence at Suto Heights in 1938, the WPA was in the process of further stabilizing the western slopes with an elaborate series of artificial concrete cliffs. Following her death, the WPA proceeded to demolish the aging Suto residence, then in a state of serious disrepair, and also the remains of the conservatory, entrance gates, and Dolce far Niente Balcony vista point.^[2]

During [World War II](#), Suto Heights was closed for security reasons because of its proximity to [Fort Miley Military Reservation](#).^[2] In 1949 the City of San Francisco commissioned a plan for the rehabilitation of the park. Little of the plan was implemented, except converting most of the planting beds to lawns. Between the late 1940s and the 1970s there was considerable vandalism and neglect at Suto Heights Park.^[2]

In 1951, battered still further by an even steeper drop in attendance at the Suto Baths during World War II, Gustav Suto offered the property for sale. George K. Whitney, owner of the Cliff House and nearby [Playland at the Beach](#) at Ocean Beach purchased it. He converted all of the swimming tanks to one large ice skating complex. Robert D. Fraser, a controversial developer, acquired the property in 1964 intending to build an apartment tower. In 1967 a fire at Suto Baths burned the once-grand structure to its foundations, and resulting sentiments impeded Fraser's development plan.^[2]

National Park Service [edit]

National Park Service management efforts since the City of San Francisco transferred ownership of Suto Heights Park to it in 1977 are to identify and preserve the historic features remaining on the site. Concrete headers, planters, fountains, and statues were removed for storage and cataloging. Reproductions of the remaining statues, including the entrance gate lions, and the Stag and Diana, were cast and re-erected on the site.^[2]

In 1976, the National Park Service acquired the ownership of the Suto Baths site. The site is heavily visited by people who examine the remains of the baths and experience the feeling and setting of the site. In 1977, the National Park Service also acquired the ownership of the third Cliff House that was built in 1909.

Historic district [edit]

The National Park Service applied to have the area listed as a historic district on the [National Register of Historic Places](#) in 2000, under the proposed names Suto Historic Landscape District and/or Adolph Suto Historic District.^[9] The historic district listing was unsuccessful, but the *Camera Obscura* at the Cliff House was added to the National Register.

Present day [edit]

The Suto Historic District, including Suto Heights Park and the Suto Baths site, continue to provide open space for strolling, exploring history, wildlife viewing, picnicking, and other recreation activities. The historic Cliff House and Camera Obscura are still visitor attractions.

The National Park Service–Golden Gate National Recreation Area has on site interpretive history programs and events, and various historical information/images websites and online history documents (see [References](#) + [External links](#) below).

See also [edit]

- [49-Mile Scenic Drive](#)
- [National Register of Historic Places listings in San Francisco, California](#)
- [List of San Francisco Designated Landmarks](#)



References [edit]

1. [^] NPS-GGNRA: Suto Historic District
2. [^] *[a b c d e f g h i j](#)* National Park Service: The History and Significance of the Adolph Suto Historic District
3. [^] *[a b](#)* NPS– GGNRA: Lands End, Adolph Suto Develops Seaside Recreation
4. [^] NPS– GGNRA: Adolph Suto
5. [^] U.S. National Park Service, Golden Gate National Recreation Area (GGNRA): Suto Heights History
6. [^] NPS– GGNRA: Suto Baths History
7. [^] NPS– GGNRA: Cliff House History
8. [^] NPS– GGNRA: Suto Pleasure Grounds at Merrie Way
9. [^] The History and Significance of Adolph Suto Historic District from the National Register of Historic Places Nomination Form (2000).

External links [edit]

- [Media related to Cliff House](#) at Wikimedia Commons
- [Media related to Suto Baths](#) at Wikimedia Commons
- NPS–Golden Gate National Recreation Area: Visiting Lands End
- NPS-GGNRA: Lands End History and Culture
- NPS-GGNRA: Vestiges of Lands End — *digital guidebook*.

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V • T • E	San Francisco attractions	[show]

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Suto Heights gardens (1895).



Suto Heights gardens (1895).



The third Cliff House.



Suto Baths ruins and fourth Cliff House (2008).

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Adolph Sutro

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- This article includes a **list of references**, but **its sources remain unclear** because it has **insufficient inline citations**. (February 2011)
- This article **relies largely or entirely upon a single source**. (February 2011)

Adolph Heinrich Joseph Sutro (April 29, 1830 – August 8, 1898) was the 24th mayor of San Francisco, and first German-American Jewish mayor, serving in that office from 1895 until 1897. He is today perhaps best remembered for the various San Francisco lands and landmarks that still bear his name.

Contents [hide]

- Sutro Tunnel
- Estate, baths, and home
- Mayor (1894–1896)
- Family
- See also
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Sutro Tunnel [edit]

Born to a Jewish family^[1] in Aachen, Rhine Province, Prussia (today North Rhine-Westphalia, Germany), Sutro, educated as an engineer, arrived in the United States at age 20. In 1860, he introduced himself to William Ralston of the Bank of California and introduced his plans for de-watering and de-gassing the mine shafts of the Comstock Lode by driving a tunnel through Mount Davidson to drain the water. Sutro incorporated the Sutro Tunnel company and raised US\$3 million, a considerable fortune through this work in Nevada. He included the miners in his scheme, and planned to sail to Europe to negotiate with the Parisian Bank, but the Franco-Prussian War commenced in the middle of July 1870. Sutro was stymied, but out of the blue came an offer from a London bank led by a banker named McClamont, who offered \$750,000 in gold per year for the Comstock.

According to historian Samuel Dickson, "... Sutro set off blasts of dynamite, ... leading the way for tunnel diggers. He fought avalanches, mud slides and poisonous gases. He dug air shafts to relieve the danger; the shafts filled with water, one of them to the depth of nine hundred feet. He fought cave-ins and solid rock. Through the grueling months, day after day and month after month, he marched ahead of his men, stripped to the waist, laboring with them, sweating with them, facing death with them, and in the end, winning through with them to victory."

Adolph Sutro became King of the Comstock because his tunnels drained three to 4 million US gallons (15,000 m³) of water a day, rented by mine owners at an average of \$10,000 a day, "all moneys accumulated for his stockholders."

Sutro saw that better German pumps were becoming available, that the Comstock was going even deeper than his drainage tunnel and diminishing in metal output, and sold out before conditions worsened further, departing rich for San Francisco.

Estate, baths, and home [edit]

His wealth was increased by large real estate investments in San Francisco, where he became an entrepreneur and public figure after returning from the Comstock in 1879. These land investments included Mount Sutro, Land's End (the area where Lincoln Park and the Cliff House are today), and Mount Davidson, which was called "Blue Mountain" at the time.

Sutro opened his own estate to the public and was heralded as a populist for various astute acts of public munificence, such as opening an aquarium and an elaborate and beautiful, glass-enclosed entertainment complex called Sutro Baths. Though the Baths were not opened until 1896, Sutro had been developing and marketing the project for years, attempting four separate times to insulate the site from waves using sea walls, the first three of which collapsed into the Pacific. In 1896, Adolph Sutro built a new Cliff House, a seven story Victorian Chateau, called by some "the Gingerbread Palace," below his estate on the bluffs of Sutro Heights. This was the same year work began on the famous Sutro Baths, which included six of the largest indoor swimming pools north of the Restaurant that included a museum, skating rink and other pleasure grounds. Great throngs of San Franciscans arrived on steam trains, bicycles, carts and horse wagons on Sunday excursions. In 1894, Sutro, in preparation for the opening of the Cliff House, bought a large part of the collection of Woodward's Gardens, a combination zoo, amusement park, aquarium, and art gallery which had closed in 1891.^[2]

The Baths were saltwater and springwater pools, heated to varying degrees, and surrounded by a concert hall and museums stocked with treasures that Sutro had collected in his travels and from Woodward's Gardens. The baths became very popular despite their remote location, across the open dunes to the west of the populated areas of the city. This popularity was partly due to the low entry fee for visiting the Baths and riding the excursion railroad he built to reach them. The railroad grade still exists as a walking trail along the Land's End cliffs, maintained by the Golden Gate National Recreation Area.

Sutro managed a great increase in the value of his outlying land investments as a direct result of the development

Adolph Sutro



24th Mayor of San Francisco

In office
January 7, 1895 – January 3, 1897

Preceded by Levi Richard Ellert
Succeeded by James D. Phelan

Personal details

Born
April 29, 1830
Aachen, Prussia

Died
August 8, 1898 (aged 68)
San Francisco



Adolph Sutro & Ladies of National Medical Convention inside the Sutro Baths, June 8, 1894.



Sutro in his library



burst that his vacationers' railroad spawned. He also increased the value of his lands by planting his property at Mount Sutro with saplings of fast-growing eucalyptus. This occurred at the same time as city Supervisors granted tax-free status to "forested" lands within city limits. Small fragments of the forest still exist. The largest is at Mount Sutro, where 61 acres (250,000 m²) are the property of the University of California, San Francisco, and another 19 are property of the City of San Francisco.



Sutro House

Mayor (1894–1896) [edit]

Sutro's reputation as a provider of diversions and culture for the average person led the politically weak and radical Populist Party to draft him to run for mayor on their ticket. He won on an anti-big business platform, inveighing against the tight grip that the Southern Pacific Railroad had over local businesses. Nevertheless, he was quickly considered a failed mayor, ill suited for political work, and did not provide the popularity boost his party had hoped to achieve by association with him.

At the time of his death, in 1896, his fortune was extensive and his legal affairs in disarray. As a result, his heirs fought bitterly over his holdings.

Many of Sutro's gifts to the city of San Francisco still exist and bear his name, such as Mount Sutro, originally Mount Parnassus (a lower hill nearby is the location of the Sutro Tower), and Sutro Heights. *Sutro Baths* became a skating rink and then was destroyed by a fire in 1966. The ruins of the baths (mostly the cement foundations) are just north of the Cliff House. They are part of the Golden Gate National Recreation Area. (1894-1896)

Family [edit]

His brother was *Otto Sutro*, an organist, conductor and minor composer who was very prominent in musical life in Baltimore, Maryland.

His nieces (Otto's daughters) were *Rose* and *Ottillie Sutro*, the first recognised piano-duo team.

See also [edit]

- Luis Abadiano



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- ↑ American Jerusalem: "Jews and the Making of San Francisco - Adolph Sutro (1830–1898)" retrieved June 19, 2015
- ↑ Peter Hartlaub, "Woodward's Gardens Comes to Life in New Book", *San Francisco Chronicle* (October 30, 2012)

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- Samuel Dickson, *Tales of San Francisco* (Stanford University Press, 1957)

Further reading [edit]

- Robert E. Stewart, Jr. and M.F. Stewart: *Adolph Sutro: A Biography*, Howell-North Books, 1962
- The Western Jewish History Center of the Judah L. Magnes Museum in Berkeley, California has a large collection of papers relating to Adolph Sutro and the Sutro Tunnel.
- The *Sutro Library* in San Francisco houses Adolph Sutro's impressive rare book collection, as well as local history resources and the largest genealogical collection west of Salt Lake City.

External links [edit]

- Works by or about Adolph Sutro at Internet Archive
- Adolph Sutro's story (written about the time of his death)
- Adolph Sutro bio @ Western Neighborhoods Project
- Farms, Fire and Forest: Adolph Sutro and Development "West of Twin Peaks
- Photographs of Sutro Heights, Adolph Sutro's estate, taken by I.W. Taber, 1886, The Bancroft Library
- Guide to the Adolph Sutro Papers at The Bancroft Library
- Sutro-related discussions on greenspun.com
- Cliff House Historical information
- Magnes Western Jewish History Center, Berkeley, CA
- "Sutro, Adolph Heinrich Joseph". *Appletons' Cyclopædia of American Biography*. 1889.

V · T · E		Mayors of San Francisco		[hide]
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PARKINSSON, JIM (UNITED STATES INDIVIDUAL)
6170 BROADWAY TERRACE
OAKLAND, CA 94618

FIRST USE 3-20-2002; IN COMMERCE 3-20-2002.

SER. NO. 76-482,312, FILED 1-14-2003.

FOR: TYPE FACE FONTS RECORDED ON MAGNETIC AND OPTICAL MEDIA, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

RONALD AIKENS, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

SUTRO

Reg. No. 3,682,298 CORN PRODUCTS INTERNATIONAL, INC. (DELAWARE CORPORATION)
Registered Sep. 15, 2009 5 WESTBROOK CORPORATE CENTER
WESTCHESTER, IL 60154

Int. Cl.: 1 FOR: NON-CRYSTALLIZING SORBITOL SOLUTION, IN CLASS 1 (U.S. CLS. 1, 5, 6, 10, 26 AND 46).

TRADEMARK PRINCIPAL REGISTER FIRST USE 11-29-1965; IN COMMERCE 11-29-1965.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SEC. 2(F).

SER. NO. 77-568,898, FILED 9-12-2008.

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Director of the United States Patent and Trademark Office

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News (178)

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1. **Candidates follow paths of populists**
 Vallejo Times-Herald (California), A,A; Pg. 1, 2236 words
 ... commonplace in California . The People's Party, who elected **Adolph Sutro mayor** of San Francisco in 1894, quickly made common cause with ...
 ... commonplace in California . The People's Party, who elected **Adolph Sutro mayor** of San Francisco in 1894, quickly made common cause with ...
 Date: March 22, 2016 Tuesday

2. **Trump, Sanders following in California populists' footsteps**
 The East Bay Times (California), NEWS, 1320 words
 ... commonplace in California . The Populist Party, who elected **Adolph Sutro mayor** of San Francisco in 1894, quickly made common cause with ...
 ... Arthur signs Chinese Exclusion Act. 1894 -- Populist Party candidate **Adolph Sutro** is elected a **mayor** of San Francisco. 1920s -- Ku Klux Klan re-emerges across ...
 Date: March 19, 2016 Saturday

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Francisco. 1920s -- Ku Klux Klan re-emerges across ...

4. **Trump, Sanders following in California populists' footsteps**
 The East Bay Times (California), NEWS, 1320 words
 ... commonplace in California . The People's Party, who elected **Adolph Sutro mayor** of San Francisco in 1894, quickly made common cause with ...
 ... Arthur signs Chinese Exclusion Act. 1894 -- People's Party candidate **Adolph Sutro** is elected a **mayor** of San Francisco. 1920s -- Ku Klux Klan re-emerges across ...
 Date: March 19, 2016 Saturday

5. **Newsom backers want his well-coiffed bust at City Hall**
 The San Francisco Chronicle (California), Datebook; Pg. A1, 942 words
 ... Art. The most recently added mayoral bust is that of **Adolph Sutro, mayor** from 1895 to 1897, whose likeness was unveiled at City ...
 ... Bruce Wolfe works on a bust Linda Wolfe **Adolph Sutro** bust, by Jonah Hendrickson, unveiled at City Hall in 2013 ...
 ... Who s in, who s out San Francisco **mayors** already commemorated with City Hall busts include Willie Brown, Dianne ...
 ... by Spero Anargyros. Sculptor Robert Arneson's controversial statue of assassinated **Mayor** Moscone - commissioned, completed, rejected and returned to the artist ...
 ... No green teeth As to the former **mayor**' s facial expression, "he's a pretty smiley guy," said Wolfe. Will ...
 ... display in the hallowed halls where he once served as **mayor** . The honoree proclaims himself a bit reluctant. "I don't ...
 Date: May 28, 2015 Thursday

6. **Newsom backers want his well-coiffed bust at City Hall;Gavin Newsom and his great hair may get permanent City Hall spot**
 The San Francisco Chronicle (California), Datebook; Pg. A1, 942 words
 ... Art. The most recently added mayoral bust is that of **Adolph Sutro, mayor** from 1895 to 1897, whose likeness was unveiled at City ...
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 ... display in the hallowed halls where he once served as **mayor** . The honoree proclaims himself a bit reluctant. "I don't ...
 Date: May 28, 2015 Thursday

7. **PUB QUIZ**
 Daily Star, FEATURES; Pg. 37, 368 words
 ... role in 2015 actioncomedy which US city was **Adolph Sutro mayor** in the 1890s? a) San Francisco; b) Boston; c) Chicago ...
 Date: February 7, 2015 Saturday

8. PEAK EXPERIENCE

The San Francisco Chronicle, SUNDAY DATEBOOK;; RELATED STORY, 1437 words

Date
NOVEMBER 7,
2004, SUNDAY,

... Avenue, and Ramsell Street near Shields. 9 Mt. Mount **Sutro** 908 feet. Named after **Adolph Sutro, mayor** of San Francisco from 1894 to 1896. Access trail: end ...
... St. Mary's Avenue, San Jose Avenue and Richland Avenue. **Sutro** Heights 200 feet. Identifying feature: **Sutro** Heights Park, across from the Cliff House, above the Great ...
... ORDER: Clarendon Heights 850 feet. Identifying feature: 977-foot **Sutro** Tower (highest point in San Francisco). Location: off Clarendon Avenue, ...

9. Chinatown, cable cars on the fly SAN FRANCISCO / Even if you only have a long weekend, you can squeeze a lot of sightseeing into a visit to this California city

The Globe and Mail (Canada), 2256 words

Date
January 17, 1996
Wednesday

... once was home to a fantastic seafront chateau built by **Adolph Sutro, mayor** from 1895 to 1897; it included the **Sutro Baths, a massive swim centre** ...
... was home to a fantastic seafront chateau built by Adolph **Sutro**, mayor from 1895 to 1897; it included the **Sutro** Baths, a massive swim centre featuring one fresh-water and six ...

10. SAN FRANCISCO: The city by the bay: With its combination of European, Asian and American charm, San Francisco makes everybody feel at home: SAN FRANCISCO: Museums, parks and \$ 19 banana-chocolate sundaes

The Vancouver Sun (British Columbia), TRAVEL; Pg. E5, 1893 words

Date
December 30, 1995,
Saturday, FINAL
EDITION

... once was home to a fantastic seafront chateau built by **Adolph Sutro, mayor** from 1895 to 1897; it included the **Sutro** Baths , a massive swim center that featured one fresh-water ...