

Happy New Year, as we start off with a five week month. The other eleven months this year will be shorter and more fully packed as a newly expanded board of directors, with delegated committees, plans and executes the 50th Anniversary year of Friends of the Market.

At a meeting this week the celebration committee scheduled an April 30th Breakfast in the top floor meeting rooms of the Economy Market Bldg. and is inviting many of the original Friends who attended that convening "Champaign Breakfast" meeting in Lowell's in the 1964 to begin saving the Market from utter urban renewal. So mark your calendar for this first of several events this year. Such as, you ask; History Lectures, Groundbreaking Ceremonies for the Waterfront Entrance, a major Lecture/Forum in the Seattle Central Library Auditorium and a special, hyper Annual Meeting.

Not mentioned last month was the election of four new Board of Directors members. All are old Friends who will now be adding helping hands to the organization's chores. Each has special experience and qualities to be of immediate help during this supercharged year. They are:

Carla Rickerson, recently retired as Director of Special Collections in the U of W Library system;

Paul Dorpat, Regional historian, author, and photographic regular in the Seattle Times;

Christine Vaughn, a former two term PDA Council member and 25 year Market artist/craftsperson; [and](#)

Ernie Dornfeld, Former manager of Seattle's Municipal Archives in the City Clerk's office.

Work is contracted and underway on a new and revised website in the offices of Ritama Design. It is expected to 'launch' near the end of March. It should be a great aid in outreach and media distribution during the key parts of the 50th Anniversary year.

TEN STOP SHOPPING - The Market Way

Calvin Trillin, an acute and amiable observer of American customs and trends, recently wrote in the *New Yorker* magazine that he misses the times *"When I took visitors on walks from my house in Greenwich Village, to Chinatown – perambulations that could be characterized as noshing strolls – we always stopped at Joe's (Dairy) to get salted mozzarella."* They also stopped at the Blue Ribbon Bakery for "Frisbee-size flat bread called savory matzo crackers" and at Raffetto's for pasta, bread at Zito's, and Faicco's for pork. They picked up fresh produce at Balducci's, before it expanded to "do everything."

His essay goes on to chart the changes to the specialty food mecca that was Greenwich Village: *"Many of the women from the tenements who treasured ten-stop shopping – not just for the quality of the goods but for the companionship and the ritual – are no longer alive, and many of their children long ago moved out of the neighborhood. A lot of people who now live within walking distance of Joe's Dairy favor one-stop shopping, because they don't have time for nine other stops; unlike the Italian women from the tenements, they're in an office all day."* Trillin's nostalgic essay got Passages thinking of the "two-bag shopper" that Louis DeLaurenti frequently complained was missing from the modern Pike Place Market. Are either of their laments justified? A lot of "ten-stop shoppers" may be out only for bread and eggs and the morning newspaper (three stops). The "two-bag shopper" in the Market, even now, may carry one bag from Macy's.

A preservation feature the Pike Place Market nurtures is an abundance of 'specialty' shops. For forty years the Historical Commission has upheld the Market standard that "each business shall have a defined specialty". Some other "styles of business" that set the Market apart from its downtown neighbors and Greenwich Village are "owner operated", "new business preferred to expansion" and "a 2000 square foot size limitation".

The Preservation Ordinance of 1971 has retained the Market's host of small, owner-operated specialty merchants which Greenwich Village has lost to soaring real estate values. That Market "style of business" is what Trillin misses in today's Greenwich Village.

What is a 'stop' in shopping anyway? Is it watching Jason Scott at Pike Place Fish throw a salmon to his monger-mate behind the counter and walking on with only a photograph? Or strolling through the main arcade and pausing to eat an apple slice from Mike Osborne at Socio's Produce, but not buy any fruit. Or when trying on hats or rings in the North Arcade craftsline or studying Joe Lomano's crystal encased fauna; or pausing to listen to ten bars of guitar blues by a busker at the Desimone Bridge spot; or two choruses of gospel by A Place In Time in front of Starbucks? Is that six "stops"? The PDA's Commercial Managers feel that anything that keeps visitors in the Market longer, eating, resting on benches, listening to music – is good for its bottom line. They like 'stops.'

A casual tourist - not a Seattleite shopping for a special dinner - can easily make ten stops in our Market, and come away with nothing but sore feet and photographs. Although we hope they think to buy some fish or a craft item and have them mailed home. Just about all Market businesses have websites and internet commercial availability. They keep Wanderer's Mail Service, the US Postal Service, Fed Ex, and UPS quite busy in the Market every day of the year.

One stop that is made by thousands daily is to sit down and eat a meal. That can be done from a 6 AM breakfast at Lowell's or a mid-morning croissant and coffee at Le Panier, or a platter of spaghetti at Brian LoPiori's Pasta Bar for lunch, or another coffee on a stool at Local Color on Pike Place, and on to an after-theatre dinner in Seth Walker's Place Pigalle. The Market may not have as many eating experiences as Greenwich Village, but it surely has more per acre. (On the back-page map of this newspaper see a listing of the Market's 60- plus eating and drinking establishments).

Like Trillin, with his mozzarella, people want to meet the producer. In the Market they can see Uli stuff his German sausage, or watch Beecher's milk tubs stir and drain cheese curds, or study the nimble fingers of bakers at Piroshkey-Piroshkey filling meat pies, or the machine that forms and fries donuts at Hole in One Donuts, or maybe watch a magic trick by Sheila at the Market Magic Shop.

Maybe the two-bag shopper or ten-stop shopper is an illusory method of comparing the past to current patronage in the Market. Most reliable measures, such as sales volume, pedestrian traffic are measured, with results posted annually. To compare the volumes of sales in the 1920's with today's totals is without merit even computing for inflation of the dollar. Pedestrian counts for the 1920's and 2000's have held remarkably close, with a yearly average daily count around 25,000.

Both the Market and Greenwich Village are iconic neighborhoods, although New York has a three hundred year head start on Seattle. Both now are major tourist magnets and important ports, leaders in finance, technology, and medical research. The Pike Place Market is preserved by law and Greenwich Village, to Trillin's and our dismay, has been ravaged by unchecked real estate exploitation.

We in Seattle can be thankful for the foresight of several generations of preservationists whose ideas and action have kept the Market's character and diversity for ours and future generations.

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