

VESTIGES of *Lands End*

Bicycling

The advent of the inexpensive safety bicycle in the 1890s helped launch a cycling craze in America. Lands End was a natural destination for cyclists. Bicycle clubs formed, and enthusiasts achieved the right to ride through Golden Gate Park and along the Great Highway.

Bicycling stimulated social change for women. Many challenged long-held notions of acceptable dress by wearing bloomers instead of skirts while riding. Members of the Falcons, an all-female group, maintained a clubhouse in Carville at Lands End.

Cyclists and spectators alike gathered at establishments like Cyler's Rest, a three story chalet on La Playa and Fulton Street across from the Casino. Cyler's Rest was also the site of one of the first successful experiments in radiotelephone technology, receiving a wireless voice transmission from Francis McCarty at the Cliff House in 1905.

The bicycle fad was eventually overshadowed by the overwhelming popularity of the automobile although the 1970s revival of interest in bicycling continues to grow in San Francisco's Critical Mass phenomenon.



Photo courtesy of Gary Stark

Bicyclists at Ocean Beach with Adolph Suto's ill-fated Victorian Cliff House in the background.