Use an old nickname: call SoMa "South of the Slot"



At the turn of the century, the "slot" was a nickname for the cable car track in the middle of Market Street.

"South of the Slot" had a lot of meaning. A 1909 Jack London short story about a professor drawn to the

working class starts like this... [flip over to read]

[Jack London, "South of the Slot", published in The Saturday Evening Post, 1909]

"Old San Francisco, which is the San Francisco of only the other day, the day before the Earthquake, was divided midway by the Slot.

The Slot was an iron crack that ran along the center of Market street, and from the Slot arose the burr of the ceaseless, endless cable that was hitched at will to the cars it dragged up and down.

In truth, there were two slots, but in the quick grammar of the West time was saved by calling them, and much more that they stood for, "The Slot."

North of the Slot were the theaters, hotels, and shopping district, the banks and the staid, respectable business houses.

South of the Slot were the factories, slums, laundries, machine-shops, boiler works, and the abodes of the working class.

The Slot was the metaphor that expressed the class cleavage of Society..."

http://sf.curbed.com/archives/2012/06/11/before_there_was_a_soma_there_was_sou th_of_the_slot.php

http://london.sonoma.edu/Writings/StrengthStrong/slot.html