



**INSIDEHOCK'S**  
**37 THINGS**  
**A MAN'S GOTTA DO THIS SUMMER**

# EDITOR'S NOTE

Gentlemen,

It is with a firm handshake and a slap on the ass that we welcome you to summer.

The season and its 72-and-sunnies have arrived. Let's play.

Start here: our 37 Things Guide to Summer.

Why 37? By our Gregorian calculations, there are 37 free days between today and our annual celebration of hard work and cold beer, also known as Labor Day.

Fourteen Saturdays. Fourteen Sundays. Two bank holidays. Five days of vacation. And, let's say, two days playing hooky.

Inside the guide:

- The Five Restaurants Where Every Man Should Dine
- How to Day Drink: an Expert's Guide
- Our Get the Hell Outta Dodge Playbook
- How (and Where) to Buy a Swimsuit

Not to mention Follow That Girl: our recommendations on which beautiful women you should be following on Instagram. Because we love you. You're welcome.



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@cachilders

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The Patio | [DIRTY HABIT](#)

Opened this month, the jewel of Dirty Habit is its lavish 50-seat patio (heated, natch). The full menu's available from the loungers, but ask about the beer lunchbox.



The Food Festival | [EAT DRINK SF](#)

Three days of grubbing and boozing in Fort Mason, with top kitchen and bar talent flown in from across the country — it's basically the one food thing you must do this summer.

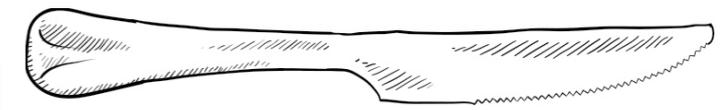


The Food Truck | [SOMA StrEat Food Park](#)

The location's permanent, but the assortment of trucks varies day-to-day. Indoor and outdoor seating, carnival games and pitchers of Pac Brew Lab's Squid Ink are the jump-up.



# LOCAL DINING



The Rooftop | [EL TECHNO](#)

A rare gem of a rooftop in these parts, El Techo has great views on clear days and summer friendly cocktails by the glass and pitcher — independent of the fog.



The Beer Garden | [LOST & FOUND](#)

For an enjoyable beer garden experience, we recommend following the sun east to Oakland. Newly opened on Telegraph, this place makes for a perfect gateway to a day across The Bay.





# HOW TO DAY DRINK



## A 12 noon | [MAVEN](#)

Prepare for the long haul with a plate of Duck Hash and wash it down with an eye-opening Swedish Cup.

## B 1:30 pm | [TORONADO](#)

If beer were a religion, this place would be the church house. Fair warning: you might not leave.

## C 3 pm | [SECOND ACT](#)

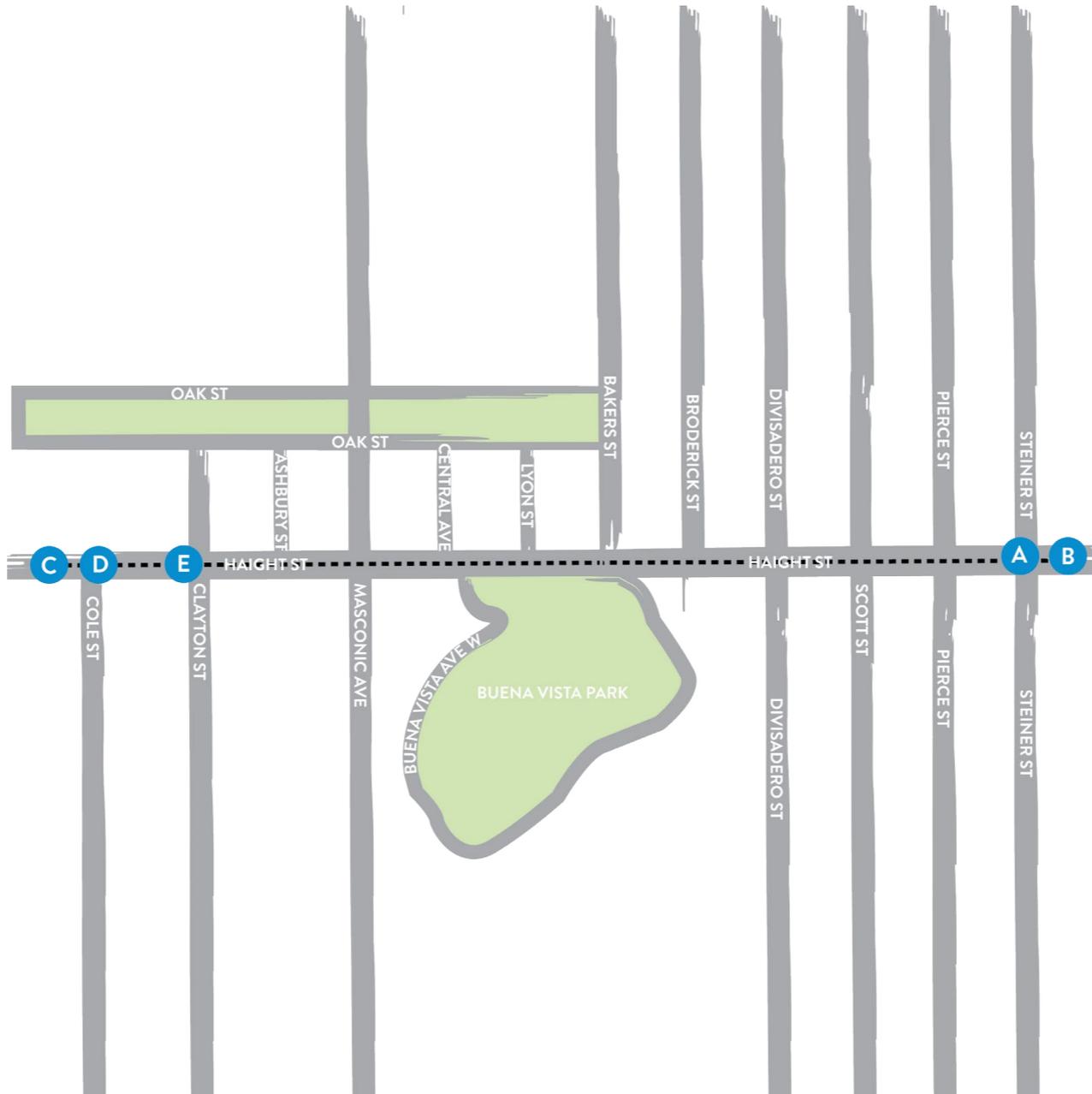
Your reward for hiking the hill to the Upper Haight: pirozhki like mama used to make (if you speak Russian).

## D 3:30 pm | [ALEMBIC](#)

Some of the city's best cocktails, simple as that. Go for the Nine Volt to recharge your batts.

## E 5:30 pm | [SPARROW](#)

Churched-up chicken and waffles meet a solid draft list in a gem of a garden patio. Call it a high note.



## A FEW WORDS ON ICED COFFEE



Because everybody cocks this up. And because you deserve better iced coffee in the office, or home, or wherever you take your joe.

1. Brew coffee.
2. Stir in desired amount of sugar.
3. Place coffee in fridge until cold.
4. Remove coffee.
5. Fill glass with desired cubage.
6. Pour in desired amount of milk.
7. Pour cold coffee into glass.
8. Drink.

Do this in the morning to prepare for the afternoon, and you'll have earned the envy of thirsty bystanders.

## SUMMER DRINK POTENCY SCALE





# THE GREAT OUTDOORS



## 7 **BRVNCH (JUNE 29)**

A one-day event by a stealth pop-up crew: it's brunch, but with go-go dancers, an open bar and bottle service.

## 8 **VANTIGO OYSTER EXPERIENCE →**

**(July, August)**

Cruise up to Tomales Bay in a classic VW bus for a private picnic at Hog Island Oyster Company. Seriously, do it.



## 9 **THE SILENT FILM FESTIVAL**

Call it an alternative to the typical summer movie fare, plus there's live musical scoring. Try getting that at the Metreon.

## 10 **SF PRIDE VIP PARTY (JUNE 29)**

Whether or not you're feeling the parade festivities, the party at the City Hall Rotunda should not be missed.



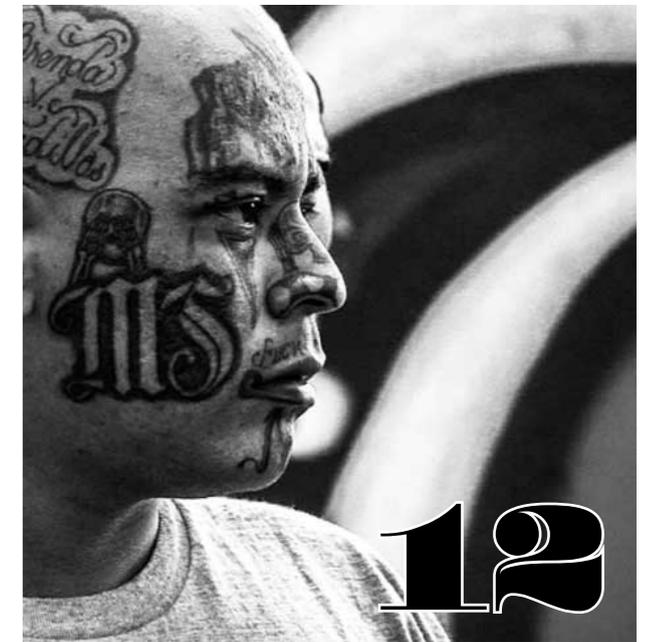


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### [4TH OF JULY FIREWORKS ON PIER 39](#)

What's the point in living on a waterfront if you can't watch fireworks from a pier?

Notable alternates: Bernal Hill and Angel Island.



12

### [DOC FEST \(JUNE 5-19\)](#)

So many good looking movies this summer.

We've got eyes on *The Engineer* and *The Internet's Own Boy*.



13

### [NORTH BEACH FESTIVAL \(JUNE 14-15\)](#)

Music. Yeah. Would-be beatniks. Sure. But the real draw of the city's eldest street fest is grubbing legit Italian eats in the middle of the street.



14

### [ESCAPE FROM ALCATRAZ TRIATHLON](#)

(JUNE 1)

We're not saying do it. God no. But you should go watch the swimming from the relative warmth and comfort of Marina Green.



15

### [CAMP TIPSY \(JULY 7-13\)](#)

Somewhere between *Mad Max* and a regatta you'll find Camp Topsy, a weeklong lakeside camp-out party centered on building boats from junk.

# 16



## YERBA BUENA GARDENS FESTIVAL

Literally all summer long, YBG Fest is a go-to excuse to get some fresh air and a dose of culture.

## HOW TO REGARD HER IN A SWIMSUIT

Remember, before she models that new two-piece for you the first time, she's examined herself in it from every conceivable angle. Stressing. But resist the urge to dial up the compliments to eleven – an appreciative look (if you're wearing glasses, it helps to push them down and look over the tops of them) coupled with a measured “damn, girl” is exactly what she's looking for. Her: You like? You: Very much. Varsity move: as you go back to whatever it is you were doing, mutter to yourself “I am one lucky son of a bitch.”



You won't see it, but she'll be smiling.

## 17 PICKING A SWIMSUIT



### SHORT

Hawaiian florals are back, but avoid the gaudy caricatures of the mid-aughts. This throwback print from Bluemint fits the bill.



### SHORTER

Thing about beaches is that every guy wears the same damn outfit. To stand out, you need some flash. Here's that flash, courtesy Pangea Swim.



### SHORTEST

Chubbies are “radical shorts for men.” And now they've gone aquatic. The Hasselhoff-esque Retro Surfer will keep your tanlines high and your netherlies snug.

## HOW NOT TO BE A DICK AT A CONCERT

Know where you're standing: true fans go in front (and stay there). Dancing? In the back, side or anywhere there's space. Tall people (above six feet)? Be aware of your surroundings/short people. Veer toward the sides. Short people: it's annoying when you hop up and down to "get a better view." And no shoulder climbs on your taller friends. Camera phones: don't tape full songs. Ten seconds in the air, tops. Recognize your iPhone isn't going to get a clear pic unless you're in front. Best way to get through a crowd (as learned from a waiter): raise your arms up as if you're carrying multiple, precariously balanced drinks. Look straight ahead. People will get out of your way.



# FESTIVALGOERS GUIDE

## STERN GROVE FESTIVAL

★ 19TH AT SLOAT ★

This year's lineup includes the likes of Smokey Robinson, The Zombies and Andrew Bird — outdoors near Lake Merced for zero dollars.



★ ★ ★ ★ ★  
JUNE 22ND - AUGUST 24TH

18

## FILLMORE ★ JAZZ ★ FESTIVAL

FILLMORE AND EDDY

Two days of jazz spread across 12 street-food-lined blocks. Yes, it will be packed. Yes, you should still go.



★ ★ ★ ★ ★  
JULY 5TH & 6TH

19

## ★ ★ ★ ★ ★ ★ PAUL ★ MCCARTNEY AT THE STICK

490 JAMESTOWN AVE

This is the send-off Candlestick deserves. Literally once in a lifetime.



★ ★ ★ ★ ★  
AUGUST 14TH

20

## A FEW WORDS ON SUNSCREEN



1. [La Bella Donna](#) Sunscreen Powder, \$65 For those of us with a thinner head-forest who need well-placed protection up north, this stuff has you covered.
2. [Jack Black](#) Sun Guard Sunscreen SPF 45, \$10 (1.5 oz tube), \$21 (4 oz tube) Oil-free, sweat and water-resistant. For "extreme conditions."
3. [Neutrogena](#) Ultimate Sport Sunblock Spray, \$10.50 (5 oz can) For a gentle, misty sun blackout.

①



②



③





## WHO TO FOLLOW ON SPOTIFY



• [Annie Mac's Musical Hot Water Bottle](#)

Downtempo beats for weekend chill

• [Sean Parker's Hipster International](#)

From Napster to legit pop tastemaker

• [Dustin Newman's Late Night Tales](#)

A melange of classics and crunchy beats

• [Blue Note's History of Jazz](#)

Because jazz is the best soundtrack

• [Mad Decent Block Party](#)

Instant party playlist via Diplo

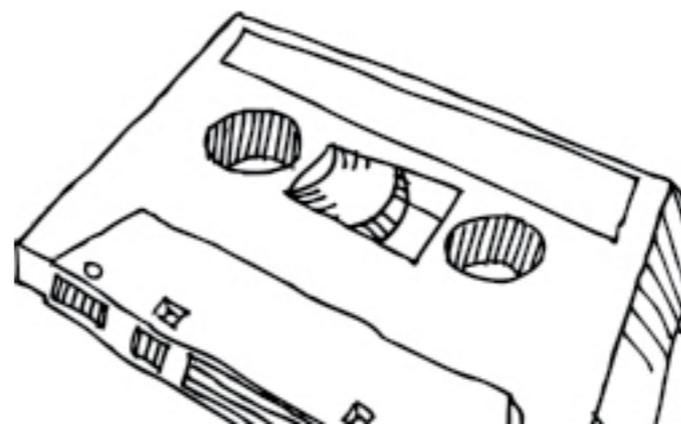
## 21 YOUR SUMMER PLAYLIST

Your summer needs a perfect beginning. Hence, we start our [summer soundtrack](#) with “Summer,” the next hear-every-five-minutes song of the season. And from there, it’s all the best of the season – from The Black Keys to tUnE-yArDs to, oh, look, Pharrell. Never said this summer would be different from the last...

1. Summer - Calvin Harris
2. Lazaretto - Jack White
3. Pass This On - Dan Sartain
4. Kanye West - Atmosphere
5. Fever - The Black Keys
6. Wait a Minute - tUnE-yArDs
7. Midnight - Coldplay
8. Jealous - Chromeo

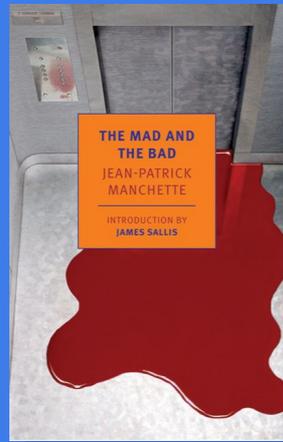
9. Aerosol - Major Lazer
10. Ten Feet Tall - Afrojack + Wrabel
11. Prague - White Sea
12. Come On Over - Royal Blood
13. Double Digit Love - Leisure Cruise
14. Glory - Wye Oak
15. So Now You Know - The Horrors
16. Air Balloon - Lily Allen

17. Come With Me Now - Kongos
18. When People Cheer - The Roots
19. Words I Don't Remember - HTDW





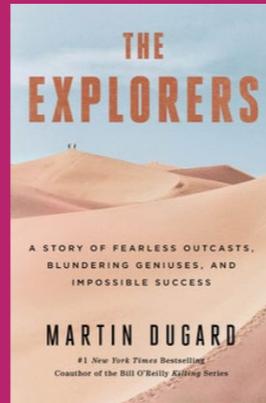
# SUMMER READING



## THE MAD AND THE BAD

What happens when you escape the killer your uncle hired to take you out? You track him down. Follow along as hunter and hunted make their way across France to the remote mountain estate where bullets fly and bodies accumulate. Crime noir the way it should be.

## GUYS SEARCHING FOR STUFF



## THE EXPLORERS

Friendship turns into bitter rivalry when two legendary explorers go on the hunt in uncharted Africa for an answer to unravel mankind's greatest geographical mystery.

## GUYS WITH FRIENDSHIP ISSUES



## COLORLESS TSUKURU AND HIS YEARS OF PILGRIMAGE

35 year old revisits his high school friends to understand why he was alienated. The latest by Murakami (author of 1Q84) is going to be in everyone's hands in August. Don't be left out of the conversation.

## EVEN MORE READS

### • The Painter

by Peter Heller  
#horsebeating #murder  
#cops #painting

### • Cutting Teeth

by Julia Fierro  
#middleage #sex #moresex  
#familylife

### • Motor City Burning

by Bill Morris  
#Detroit #murder #guns  
#cars #raceriots

### • The Hippest Trip in America:

### Soul Train and the Evolution of Culture

by Nelson George  
#souls #trains #authoritative  
#georgeisdope

### • The Noble Hustle

by Colson Whitehead  
#gambling #poker #kids  
#anhedonia

## THE BARBER

Justin Virgil is an alum of the renowned Freemans Sporting Club NYC. More recently, he worked as the director of men's grooming for Kiehl's. He now does [house calls](#), [designs menswear](#) and mans a chair at [Persons of Interest](#).

## WHERE TO GET IT CUT

- [J.P. Kempt](#)  
Classic barbering without the wait. They do reservations. Ask for Shorty — dude's a boss.
- [Fellow Barber](#)  
This is your go-to for a razor cut on Valencia. Walk-up only.
- [Wingtip](#)  
Wingtip's one-seat barber shop may be faux old-school, but it's damn good. Joe's your guy.

# 24 THE CUTS OF SUMMER

ADVICE FROM MASTER BARBER JUSTIN VIRGIL



## SIDEPART AFRO

**Tell Your Barber:** A basic short textured Afro. Soft around the edges and textured throughout. Cut in a part on one side.

**To Style:** Use a bit of pomade and a comb to separate the hair to either side of the part and hold it in place.



## THE HIPSTER CROWN

**Tell Your Barber:** Very top heavy, 3-5 inches, textured. Horseshoe part around the head to separate the top from the back and sides. Clippers all the way to the part — go as short as a no. 2.

**To Style:** Use a pomade like Cool Grease Flat for a slicked-back look or Magic Move Yellow for light styling with more texture.

## THE BUTCH CUT

**Tell Your Barber:** Quarter-to-half-inch (tapered) on the sides. An inch or so longer on top.

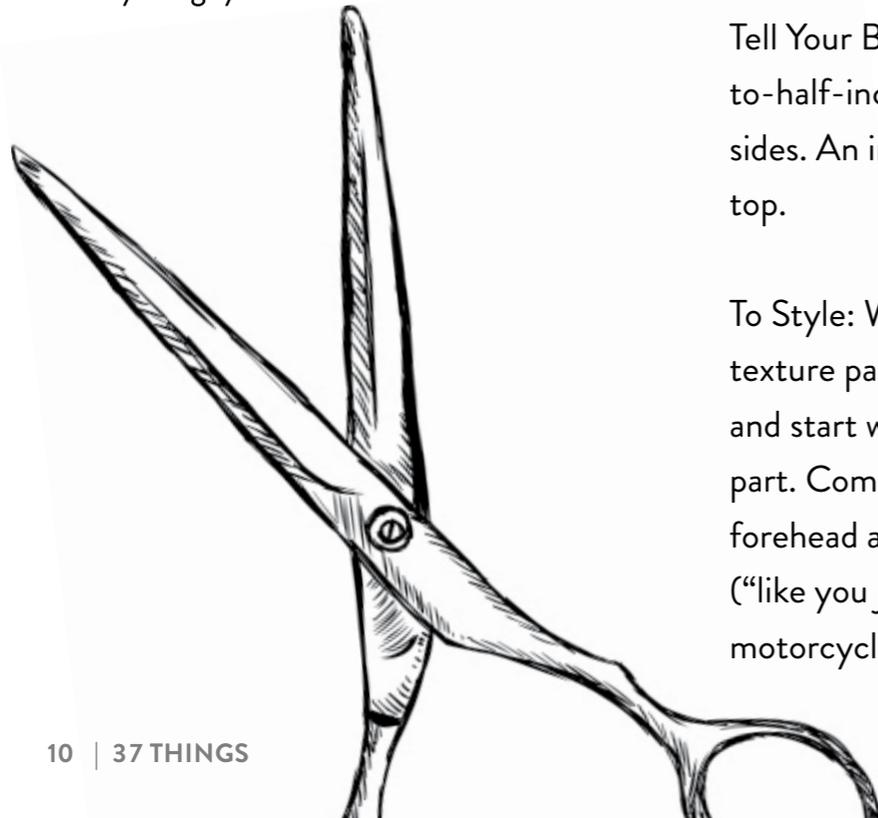
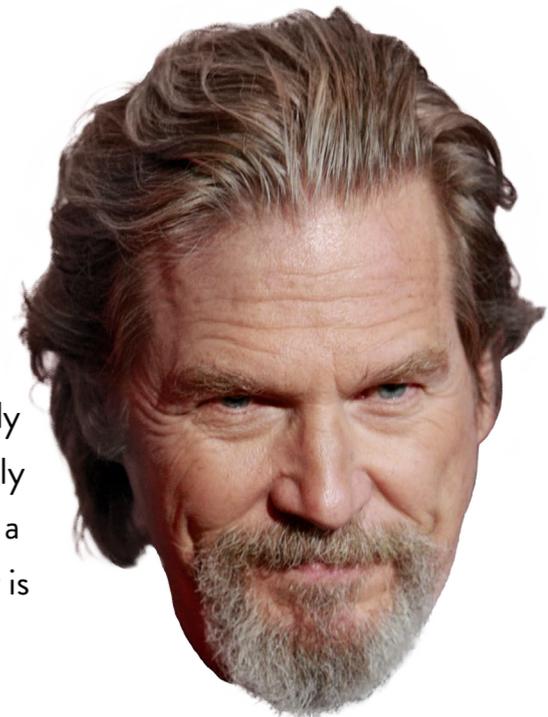
**To Style:** Work pomade or texture paste into the hair and start with a schoolboy part. Comb the front off the forehead and then muss it up (“like you just pulled off your motorcycle helmet”).



## HOLLYWOOD LONG

**Tell Your Barber:** Three-to-five inches; generally the same length all over or 1-2” longer on top.

**To Style:** Work a blueberry-sized dollop of gel completely through the hair immediately after towel-dry. Finish with a texture paste. once the hair is



# 26 THE SHOES OF SUMMER



## A FEW WORDS ON PEDIS

Whatever stigma you may think still exists around men and a proper foot cleaning - forget it. Pretty feet are no longer an exclusively female concern. It's more a question of courtesy to those around you, especially since your hindpaws have been caged up all winter. No one wants to have to look at your dry, scaly soles all day. So don't force them to.



## 27 WHERE TO GET YOUR DOGS DONE

### PLACE 1 | [HAND JOB](#)

Good location in the Castro. Plenty of male clientele. A name to remember.

### PLACE 2 | [SPARGO](#)

This place caters exclusively to professional men. Stow your shame, fella.



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## THE GET-THE-HELL-OUT PUNCH LIST

Because sometimes a getaway means getting *all the way* away.



### MAHALI MZURI

African safari by day. Billionaires' luxury suite by night.



### DOMINICAN REPUBLIC

Canyoning, kiteboarding and ziplining in a jungle of friendly spider monkeys. Believe the hype.



### SCHÖNBRUNN PALACE

Book your next suite at a 17th-century emperor's Palace in Vienna.

# 29 WHICH BAG SHOULD I TAKE?



### Fossil Estate Framed Duffel

THE WEEKENDER ✈️

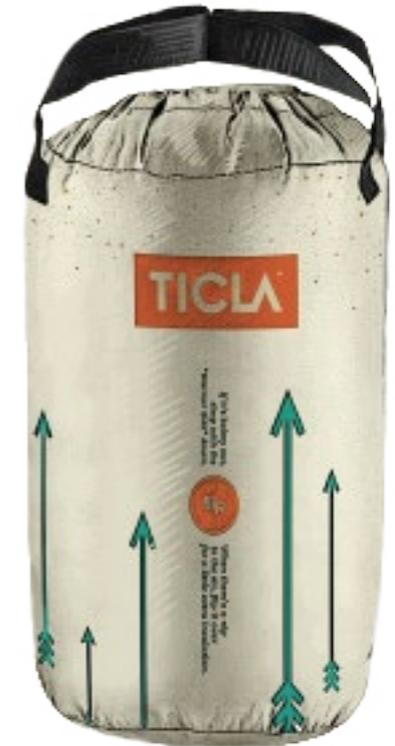
Your deceptively spacious leather weekender, eye-catching in both a rich dark brown or cognac.



### Steele Canvas Basket Corp. Coal Bag

FOR THE BEACH 🌴

Your water-resistant, tear-proof beach bag, a colorful collab between a near-century old Massachusetts manufacturer and J. Crew.



### GOOD Kit

FOR CAMPING 🏕️

The only camping carry-on you'll need, the GOOD bag fits a sleeping pad, sleeping bag, pillow, headlamp, book and whatever other outdoor wares you possess.

## 30 THE SUMMER DOPP KIT

Use the [J.W. Hulme Dopp Style Travel Kit](#) →

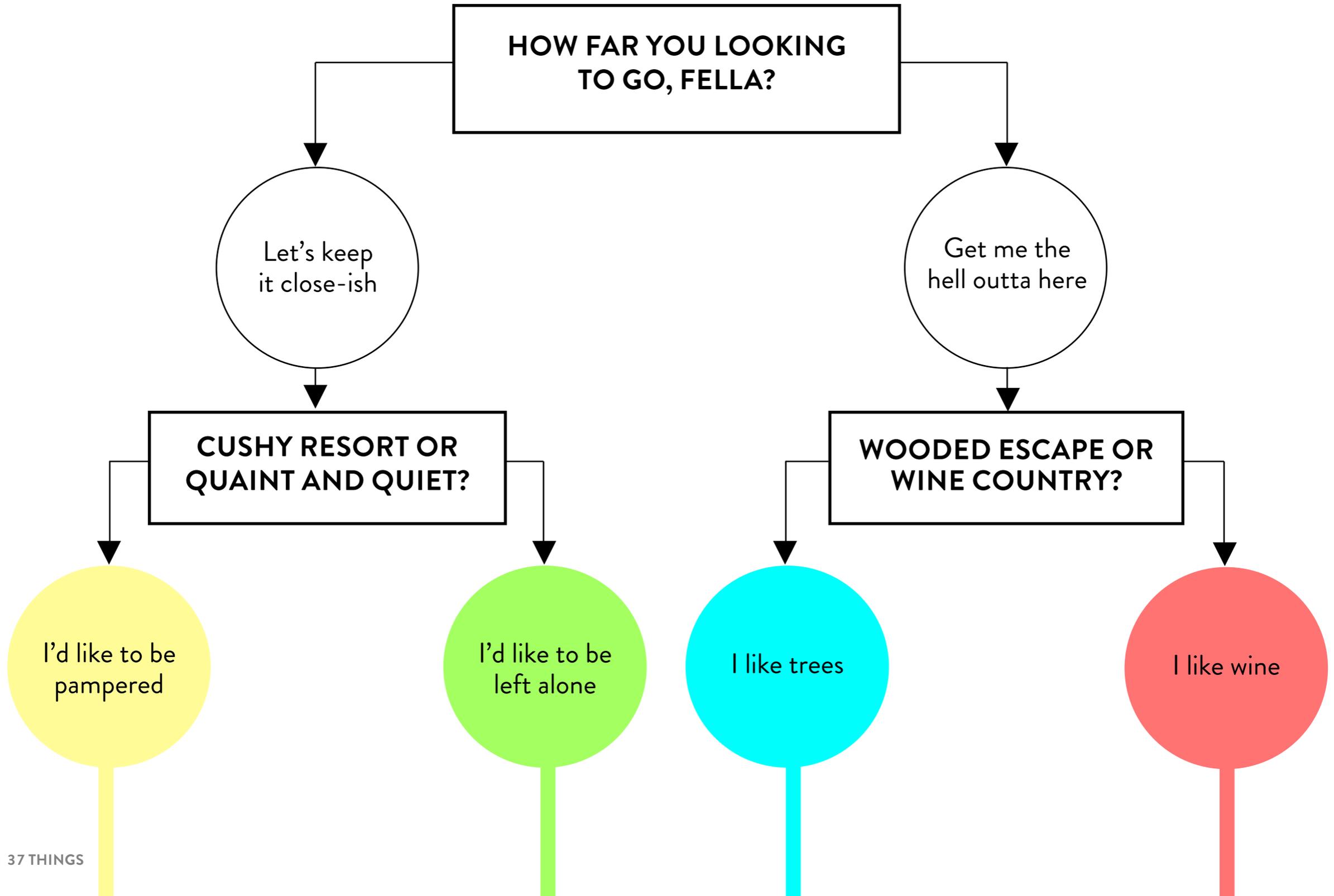
Your dopp kit is not a product repository. It doesn't need shampoo (they've got it). It doesn't need three different eye creams (one at most). In short, it doesn't need a bunch of unnecessary bullshit. It needs the things on this list and nothing more. Streamline yourself, man.



- [3 FL OZ Men's Essentials Kit](#)
- [The Art of Shaving Manicure Set](#)
- [Jack Black 1.5 oz Sun Guard Sunscreen](#)
- Advil
- Floss
- Toothbrush
- Toothpaste
- Condoms?

# DAYTRIPS & WEEKENDERS

## A Decision Tree





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# Sausalito

Sure, we have a Riviera — doesn't every city? Sausalito's is as easy to get to as a bridge-crossing or ferry-ride (take the ferry), and you don't get there often enough.

Stay | [Casa Madrona](#)

Perched hillside on downtown Sausalito's waterfront, definitely plush with a choice of cottages or rooms in the newly renovated *Mansion*.

Play | [Angel Island](#)

Hire a boat for a day trip. Hiking, picnicking, just plain being there: this place is gorgeous.

Eat | [Le Garage](#)

A patio with Bay views for days. The *Croque Monsieur* is king if you're doing brunch.



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# Point Reyes

Close? Hikeable? Harbor Seals? Yup. Grassy meadows, crags and forests: all of that. Also, Point Reyes has those shoreline get-away-from-it-alls that are all the rage come summer

Stay | [Nick's Cove](#)

Fully appointed waterfront cottages in a secluded cove of Tomales Bay. 'Nuff said.

Play | [Blue Waters Kayaking](#)

Whether you're looking for self-guided adventure on Tomales Bay or a more curated tour, these are the guys to get you on the water.

Eat | [Oysters](#)

Go to Drake's Bay if the man hasn't revoked their lease yet, but don't sleep on the oyster bar at Nick's Cove. Plus Hog Island, natch.



## *Prairie Creek Redwoods*

Fact: the northbound 101 deserves just as much love as the southbound 1. Take the road less traveled. Cruise through ancient redwoods and set camp on majestic beaches. The rabble can keep their Malibu.

Stay | [Prarie Creek Redwoods State Park](#)

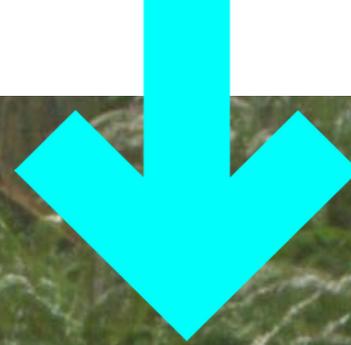
Pitch tents at the Gold Bluffs Beach campsite — ocean views and Roosevelt Elk abound.

Play | [Hike to Fern Canyon](#)

This place was one of the backdrops for Jurassic Park 2. Gorgeous, and an easy hike from camp.

Eat | [4505 Meats](#)

You're doing the cooking. Snag some prime cuts from 4505's butcher shop before heading out.



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## Paso Robles

Hot days, cool nights and wine for days: Paso Robles is an easy three-hour drive to get clear of the fog. Bonus: Journey's playing their fair this summer, and the golfing is on point.

Stay | [Hotel Cheval](#)

With fewer than twenty rooms and elegance to spare, HC makes for a prime, semi-private luxury base camp. Worth noting: even locals talk up the hotel bar.

Play | [Wineries](#)

You could take to the vineyards on your own, but we recommend heading out with Cheval's somm. Man knows his way around, plus no driving.

Eat | [Artisan](#)

Wood-fired pizza and a panoply of regionally sourced grub alongside a wine and beer list to match the talent in the kitchen.



# THE GIRLS OF SUMMER

(YOU FOLLOWED THEM FOR A REASON)

## 55 [CHARLOTTE MCKINNEY](#)

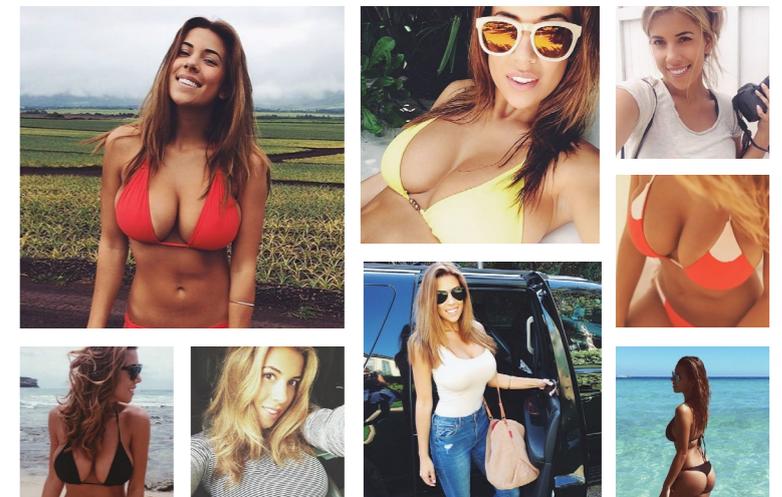
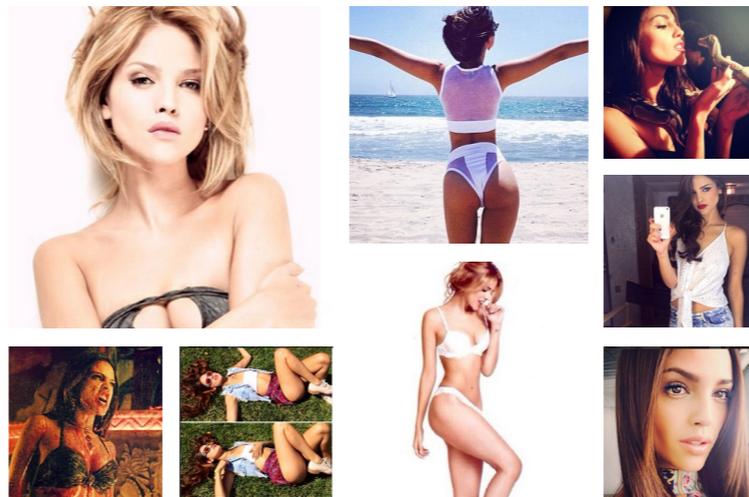
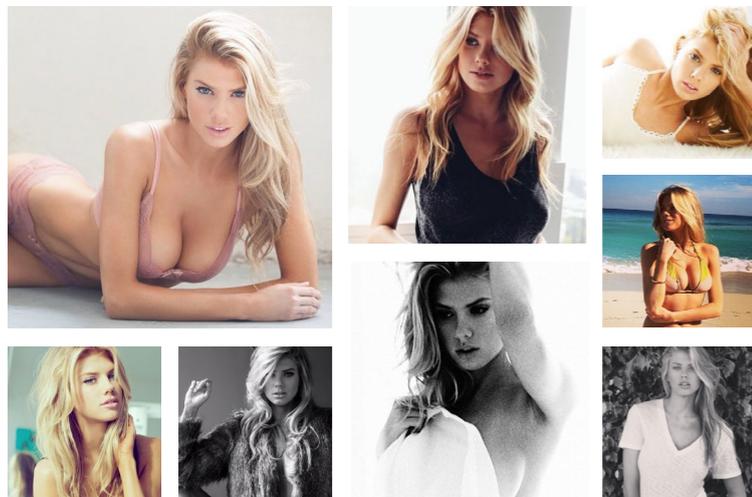
Charlotte appeared in [InsideHook's Spring Style Issue](#). We got letters. Lots of letters. She's since been popping up everywhere, touted as model of the moment and perhaps (\*gasp\*) successor to Kate Upton.

## 56 [EIZA GONZALEZ](#)

Straight out of Sonora, Mexico, she sings. She acts. She frequently plays with large snakes (check her Insta). And she can now be seen sporting some pretty intense fangs on Robert Rodriguez's new From Dusk Till Dawn series.

## 57 [DEVIN BRUGMAN](#)

Can a bikini connoisseur parlay her love for triangle tops into a career as a swimwear magnate? She can if her name is Devin Brugman, whose A Bikini A Day has become a go-to resource for ladies looking to cop a hot summer look.





# ENJOY THE SUMMMER, FELLAS.

*NOT A MEMBER YET?*

**JOIN FREE**



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