



# SAN FRANCISCO

## THE QUEEN CITY.



# SAN FRANCISCO

THE CITY LOVED AROUND THE WORLD.

*Hubert*



Front view of Ferry Building. 125,000 persons pass through its portals daily.

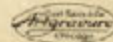
The city of San Francisco had its beginning in the summer of 1776, when a small company of Spanish padres arrived on the peninsula. The mission established by them was called the Mission de los Dolores. For over fifty years, Spanish rule was supreme, but all that remains today to mark its existence is the picturesque adobe chapel and churchyard at Sixteenth and Dolores streets. In 1835 the first house was erected in the village of Yerba Buena, at what is now the corner of Dupont and Clay streets, about three miles northeast of the Mission Dolores.

The glory of California and the value of the Bay of San Francisco were becoming known to the world and European nations were suspected of covetous designs upon it. In 1846, during the war with Mexico, California was occupied by American troops and a United States man-of-war took possession of the Bay of San Francisco and the surrounding country. In 1847, after many vicissitudes, the little settlement of Yerba Buena adopted the name of San Francisco.

In the year 1848 gold was discovered in California, and in 1850 the population of the city had increased to 25,000 and its ill-kept streets were thronged by eager adventurers of many nationalities. It became, and remains to this day, the most cosmopolitan city of North America. The history of its early days, full of romance, of energetic endeavor, of great deeds by great men, is absorbingly interesting.

San Francisco has been devastated by five fires, but the conflagration of April 18th, 19th and 20th, 1906, was incomparably the greatest in the history of the world. It laid waste nearly five square miles of compactly built business and residence buildings, destroying over 28,000 structures, with contents, conservatively valued at \$1,000,000,000.00. But the indomitable energy of the pioneer still strenuously manifests itself, and San Francisco, the city by the Golden Gate, has won the admiration of the world by the greatness of its achievement in reconstructing a more modern and substantial city than the one destroyed.

It is conservatively estimated that the cost of the buildings erected since the fire runs well over \$300,000,000.00.







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Bird's Eye View of San Francisco and the Bay from the Fairmont Hotel, showing the Ferry Building and on the opposite shore the cities of Oakland, Berkeley and Alameda, Mt. Diablo in the distance.





Junction of O'Farrell, Grant Avenue and Market Streets, showing Union Trust Building in the center, Savings Union Bank on the left and Claus Spreckels Building on the right. Market Street the main artery of San Francisco is 120 feet in width and is bordered with massive buildings for a distance of over two miles.





Panorama of Bay and Business Section.



Panoramic View of Business Section. Every building in view has been repaired or constructed new since the great fire of 1906.





Flower Venders on the streets of San Francisco everyday in the year. Almost every street intersection in the down town district harbors an oasis of bloom at the outdoor flower marts.





The Palace Hotel on Market Street, showing Monadnock, Hearst and Claus Spreckels Buildings at the right. The Palace Hotel is unsurpassed in magnificence of interior decoration.





The magnificent Palm Court of the Palace Hotel, which is often used for grand balls and dinner dansants.





St. Francis Hotel at Powell and Geary Streets, showing Dewey Monument in the centre of Union Square. The St. Francis Hotel is one of the three large leading hotels in the city, and contains 1,000 guest rooms and suites, the front covers one entire block on Powell Street.





The Fairmont Hotel at top of Nob Hill commands the most magnificent marine view in the world, San Francisco and the Bay, suburban cities and the mountains beyond, also the Golden Gate, and the Pacific Ocean. The building and beautiful grounds cover one complete block of land.





Market Street on the left. O'Farrell Street on the right. Phelan Building in the center.



Market Street on right, Powell Street on left. Flood Building in center. Emporium on the right and Techau Tavern on the left.





Auditorium erected in the Civic center by the Panama-Pacific Exposition Company at a cost of \$1,000,000.00 as a permanent memorial of the Exposition. Many of the great conventions secured for 1915 will be held in this Auditorium.



Union Square showing Dewey Monument in the center. Bird Cage Building on the left and Fairmont Hotel on the right.





Market Street, on the right the Claus Spreckels and Hearst Buildings and on the left the new Hobart Building, the tallest in San Francisco.





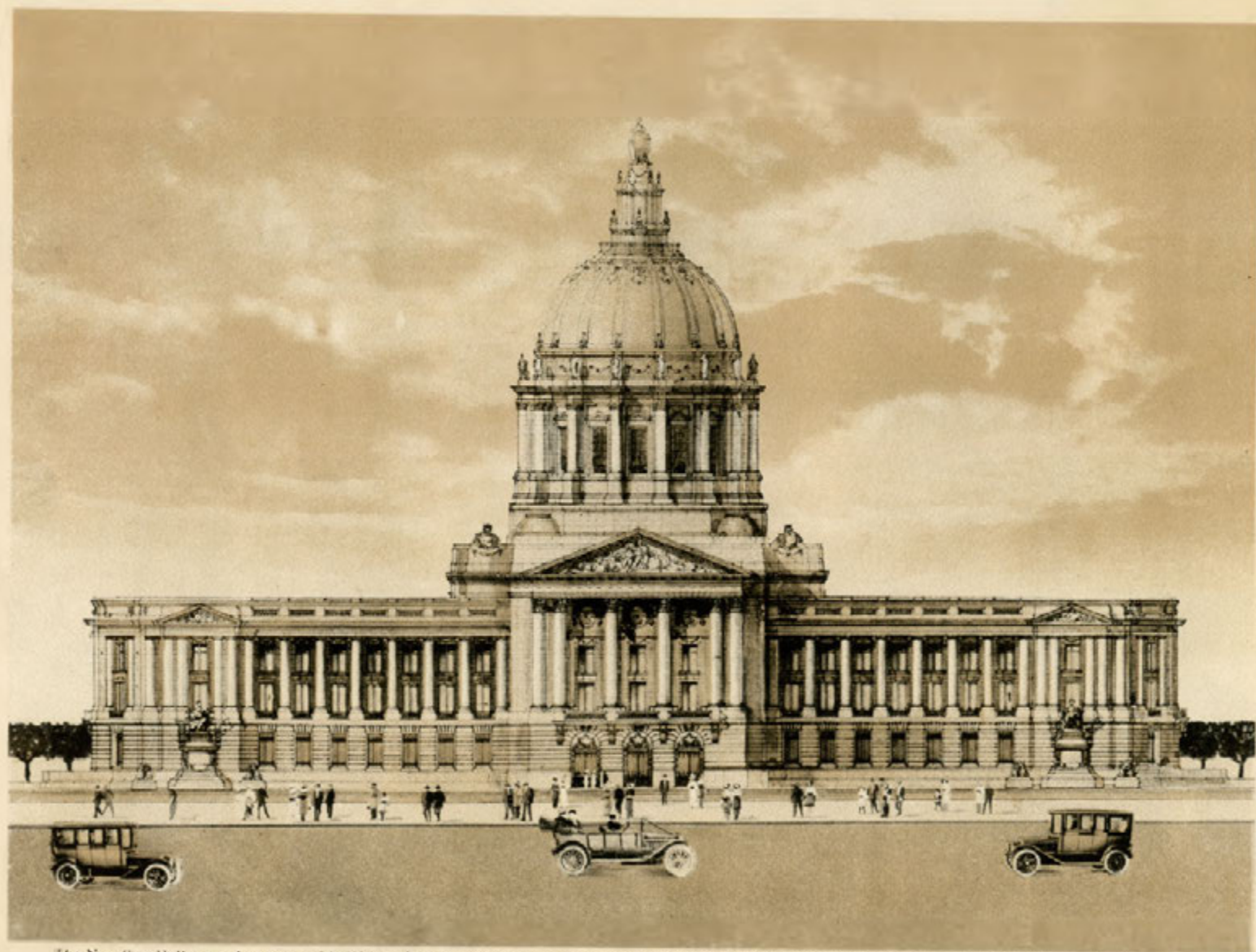
Hearst Building at 3rd and Market, adjoining is





the Monadnock Building and Palace Hotel on Market Street.





The New City Hall erected at a cost of \$4,000,000. This imposing structure fronts on Van Ness Avenue, and together with the new Public Library, Auditorium and Museum of Art will complete the civic center for which the people of San Francisco issued bonds to the extent of \$8,800,000.

V





United States Mint, 5th and Mission Streets.



Masonic Temple at Van Ness Avenue and Market Street.  
Cost \$1,000,000.00.





Main Post Office, 7th and Mission Streets.



The Mission Dolores, founded in 1776.





Topography of San Francisco peninsula and  
surrounding country.





The Hobart Building on Market Street, the tallest building in the city erected 1914.





The Flood Building at Market and Powell Streets. The offices of most railroad and steamship companies are to be found in this building.





Down Market Street from Powell showing the Emporium,  
Humboldt Bank Building and Claus Spreckels Building.





View up California Street Hill showing Fairmont Hotel on the right, Stanford Court Apartments on the left, famous Chinatown and Bazaars in the center.





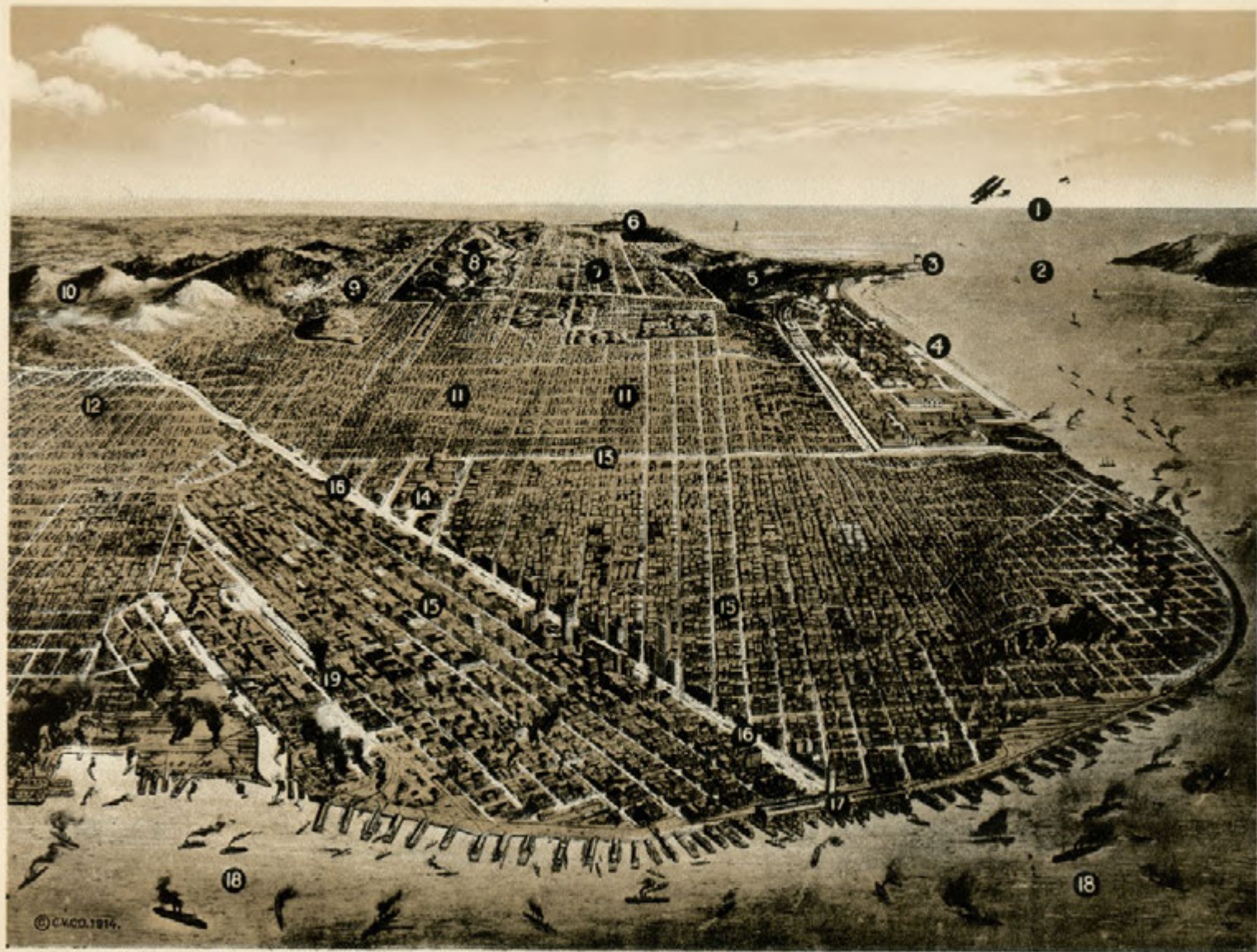
Wonderful Bazaars of Chinatown.

San Francisco's Chinatown stands alone among the foreign quarters of American cities in its revelation of quaint oriental charm, its bizarre Shops, and its suggestion of aloofness and mystery, and its flowering balconies and baffling doorways.



Street Scene in Chinatown.





Bird's Eye View of San Francisco. 1. Pacific Ocean. 2. The Golden Gate. 3. Fort Winfield Scott. 4. Panama-Pacific International Exposition. 5. Presidio. 6. Sutro Heights, Cliff House and Seal Rocks. 7. Richmond Residential District. 8. Golden Gate Park. 9. Sunset Residential District. 10. Twin Peaks. 11. Western addition Residential District. 12. Mission Residential District. 13. Van Ness Ave. 14. \$9,000,000.00 Civic Center. 15. Hotel, Shopping and Business Section. 16. Market Street. 17. Ferry Building. 18. San Francisco Bay. 19. Southern Pacific Depot. 3rd and Townsend.





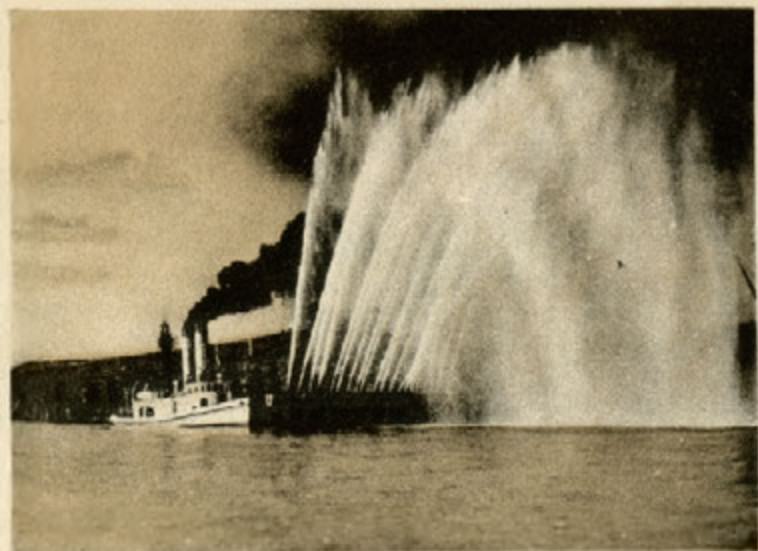
Ferry Boat on San Francisco Bay.



Lighthouse on Yerba Buena Island.



U. S. Naval Training Station, Yerba Buena Island in San Francisco Bay.



Fire Tug at practice.





The Ferry Slips, the open portal to the ever hospitable San Francisco.



Alcatraz Island facing the Golden Gate. This has been the Federal Military Prison for many years past, but will soon be used as a U. S. Immigration Station.





Sunset, when the Golden Gate is Golden.



Aquatic Sports in Mid-Winter on the San Francisco Bay.





Panoramic View of San Francisco, showing the Bay and downtown downtown. Every building in this picture and thousands of other buildings in other sections of the city, have been erected since the great fire of 1906. The money expended in rebuilding since the fire amounts to something over \$200,000,000.



Rocky Shores of Lands End on the Golden Gate. Angels Island may be seen in the distance through the Golden Gate. Lands End is reached by car lines within thirty minutes from center of city and will charm the visitor beyond expression.



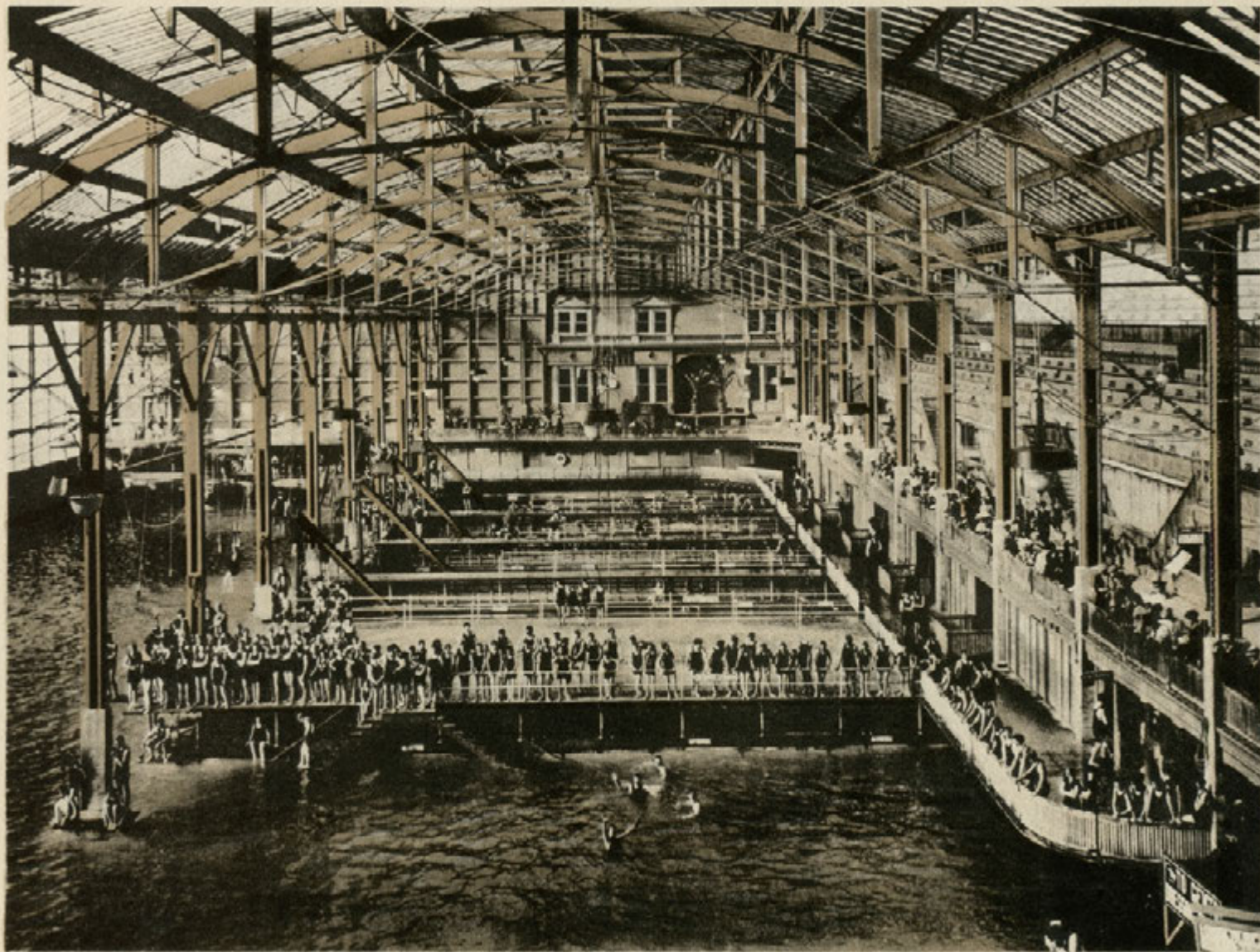


"Outward bound." Heading for the Pacific through the Golden Gate under friendly tow. The coming of great ocean liners has made this a memory of the past.



Old Fort Winfield Scott, long since dismantled, will be used in the future as the U. S. Federal Prison.  
Across the Golden Gate at its narrowest point may be seen the Marin Shore.





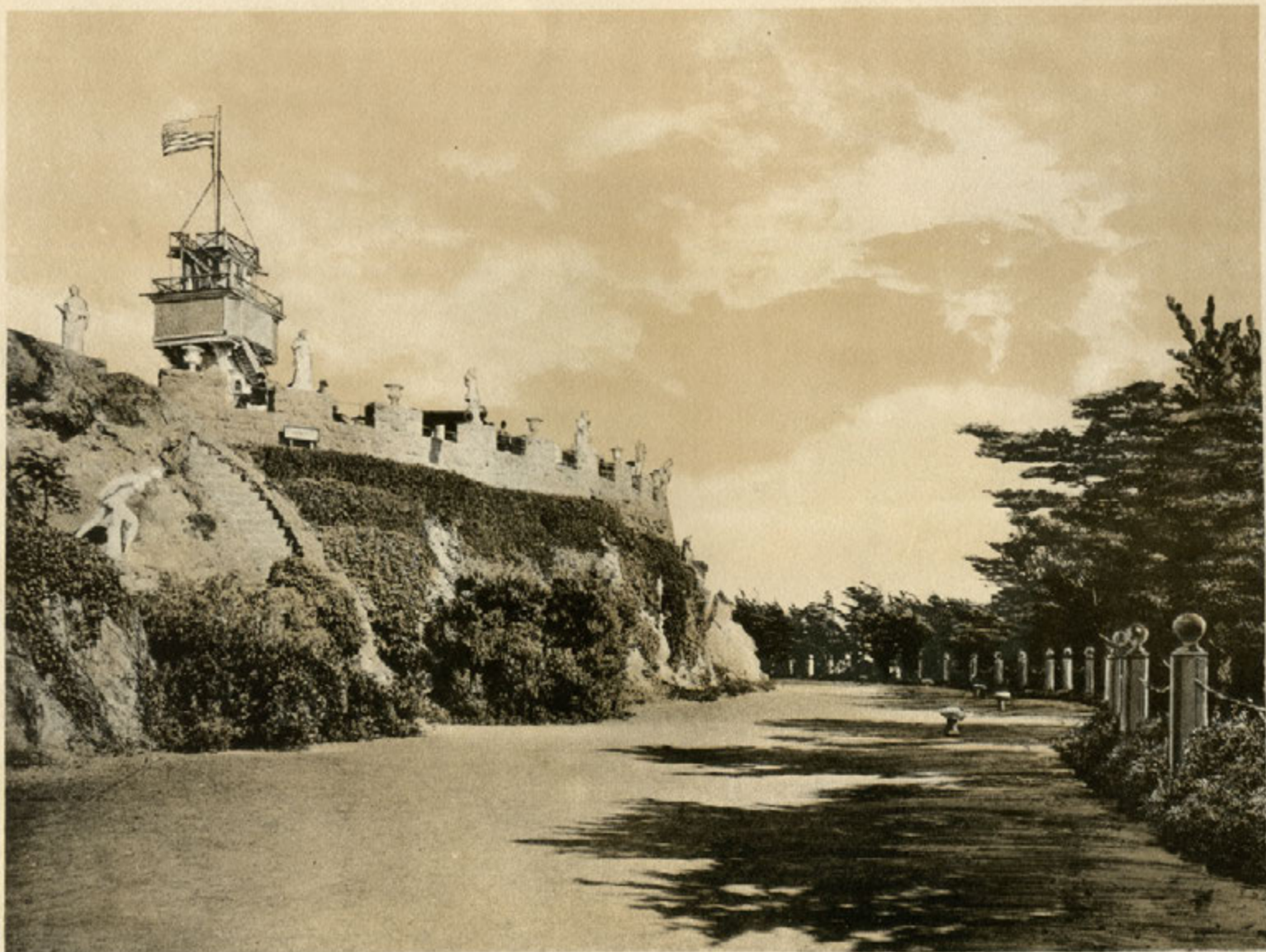
Interior of Sutro Baths, the largest natatorium in the world, situated on the shores of the ocean near the Cliff House. Pure ocean water is received into this natatorium, through natural channels, the greatest swimming matches of the world will be held here during 1915.





The world famed Cliff House and Seal Rocks The one erected previous to this was totally destroyed by fire in 1907. The first Cliff House was built in 1861, the second in 1863 and the third in 1897, and this the 4th one, was built in 1909.





The Parapet, Sutro Heights, located immediately back of the Cliff House on the bluffs overlooking the Pacific Ocean.





View of the Surf and Beach south from the Cliff House. The usual Sunday Mid-Winter crowds may be seen taking advantage of the wonderful ozone fresh from the ocean.





The usual Sunday crowd on the beach near the Cliff House and Seal Rocks, enjoying the surf and the wonderful balmy sunshine and fresh air from the Pacific.





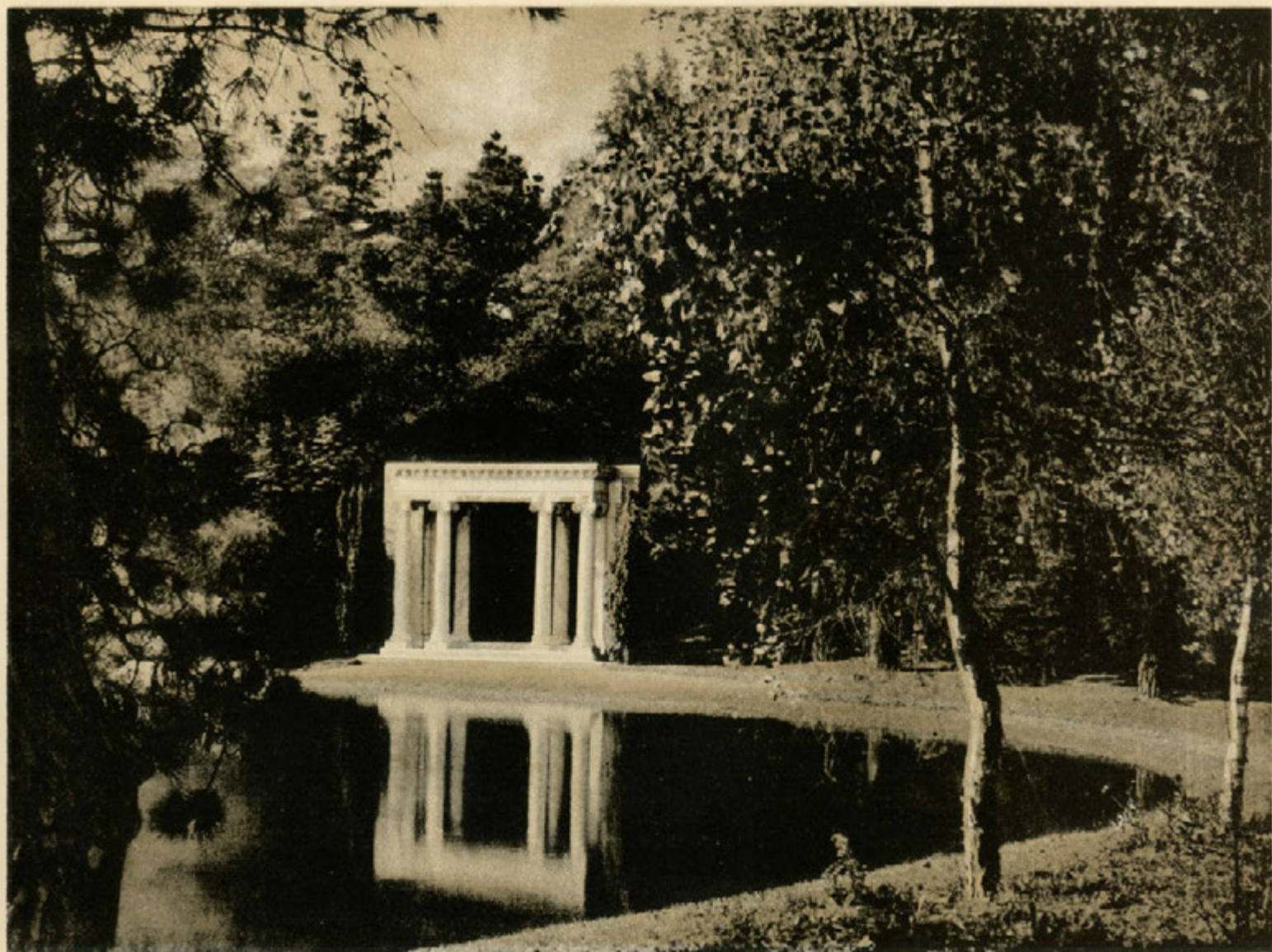
Mile Rock Light House, Guardian of the Golden Gate. This light protects navigation from the menace of submerged rocks, similar to the one in the foreground. Previous to its erection, many large vessels were lost on these rocks.





Dutch Windmill, Golden Gate Park facing the Pacific Ocean. This windmill, driven by the strong breezes from off the Pacific, pumps water for irrigation purposes. There are two of these windmills near the extreme western end of Golden Gate Park.





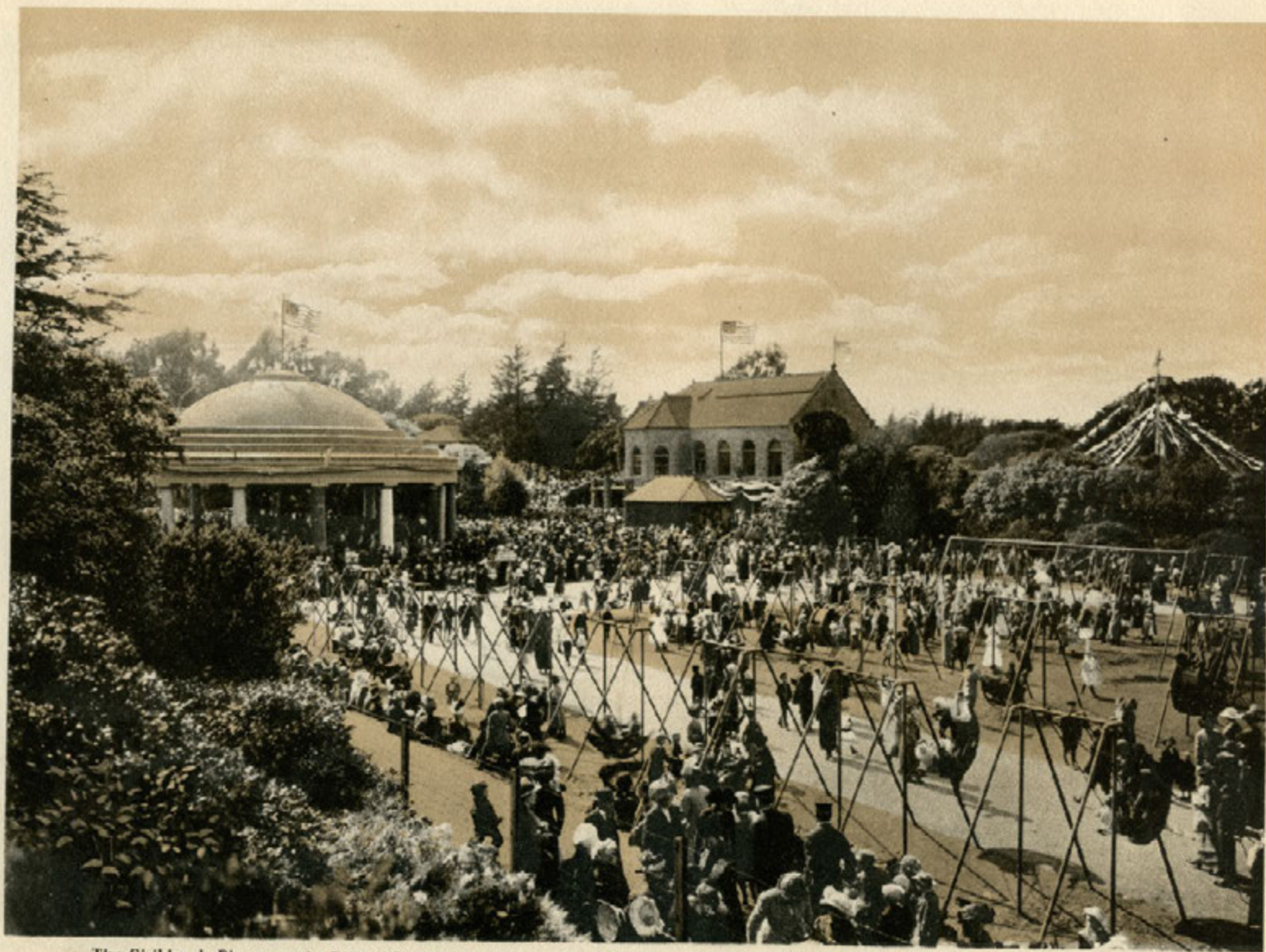
Portals of the Past in Golden Gate Park. This marble portal was the only portion left standing after the fire of 1906 of the beautiful mansion on Nob Hill of A. N. Towne, and was later removed to Golden Gate Park, and is now known as The Portals of the Past.





Japanese Tea Garden in Golden Gate Park. This is a fairyland of picturesque beauty. It was a portion of the midwinter exposition. Admission to the garden is free. In the tea house one may enjoy a cup of tea with Japanese rice wafers.





The Children's Playgrounds, Golden Gate Park. Thousands of Children enjoy themselves on these grounds daily throughout the year.





The Conservatory and Sunken Gardens, Golden Gate Park. In this building may be found some of the rarest plants known.





The Music Stand and Academy of Science Museum, Golden Gate Park. This music stand was the gift of Claus Spreckels. It will accommodate a company of 100 musicians and faces a concourse that will seat 20,000 people.





Boating on Stow Lake. The Lake encircles Strawberry Hill, is bordered by a roadway on its inner and outer edges, and is crossed by two bridges.





Panoramic View of the Band Concourse, Golden Gate Park.



Huntington Falls and Stow Lake on Strawberry Hill.





Museum, Golden Gate Park. This Museum is a memorial of the Mid-Winter fair of 1894, and contains many of the interesting exhibits remaining from that event. These have been added to from time to time until the building is overcrowded with the most interesting and valuable collection of curios.





Train leaving the Tavern of Tamalpais. This tavern is located near the summit of Mt. Tamalpais, overlooking San Francisco Bay, The Golden Gate and the Pacific Ocean, and the surrounding country for many miles. The mountain is 2,600 feet high, and the trip to the tavern and return to San Francisco can be made in one day.





Bird's Eye View of Oakland. On the left the New City Hall. Oakland is a thriving city reached by ferry boat, from San Francisco within 15 minutes.





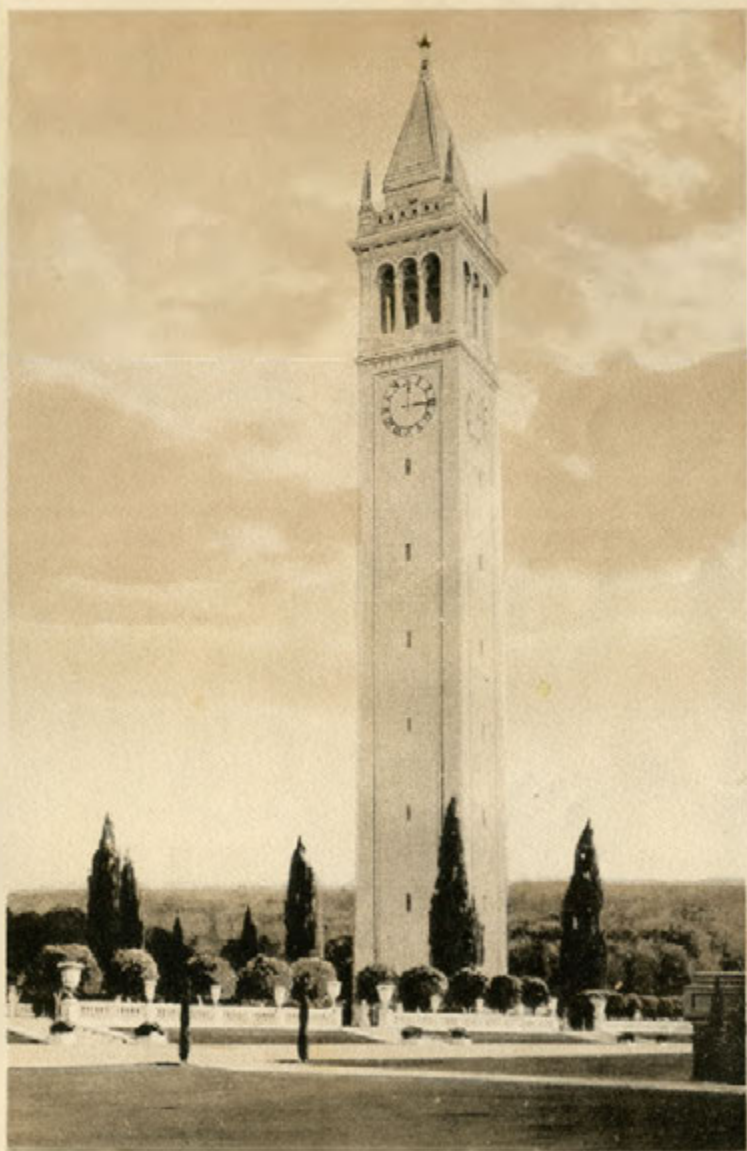
A Vista of beautiful Lake Merritt, Oakland. This is one of Oakland's greatest pleasure resorts. Boating is enjoyed on this lake throughout the year.





The Junction of Broadway, Telegraph Avenue, San Pablo Avenue  
and 14th Street, the Hub of Oakland.





The Campanile presented to the University of California  
Berkeley by Mrs. Jane K. Sather.





Elks' Flag Day in the Hearst Greek Theatre University of California Berkeley. This amphitheatre was the gift of W. R. Hearst. The University is reached by ferry boat from San Francisco within 30 minutes.



