Flood Building, H. G. Pewtress, Agent SAN DIEGO, CAL., 951 Fifth Street, . A. D. Hagaman, Commercial Agen SAN BERNARDINO, CAL., 560 Third Street, . U. L. Voris, City Ticket Agen McFaul, District Freight and Passenger Agent SACHAMENTO, CAL., 801 K Street, . . . District Freight and Passenger Agent RIVERSIDE, CAL., Glenwood Building, . J. R. Downs, Commercial Agent KENO, NEV., 108 East Second Street, PORTLAND, ORE., Sixth and Oak streets, C. W. Stinger, City Ticket Agent G. G. Herring, General Agent PITTSBURGH, PA., Park Building, Fifth Avenue and Smithfield Street, PHILADELPHIA, PA., 632 Chestnut Street,
R. J. Smith, District Freight and Passenger Agent PASADENA, CAL., 148 E. Colorado Street, C. J. Balfour, Commercial Agen PARIS, FRANCE, 20-22 Rue du Mail, Rud. Falck, General European Agent DELAHOMA CITY, OKLA., C. T. Collett, Commercial Agent . L. Kichardson, District Freight and Passenger Agen AKLAND, CAL., Broadway and 13th Street, and 16th Street Station, L. H. Nutting, General Passenger Agent, S. P. Atl. S. S. Lines, G. E. P. A. NEW YORK, N. Y., 39, 366, and 1158 Broadway, . J. H. R. Parsons, General Passenger Agent, M. L. & T. R. R. & S. S. Co. OS ANGELES, CAL., 212 West Seventh St., E. A. Hamilton, City Ticket Agent LONG BEACH, CAL., L. M. Schachtmayer, Commercial Agen

LITTLE ROCK, ARK., 224 Gazette Building, W. H. Wynne, Commercial Agen

ORDEAUX, FRANCE, 46 Quai des Chartrous, ATLANTA, GA., Fourth Mat'l Bank Bidg., . O. P. Bartlett, General Agen' ANTWERP, BELGIUM, 6 Rue des Peignes, Rud. Falck, General European Agent General, European, and Trans-Pacific Agents:

nd Traveling Arrangements, Phone Douglas 2382 or Kearny 3160. for information regarding Fares, Tickets, Routes, Pullman Reservations, connection with boats to or from Ferry Station, San Francisco, Phone or Passenger Trains arriving at or departing from Oakland Pier Station treets Station, San Francisco, Phone Kearny 180. For Passenger Trains arriving at or departing from Third and Townsend Arrivals and Departures; Fares, Tickets, Pullman Reservations, and Routes

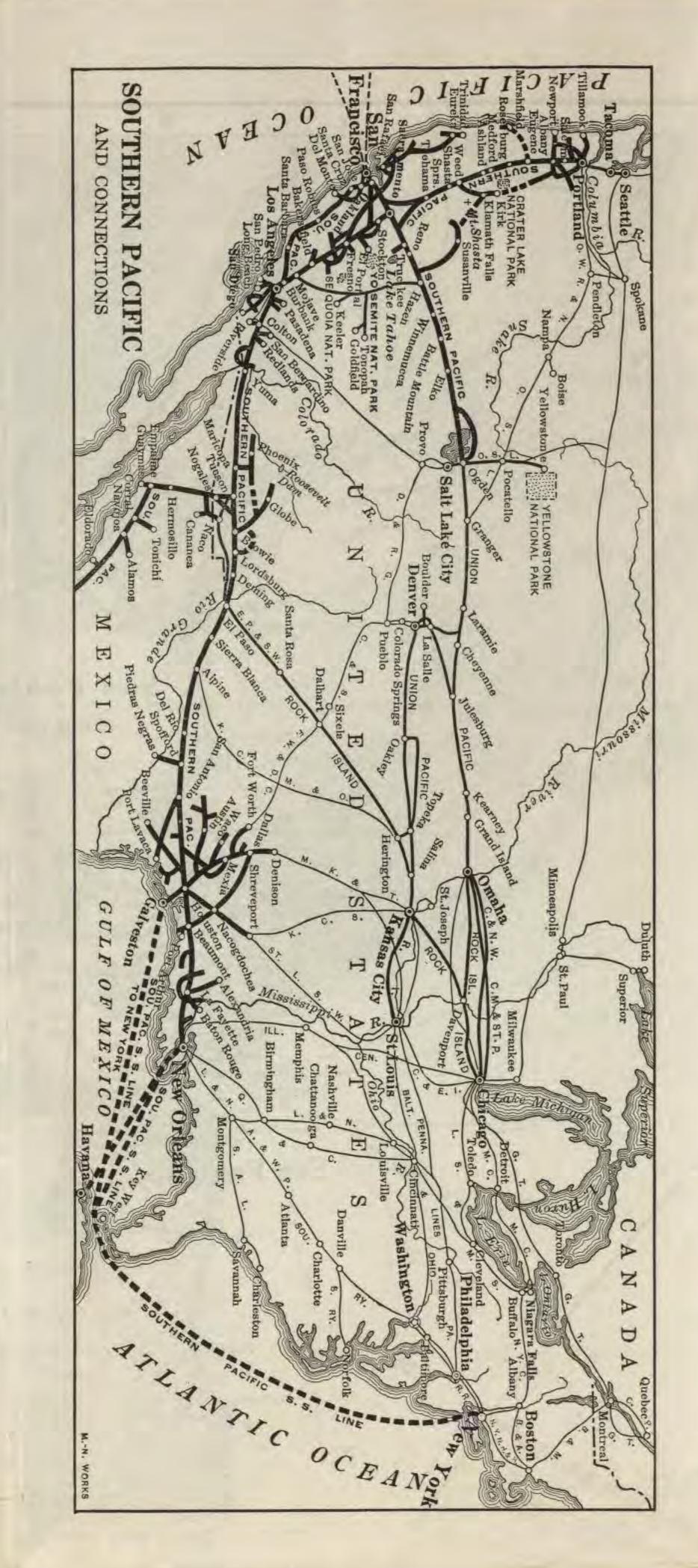
s maintained at San Francisco to furnish information regarding Train ALL-NIGHT TELEPHONE SERVICE FOR THE CONVENIENCE OF TRAVELERS

pensive. The sidewalk flower market is one of the famous beautiful in San Francisco, they are also marvelously inexevery day in the year. Flowers are not only marvelously Shops That Blossom—The Horists' stores are of interest visited it only as one would visit an art gallery or museum, several blocks north of Market and west of Kearny should be cence of their stores. The stores on Market Street and in the goods firms, without exception, increased the size and magninto pay for. In rebuilding after the 1906 fire the established dry dressed well. The best was never better than she was willing of any other city. The San Francisco woman has always stores devoted to women's goods are not equaled by those tail to surprise and please the visitor. The group of big For Shoppers de Luxe-The retail stores of the city never tozen clubs that have superb golf courses close at hand. and the Claremont Club of Oakland are chief among half a The San Francisco and Presidio clubs of San Francisco

California, Century, Sequoia, and Town and Country. of their own. Among women's clubs so housed are the rom the ocean. Most of the clubs have imposing buildings nasium. Its Koman swimming tank is filled with salt water United States, has trained many noted athletes in its gymsiubs. The Olympic, a large athletic club, the pioneer in the college alumni. The Argonaut and Concordia are Jewish The University and University of California are composed of The Press includes the newspaper men and their iriends, exclusive, The Union League is both political and social. Union, patterned after the Union of New York, is rich and n a grove of redwoods in Sonoma County. The Pacific The Grove Plays of this club are performed at midsummer world-famous by reason of its achievements and its personnel. pany of writers, artists, and those interested in the arts, is are situated close to Powell Street. The Bohemian, a com-The Club District-Nearly all the principal men's clubs

groups of homes in the country. Washington Street, may be found one of the most attractive Terrace, a small and exclusive residence park at the end of are unusual examples of boldness in architecture. In Presidio streets in succession. Many of the residences are palatial and Washington, Jackson, Pacific, Broadway, Vallejo and Green Going westward from Van Ness Avenue one should traverse Heights overlooking the Exposition buildings and the bay. ples of elaborate home-building are to be found on Pacific homes in the vicinity of Golden Gate Park, the finest exam-Residence districts-While there are many attractive

list of places of dramatic entertainment. Motion-picture Orpheum, Empress, and Pantages, to vaudeville, head the grand opera; the Galety, to musical comedy; and the to a stock company; the Tivoli Opera House, to comic and Cort Theaters, devoted to traveling companies; the Alcazar, enthusiastic and sympathetic audiences. The Columbia and accord grand opera financial support equaled only by New gations head for the city by the Golden Gate. The people When eastern cities are sweltering, notable theatrical aggre-San Francisco enjoys a theatrical season twelve months long. Many Fine Theaters-With its pleasant summer climate,



maintains a boarding home in its own building at 1259 in the city. The Young Women's Christian Association large membership. It has army and navy and other branches bathing, restaurant and other departments to care for its dourishing institution, fully equipped in its gymnasium, building of its own at 220 Golden Gate Avenue. It is a The Young Men's Christian Association occupies a large

least, Mission Dolores, Dolores near 16th, built in 1776. ton the Temple and a Buddhist Mission. Last, but not Senora de Guadalupe, Broadway and Mason. There are California and Franklin; the Spanish Catholic Meustra Franklin and Bush; First Church of Christ, Scientist, First Unitarian, Geary and Franklin; Trinity Episcopal, and Broadway; Temple E-Manuel, on Sutter near Powell; California and Webster; St. Brigid's Cathedral, Van Ness Church, at Fillmore and Jackson; Temple Sherith Israel, seent to the St. Francis Hotel; Calvary Presbyterian and architecture, are the First Congregational Church, adchurches of special interest to the visitor, by reason of size spire among the pagoda roots of Chinese Joss houses. Other east corner of California Street and Grant Avenue, litts its and Jones streets. Old St. Mary's Cathedral, at the north-Sthedral, now rising on California Street between Taylor Cathedrals in the United States; and Grace Episcopal Van Ness Avenue and Green Street, one of four Greek Avenue at O'Farrell Street; the Greek Catholic Cathedral at drais: St. Mary's Roman Catholic Cathedral on Van Mess thirty-eight religious denominations. There are three cathe-A City of Churches—There are 208 churches representing three new buildings, which cost \$5,600,000. and twenty-six parochial and private schools with thirty-There are 110 public high, grammar, and primary schools

Museum of Art, \$1,000,000; State Building, \$1,000,000. built by the Exposition), \$1,000,000; Public Library, \$500,000; and their cost are as follows: City Hall, \$4,000,000; Auditorium site for the purpose of a Civic Center, the buildings of which Jones to Larkin Street. Many blocks have been added to this The old City Hall stood at McAllister Street, extending from \$1,000,000 and is a credit to the city. prison, and many courts are located here. The building cost opposite Portsmouth Square. Police headquarters, the city

to be completed was the Hall of Justice on Kearny Street, The City's New Buildings-First of the new city buildings freasury handles \$200,000,000 a year. southwest corner of Sansome and Pine streets. The Submercial Street, but a splendid new home is going up at the United States, Hawaii, and Alaska, is located at 6-8 Com-The United States Sub-Treasury, serving the western

It is the only mint in the United States where gold is being are generally glad to learn how easy it is to make money, and \$188,000,000 in silver. The Mint is open to visitors who largest in the world, had coined \$1,700,000,000 in gold coins fire unharmed. At the close of 1912, the Mint, which is the and Mission streets, was built in 1873 and went through the The United States Mint, a broad Doric structure, at Fifth

cost of \$1,500,000. The customs receipts in 1913 were

Coast States have to offer-you will be both surprised and Here is an opportunity of a lifetime—see what these Pacific New Orleans to San Francisco and return, . 57.50 Louis to San Francisco and return, . . . 57.50

Chicago to San Francisco and return, . . \$62.50 fornia, and the Rogue, Umpqua and Willamette in Oregon. and famous Shasta Route, stretching away to the north and ines between Los Angeles and San Francisco-one through Pacific Coast country. The Southern Pacific operates two fail, especially if it be your first trip, to see the whole of the In addition to one or more of these described routes, don't "Shasta Limited" from Seattle, Tacoma or Portland. If you travel by a more northern route you will use the

to San Francisco Bay, crossing just west of Ogden the you by way of Kansas City, El Paso, and the Southwest to

Or you may choose the "Overland Limited," "Pacific miles, traversing the fertile Gila and Salt River Valleys. the Arizona National Reserve over a scenic highway of 120 Bowie to Globe or Maricopa to Phoenix, thence auto through dollars, you can visit Roosevelt Dam in Arizona-train from nteresting scenes. For detour rail and auto fare of twenty fornia-a route marked by old Spanish Missions and many through Louisiana, Texas, New Mexico, and Arizona to Cali-Sunset Limited," traveling by the route of low altitudes Pacific S. S. Line from New York or by rail, you take the From quaint New Orleans, which you reach by Southern the best appointed and best operated trains in the West. State Limited," "Sunset Limited," "Shasta Limited" are The "Overland Limited," "Pacific Limited," "Golden plying between New York and New Orleans. last-named route, its own ocean line of splendid steamers Paso, Portland, and New Orleans, and in connection with pany offers choice of four routes, namely: via Ogden, El and returning. In addition to usual diverse routes, this com-

WHEN YOU COME TO SAN FRANCISCO IN 1915 via Columbus Avenue and North Point Street direct Stockton Street car from Market and Fourth streets No. 11-Panama-Pacific International Exposition. Take Eleventh Street, direct to Exposition Grounds. and 25th Street and crossing Market Street at Mess Avenue car running east from Protrero Avenue No. 10-Panama-Pacific International Exposition. Take Van

and Jackson streets, begun in 1906, was finished in 1911 at a

of Appeals and other Federal courts, some with jurisdiction

cost of \$2,500,000, contains the United States Circuit Court

marble post-office, Seventh and Mission streets, built at a

buildings which the visitor will wish to see. The granite and

bined clearings of the next three cities on the Pacific Coast.

tor 1913 amounted to \$2,624,428,824 or more than the com-

tiors had \$195,423,184 to their credit. The bank clearings

to \$101,919,879.75. On June 30, 1913, about 300,000 depos-

banks. Their capital, surplus, and undivided profits amount

Salifornia, on California Street, is an architectural triumph.

ings, Bank of Italy, and the Hibernia Savings. The Bank of

Mutual Savings, Union Trust, Savings Union, Humboldt Sav-

Fargo Nevada National, First National, Crocker National,

other on Market Street are the Merchants' National, Wells-

occupied by banks require mention as a class. Succeeding each

guise, figures so prominently in Thackeray's "Vanity Fair."

'orloni Palace in Rome, which palace, under a thin dis-

Fine, contains five marble architraves brought from the

structures. The Royal Insurance building, at Sansome and

Hobart building on Market, are among the largest and finest

The Merchants' Exchange on California Street, and the

United States on the ground floor of the Palace Hotel.

naintains one of the best equipped ticket offices in the

iterature are given for the asking. The Southern Pacific also

bureau which is invaluable to all travelers. Information and

Southern Pacific maintains in its ticket office an information

ground floor are the ticket offices of many railroads, and the

ship Company, has 900 rooms in its twelve stories. On the

quarters of the Southern Pacific and the Pacific Mail Steam-

one stories. The great Flood building, containing the head-

business palaces. The Claus Spreckles building, known every-

vorld. On the two streets stand many of representative

business men who adventure very boldly in the commercial

Street of the Adventurers." To-day it is a street of big

and Examiner buildings stand, was called by Stevenson the

from Market at Newspaper Corners, where the Call, Chronicle,

toward Twin Peaks. Kearny Street, branching northward

main artery leading up from the Ferry through the city

floor space had more than doubled. Market Street is the

mposing than the old. When the ground was re-covered the

practically every case the new buildings were taller and more

New buildings arose upon the sites of the old ones, and in

dozen buildings were left standing after the fire of 1906.

vast area between the Ferry and Van Ness Avenue not a

last eight years, at a cost of more than \$300,000,000. In the

trict has been completely and splendidly rebuilt during the

The fish, fruit, vegetables, meat, and game stalls show

between Fourth and Fifth, are among the city's show places.

Third and Fourth; the Lincoln Market, on Market Street

California's products of all kinds in rich abundance.

Notable Business Buildings-San Francisco's business dis-

where for its beauty, is 325 feet in height and contains twent

The Money Houses—The magnificent buildings owned and

There are thirty-seven banks in the city with nine branch

The city's clearings now exceed \$50,000,000 a week.

Uncle Sam's Buildings-There are several splendid public

The Custom House, on Battery Street between Washington

See that your ticket reads via Southern Pacific both going

ersed in return trip as noted under Trip No. 7. from the slopes of Twin Peaks, which are also trav-Harrison and Park" car, going west. The view is "Ninth and Harrison and Park" car or "Third and Street car, going south, to Harrison, transferring to No. 9-Wonderful View of the City and Bay. Take Ninth

handle. Take "Hayes and Masonic" car No. 6, go-No. 8-The Affliated Colleges, Sutro Forest, the Park Pancar, going east; at Third Street transfer to any car and Stanyan transfer to "Third, Harrison, and Park" Lincoln Way to ear No. 20, going east; at Waller going north; transfer again at Twentieth Avenue and ing, transfer at Thirty-fifth Avenue to Parkside car, Avenue to Ingleside car No. 12, going west. Return-Ocean View car No. 26, and transfer at San Jose

No. 7-Mission Dolores, Twin Peaks, Lake Merced. Take and walking a short distance. south on Third Street, transferring east on Folsom, the region of the Pacific Mail Dock by taking a car which is best seen on foot. One may, however, reach Building. There is no cross line along the waterfront, any car going east on Market Street to reach Ferry No. 6-Waterfront, Ferry Building, Pacific Mail Dock. Take Third Street at Market.

Butchertown. Take Kentucky Street car No. 16 on No. 5-Union Iron Works, Hunter's Point Drydocks, Potrero, Transport Docks, Pacific Heights. Take Union Street No. 4—Panama-Pacific International Exposition, Presidio, bring you back along Kearny Street past Portsmouth

trolley car No. 15 at foot of Powell Street, which will Market, Upon leaving Fishermen's Wharf take Powell, Bay and Taylor" car on Powell Street at Quarter, Portsmouth Square. Take "Market and No. 3—Chinatoun, Russian Hill, Fishermen's Wharf, Latin Haight Street car No. 7, going west. No. 2-Golden Gate Park and Buena Vista Park. Take Avenue to Sutter Street car, No. 1. west, or California Street car, transferring at Central

Take Sutter Street car No. 1, marked "Cliff," going No. 1-Chiff House, Seal Rocks, Sutro Baths, Sutro Heights. visitor to several points of interest: sight-seeing trips by street car, each of which will take the Eleven Trips by Street Car—Here are suggestions for eleven beach. Fare for round trip, 1.00 one a splendid idea of the city, park, and leaving at 10.00 A. M. and 2.00 P. M., gives

and the Golden Gate. Farefortheround trip, 75 House to view the Seal Rocks, the beaches, three hours. A stop will be made at the Cliff P. M., daily, making the complete trip in the Ferry Building at 10.00 A. M. and 2.00 The "Seeing San Francisco" street cars leave guide and admission to attractions, . . . \$1.00 Farm. Fare for the round trip, including

markets. The California Market, on California Street below

fish, oysters, crabs, and lobsters may be enjoyed in the great

the dining-rooms and grills of the hotels.

about for a meal to his liking.

The Great Markets—There are many little places where

The city boasts 767 restaurants and cafes in addition to

may each be found by the hungry one willing to hunt

Mint, Sanguinetti's on the Wharf, the Fly Trap, Campi's,

and tamales. Felix's, Coppa's, the Poodle Dog, Negro's, the

cates, famous for their enchilades, tortillas, chili con carne,

very moderate prices. Around the corner are Mexican

the Buon Gusto, and Dantes serve wonderful dinners at

misto, and zambione. The Fior d'Italia, the Il Trovatore,

the true joy of tono, boulibaises, raviola, tagharini, fritto

that will fill the average tourist with delight. Here he learns

least of all is spoken, are to be found the Italian restaurants

will pass persons from a dozen countries, and where English

Broadway, around the slope of Telegraph Hill, where you

States. In heart of the city are many great cafes. Along

varieties of restaurants than any other city in the United

encouraged cooks that knew how. To-day the city has more

lowed across the ocean. They set the pace, The city has

cook from a European king. Many another royal chef fol-

When the Palace Hotel was first opened they stole their

of the globe may sit down to those delicacies he likes best.

variety. It is a famous boast that a visitor from any quarter

been doubly distinguished for its excellence and for its

guest. The fare at the public tables of the city has always

estaurants. Hospitality runs first of all to feeding the

been tamous since its early days for its dining-rooms and

vivant who knew the city well once said. The town has

unner in San Francisco every day in the year," a noted bon

Here's Where We Eat-"I could find a different sort of

reached by terry or train within half an hour are comfort-

his pocketbook and await his pleasure. In cities and towns

the beach or park, and then select one of a number that fit

to choose the part he prefers, whether downtown or near

every part of the city, so that the transient guest has but

in new and modern hotels. These hotels are situated in

is declared by architects to compare in point of beauty with

rooms. It has an unparalleled frontage on green and

set a new mark for catering to guests among the hotels of

site of the old Palace, which began in the days of gold and

streets contains 700 suites and rooms. It stands upon the

the St. Francis. The new Palace at Market and Montgomery

stand out from all the others—the Palace, the Fairmont, and

new since 1906—are ready to care for strangers within the

apartment hotels, and lodgings-90 per cent. of them brand

to care for 30,000 guests. To-day, nearly 2,100 hotels,

gates, not by tens, but by hundreds of thousands.

Three hotels, equal perhaps to any hotels in America,

the world. The old traditions and customs did not burn.

The St. Francis, enlarged by a new addition, has 1,000

The Fairmont, crowning Nob Hill, is a white parace that

Reasonable hotel rates in 1915 are assured and that, too,

able accommodations for 50,000 additional visitors.

any structure standing to-day.

blossoming Union Square.

A two and one-half hours' automobile trip,

Gardens and Springs, and the Ostrich Berkeley, Alameda, and Oakland, Piedmont California, the Greek Theater, the cities of of sight-seeing, visiting the University of ing at 4.50 P. M., gives one sixty-eight miles cisco at 10.00 A. M. and 1.00 P. M., return-The "Key Trolley Trip," leaving San Fran-

can be combined in a day's outing for a The Mt. Tamalpais and Muir Woods trips ride from San Francisco), 1.90

nearly 300 feet high, and within two hours' way (a grove of virgin redwoods, some The Muir Woods via Mt. Tamalpais Railtwenty-five cities can be had, to bas , saistanom bas sllid gaibanoraus of the ocean, of San Francisco Bay with its

in the world," where a magnificent view Mt. Tamalpais, over "the crookedest railroad

University of California at Berkeley, . . . \$0.20 San Francisco. The round-trip fare is given in each case: The following points of interest are readily reached from and the Kings and Kern rivers region. National Parks, Mariposa Grove of Big Trees, Santa Barbara, Hot Springs, and but a little more to Grant and Sequoia o Fresno, the heart of the San Joaquin Valley, Paso Robles rey, Pacific Grove and Carmel-by-the-Sea; one night's ride our hours' ride to Santa Cruz, the Big Trees, Del Monte, Monte-(only a stone's throw from glistening Mt. Shasta), less than night's ride to resorts in the Upper Sacramento Canyon train to Yosemite, one night's ride to Lake Tahoe, one Hot Springs, one night's ride on the Southern Pacific's excursions. It is but two and one-half hour's ride to Byron California and is the setting-out point for many wonderful San Francisco is within a day's journey of two-thirds of and the inviting country of Sonoma and Mendocino counties. requent and good service by boat and train to Marin County agricultural districts. The Northwestern Pacific gives a are centers of highly cultivated and extremely interesting Sacramento and San Francisco and Stockton, which cities twelve or fourteen trains a day between San Francisco and Pacific's fifty-five daily trains. This company maintains The city of San Jose, in the famous Santa Clara Valley, is

San Francisco Ferry station, and foot of Broadway, Oak-

A Hotel Miracle—After the fire of 1906 half the city's

the Presidio—Persia and Peru, Sweden and New Zealand,

eign nations and their locations under the sheltering hills of

ing a perspective suggestive of permanent peace. The for-

the Palace of Fine Arts, its gardens and still lagoon provid-

Between the States' area and the foreign nations' sites stands

in welcoming to San Francisco the people of the world.

tornia's sense of obligation as hostess for the United States

palaces, and it will be a fitting structure to represent Cali-

line, just west of the westerly walls that bound the exhibit

ing notes in the vast architectural display of the Exposition.

outside base diameter of 170 feet, will be one of the dominat-

Trianon. The dome, rising to a height of 221 feet, with an

nament with particular attention to La Petit and Le Grand

its details having been studied from French renaissance or-

tiful of all the buildings within the Exposition domain,

prnamentally it will be one of the most delicately beau-

ollowed in the structural scheme of Festival Hall, while

oyer in front, a stage and circular auditorium is being

The usual plan adopted in theatrical arrangement of a

events of ceremonial, musical, or oratorical importance.

ing, as its name denotes, will be the home of the extraordinary

Theatre des Beaux Arts of French architecture. This build-

Restival Hall, which will be an elegant reminder of the

Horticulture does to the western, will be the Exposition's

ter of the main group of exhibit palaces that the Palace of

freedom from frost and devoid of extremes of heat and cold.

be possible only in a climate such as San Francisco enjoys—

structure will be set into the midst of a garden which would

the garden plans of the Louis XIV period in France. This

tinctive teature in the decorative scheme, is derived from

while the wooden trellis work, forming a beautiful and dis-

of Sultan Ahmed I, though in detail and ornament it reflects

of its various domes and minarets it is similar to the mosque

the largest structure of its kind in the world. In the relation

graceful proportions over a vast area, and forming probably

Saracenic Palace of Horticulture, spreading its glazed and

architecture of the Palace of Fine Arts is early Roman with

and the west walls of the main exhibit palace group. The

trees, will be mirrored in a lake lying between the building

the colonnade of the art palace proper and the surrounding

Enclosed in the are of this building is a rotunda, which, with

trances are located in the north and south terminations.

of the bowed building is a colonnade, while the main en-

form parallel arcs; on the east façade the decorative feature

structure is curved in plan and its east and west elevations

main exhibit palaces rises the palace of Fine Arts. This

About 600 feet west of the western walls of the group of

channel of San Francisco Bay and the hills of Marin County,

grand esplanade, the Marina, and still onward embraces the

narked traces of earlier and more chaste Greek influence.

To the south of the central group of exhibit palaces is the

the influence of the eighteenth century french renaissance

Occupying the same relative position to the eastern quar-

The California Host Building will stand close to the water

France and Japan, Italy and Canada, China and Spain.

[14] pants are carried on Oakland Harbor Route boats between Automobiles, motorcycles, horse vehicles and their occumany directions. The service transports twenty million per-

the two moles fast electric trains carry the passengers in and on a thirty-minute schedule to Alameda Mole, and from electric line service of the Southern Pacific Company. The The three cities of the eastern shore are brought in closest

of the bay and surrounding country. The Hotel Shattuck with a wooded canyon at its back, its splendid Greek Theater, parks in America. The whole situation of the University, Columbia in attendance. The campus is one of the finest United States—the University of California, second only to Berkeley is the seat of the second largest university in the

canoeing give this shore a lively appearance. the curve of the bay. It has many attractions in the way of Alameda is a delightful home city extending back from

of the most beautiful residences are in the suburbs of Clarewards and San Leandro are all of the greatest interest. Many rapidly to all parts of the widely-spread city. The wharves fine electric street-car service that carries the sight-seer center of the city, adds novel pleasures. Oakland enjoys a mand the bay and the Golden Gate. Lake Merritt, in the cities. Splendid homes, set in gardens on the slopes, com-I the bay, is one of the most beautiful and attractive of San Francisco's Neighbors-Oakland, on the eastern shore

Uliff House, so one may ascertain in advance the cost of the berson. Regular rates obtain for runs to the Park or the persons, with a charge of 25 cents for each additional district is fixed by ordinance at 75 cents for one or two taxicab rate from the Perry to points in the downtown hotel for the largest cars, and \$2.50 for the smaller ones. The competent chauffeurs. The rate on touring cars is \$3 an hour than any other city, excepting only New York. Cars of Autos and Fares—San Francisco has more automobiles

the site of Stanford University, the country is beautiful and with country clubs, polo, and golf. All the way to Palo Alto, of the city's wealthiest citizens. Here fashion diverts itself contain the splendid and beautiful country homes of many to the visitor. San Mateo, Burlingame, Menlo, and Hillsboro San Francisco, down the Peninsula, is of the deepest interest Down the Peninsula—The country lying to the south of from the great Ferry station at foot of Market Street. steamers three and one-half miles across the bay to and

10 Mission and Chutes Fillmore and Valencia furk and Eddy nozabak bas rettu

Pier, their passengers being transferred in commodious

sheds at Third and Townsend streets. The Southern Pacific's

the south, and has its station and large yards and freight

from New Orleans to San Francisco, enters the city from

the bay. The Sunset Route of the Southern Pacific, reaching

Sutter and Clement Sutter and California.

bers which show at the car roof as follow: and branch off. The cars may be distinguished by the numof the United Railroads run up Market Street from the Ferry receive transfers when paying fare. Most of the principal lines municipal cars are of the pay-as-you-enter type. Ask for and side of the street crossing. Most of the United Railroads and where otherwise announced by signs, all cars stop on the near way Company. All the other lines in the city are the property Hyde and Larkin lines belong to the California Street Railfrom 25th St. to Van Ness Ave. The California Street and ton St., Market to Ft. Mason, and the Protreto Ave., line the Union Street, Ferry Station to the Presidio; the Stockocean; the Van Ness Ave., Market to Exposition Grounds; The city owns the Geary Street line from the Ferry to the Francisco has 292 miles of street railways, trolley and cable. Street Car Systems - With 416 miles of paved streets, San the south side of Market near Eighth Street. in the large building leased for a temporary City Hall on

The mayor and most of the city officials have their offices site ends of the city have a capacity of 10,000 gallons a minute. 5,000 gallons each. Two saft-water pumping plants at oppo-On hilltops throughout the city are ninety cisterns, holding area of 8.2 square miles, with a static pressure of 300 pounds. 750 feet. Seventy-two miles of great pipes vein a protected 0,000,000 gallons of water, is on Twin Peaks at an elevation of at a cost of \$5,200,000. The main reservoir, containing stations, there is an auxiliary fire protection system, installed the most modern fire-fighting apparatus equipping the firty fre than any other great city in the United States. Besides Fire and Police—San Francisco is better protected against sion free on Tuesdays and Fridays; other days, 25 cents. every day except Sunday, from nine o'clock to four. Admisand Mason streets. The Art Gallery is open to the public ituated on Nob Hill at the southeast corner of California

Institute of Art-The San Francisco Institute of Art is

encounters at the northern terminus the graceful Tower of entrance becomes the Court of the Sun and Stars, the view Following along the line which projected from the main all the main exhibit centers of an exposition. fatigue to body and nerves that usually attends a visit to that every exposition taces, and visitors will be saved the sthetic, for it affords the solution of the distance problem varied grandeur, and the advantage of the plan is not all grouping of eight palaces in a single scheme of cohesive but Nothing in architecture has ever been seen such as this north on the broad and tree-shaded esplanade, the Marina. aces, open to the south on the South Gardens and to the running north and south and walled by the enclosing paland opening on the grand central court, while the aisles municating aisles running east and west between the palaces west and are open to the Esplanade on the north, the comrender them triumphs of beauty, are interconnected east and skill of artist, architect, and sculptor will be exhausted to of the Four Seasons. These magnificent courts on which the of the Court of the Sun and Stars and surround the Court palaces are grouped in a balancing formation to the west of Abundance, The other four of the eight main exhibit central court of the Sun and Stars, and surround the Court close. Four of the exhibit palaces lie to the east of the

garden, with its area broken up formally to provide for This main group of exhibit palaces is set within a Transportation, Varied Industries, and Manufactures. tion, Agriculture, Food Products, Mines and Metallurgy, group, which comprises the palaces of Liberal Arts, Educascheme of the Exposition are best revealed in this central The intentions of the designers regarding the architectural

the main courts which the walls of the eight palaces en-

on the grounds an informing and powerful factor. of the architectural and decorative skill that is everywhere appropriately the Court of the Sun and Stars, is the climax in importance and beauty; while the central court, called This is the center of the Exposition geographically as well as the group, rises the Tower of Jewels to a height of 426 feet. entrance to the main court which commands the entrance to ture over half a mile long. Above them, and standing at the distant view the impression of being one magnificent strucexhibit palaces, which, though eight in number, present to a ing onward, the vision embraces the main group of garden, much of which is already a verdant lawn. Passnorthern end of Scott Street will lead directly into a vast The main entrance to the Exposition grounds from the

the amusements and other concessions. one-third divided between the live stock exhibit pavilion and one-third by the Exposition palaces, courts and gardens, and by the National and State exhibit buildings and pavilions, Of the 635 acres of space about one-third will be occupied

that they are getting ready for the astonished eyes of the with \$17,000,000 available. It is a \$50,000,000 Exposition took similar action. The directors set out to build the fair the city voted to bond for another \$5,000,000, and the State during two eventful hours, the sum of \$5,000,000. Then at a historic meeting in the Merchants' Exchange, subscribed,

as the site of the Exposition; the city did not ask Congress San Francisco asked Congress merely to designate this city the world has known. It is interesting to remember that which for beauty and scope shall entirely eclipse any that

cent site the third universal exposition ever held, a fair and A. Stirling Calder, have united to rear on this magnifiengineers, great artists, such as Karl Bitter, Jules Guerin The site comprises 635 acres. Great exposition experts, great nland from the Golden Gate for a distance of half a mile. Canal, nes between Fort Mason and the Presidio and extends 1915—which will celebrate the completion of the Panama Fional Exposition—open from February 20 to December 4, The Greatest Exposition—The Panama-Pacific Internaa stranger may wander about in perfect safety. parties from the downtown hotels at stated hours, although

under the direction of licensed guides who set out with little smugging in of coolies. Chinatown is best seen Opium smoking is almost a thing of the past. There is olored hieroglyphic announcements. nerbs are sold on the sidewalks. Dead walls blaze with hunks as the purchaser desires, Succulent vegetables and Hog carcasses are reasted whole and parcelled out in crisp tations in their finny displays. Pork is the favorite meat.

The Chinatown fish markets present a dozen color combiniddle-class homes are open to visitors. houses, theaters, stores, restaurants, and even some of the display of Oriental art to be found. The temples, joss than those that were before. The bazaars contain the finest temples, and chop suey resorts, and bazaars more dazzling the same odors, the same mysteries, similar tea houses, attached to the section. New Chinatown has the same sights, clean off the map, was able to destroy the atmosphere which China. Not even the great fire, which wiped the quarter targest single gathering place for Chinamen outside of hillside above Portsmouth Square. The quarter is the Chinatown—Chinatown pre-empts twenty blocks of the Spencer, the world's highest modern land battery, just above it.

Vinfield Scott, and on the north side Ft. Baker, with battery Barry, while within Golden Gate on the south side is Ft. Above Land's End is Ft. Miley; on the opposite side Ft. here temporarily. There are seldom less than 1,500 soldiers at Troops en route to and from the Philippines often quarter cavalry and intantry companies are quartered at the Presidio. the bay are sown. Besides heavy artillery, light artillery, the wires to the mines with which the Golden Gate and Gate from the sea. From a carefully guarded gallery radiate many batteries and command the approach to the Golden ocean. Big guns of the disappearing type are located in of one and one-half miles on the bay and as much upon the founded the Presidio in 1776. The Presidio has a shore line tain Juan Bautista Anza came from Mexico with troops and earliest days of Spanish occupation of this peninsula. Cap-

within the limits of a city. Its history goes back to the ,542 acres, is the largest military reservation anywhere The Presidio and Forts-The Presidio, covering an area of for adults and 25 cents for children. museum is 10 cents. The charge for bathing suits is 40 cents



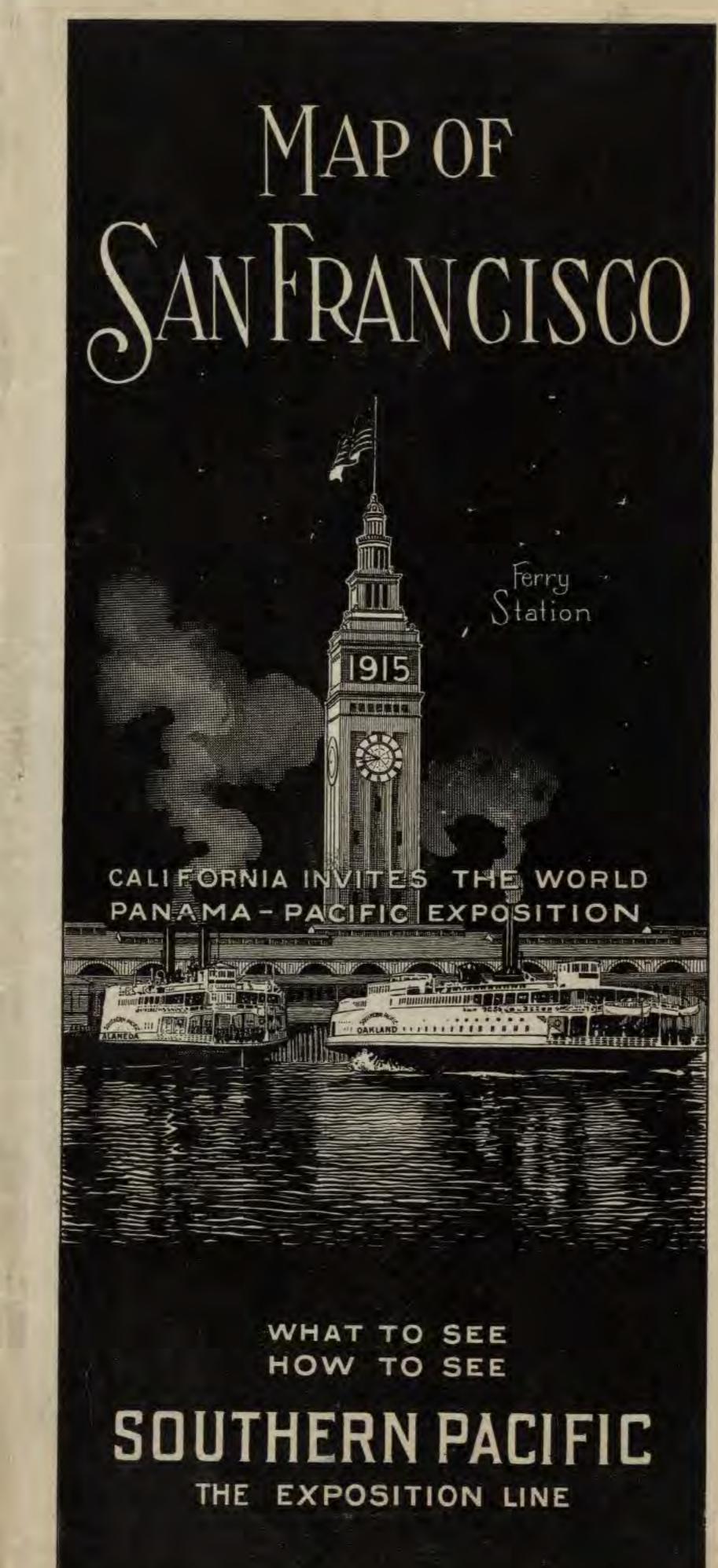
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WHAT TO SEE

HOW TO SEE

THE EXPOSITION LINE

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SAN FRANCISCO—THE WONDER CITY

WHAT TO SEE

HOW TO SEE IT

TOUR elements make San Francisco one of the most interesting cities of the world-location, climate, sights. The Location-The city covers forty-six and one-half

square miles on the tip of a peninsula that separates San Francisco Bay from the ocean. The surface is broken by a score of hills from 300 to 750 feet high, which make possible an interesting outlook from nearly every window. The bay, framed by mountains set back from the shore, is sixty-five miles long and from four to ten miles wide. It is 450 square miles in area, with seventy-nine square miles of safe anchorage, eighteen to sixty feet in depth. Every ship that floats could ride on its bosom at the same time. The outlet is the Golden Gate, one and one-eighth miles wide, with a depth of sixty-three fathoms. General Frémont gave the Gate its name from its resemblance to the Golden Horn at Constantinople. In such surroundings men have built and rebuilt a romantic city that must endure for all time.

San Francisco, one of the liveliest of seaports, is as full of novel sights as people from the five continents could make the capital of sun-land. Picturesque landscape, picturesque buildings and picturesque life are here. The American dominates a rare cosmopolitanism. Oriental, Latin, Teuton Scandinavian, Slav-each plays his highly interesting part The hospitality extended to every visitor who comes is the city's most joyous asset.

"I favor San Francisco above any other city as the place where the world shall be entertained in honor of the completion of the Panama Canal," said President Taft, "because San Francisco knows how."

San Francisco may not be compressed into any verbal description, yet it is possible to list certain principal scenes and features and tell how best to reach them. With the suggestions herein contained, and the excellent city map on the opposite side of the page the visitor may go from place to place, and in doing so he will absorb much that is not set down here. He will learn that San Francisco, while justly likened to Paris, Constantinople and Naples, has a surpassing individuality of its own.

Climate and Clothing—The thermometer varies but slightly throughout the year. The average temperature in winter is 51 degrees, and in summer, 59. There are 280 sunshiny days. The coolest months are January and February, July and August. There is a spicy breeze from the sea, and an occasional fog that is a veritable elixir of life. The rainfall is confined almost entirely to six weeks, beginning the end of December. Umbrellas are practically unnecessary from

May to November. California is rightly known as the land of sunshine and flowers, and San Francisco as a place of residence delightfully cool in summer and springlike in winter; but what to wear in San Francisco is a point upon which a few words may be helpful to the comfort of visitors. Light woolen or

linen mesh underwear should be worn; no matter when one comes. For men, medium weight clothing is required and a light overcoat frequently necessary. Medium weight tailor suits are advisable for women, and a fur or feather stole or boa is indispensable any month in the year, for there is little hot weather in San Francisco such as in the East or Middle West. While pleasantly warm in the sun it is cool in the

shade, and at night nearly always cool. Facts About the City—Using the figures of the year 1913 San Francisco's standing among American cities was:

Population, one-half million; a million within met-First in the number of telephones (of cities with one system), having one to every four people. First in the extent and equipment of its fire pro-

Fourth in building contracts, the figures being First in estimated actual valuation of land and

improvements, \$1,668.75 per capita Fifth in foreign imports, goods arriving by sea being valued at \$62,650,298. Seventh in foreign exports, goods shipped being Eighth in bank clearings, the total being

\$2,624,428,824

Eighth in postal receipts. Four Famous Hills-Approaching from the bay side one gets a view of four hills that have played each its conspicuous part in the city's history. Bordering the bay at the extreme northeast corner of the city is the rocky peak, Telegraph Hill, from whose summit a flag telegraphed news of the mail steamer's approach in the early days. It is covered with the homes of people of all the Latin races, and those of Mexicans, Hawaiians, and Filipinos. Writers and poets have written of the strange world of Telegraph Hill. Little children play in dooryards, eating huge crusts dipped in wine. Here a string of peppers dries in the sun; there a string of fish. The hill makes its own wine, cheese, and macaroni. A dozen languages and dialects may be heard. Straight over the Ferry Building the white Fairmont Hotel is seen crowning Nob Hill, which Stevenson, Harte,

tales. The Comstock millionaires built their palaces there. The Fairmont occupies one of the most commanding sites in the world. Close to this site rose the mansions of Collis P. Huntington, Leland Stanford, Mark Hopkins, Charles Crocker and James R. Flood. Twin Peaks, at the head of Market Street, rise 750 feet high and support a concrete reservoir containing ten million gallons of water for fire protection—one big reason for be-

Kipling, Norris, and other writers have woven into their

lieving the fire of 1906 can never be repeated. Lone Mountain, near the center of the peninsula, upholds a huge cross in memory of the early Spanish missionaries who brought civilization.

The Waterfront-The Ferry Building stands near the middle of eight miles of waterfront reaching from the Golden Gate around to the San Mateo County line. With the flag of every country that sails ships a common sight, the wharves are very busy. There are 110 firms engaged in shipping and docking. Passenger and freight-carrying steamers run to China, Japan, the Philippines, Siberia, Australia, New Zea-

land, the South Seas, Alaska, Hawaii, Mexico, Panama, Central American ports, and to Europe. Tramp steamers come from everywhere. More of the fast disappearing sailing ships are seen here than in any other port. In 1912 the receipts of

the port were 6,768,276 tons. The Transport Docks—At Fort Mason, close to the Golden Gate, are three concrete piers 500 feet long, being the only transport docks the Government owns. Transports carry soldiers and supplies to the Philippines and Pacific stations. Fishermen's Wharf-Fishermen's Wharf is really two wharves that enclose a lagoon where harbor the hundreds of small boats, propelled by gasoline and lateen sail, that brave the sea to catch the city's crabs and lobsters and much of the fish. The scene is transplanted from the Mediterranean. Sicilians, Genovese, Neapolitans, Palermonese are are here in bright Tam-o-Shanter, red shirt and sash, and baggy trousers and sea boots. Really they are but visitors, for in five or ten years they earn what to them is a competence and go back to the Mediterranean — but not to work. Customs and Quarantine-On Meigg's Wharf are the barge offices of the customs, immigration and quarantine officials,

who watch the Golden Gate and board every ship from afar. The World's Shipping-Following around the waterfront the visitor will come upon almost every kind of ship that sails the ocean. Passenger liners, whalers, freighters, tramps, tugs, scows, yachts, junks, smacks-all are numerously represented. Out in the stream lie the gray men-o'-war. The cargoes are the merchandise and produce of the world. Teas, spices, silks, and odd Oriental goods are being lifted out of the holds. Strange sights, strange sounds, strange odors-

over all is the romance of far-off mysterious islands. From Filbert Street dock the Oceanic Steamship Company's steamers "Sonoma," "Sierra," and "Ventura" run to Honolulu, Samoa, and Sydney. The shortest route from London is via San Francisco. The ships bring back hardwoods, gums, vanilla, meats, cocoanuts, and copra. The Pacific Mail Company's great steamers sail from the

Pacific Mail Dock, pier 44, at Channel Street. The "Manchuria," "Mongolia," "Korea," "Siberia," "China," "Persia," and "Nile" ply between this port and Hawaii, Japan, China, and the Philippines. They carry cotton and other exports and bring back raw silks, hemps, gunnies, teas, rice, peanuts, crockery, cane, and Japanese and Chinese art goods. A visit to the great ships in port will prove of the highest interest. These steamships make one feel the bigness of the sea, and man's mastery of it. The Pacific Mail Company's steamers "Pennsylvania," "Newport," "Peru," "City of Para," "City of Sydney," and "Acapulco" run to Panama. Beyond the Mail Dock, in China Basin, rail and water meet. Here are discharged the cargoes of codfish that make

San Francisco the largest codfish market in the world, and here come the salmon ships from the Alaska canneries. From Folsom Street dock the Union Steamship Company's "Aorangi," "Tahiti," "Moana," and "Willochra" run to New Zealand and Australia.

The Toyo Kisen Kaisha Company's Oriental steamships "Nippon Maru," "Chiyo Maru," "Tenyu Maru," "Shinyo Maru," and "Hongkong Maru" sail from Townsend Street

The Matson Navigation Company's steamers "Matsonia," "Wilhelmina," "Lurline," and "Honolulu" sail from pier 28 at the foot of Spear Street for Hawaiian ports. The Southern Pacific Company's stern-wheel steamers sail from Pier 7 at foot of Pacific Street and run up the Sacra-

mento River to Sacramento. The Ferry Building—The Ferry Building is the busiest ferry station in the world. More than a million persons pass through its gates every week in the year. The two-story building is 656 feet long and cost \$1,000,000. Its lower floors contain waiting rooms, baggage rooms and ticket offices of the Southern Pacific and other railroads. The information bureau maintained here by the Southern Pacific is of great assistance to travelers and visitors. The upper floor of the building contains other waiting rooms, the offices of State boards connected with the harbor, and the interesting and extensive free displays of the State Mining Bureau and the California Development Board.

The tower of the Ferry Building is 275 feet high. It supports a great four-faced clock. The dials appear to be about six feet in diameter; as a matter of fact, they are twenty-two feet across. A fine view is obtained from the lookout above the clock. One looks down upon the new San Francisco, the most modern city in existence, rebuilt at a cost equal to that of the Panama Canal. The islands of the bay stand out-Alcatraz, whose fort commands the Golden Gate, and Yerba Buena, miscalled Goat Island, where the naval training station is located. Five ferry lines traverse the bay. In places which may be reached from the Ferry Building within forty-five minutes reside one million people.

The trolley and cable cars from the Ferry Building carry one to any part of the city directly or by transfer. The Union Iron Works-South of the docks and the manufacturing district is the Union Iron Works. The largest types of ships are constructed here. The "Oregon," which made the record run around the Horn during the Spanish War, was a product of this plant. Visitors are admitted at

Hunter's Point Drydocks—The largest ships are handled with ease at Hunter's Point drydocks, the largest on the coast. The graving dock is 750 feet in length.

Golden Gate and Other Parks-The city's public parks, in a climate that will grow almost every attractive plant, are world-famous for their verdant beauty. There are thirtytwo in all, distributed through the business and residence districts, comprising 400 acres, exclusive of Golden Gate Park, which contains 1,013 acres. Many of the parks contain equipped playgrounds for children. Union Square, in front of the St. Francis Hotel, contains the Dewey monument. Portsmouth Square, at Kearny and Clay streets, is the park where Robert Louis Stevenson loved to lounge and where he met some of the adventurers who became characters in his books. Buena Vista Park, reached by the Haight Street car, affords a fine view of the city from its

Golden Gate Park is four miles long, one-half mile wide, and its western edge touches the ocean. The greatest wonder of the park is that it has been transformed from dunes of tumbling sand into a paradise of blossom, lawn, and grove

hardly surpassed in the world. Oiled roadways ring with an endless procession of automobiles and carriages. There are bridle paths through enchanting woods and a speed track. Stow Lake, surrounding Strawberry Hill, furnishes ideal boat ing. Spreckels Lake is given over to the model yacht racers. On Lloyd Lake stand the Portals of the Past, the marble architrave, which alone remained of the mansion of A. N. Towne after the fire of 1906. On the chain of lakes wild fowl breed and thrive. There are aviary, deer park, buffalo paddock, bear den, elk pasture, and ostrich pen. Birds, squirrels, and peacocks are everywhere. Tennis players give life to a dozen splendid courts. The baseball players have a little valley of their own. There are handball courts, wonderful lawns for bowling, and platforms for the fly-casters on Stow Lake. On Saturday, Sunday, and holidays throngs of children may be seen at the children's playground, where merry-go-round, swings, slides, donkey and goat rides are supplemented by a fine restaurant.

Special features of this wonderful park are as follows: A great stadium, with concrete bleachers, where athletic events are held, and around which is the speed track. A Japanese tea garden, which is a replica of Japan's shrub-

bery and lakes and bridges, with open tea houses. The Memorial Museum, which was the Fine Arts building of the Mid-Winter Fair of 1894, containing curios, paintings, and sculpture from all the world. A concert amphitheater and classic music stand, in front

of the Museum, where free concerts are given on Sundays and holidays. Prayer Book Cross, on an eminence, commemorating the

first religious service held on this coast by Sir Francis Drake at Drake's Bay in 1579. Two great Dutch windmills that fit into the landscape

and serve to pump water for irrigating. The conservatory, containing under a vast expanse of glass rare and wonderful plants from the tropics. The little vessel "Gjoa," at the beach, in which Captain Raold Amundsen, with a crew of but six men, discovered

the northwest passage from the Atlantic into the Pacific. The Cliff House-Wherever the name of San Francisco has been heard, so also has that of the Cliff House, on the rocky ocean bluff close to the Seal Rocks where the sea lions play. The present interesting resort is the fourth to stand upon the rock since 1863. Mining millionaires of the early days, presidents, kings, princes, dukes, lords—the great

watched the sea lions play. Sutro Heights-Sutro Heights is a famous Italian garden on the heights above the Cliff House, developed as a home park for himself by the late Adolph Sutro, the genius of the Comstock tunnel and once mayor of the city.

of the earth-have dined and wined at the Cliff House and

Sutro Baths and Museum-Adolph Sutro constructed the Sutro Baths and Museum at the edge of the ocean north of the Cliff House. There have been as many as 25,000 persons under the great glass roof at once. There are six huge tanks of ocean water heated to various temperatures, as well as a fresh-water plunge. Three thousand bathers can be accommodated in a day. Above the tanks 7,500 persons may be seated in comfort. General admission to the baths and

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modated in a day. Above the tanks 7,500 persons may be fresh-water plunge. Three thousand bathers can be accomof ocean water heated to various temperatures, as well as a under the great glass roof at once. There are six huge tanks he Cliff House. There have been as many as 25,000 persons Sutro Baths and Museum at the edge of the ocean north of Sutro Baths and Museum-Adolph Sutro constructed the comstock tunnel and once mayor of the city. park for himself by the late Adolph Sutro, the genius of the on the heights above the Cliff House, developed as a home Sutro Heights—Sutro Heights is a famous Italian garden

of the earth—have dined and wined at the Cliff House and early days, presidents, kings, princes, dukes, lords—the great stand upon the rock since 1863. Mining millionaires of the hons play. The present interesting resort is the fourth to rocky ocean bluff close to the Seal Rocks where the sea has been heard, so also has that of the Cliff House, on the The Cliff House-Wherever the name of San Francisco the northwest passage from the Atlantic into the Pacific.

Raold Amundsen, with a crew of but six men, discovered The little vessel "Gjoa," at the beach, in which Captain glass rare and wonderful plants from the tropics. The conservatory, containing under a vast expanse of and serve to pump water for irrigating. Two great Dutch windmills that fit into the landscape at Drake's Bay in 1579. hrst religious service held on this coast by Sir Francis Drake

of the Museum, where free concerts are given on Sundays A concert amphitheater and classic music stand, in front of the Mid-Winter Fair of 1894, containing curios, paintings, The Memorial Museum, which was the Fine Arts building bery and lakes and bridges, with open tea houses.

A Japanese tea garden, which is a replica of Japan's shrubevents are held, and around which is the speed track. A great stadium, with concrete bleachers, where athletic Special teatures of this wonderful park are as follows:

applemented by a fine restaurant. merry-go-round, swings, slides, donkey and goat rides are of children may be seen at the children's playground, where on Stow Lake. On Saturday, Sunday, and holidays throngs deriul lawns for bowling, and platforms for the fly-casters a little valley of their own. There are handball courts, wonlife to a dozen splendid courts. The baseball players have squirrels, and peacocks are everywhere. Tennis players give paddock, bear den, elk pasture, and ostrich pen. Birds, lowl breed and thrive. There are aviary, deer park, buffalo Towne after the fire of 1906. On the chain of lakes wild erchitrave, which alone remained of the mansion of A. N. On Lloyd Lake stand the Portals of the Past, the marble ing. Spreckels Lake is given over to the model yacht racers. Stow Lake, surrounding Strawberry Hill, furnishes ideal boatbridle paths through enchanting woods and a speed track. endless procession of automobiles and carriages. There are hardly surpassed in the world. Oiled roadways ring with an

museum is 10 cents. The charge for bathing suits is 40 cents

1,542 acres, is the largest military reservation anywhere

within the limits of a city. Its history goes back to the

earliest days of Spanish occupation of this peninsula. Cap-

tain Juan Bautista Anza came from Mexico with troops and

founded the Presidio in 1776. The Presidio has a shore line

of one and one-half miles on the bay and as much upon the

ocean. Big guns of the disappearing type are located in

many batteries and command the approach to the Golden

Gate from the sea. From a carefully guarded gallery radiate

the wires to the mines with which the Golden Gate and

the bay are sown. Besides heavy artillery, light artillery,

cavalry and infantry companies are quartered at the Presidio

Troops en route to and from the Philippines often quarter

here temporarily. There are seldom less than 1,500 soldiers at

Barry, while within Golden Gate on the south side is Ft.

Winfield Scott, and on the north side Ft. Baker, with battery

Spencer, the world's highest modern land battery, just above it

Chinatown—Chinatown pre-empts twenty blocks of the

hillside above Portsmouth Square. The quarter is the

largest single gathering place for Chinamen outside of

China. Not even the great fire, which wiped the quarter

clean off the map, was able to destroy the atmosphere which

attached to the section. New Chinatown has the same sights,

the same odors, the same mysteries, similar tea houses,

temples, and chop suey resorts, and bazaars more dazzling

than those that were before. The bazaars contain the finest

display of Oriental art to be found. The temples, joss

houses, theaters, stores, restaurants, and even some of the

The Chinatown fish markets present a dozen color combi-

nations in their finny displays. Pork is the favorite meat

Hog carcasses are roasted whole and parcelled out in crisp

chunks as the purchaser desires. Succulent vegetables and

herbs are sold on the sidewalks. Dead walls blaze with

Opium smoking is almost a thing of the past. There is

little smuggling in of coolies. Chinatown is best seen

under the direction of licensed guides who set out with

parties from the downtown hotels at stated hours, although

The Greatest Exposition—The Panama-Pacific Interna-

tional Exposition—open from February 20 to December 4,

1915—which will celebrate the completion of the Panama

Canal, lies between Fort Mason and the Presidio and extends

inland from the Golden Gate for a distance of half a mile.

The site comprises 635 acres. Great exposition experts, great

engineers, great artists, such as Karl Bitter, Jules Guerin

and A. Stirling Calder, have united to rear on this magnifi-

cent site the third universal exposition ever held, a fair

which for beauty and scope shall entirely eclipse any that

the world has known. It is interesting to remember that

San Francisco asked Congress merely to designate this city

as the site of the Exposition; the city did not ask Congress

for a money appropriation. In the first place, the citizens,

a stranger may wander about in perfect safety.

middle-class homes are open to visitors.

colored hieroglyphic announcements

Above Land's End is Ft. Miley; on the opposite side Ft.

The Presidio and Forts-The Presidio, covering an area of

for adults and 25 cents for children.

at a historic meeting in the Merchants' Exchange, subscribed, during two eventful hours, the sum of \$5,000,000. Then the city voted to bond for another \$5,000,000, and the State took similar action. The directors set out to build the fair with \$17,000,000 available. It is a \$50,000,000 Exposition

Of the 635 acres of space about one-third will be occupied by the National and State exhibit buildings and pavilions, one-third by the Exposition palaces, courts and gardens, and one-third divided between the live stock exhibit pavilion and

the amusements and other concessions

that they are getting ready for the astonished eyes of the

The main entrance to the Exposition grounds from the northern end of Scott Street will lead directly into a vast garden, much of which is already a verdant lawn. Passing onward, the vision embraces the main group of exhibit palaces, which, though eight in number, present to a distant view the impression of being one magnificent structure over half a mile long. Above them, and standing at the entrance to the main court which commands the entrance to the group, rises the Tower of Jewels to a height of 426 feet. This is the center of the Exposition geographically as well as in importance and beauty; while the central court, called appropriately the Court of the Sun and Stars, is the climax of the architectural and decorative skill that is everywhere on the grounds an informing and powerful factor.

The intentions of the designers regarding the architectural scheme of the Exposition are best revealed in this central group, which comprises the palaces of Liberal Arts, Education, Agriculture, Food Products, Mines and Metallurgy, Transportation, Varied Industries, and Manufactures. This main group of exhibit palaces is set within a garden, with its area broken up formally to provide for the main courts which the walls of the eight palaces enclose. Four of the exhibit palaces lie to the east of the central court of the Sun and Stars, and surround the Court of Abundance. The other four of the eight main exhibit

palaces are grouped in a balancing formation to the west of the Court of the Sun and Stars and surround the Court of the Four Seasons. These magnificent courts on which the skill of artist, architect, and sculptor will be exhausted to render them triumphs of beauty, are interconnected east and west and are open to the Esplanade on the north, the communicating aisles running east and west between the palaces and opening on the grand central court, while the aisles running north and south and walled by the enclosing palaces, open to the south on the South Gardens and to the north on the broad and tree-shaded esplanade, the Marina. Nothing in architecture has ever been seen such as this grouping of eight palaces in a single scheme of cohesive but varied grandeur, and the advantage of the plan is not all esthetic, for it affords the solution of the distance problem

all the main exhibit centers of an exposition. Following along the line which projected from the main entrance becomes the Court of the Sun and Stars, the view encounters at the northern terminus the graceful Tower of Progress, and beyond takes in a transverse section of the

that every exposition faces, and visitors will be saved the

fatigue to body and nerves that usually attends a visit to

grand esplanade, the Marina, and still onward embraces the channel of San Francisco Bay and the hills of Marin County.

About 600 feet west of the western walls of the group of main exhibit palaces rises the palace of Fine Arts. This structure is curved in plan and its east and west elevations form parallel arcs; on the east façade the decorative feature of the bowed building is a colonnade, while the main entrances are located in the north and south terminations. Enclosed in the arc of this building is a rotunda, which, with the colonnade of the art palace proper and the surrounding trees, will be mirrored in a lake lying between the building and the west walls of the main exhibit palace group. The architecture of the Palace of Fine Arts is early Roman with marked traces of earlier and more chaste Greek influence. To the south of the central group of exhibit palaces is the

Saracenic Palace of Horticulture, spreading its glazed and graceful proportions over a vast area, and forming probably the largest structure of its kind in the world. In the relation of its various domes and minarets it is similar to the mosque of Sultan Ahmed I, though in detail and ornament it reflects the influence of the eighteenth century French renaissance, while the wooden trellis work, forming a beautiful and distinctive feature in the decorative scheme, is derived from the garden plans of the Louis XIV period in France. This structure will be set into the midst of a garden which would be possible only in a climate such as San Francisco enjoys freedom from frost and devoid of extremes of heat and cold. Occupying the same relative position to the eastern quarter of the main group of exhibit palaces that the Palace of Horticulture does to the western, will be the Exposition's Festival Hall, which will be an elegant reminder of the Theatre des Beaux Arts of French architecture. This building, as its name denotes, will be the home of the extraordinary events of ceremonial, musical, or oratorical importance. The usual plan adopted in theatrical arrangement of a foyer in front, a stage and circular auditorium is being followed in the structural scheme of Festival Hall, while ornamentally it will be one of the most delicately beautiful of all the buildings within the Exposition domain. its details having been studied from French renaissance ornament with particular attention to La Petit and Le Grand Trianon. The dome, rising to a height of 221 feet, with an outside base diameter of 170 feet, will be one of the dominating notes in the vast architectural display of the Exposition The California Host Building will stand close to the water line, just west of the westerly walls that bound the exhibit palaces, and it will be a fitting structure to represent California's sense of obligation as hostess for the United States in welcoming to San Francisco the people of the world. Between the States' area and the foreign nations' sites stands the Palace of Fine Arts, its gardens and still lagoon providing a perspective suggestive of permanent peace. The foreign nations find their locations under the sheltering hills of the Presidio—Persia and Peru, Sweden and New Zealand,

France and Japan, Italy and Canada, China and Spain. A Hotel Miracle—After the fire of 1906 half the city's population was sleeping on the grass of the parks. Three years later the city had rehoused itself and was in position to care for 30,000 guests. To-day, nearly 2,100 hotels, apartment hotels, and lodgings-90 per cent. of them brand new since 1906—are ready to care for strangers within the gates, not by tens, but by hundreds of thousands

Three hotels, equal perhaps to any hotels in America stand out from all the others—the Palace, the Fairmont, and the St. Francis. The new Palace at Market and Montgomery streets contains 700 suites and rooms. It stands upon the site of the old Palace, which began in the days of gold and set a new mark for catering to guests among the hotels of the world. The old traditions and customs did not burn. The St. Francis, enlarged by a new addition, has 1,000 rooms. It has an unparalleled frontage on green and

blossoming Union Square. The Fairmont, crowning Nob Hill, is a white parace that is declared by architects to compare in point of beauty with

any structure standing to-day. Reasonable hotel rates in 1915 are assured and that, too, in new and modern hotels. These hotels are situated in every part of the city, so that the transient guest has but to choose the part he prefers, whether downtown or near the beach or park, and then select one of a number that fit

his pocketbook and await his pleasure. In cities and towns reached by ferry or train within half an hour are comfortable accommodations for 50,000 additional visitors. Here's Where We Eat-"I could find a different sort of dinner in San Francisco every day in the year," a noted bon vivant who knew the city well once said. The town has been famous since its early days for its dining-rooms and restaurants. Hospitality runs first of all to feeding the guest. The fare at the public tables of the city has always been doubly distinguished for its excellence and for its variety. It is a famous boast that a visitor from any quarter of the globe may sit down to those delicacies he likes best. When the Palace Hotel was first opened they stole their cook from a European king. Many another royal chef followed across the ocean. They set the pace. The city has encouraged cooks that knew how. To-day the city has more varieties of restaurants than any other city in the United States. In heart of the city are many great cafés. Along Broadway, around the slope of Telegraph Hill, where you will pass persons from a dozen countries, and where English least of all is spoken, are to be found the Italian restaurants that will fill the average tourist with delight. Here he learns the true joy of tono, boullibaises, raviola, tagliarini, fritto misto, and zambione. The Fior d'Italia, the Il Trovatore, the Buon Gusto, and Dantes serve wonderful dinners at very moderate prices. Around the corner are Mexican cafés, famous for their enchilades, tortillas, chili con carne, and tamales. Felix's, Coppa's, the Poodle Dog, Negro's, the Mint, Sanguinetti's on the Wharf, the Fly Trap, Campi's, may each be found by the hungry one willing to hunt about for a meal to his liking.

the dining-rooms and grills of the hotels. The Great Markets—There are many little places where fish, oysters, crabs, and lobsters may be enjoyed in the great markets. The California Market, on California Street below Kearny; the Spreckles Market, on Market Street between

The city boasts 767 restaurants and cafés in addition to

Third and Fourth; the Lincoln Market, on Market Street between Fourth and Fifth, are among the city's show places. The fish, fruit, vegetables, meat, and game stalls show California's products of all kinds in rich abundance.

Notable Business Buildings-San Francisco's business district has been completely and splendidly rebuilt during the last eight years, at a cost of more than \$300,000,000. In the vast area between the Ferry and Van Ness Avenue not a dozen buildings were left standing after the fire of 1906. New buildings arose upon the sites of the old ones, and in practically every case the new buildings were taller and more imposing than the old. When the ground was re-covered the floor space had more than doubled. Market Street is the main artery leading up from the Ferry through the city toward Twin Peaks. Kearny Street, branching northward from Market at Newspaper Corners, where the Call, Chronicle, and Examiner buildings stand, was called by Stevenson the "Street of the Adventurers." To-day it is a street of big business men who adventure very boldly in the commercial world. On the two streets stand many of representative business palaces. The Claus Spreckles building, known everywhere for its beauty, is 325 feet in height and contains twentyone stories. The great Flood building, containing the headquarters of the Southern Pacific and the Pacific Mail Steamship Company, has 900 rooms in its twelve stories. On the ground floor are the ticket offices of many railroads, and the Southern Pacific maintains in its ticket office an information bureau which is invaluable to all travelers. Information and literature are given for the asking. The Southern Pacific also maintains one of the best equipped ticket offices in the United States on the ground floor of the Palace Hotel. The Merchants' Exchange on California Street, and the Hobart building on Market, are among the largest and finest structures. The Royal Insurance building, at Sansome and Pine, contains five marble architraves brought from the Torloni Palace in Rome, which palace, under a thin dis-

guise, figures so prominently in Thackeray's "Vanity Fair." The Money Houses—The magnificent buildings owned and occupied by banks require mention as a class. Succeeding each other on Market Street are the Merchants' National, Wells-Fargo Nevada National, First National, Crocker National, Mutual Savings, Union Trust, Savings Union, Humboldt Savings, Bank of Italy, and the Hibernia Savings. The Bank of California, on California Street, is an architectural triumph There are thirty-seven banks in the city with nine branch banks. Their capital, surplus, and undivided profits amount to \$101,919,879.75. On June 30, 1913, about 300,000 depositors had \$195,423,184 to their credit. The bank clearings for 1913 amounted to \$2,624,428,824 or more than the combined clearings of the next three cities on the Pacific Coast.

The city's clearings now exceed \$50,000,000 a week. Uncle Sam's Buildings—There are several splendid public buildings which the visitor will wish to see. The granite and marble post-office, Seventh and Mission streets, built at a cost of \$2,500,000, contains the United States Circuit Court of Appeals and other Federal courts, some with jurisdiction reaching to China.

The Custom House, on Battery Street between Washington and Jackson streets, begun in 1906, was finished in 1911 at a cost of \$1,500,000. The customs receipts in 1913 were The United States Mint, a broad Doric structure, at Fifth and Mission streets, was built in 1873 and went through the fire unharmed. At the close of 1912, the Mint, which is the largest in the world, had coined \$1,700,000,000 in gold coins and \$188,000,000 in silver. The Mint is open to visitors who are generally glad to learn how easy it is to make money. It is the only mint in the United States where gold is being

The United States Sub-Treasury, serving the western United States, Hawaii, and Alaska, is located at 6-8 Commercial Street, but a splendid new home is going up at the southwest corner of Sansome and Pine streets. The Sub-Treasury handles \$200,000,000 a year.

The City's New Buildings—First of the new city buildings to be completed was the Hall of Justice on Kearny Street, opposite Portsmouth Square. Police headquarters, the city prison, and many courts are located here. The building cost \$1,000,000 and is a credit to the city.

The old City Hall stood at McAllister Street, extending from Jones to Larkin Street. Many blocks have been added to this site for the purpose of a Civic Center, the buildings of which and their cost are as follows: City Hall, \$4,000,000; Auditorium (built by the Exposition), \$1,000,000; Public Library, \$500,000; Museum of Art, \$1,000,000; State Building, \$1,000,000. There are 110 public high, grammar, and primary schools

and twenty-six parochial and private schools with thirtythree new buildings, which cost \$5,600,000. A City of Churches—There are 208 churches representing thirty-eight religious denominations. There are three cathedrals: St. Mary's Roman Catholic Cathedral on Van Ness Avenue at O'Farrell Street; the Greek Catholic Cathedral at Van Ness Avenue and Green Street, one of four Greek Cathedrals in the United States; and Grace Episcopal Cathedral, now rising on California Street between Taylor and Jones streets. Old St. Mary's Cathedral, at the northeast corner of California Street and Grant Avenue, lifts its spire among the pagoda roofs of Chinese joss houses. Other and architecture, are the First Congregational Church, adjacent to the St. Francis Hotel; Calvary Presbyterian Church, at Fillmore and Jackson; Temple Sherith Israel, California and Webster; St. Brigid's Cathedral, Van Ness and Broadway; Temple E-Manuel, on Sutter near Powell; First Unitarian, Geary and Franklin; Trinity Episcopal Franklin and Bush; First Church of Christ, Scientist, California and Franklin; the Spanish Catholic Neustra Senora de Guadalupe, Broadway and Mason. There are a Hindu Temple and a Buddhist Mission. Last, but not least, Mission Dolores, Dolores near 16th, built in 1776. The Young Men's Christian Association occupies a large building of its own at 220 Golden Gate Avenue. It is a flourishing institution, fully equipped in its gymnasium, bathing, restaurant and other departments to care for its large membership. It has army and navy and other branches in the city. The Young Women's Christian Association maintains a boarding home in its own building at 1259

O'Farrell Street

Many Fine Theaters—With its pleasant summer climate, San Francisco enjoys a theatrical season twelve months long. When eastern cities are sweltering, notable theatrical aggregations head for the city by the Golden Gate. The people accord grand opera financial support equaled only by New York. Great musicians and singers find here their most enthusiastic and sympathetic audiences. The Columbia and Cort Theaters, devoted to traveling companies; the Alcazar, to a stock company; the Tivoli Opera House, to comic and grand opera; the Gaiety, to musical comedy; and the Orpheum, Empress, and Pantages, to vaudeville, head the list of places of dramatic entertainment. Motion-picture theaters are numerous

Residence districts—While there are many attractive homes in the vicinity of Golden Gate Park, the finest examples of elaborate home-building are to be found on Pacific Heights overlooking the Exposition buildings and the bay. Going westward from Van Ness Avenue one should traverse Washington, Jackson, Pacific, Broadway, Vallejo and Green streets in succession. Many of the residences are palatial and are unusual examples of boldness in architecture. In Presidio Terrace, a small and exclusive residence park at the end of Washington Street, may be found one of the most attractive groups of homes in the country.

The Club District—Nearly all the principal men's clubs are situated close to Powell Street. The Bohemian, a company of writers, artists, and those interested in the arts, is world-famous by reason of its achievements and its personnel. The Grove Plays of this club are performed at midsummer in a grove of redwoods in Sonoma County. The Pacific Union, patterned after the Union of New York, is rich and exclusive. The Union League is both political and social. The Press includes the newspaper men and their friends The University and University of California are composed of college alumni. The Argonaut and Concordia are Jewish clubs. The Olympic, a large athletic club, the pioneer in the United States, has trained many noted athletes in its gymnasium. Its Roman swimming tank is filled with salt water from the ocean. Most of the clubs have imposing buildings California, Century, Sequoia, and Town and Country.

The San Francisco and Presidio clubs of San Francisco and the Claremont Club of Oakland are chief among half a dozen clubs that have superb golf courses close at hand. For Shoppers de Luxe—The retail stores of the city never fail to surprise and please the visitor. The group of big stores devoted to women's goods are not equaled by those of any other city. The San Francisco woman has always dressed well. The best was never better than she was willing to pay for. In rebuilding after the 1906 fire the established dry goods firms, without exception, increased the size and magnificence of their stores. The stores on Market Street and in the several blocks north of Market and west of Kearny should be

visited if only as one would visit an art gallery or museum Shops That Blossom—The florists' stores are of interest every day in the year. Flowers are not only marvelously beautiful in San Francisco, they are also marvelously inexpensive. The sidewalk flower market is one of the famous sights all year round. On many corners a bunch of violets,

FOR THE CONVENIENCE OF TRAVELERS

ALL-NIGHT TELEPHONE SERVICE is maintained at San Francisco to furnish information regarding Train Arrivals and Departures; Fares, Tickets, Pullman Reservations, and Routes For Passenger Trains arriving at or departing from Third and Townsend streets Station, San Francisco, Phone Kearny 180. For Passenger Trains arriving at or departing from Oakland Pier Station, n connection with boats to or from Ferry Station, San Francisco, Phone

For information regarding Fares, Tickets, Routes, Pullman Reservations, and Traveling Arrangements, Phone Douglas 2382 or Kearny 3160.

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CHAS. S. FEE, Passenger Traffic Manager, San Francisco, Cal. A42 (8-13-14-75M) THE MATTHEWS-NORTHRUP WORKS, BUFFALO, CLEVELAND, AND NEW YORK

roses, or carnations may be purchased for a trifling Institute of Art—The San Francisco Institute of Art is

situated on Nob Hill at the southeast corner of California

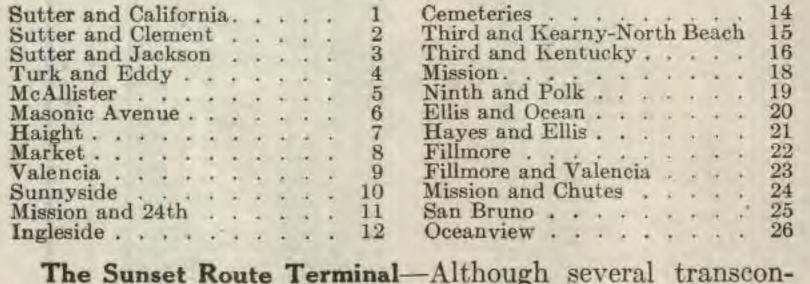
and Mason streets. The Art Gallery is open to the public every day except Sunday, from nine o'clock to four. Admission free on Tuesdays and Fridays; other days, 25 cents. Fire and Police—San Francisco is better protected against fire than any other great city in the United States. Besides the most modern fire-fighting apparatus equipping the fifty stations, there is an auxiliary fire protection system, installed at a cost of \$5,200,000. The main reservoir, containing 10,000,000 gallons of water, is on Twin Peaks at an elevation o 750 feet. Seventy-two miles of great pipes vein a protected area of 8.2 square miles, with a static pressure of 300 pounds. On hilltops throughout the city are ninety cisterns, holding 75,000 gallons each. Two salt-water pumping plants at opposite ends of the city have a capacity of 10,000 gallons a minute.

The mayor and most of the city officials have their offices

in the large building leased for a temporary City Hall on

the south side of Market near Eighth Street. Street Car Systems-With 416 miles of paved streets, San Francisco has 292 miles of street railways, trolley and cable. The city owns the Geary Street line from the Ferry to the ocean: the Van Ness Ave., Market to Exposition Grounds; the Union Street, Ferry Station to the Presidio; the Stockton St., Market to Ft. Mason, and the Protreto Ave., line from 25th St. to Van Ness Ave. The California Street and Hyde and Larkin lines belong to the California Street Railway Company. All the other lines in the city are the property of the United Railroads Company. There is a five-cent fare on all roads and transfers enable the passenger to go from any part of the city to any other part for a single fare. On the chief lines all-night service is maintained. Except where otherwise announced by signs, all cars stop on the near side of the street crossing. Most of the United Railroads and municipal cars are of the pay-as-you-enter type. Ask for and receive transfers when paying fare. Most of the principal lines of the United Railroads run up Market Street from the Ferry and branch off. The cars may be distinguished by the num-

bers which show at the car roof as follow:



The Sunset Route Terminal-Although several transcontinental railroads have San Francisco as their western terminus, all but one actually stop their trains on the Oakland side of the bay. The Sunset Route of the Southern Pacific, reaching from New Orleans to San Francisco, enters the city from the south, and has its station and large yards and freight sheds at Third and Townsend streets. The Southern Pacific's Ogden and Shasta Route trains run to and from Oakland Pier, their passengers being transferred in commodious

steamers three and one-half miles across the bay to and from the great Ferry station at foot of Market Street. Down the Peninsula—The country lying to the south of San Francisco, down the Peninsula, is of the deepest interest to the visitor. San Mateo, Burlingame, Menlo, and Hillsboro contain the splendid and beautiful country homes of many of the city's wealthiest citizens. Here fashion diverts itself with country clubs, polo, and golf. All the way to Palo Alto, the site of Stanford University, the country is beautiful and

richly developed. Autos and Fares-San Francisco has more automobile than any other city, excepting only New York. Cars of every description may be hired by the hour or day with competent chauffeurs. The rate on touring cars is \$3 an hour for the largest cars, and \$2.50 for the smaller ones. The taxicab rate from the Ferry to points in the downtown hotel district is fixed by ordinance at 75 cents for one or two persons, with a charge of 25 cents for each additional person. Regular rates obtain for runs to the Park or the Cliff House, so one may ascertain in advance the cost of the

San Francisco's Neighbors-Oakland, on the eastern shore of the bay, is one of the most beautiful and attractive of cities. Splendid homes, set in gardens on the slopes, command the bay and the Golden Gate. Lake Merritt, in the center of the city, adds novel pleasures. Oakland enjoys a fine electric street-car service that carries the sight-seer rapidly to all parts of the widely-spread city. The wharves along Oakland Creek, the East Oakland Estuary, where the whalers often lie at rest, the shipvards, the new City Hall, the new Hotel Oakland, the churches, and other public and business buildings, the parks, flowering squares and avenues, the outlying orchards and gardens in the vicinity of Haywards and San Leandro are all of the greatest interest. Many of the most beautiful residences are in the suburbs of Clare-

mont and Piedmont. Alameda is a delightful home city extending back from the curve of the bay. It has many attractions in the way of parks, unusual residences and gardens. Yachting and canoeing give this shore a lively appearance.

Berkelev is the seat of the second largest university in the United States—the University of California, second only to Columbia in attendance. The campus is one of the finest parks in America. The whole situation of the University, with a wooded canyon at its back, its splendid Greek Theater, new Campanile, athletic field and parade grounds, make a visit of great interest. Its residences command a view of the bay and surrounding country. The Hotel Shattuck is most attractive.

The three cities of the eastern shore are brought in closest touch with San Francisco by the highly-developed ferry and electric line service of the Southern Pacific Company. The boats run on a twenty-minute schedule to the Oakland Mole, and on a thirty-minute schedule to Alameda Mole, and from the two moles fast electric trains carry the passengers in many directions. The service transports twenty million persons a year.

Automobiles, motorcycles, horse vehicles and their occupants are carried on Oakland Harbor Route boats between

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San Francisco Ferry station, and foot of Broadway, Oakland, with departure every thirty minutes. The city of San Jose, in the famous Santa Clara Valley, is connected closely with San Francisco by the Southern Pacific's fifty-five daily trains. This company maintains twelve or fourteen trains a day between San Francisco and Sacramento and San Francisco and Stockton, which cities are centers of highly cultivated and extremely interesting agricultural districts. The Northwestern Pacific gives a frequent and good service by boat and train to Marin County and the inviting country of Sonoma and Mendocino counties. San Francisco is within a day's journey of two-thirds of California and is the setting-out point for many wonderful excursions. It is but two and one-half hour's ride to Byron Hot Springs, one night's ride on the Southern Pacific's train to Yosemite, one night's ride to Lake Tahoe, one night's ride to resorts in the Upper Sacramento Canyon (only a stone's throw from glistening Mt. Shasta), less than four hours' ride to Santa Cruz, the Big Trees, Del Monte, Monterey, Pacific Grove and Carmel-by-the-Sea: one night's ride to Fresno, the heart of the San Joaquin Valley, Paso Robles Hot Springs, and but a little more to Grant and Sequoia National Parks, Mariposa Grove of Big Trees, Santa Barbara,

and the Kings and Kern rivers region. The following points of interest are readily reached from San Francisco. The round-trip fare is given in each case: University of California at Berkeley, \$0.20 Steamer trip around San Francisco Bay, . 1.00 Mare Island (Navy Yard), by steamer, . . . 1.00 Palo Alto for Stanford University, Sunday excursion, \$1.05; two-day excursion, . . 1.30 San Jose (Sunday only, \$1.40), 2.00 Trip to base of Mount Diablo by ferry and electric railway. Round trip from San Francisco, week days \$2.10; Saturdays and Sundays, 1.40 Mt. Tamalpais, over "the crookedest railroad in the world," where a magnificent view of the ocean, of San Francisco Bay with its surrounding hills and mountains, and of

twenty-five cities can be had, 1.90 The Muir Woods via Mt. Tamalpais Railway (a grove of virgin redwoods, some nearly 300 feet high, and within two hours' ride from San Francisco), 1.90 The Mt. Tamalpais and Muir Woods trips can be combined in a day's outing for a round-trip fare of 2.00 The "Key Trolley Trip," leaving San Francisco at 10.00 A. M. and 1.00 P. M., returning at 4.50 P.M., gives one sixty-eight miles of sight-seeing, visiting the University of

Farm. Fare for the round trip, including guide and admission to attractions, . . . \$1.00 The "Seeing San Francisco" street cars leave the Ferry Building at 10.00 A. M. and 2.00 P. M., daily, making the complete trip in three hours. A stop will be made at the Cliff House to view the Seal Rocks, the beaches, and the Golden Gate. Farefor the round trip, .75 A two and one-half hours' automobile trip, leaving at 10.00 A. M. and 2.00 P. M., gives one a splendid idea of the city, park, and beach. Fare for round trip, 1.00

Eleven Trips by Street Car—Here are suggestions for eleven sight-seeing trips by street car, each of which will take the visitor to several points of interest: No. 1—Cliff House, Seal Rocks, Sutro Baths, Sutro Heights. Take Sutter Street car No. 1, marked "Cliff," going west, or California Street car, transferring at Central

Avenue to Sutter Street car. No. 1.

No. 2-Golden Gate Park and Buena Vista Park. Take Haight Street car No. 7, going west. No. 3—Chinatown, Russian Hill, Fishermen's Wharf, Latin Quarter, Portsmouth Square. Take "Market and Powell, Bay and Taylor" car on Powell Street at Market. Upon leaving Fishermen's Wharf take trolley car No. 15 at foot of Powell Street, which will bring you back along Kearny Street past Portsmouth Square to Market.

No. 4-Panama-Pacific International Exposition, Presidio, Transport Docks, Pacific Heights. Take Union Street car at the Ferry. No. 5-Union Iron Works, Hunter's Point Drydocks, Potrero,

Butchertown. Take Kentucky Street car No. 16 on

Third Street at Market. No. 6-Waterfront, Ferry Building, Pacific Mail Dock. Take any car going east on Market Street to reach Ferry Building. There is no cross line along the waterfront which is best seen on foot. One may, however, reach the region of the Pacific Mail Dock by taking a car south on Third Street, transferring east on Folsom, and walking a short distance.

No. 7-Mission Dolores, Twin Peaks, Lake Merced. Take Ocean View car No. 26, and transfer at San Jose Avenue to Ingleside car No. 12, going west. Returning, transfer at Thirty-fifth Avenue to Parkside car, going north: transfer again at Twentieth Avenue and Lincoln Way to car No. 20, going east; at Waller and Stanvan transfer to "Third, Harrison, and Park" car, going east; at Third Street transfer to any car bound north to Market. No. 8-The Affiliated Colleges, Sutro Forest, the Park Pan-

handle. Take "Hayes and Masonic" car No. 6, going west on Market Street. No. 9-Wonderful View of the City and Bay. Take Ninth Street car, going south, to Harrison, transferring to "Ninth and Harrison and Park" car or "Third and Harrison and Park" car, going west. The view is from the slopes of Twin Peaks, which are also travNo. 10-Panama-Pacific International Exposition. Take Van Ness Avenue car running east from Protrero Avenue and 25th Street and crossing Market Street at Eleventh Street, direct to Exposition Grounds. No. 11-Panama-Pacific International Exposition. Take Stockton Street car from Market and Fourth streets via Columbus Avenue and North Point Street direct to Exposition Grounds.

WHEN YOU COME TO SAN FRANCISCO IN 1915 See that your ticket reads via Southern Pacific both going and returning. In addition to usual diverse routes, this company offers choice of four routes, namely: via Ogden, El Paso, Portland, and New Orleans, and in connection with last-named route, its own ocean line of splendid steamers plying between New York and New Orleans. The "Overland Limited," "Pacific Limited," "Golder State Limited." "Sunset Limited," "Shasta Limited" are the best appointed and best operated trains in the West.

From quaint New Orleans, which you reach by Southern Pacific S. S. Line from New York or by rail, you take the "Sunset Limited." traveling by the route of low altitudes through Louisiana, Texas, New Mexico, and Arizona to California-a route marked by old Spanish Missions and many interesting scenes. For detour rail and auto fare of twenty dollars, you can visit Roosevelt Dam in Arizona—train from Bowie to Globe or Maricopa to Phoenix, thence auto through the Arizona National Reserve over a scenic highway of 120 miles, traversing the fertile Gila and Salt River Valleys. Or you may choose the "Overland Limited," "Pacific Limited." or "Golden State Limited," the latter carrying you by way of Kansas City, El Paso, and the Southwest to

Los Angeles and San Francisco, the two former by the shortest and quickest route through Omaha and Ogden to San Francisco Bay, crossing just west of Ogden the noted Salt Lake Cut-off. If you travel by a more northern route you will use the "Shasta Limited" from Seattle, Tacoma or Portland. In addition to one or more of these described routes, don't fail, especially if it be your first trip, to see the whole of the

Pacific Coast country. The Southern Pacific operates two lines between Los Angeles and San Francisco—one through the rich San Joaquin Valley, crossing the Tehachapi Mountains and circling the noted Loop, the other along the Pacific Ocean via Santa Barbara, through the Salinas and Santa Clara valleys. Supplementing these lines is the picturesque and famous Shasta Route, stretching away to the north and penetrating such fruitful valleys as the Sacramento in California, and the Rogue, Umpqua and Willamette in Oregon. Low-fare excursion tickets with ninety days' limit and liberal stopover privileges have been arranged, as, for example, by direct lines: Chicago to San Francisco and return, . . . \$62.50

St. Louis to San Francisco and return, . . . 57.50 New Orleans to San Francisco and return, . 57.50 with slightly higher fares including the Shasta Route. Here is an opportunity of a lifetime—see what these Pacific Coast States have to offer-you will be both surprised and delighted; travel through their great valleys, stop and study and you will profit thereby to the end of your life.

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California, the Greek Theater, the cities of Berkeley, Alameda, and Oakland, Piedmont

Gardens and Springs, and the Ostrich

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ersed in return trip as noted under Trip No. 7.

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YOKOHAMA, JAPAN, 4 Water Street, & G. H. Corse, Jr., Gen. Passenger Agent Hong Kong, China, Kings Building, & San Francisco Overland Route Industrial Agents E. H. Miller, 1088 Flood Bldg., San Francisco J. T. Saunders, 314 Pacific Electric Bldg., Los Angeles

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Author Southern Pacific Company

Date 1914

Short Title San Francisco And Vicinity
Publisher The Matthews-Northrup Works.

Publisher Location Buffalo, N.Y.

Type Separate Map Obj Height cm 66 Obj Width cm 69

Scale 1 30,229

Note Full color folding map with the area designated for the Panama-Pacific International Exposition highlighted in red and labeled by purpose. The Golden Gate and Oakland Bay Bridges have yet to be built. Includes a street index. On verso is small distorted U.S. map showing Southern Pacific Railway connections, 17p. text, folds to 24x11 with "Map of San Francisco California Invites The World Panama-Pacific Exposition What To See How To See Southern Pacific The Exposition Line" tips on what to do, see, and eat while in San Francisco. on the cover with a picture of the Ferry Station. The Tower of Jewels is pictured on the back along with "Copyright, 1914, By Southern Pacific Company." "A42 (8-13-14-75M)."

City San Francisco (Calif.)

Subject Railroad

Full Title San Francisco And Vicinity Issued By The Southern Pacific. Copyright, 1914, By Southern Pacific Company. The Matthews-Northrup Works,. Buffalo, N.Y. (with) Inset map of San Francisco And Adjacent Territory. List No 5466.003

Series No 3

Publication Author Southern Pacific Company

Pub Date 1914

Pub Title San Francisco And Vicinity Issued By The Southern Pacific. Copyright, 1914, By Southern Pacific Company. The Matthews-Northrup Works,. Buffalo, N.Y. (with) Inset map of San Francisco And Adjacent Territory. (with) Small map on verso entitled "Southern Pacific And Connections".

Pub Note See note field above.

Pub List No 5466.000 Pub Type Pocket Map

Pub Height cm 24 Pub Width cm 11 Image No 5466003

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Authors Southern Pacific Company

Author Southern Pacific Company

Date 1914

Short Title Text: San Francisco - The Wonder City

Publisher The Matthews-Northrup Works.

Publisher Location Buffalo, N.Y.

Type Text Page

Obj Height cm 69

Obj Width cm 70

Note Full color folding map with the area designated for the Panama-Pacific International Exposition highlighted in red and labeled by purpose. The Golden Gate and Oakland Bay Bridges have yet to be built. Includes a street index. On verso is small distorted U.S. map showing Southern Pacific Railway connections, 17p. text, folds to 24x11 with "Map of San Francisco California Invites The World Panama-Pacific Exposition What To See How To See Southern Pacific The Exposition Line" tips on what to do, see, and eat while in San Francisco. on the cover with a picture of the Ferry Station. The Tower of Jewels is pictured on the back along with "Copyright, 1914, By Southern Pacific Company." "A42 (8-13-14-75M)."

City San Francisco (Calif.)

Subject Railroad

Subject Tourism

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List No 5466.002

Series No 2

Publication Author Southern Pacific Company

Pub Date 1914

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Pub Note See note field above.

Pub List No 5466.000 Pub Type Pocket Map

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