

*The NEW*  
SAN FRANCISCO





# SAN FRANCISCO

1915 THE EXPOSITION CITY 1915



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

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

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

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

It is conservatively estimated that the cost of the buildings erected since the fire runs well over \$500,000,000.00.





Birdseye View of the Ferry Building and San Francisco Bay, showing Ferry Boats and landings on the Oakland side; Mount Diablo in the Distance.





View out Market Street at the junction of O'Farrell Street and Grant Ave. Phelan Building in the center, Humboldt Savings Bank Building on the left.





View down Market Street from Powell Street, showing Flood Building, occupied mainly by Southern Pacific Railroad Co. and other Railroad and Steamship offices.



View down Market Street from Grant Avenue, showing Call Building, Examiner Building, Monadnock Building and Palace Hotel.





View up Market Street at night, showing on the left the Palace Hotel illuminated; also Monadnock Building, Claus Spreckels Building and Humboldt Savings Bank Building in the distance. On the right Crocker National Bank Building and Chronicle Building.





View out Market Street at night from Powell, showing Hale's Department Store at Fifth and Market, also Pantages Theater and Emress Theater, and Hewes Building at Sixth and Market.



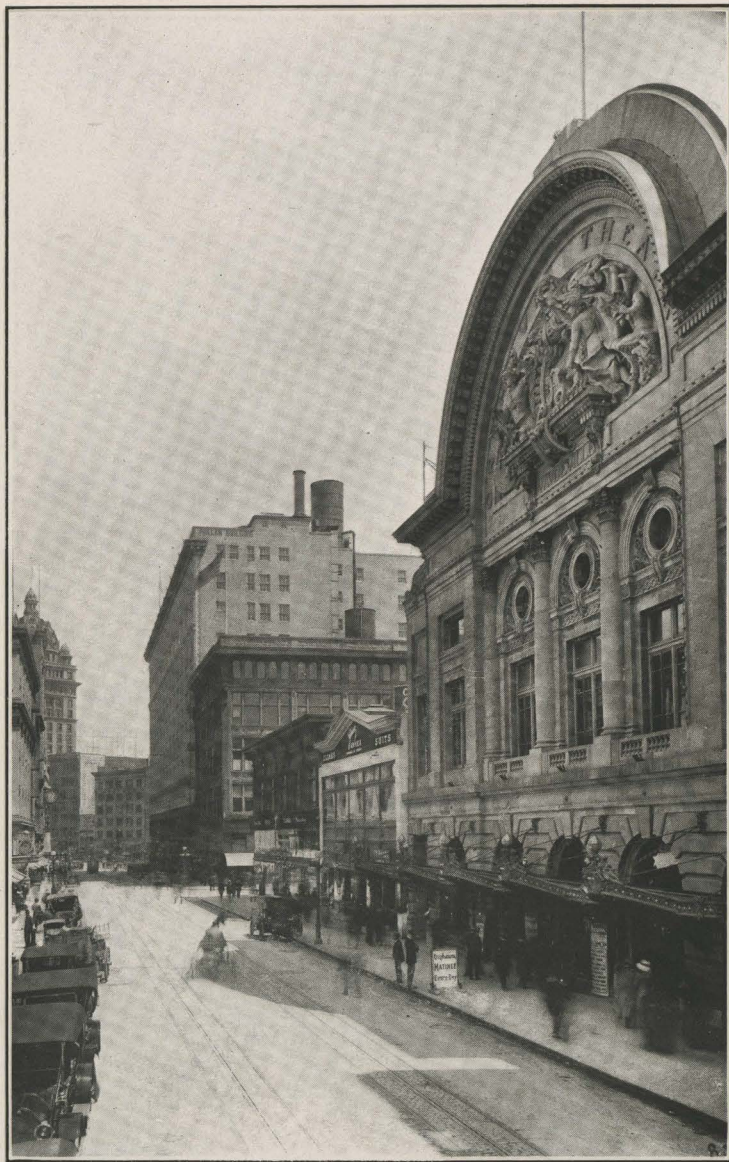


Lotta's Fountain at Kearny and Market Streets, showing Palace Hotel, Merchants National Bank Building and Balboa Building at Second and Market.

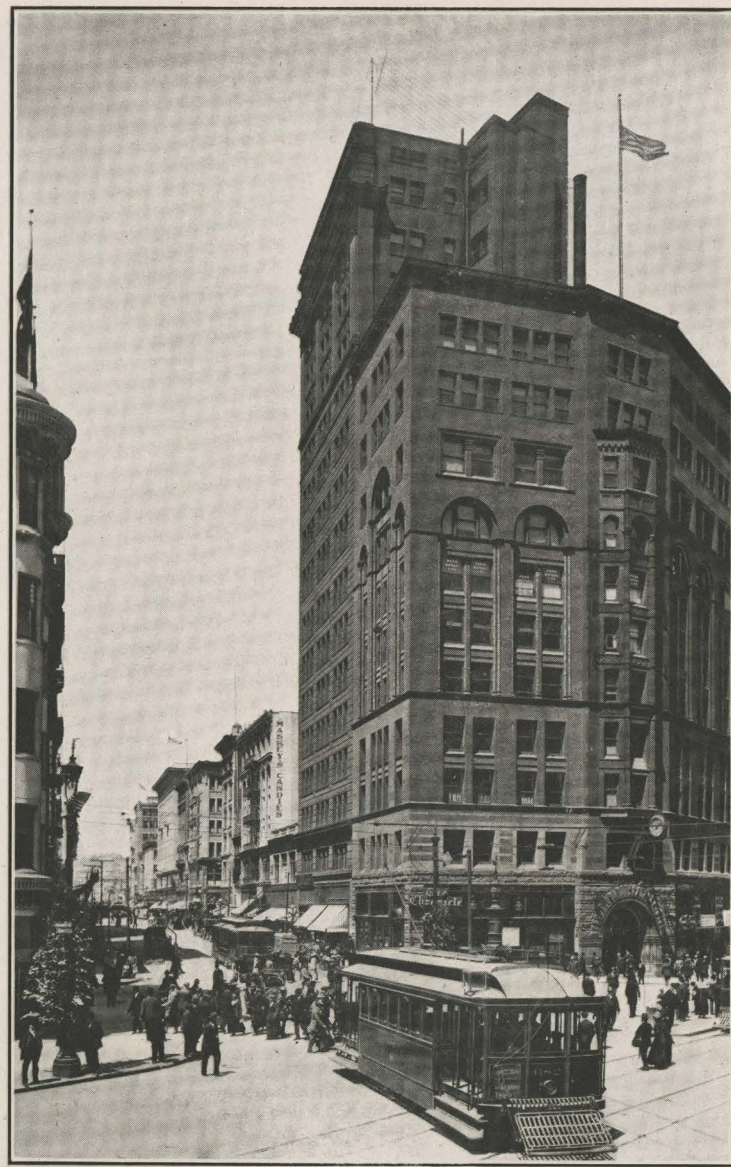


View down Market St. from the Emporium, showing Commercial Building and Pacific Building at Fourth and Market Sts., also Humboldt Savings Bank Bldg. and Claus Spreckels Bldg.





View down O'Farrell St., showing the million dollar Orpheum, largest and finest vaudeville theater in the world. Also showing Phelan Building at junction of O'Farrell and Market Sts.



Home of the San Francisco Chronicle at the junction of Market, Kearny and Geary Streets. This point is considered one of the busiest crossings in the world.





Cliff House and Seal Rocks from Sutro Heights.





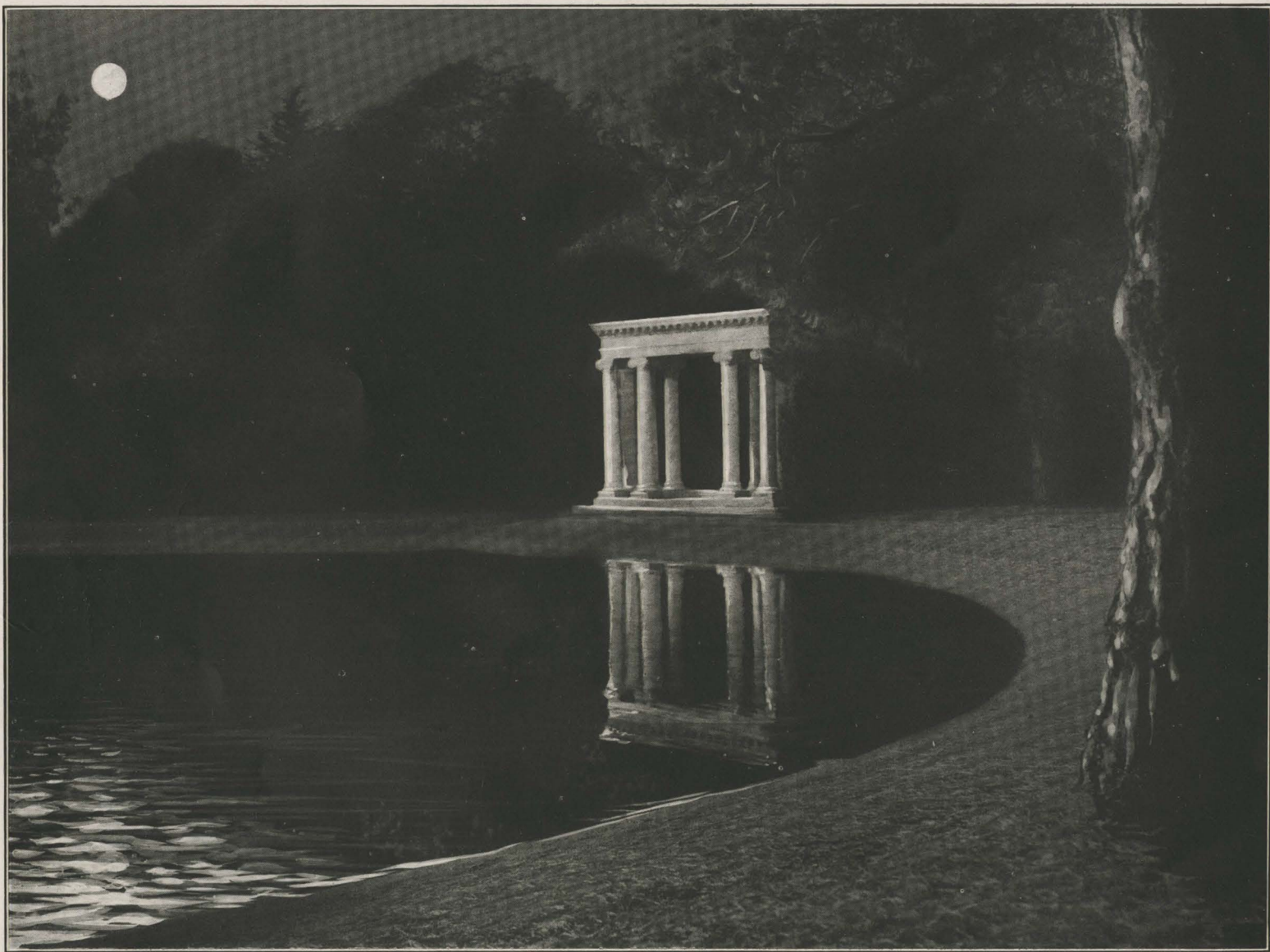
The Golden Gate by Moonlight.





The Ocean Boulevard and the Surf from Sutro Heights.





Portals of the Past, Golden Gate Park.





Dutch Windmill, Golden Gate Park.





Night View of Alcatraz Island, in San Francisco Bay, showing Federal Military Prison and Light House.





Masonic Temple at Van Ness Ave. and Market Street, erected at a cost of \$1,000,000. On the left is shown the Monument erected to the California Volunteers of the Spanish-American War.





Panoramic View of Union Square, showing Dewey Monument in the center, St. Francis Hotel.





Fort Winfield Scott at the entrance of the Golden Gate.





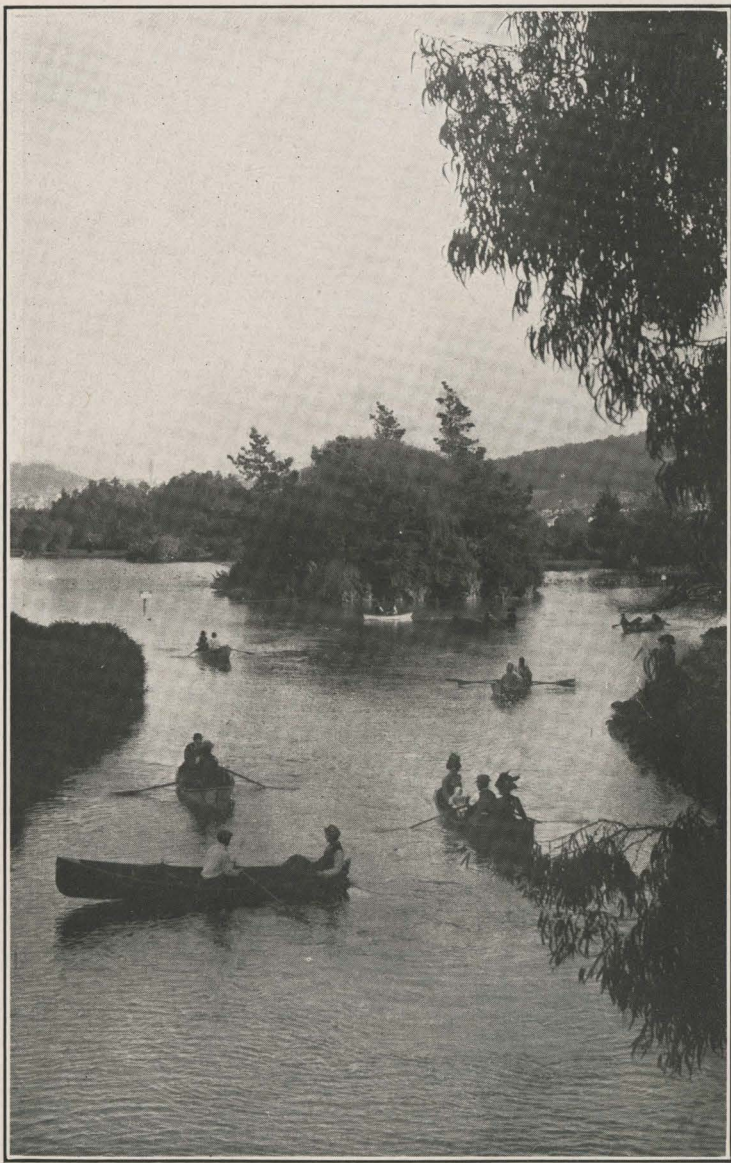
San Francisco Bay from Mt. Tamalpais, showing Angel Island, Goat Island and Alcatraz Island. In the foreground is shown the Bow Knot in the railroad up Mt. Tamalpais, one of the most beautiful one day trips in the world.



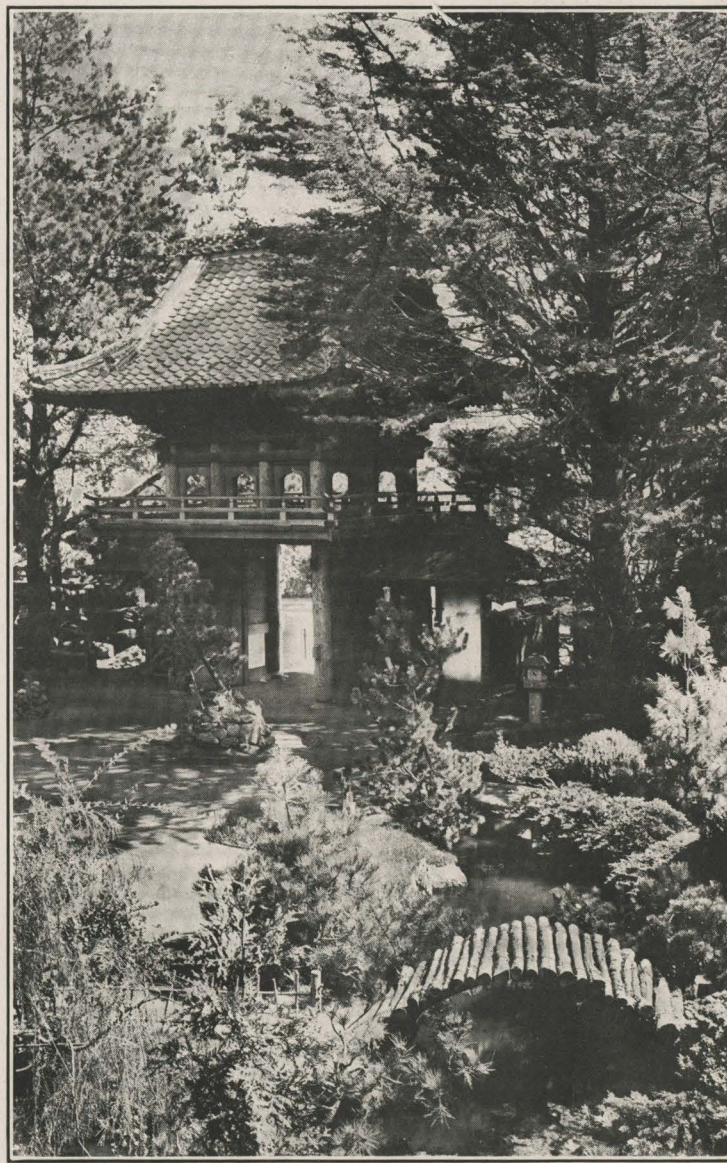
FLOWER VENDORS  
AT  
MARKET AND KEARNY STS.

Flower stands. One of the features of San Francisco. Flowers are sold on the streets in this manner every day in the year.



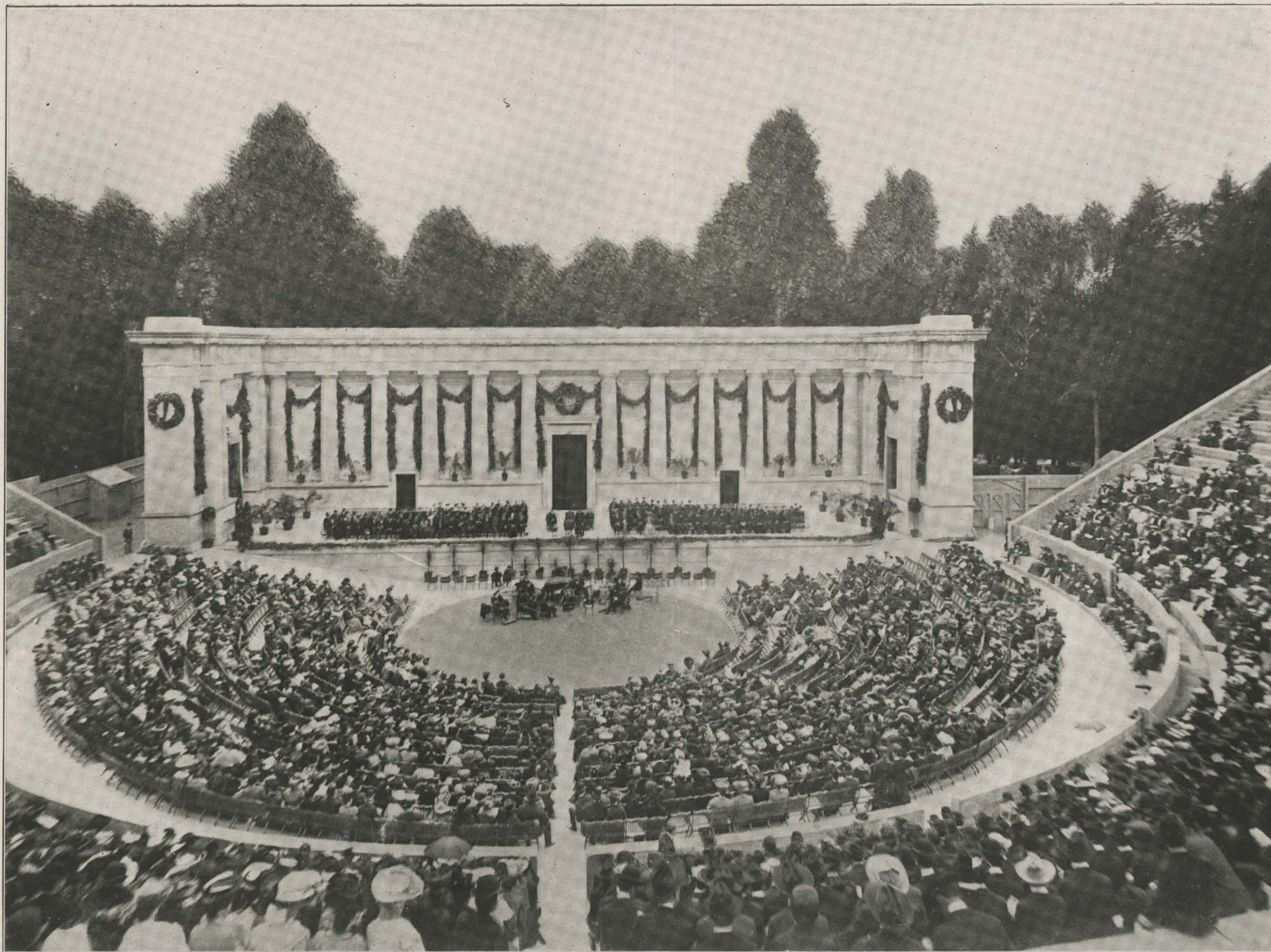


Boating on Stowe Lake, Golden Gate Park.



Entrance to the Japanese Tea Garden, Golden Gate Park.



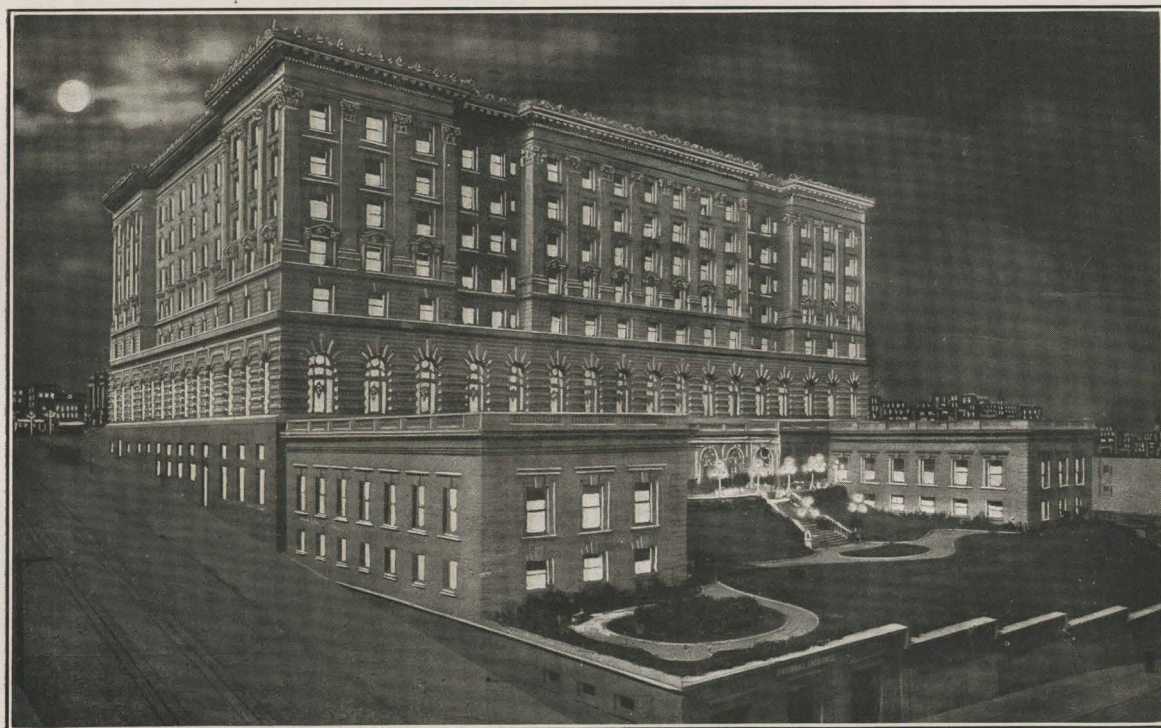


The Greek Amphitheater in Berkeley, presented to the University of California by William Randolph Hearst. This is the only Greek Amphitheater on this Continent. The acoustics of this theater is wonderful, the slightest sound being distinctly audible.





The Mission Dolores. Built in 1776.



Night view of the Fairmont Hotel.





The Music Stand in Golden Gate Park, presented to the City by Mr. Claus Spreckels. This is one of the most magnificent Music Stands in the United States, being constructed of Sandstone at a cost of over \$100,000.

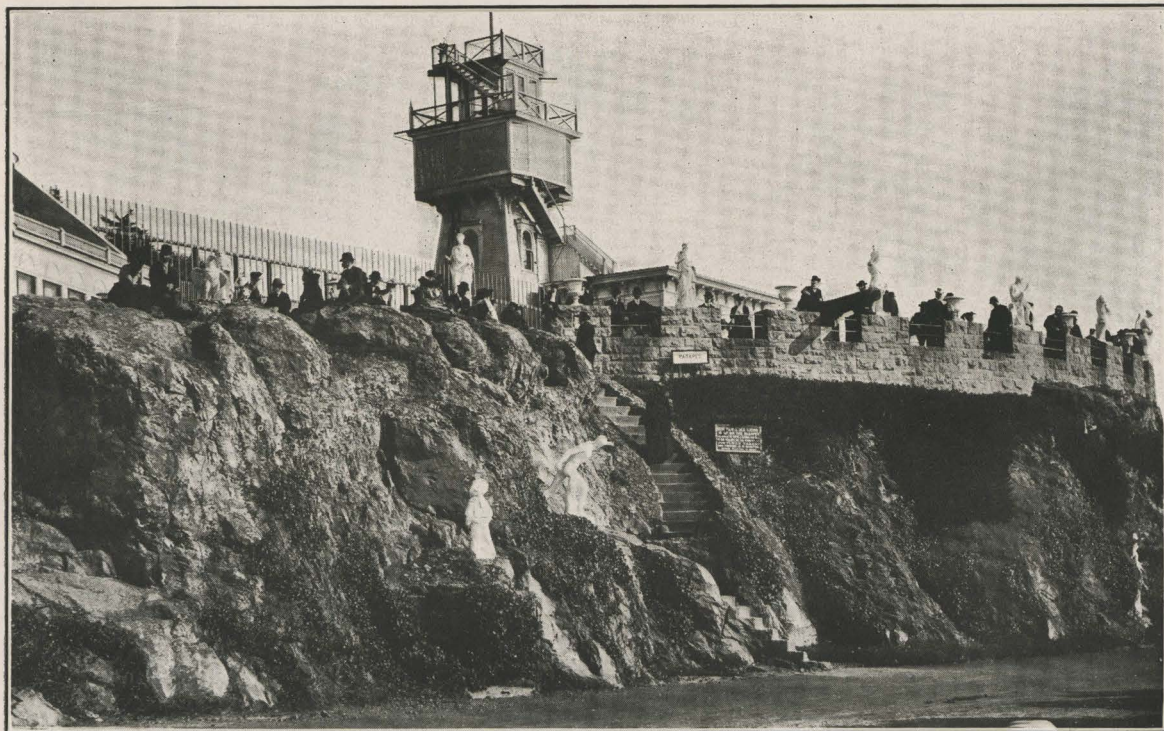


The Museum in Golden Gate Park. This is one of the most interesting places to visit in San Francisco, containing a rare and valuable art collection.





Looking through the Golden Gate from Lands End, showing Angel Island in the center, Fort Winfield Scott on the right.



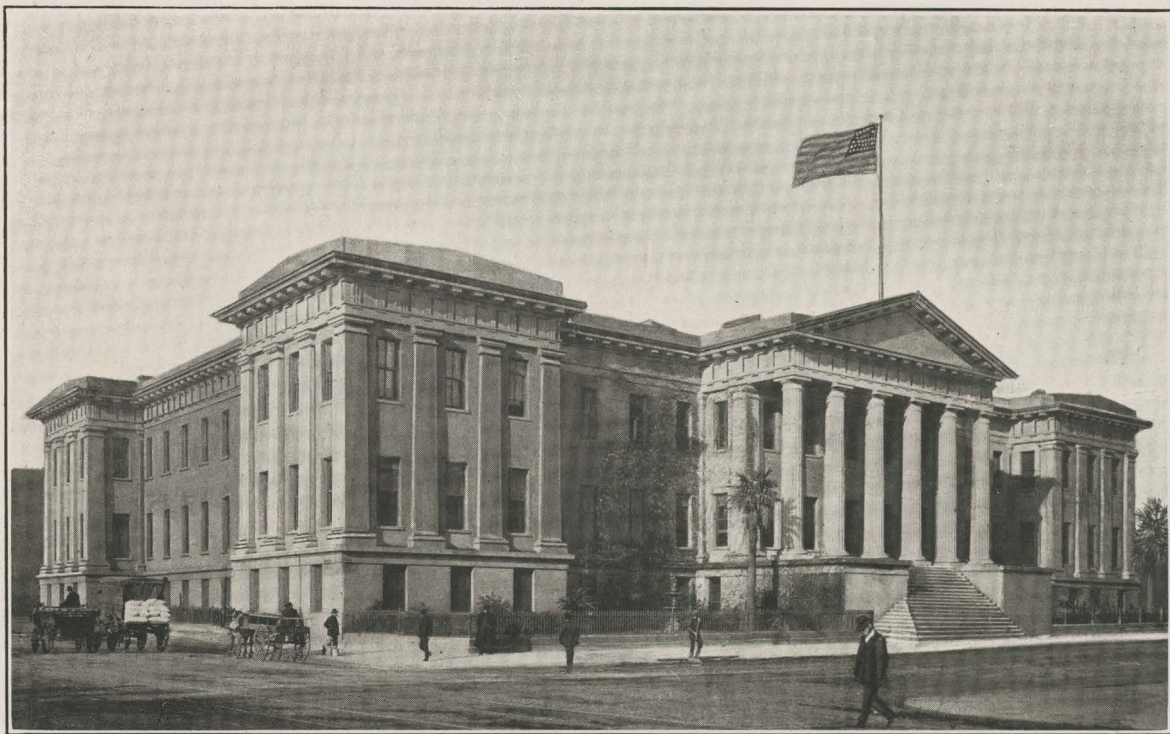
The Parapet, Sutro Heights, near the Cliff House.





Night Scene on Market Street, showing Pacific Building on the right, Humboldt Savings Bank Building in the center, Claus Spreckels Building and Examiner Building in the distance.



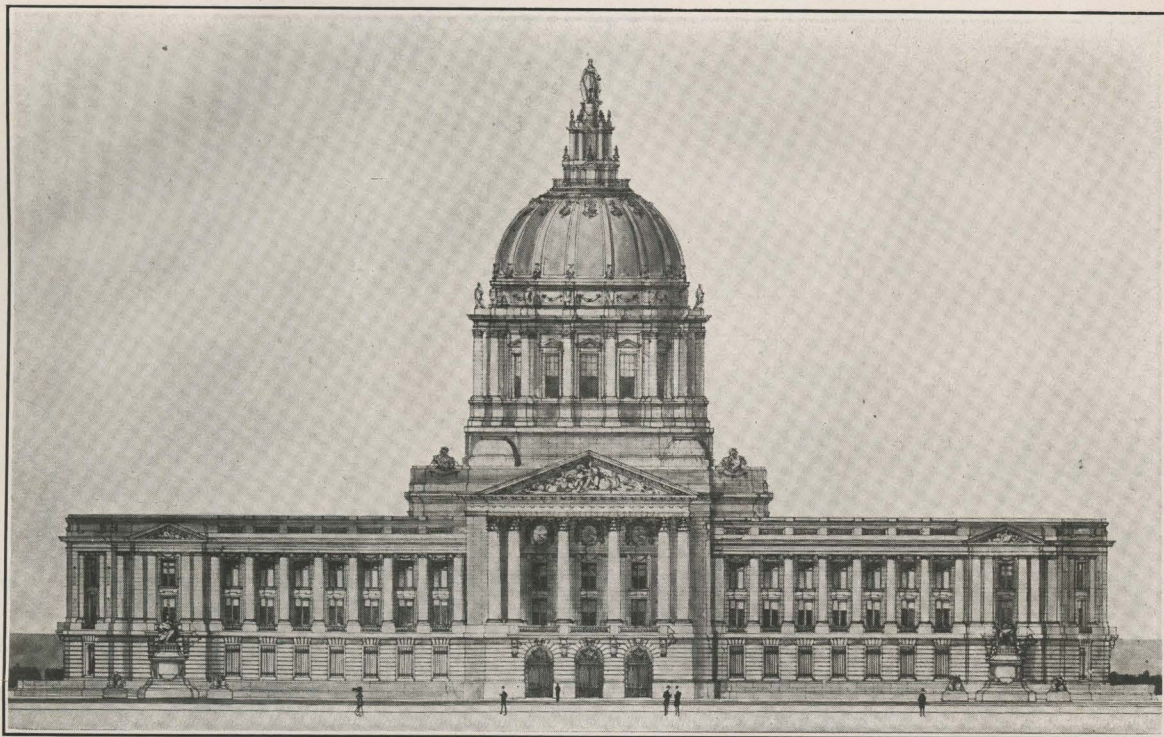


United States Mint.

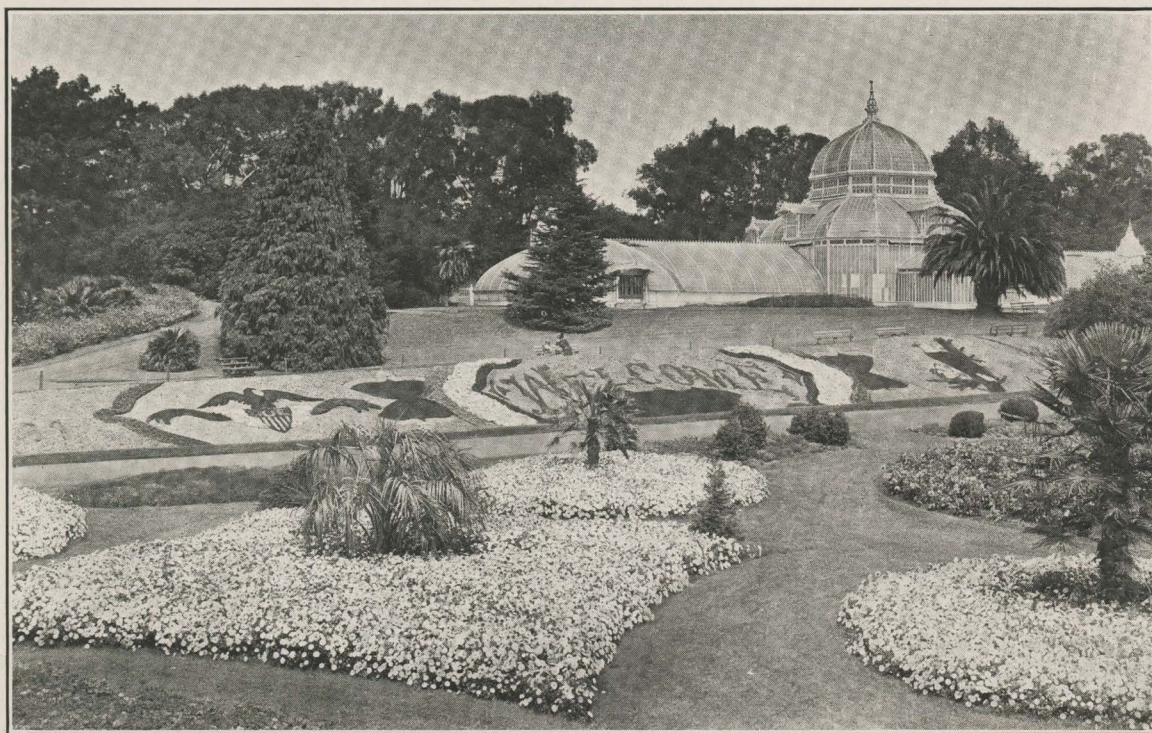


United States Post Office.



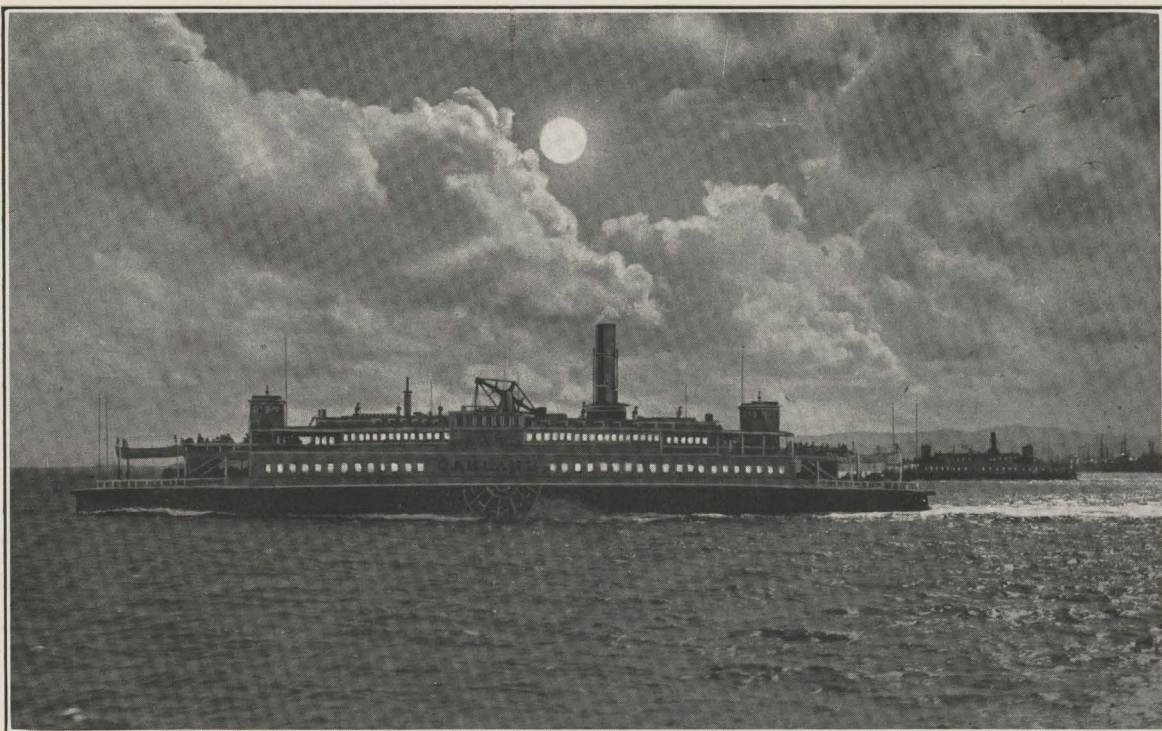


New City Hall.

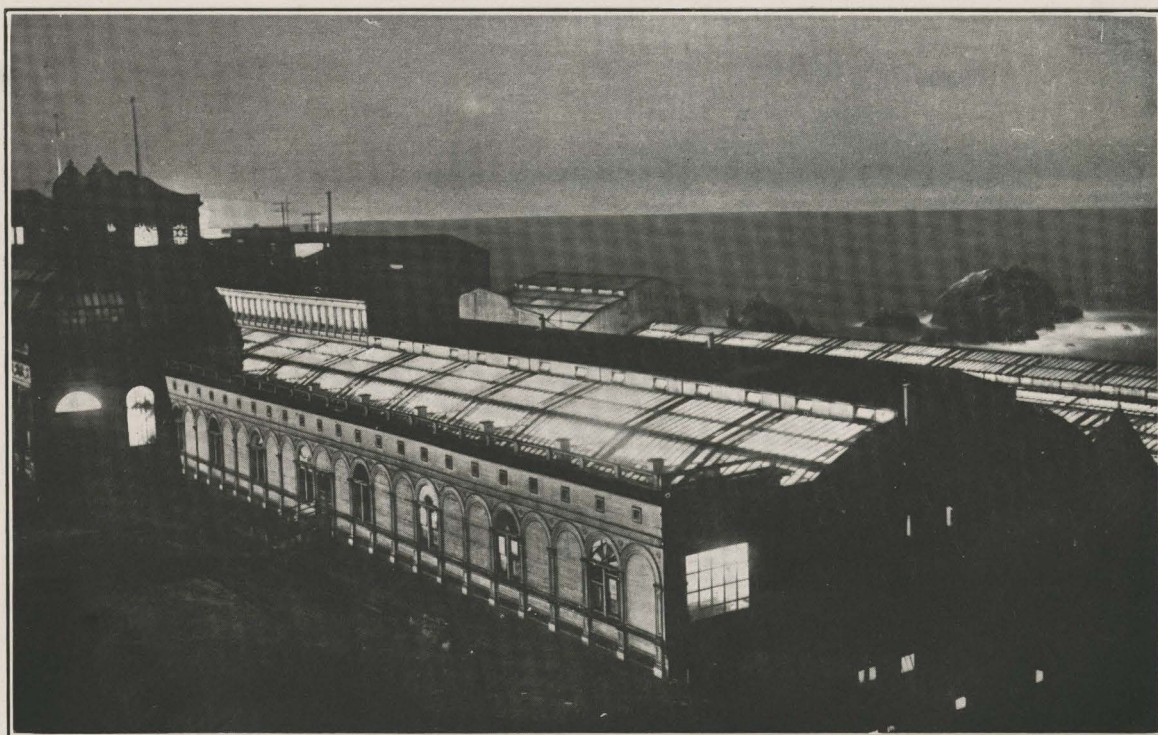


The Conservatory and Sunken Gardens in Golden Gate Park.



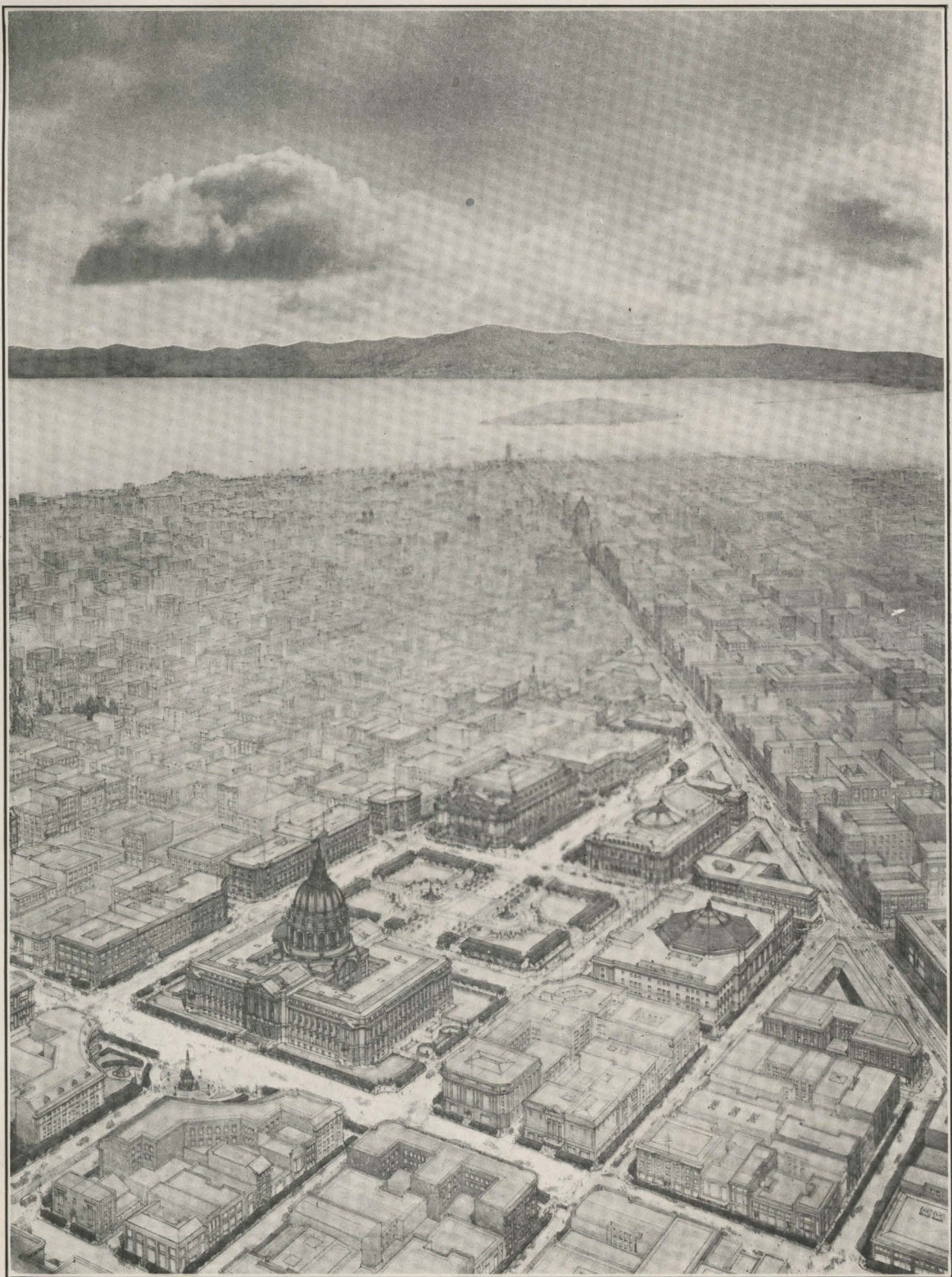


Ferry Boat plying between San Francisco and Oakland.



Night Scene, Sutro Baths and Seal Rocks. This is the largest and finest salt water bathing pavilion in the world.





Birdseye View of Civic Center being erected at a cost of approximately \$20,000,000. Market Street on the right. Yerba Buena Island in San Francisco Bay in the distance.





The Ferry Tower illuminated.





Street Scene in Chinatown, showing famous Sing Fat Co. Bazaar. This is one of the most interesting places in the city to visit.





Chinese Telephone Exchange Building. One of the most interesting features of a trip through Chinatown.



Interior of Chinese Telephone Exchange, showing Chinese girls at the switch board.





Comprehensive Birdseye View of San Francisco showing the Richmond Residential District and Golden Gate Park on the left, the Business Section in the center and the Mission Residential District on the right. The following is a key to the most important points in and about the City:

- |   |                       |   |                                   |  |   |                         |                        |                                  |
|---|-----------------------|---|-----------------------------------|--|---|-------------------------|------------------------|----------------------------------|
| 1. Pacific Ocean                                      | 3. Golden Gate        | 5. Fortifications on the Marin Hills above the narrowest point in the Golden Gate, which is one and one-eighth miles across | 6. Presidio                       | 8. Golden Gate Park                        | 10. The Site of the Panama-Pacific Universal Exposition | 12. Alcatraz Island     | 14. Yerba Buena Island | 16. Mission Residential District |
| 2. Point Lobos Light House at entrance to Golden Gate | 4. Marin County Hills |   | 7. Richmond Residential District. | 9. Fire Protection Reservoir on Twin Peaks | 11. Angel Island  | 13. Commercial District | 15. Market Street      |                                  |





PHOTOGRAPH OF  
**SAN FRANCISCO IN RUINS**  
 FROM LAWRENCE CAPTIVE AIRSHIP

Birdseye View of the Ruins of San Francisco taken immediately after the great fire of April, 1906. This picture was made from a kite flying above the Ferry Slips which are shown in the foreground. Market Street is shown in the center extending from the Ferry Building to the base of Twin Peaks. The Golden Gate and Mt. Tamalpais are shown on the right. The Panama Pacific International Exposition is being erected along the shores of the Golden Gate between numbers 28 and 25. The following is a key to other important points in the City:

- |                        |                        |                       |   |                        |                            |                                   |  |                        |                   |
|------------------------|------------------------|-----------------------|---|------------------------|----------------------------|-----------------------------------|--|------------------------|-------------------|
| 1. Pacific Ocean       | 4. Cliff House         | 7. Merchants Exchange | 10. Ruins of the Old City Hall; present site of the Civic Center. | 13. United States Mint | 16. Old Palace Hotel Ruins | 19. South San Francisco           | 22. Nob Hill, Fashionable Residential District | 25. Fort Mason         | 28. Presidio      |
| 2. Fort Winfield Scott | 5. U. S. Custom Houses | 8. St. Francis Hotel  | 11. Lone Mountain   | 14. Call Building      | 17. Ferry Building         | 20. Bernal Heights                | 23. Telegraph Hill                             | 26. Marin County Hills | 29. Hunters Point |
| 3. Golden Gate         | 6. Fairmont Hotel      |                       | 12. Twin Peaks  | 15. Flood Building     | 18. Union Iron Works       | 21. Mission Residential District. | 24. Russian Hill                               | 27. Mt. Tamalpais      | 30. Mission Rock  |



