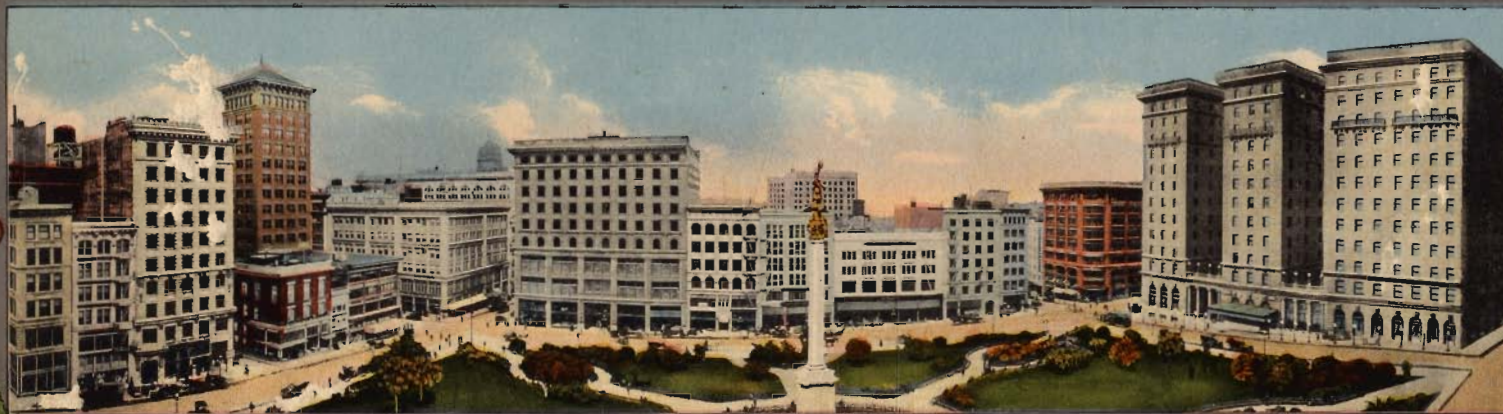


SOUVENIR  
OF  
SAN FRANCISCO,  
CALIFORNIA.



PANORAMA OF UNION SQUARE.





HOMeward BOUND STEAMER ENTERING THE GOLDEN GATE,  
SAN FRANCISCO HARBOR, CAL.

#### GOLDEN GATE.

The straits between the northern and southern peninsulas which enclose San Francisco Bay are known as the Golden Gate. These straits are five miles in length and a mile in width at the narrowest point.

The name originated with General Fremont, who describes it in his memoirs in 1848. The golden setting sun lends much to the appellation as did the fact that this is the entrance to the Golden West of '49.

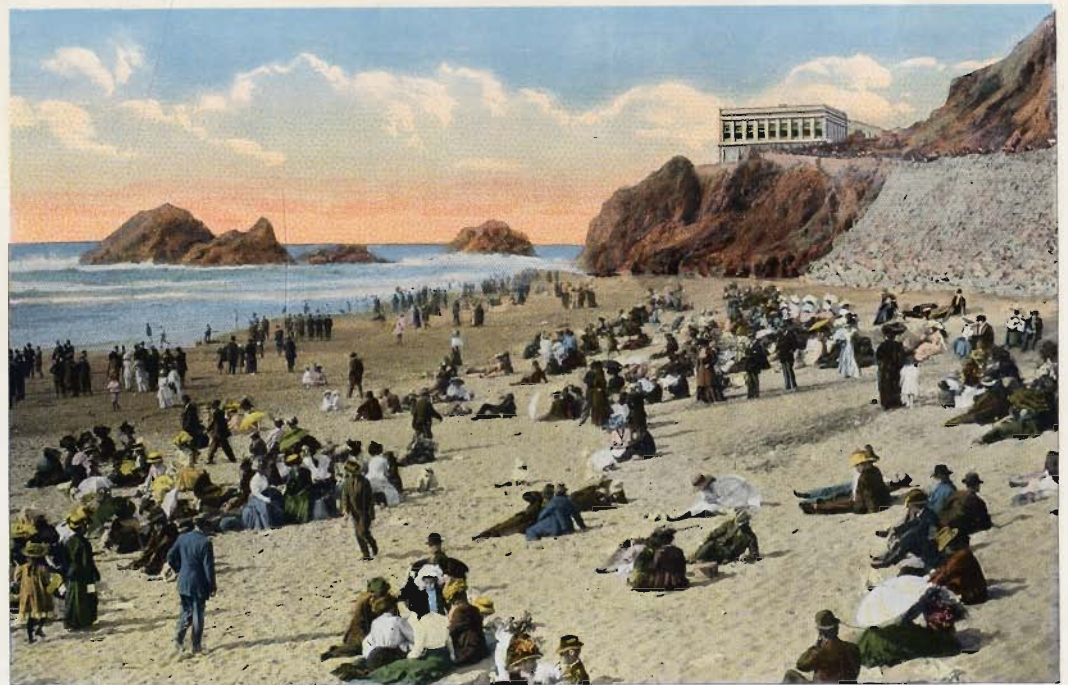
Through this gate passes much of the Oriental travel of the West and more shipping passes than the combined other ports of the Pacific Coast of America.

#### CLIFF HOUSE.

The Cliff House is an objective view point for all tourists. Here royalty meets the plebeian in an appreciation of the view over the broad Pacific.

The Cliff House is built on a high cliff over looking the entrance to the Golden Gate. The breakers at high tide, dash against the superstructure. The present structure is of concrete and was erected in 1909 to replace the one destroyed by fire in 1907. The first building was completed in 1861, the second in 1863 and the third in 1897.

Here is the outing ground for all the Bay country, immediately adjoining are the Sutro Baths and a beautiful beach stretches for miles to the south.







#### SAN FRANCISCO IN 1849.

San Francisco Bay was discovered in 1769 and the first ship entered, the San Carlos, in 1775. In 1776 the *Presidio* was established at the Golden Gate and a Mission founded some three miles away.

In 1835 a settlement was established between what is now Washington and Jackson Streets on the then water front which is to-day Montgomery Street. The settlement was first called Yerba Buena, a trading post.

In 1847 the name San Francisco was substituted and in 1850 it was incorporated as a town and shortly after was almost entirely destroyed by fire.

#### BURNING OF CITY, 1906.

In April 1906, following a severe seismic disturbance, almost the entire business section of the city, covering four square miles, was destroyed by fire. Broken water mains made it impossible to stop the awful onrush of the flames.

While the flames were still leaping sky high the great brotherhood of man came to the rescue and thousands of dollars in food and clothing were rushed from every point of the globe to succor the distressed.

No greater calamity has ever occurred in the history of man but it brought out the best in mankind.







RUINS OF THE CITY AFTER EARTHQUAKE AND FIRE 1906  
SAN FRANCISCO, CAL.

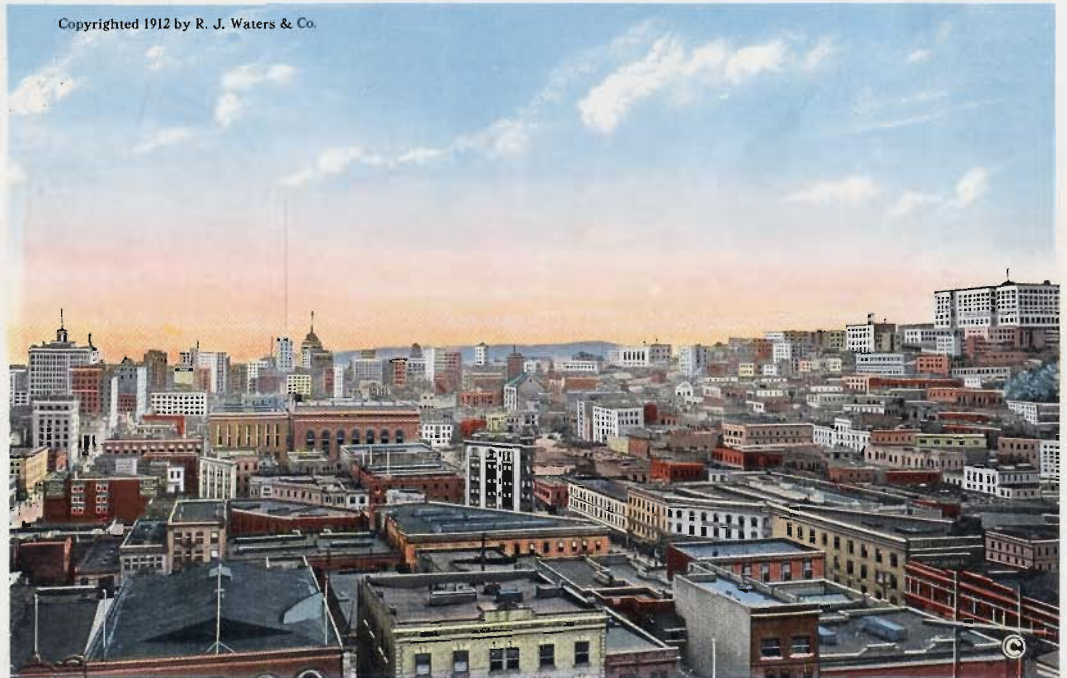
#### RUINS OF CITY, 1906.

Scarcely were the embers cold before the bankers and other financial interests were clearing away the debris to build a greater and more beautiful city.

In three and one-half years nearly all the old scars were removed and to-day the city is not only rebuilt but has extended both South and West to meet the increasing demand for space.

San Francisco is the marvel of the age. She met disaster, conquered it and is now the freshest, newest city in the world.

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#### BIRD'S EYE VIEW FROM TELEGRAPH HILL.

\$400,000,000 have been spent in the rebuilding of the city within a short time and to-day, San Francisco is a city of more hills than storied Rome and every elevation is a vantage point from which to view the panorama.

From Telegraph Hill the city lies a sea of roofs, backed by jutting skyscrapers and in the distance looms the even greater heights of the mountains.

Telegraph Hill is a stiff climb but well worth the effort for from this point the view is one of the grandest seen any where.





THE FERRY BUILDING BY NIGHT, SAN FRANCISCO, CAL.

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#### FERRY BUILDING.

This building is a landmark and a seamark as well for here rail and tide meets. To the millions of people who yearly pass through its portals it is the connecting link between home and abroad.

It is a comely building and is a joy to the eye of the returned traveler. Here are housed many state and national Commissioners and an interesting state exhibit of products and possibilities.

The building is of Colusa sand stone wainscoted with marble and was completed in 1896 at a cost of a million dollars.

#### THE FERRY BUILDING AND SLIPS FROM THE BAY.

From the bay side the Ferry Building is a series of slips, one adjoining another with just enough space to house the ferries from across the bay which come and leave with marked regularity.

The loading and unloading of ferries is expedited by the presence of double deck platforms for the use of passengers.

There is scarcely a minute in the day when there is not a ferry either arriving at or departing from some one of the ferry slips.



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### MARKET STREET, EAST FROM POWELL.

Market Street is the main artery of San Francisco and leads southwest from the ferries through the heart of the city.

The street is one hundred and twenty feet in width and is bordered with massive modern buildings from the ferry to Twin Peaks where it is proposed to build a tunnel to connect with the outlying district.

Market Street is the "Great White Way" of San Francisco.

### THIRD STREET, LOOKING NORTH.

The retail district of San Francisco is one of the finest found anywhere and though not so large as New York or Chicago is noted for its light, sunny and conveniently arranged buildings.

The shops of San Francisco cannot be surpassed in their freshness of stocks, unique and beautiful displays. The commercial end of the business is only subservient to the artistic and everywhere is the invitation to buy the goods of all climes in their earliest favor.



LOOKING NORTH ON THIRD STREET BY NIGHT,  
SAN FRANCISCO, CAL.





### MARKET AND KEARNEY STREETS.

At the junction of Market and Kearney Streets is located the Lotta Fountain. Here is the business center, three corners are occupied by three large daily papers of San Francisco, opposite is the world famous "Palace Hotel."

Here flowers are sold at the curb the year around and every Christmas Eve is celebrated the "Feast of Song" in the open air with a hundred thousand people as an appreciative audience.

This is indeed the center of a great city.

### BARBARY COAST.

Every famous city has its infamous section and this was San Francisco's sore spot. Years ago to have visited the city and not seen the Barbary Coast was to have missed a point of interest and much of the viciousness and apparent toughness of the section was assumed for the benefit of the "tenderfoot."

Most of the old glamour has been removed, the license of many of the saloons and dance halls revoked and to-day it is a peaceable peace-loving section of an orderly city.



BARBARY COAST BY NIGHT, SAN FRANCISCO, CAL.





#### CHINATOWN.

Among the attractions of cosmopolitan San Francisco none compares in uniqueness with this quaint Oriental section.

This community vies with China itself in the life, color and glamour. Chinatown is a bit of Oriental life transplanted to America. All the effects that made the old Chinatown, prior to 1906, famous, still exist and have been accentuated. Here was the first section of San Francisco to rebuild after the fire and represents many millions of dollars.

The interiors and structural portions of the buildings are modernized American but the exteriors still retain their splendor of balconies balustrades and pergoda-like roofs, so typical of Chinese architecture.

#### DUTCH WINDMILL, GOLDEN GATE PARK.

The water which supplies Golden Gate Park is all secured from pumping plants and wells and the excessive use of the same compelled the Commissioners to search other means of supplying the increasing demand. Reuben H. Lloyd and A. B. Spreckels conceived the idea of sinking wells near the ocean and using wind for power.

One wind-mill was erected at an expense of \$25,000 and it proved so efficient that later another was built through the generosity of Samuel G. Murphy. This is the largest in the world and pumps 40,000 gallons an hour.







#### ST. FRANCIS HOTEL.

The St. Francis is one of the three largest hotels in the city. The location is central with the open space and charming outlook afforded by Union Square.

The walls alone of the former building remained after the fire and the interior has been entirely rebuilt and a wing added to cover the block.

The structure is of sandstone and steel and the interior decorations are the most elaborate of any hotel in the West. The present hotel contains one thousand guest rooms and suites.

#### FAIRMONT HOTEL.

Crowning Nob Hill, one of the highest points in this city of hills is the Fairmont Hotel. The Hotel occupies an entire city block and overlooks the city, bay, trans-bay cities and mountains.

The location is but a step from the center of the shopping district yet away from the dust and noise of the busy down-town streets.

The building was erected by the daughters of the late James Fair and given the family name. It is elegant, refined, dignified and all fireproof.







#### POST OFFICE AND FEDERAL BUILDING.

On Seventh Street between Market and Mission Streets is located the beautiful United States Post Office Building which also houses the United States Courts.

The building including the grounds cost \$5,000,000 and is one of the handsomest Federal Buildings in the United States.

It is constructed of white granite and the interior is embellished with a great variety of costly marbles, choice woods, mosaics and finely wrought stucco and metal work.

#### UNITED STATES MINT.

This Mint is the second in size in the United States. In addition to turning out money for the United States and for other American countries such as Salvador, the San Francisco Mint coins money for the Philippines.

During the recent great fire the building was surrounded by flames but escaped practically without injury due to the valiant efforts of the employees and others.

The record coinage here was fifty-two million dollars in fifty days.







#### THE MUSEUM, GOLDEN GATE PARK.

The Museum Building is a memorial of the Midwinter Fair of 1894 and houses many of the interesting exhibits that remained from that event. These have been added to from time to time until to-day the building is overcrowded with a most interesting and valuable collection.

The specimens number about 95,000 and consist of Colonial relics, early days of California, Indian remains, an Indian basket collection and bead work, South Sea Island specimens, Egyptian, Chinese and Japanese curios, etc. One room is devoted entirely to local art and a large number of paintings by renowned artists.

#### CONSERVATORY, GOLDEN GATE PARK.

This building houses some of the rarest plants known and in the central rotunda are palms, tree ferns, papyrus, black pepper vines, and many other curious shrubs and vines.

In the wings are ferns of many varieties, begonias, hibiscus, orchids, the holy ghost flower, the bird of paradise flower and others equally as curious and beautiful. Adjoining the building are the beds of cacti and century plants and beautiful flower beds border the lawns in front and these plantings are many of them symbolic of the conventions San Francisco entertains from time to time.







PORTALS OF THE PAST, GOLDEN GATE PARK,  
SAN FRANCISCO, CAL.

"PORTALS OF THE PAST," GOLDEN GATE PARK.

Following the devastating fire in 1906 many pathetic incidents occurred. Homes were devastated without a vestige to indicate their past and others withstood the scourge without a mark.

The home of A. N. Towne, a wealthy banker was entirely destroyed except the marble entrance portals which remained a watchful guardian over the debris.

These portals were so typical expressive that they were removed and re-erected in Golden Gate Park as the "Portals of the Past."

BUFFALO ENCLOSURE, GOLDEN GATE PARK.

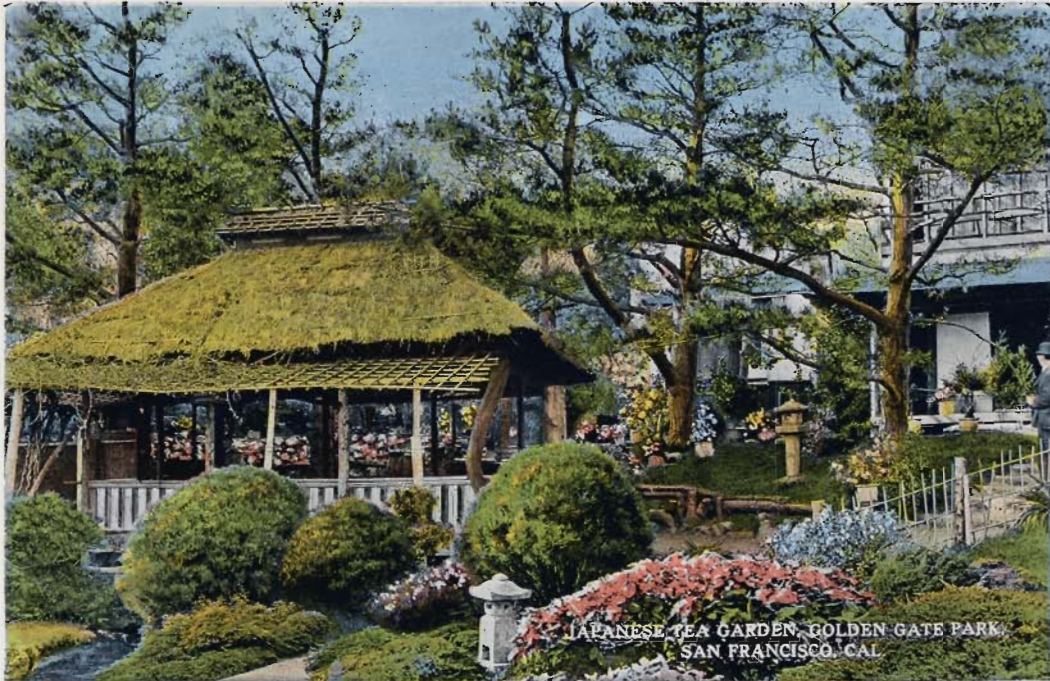
In the animal enclosures at the Park are found Antelope; Bear, Grizzly, Cinamon, Black and Pacific Onona; Buffalo, of which there are thirty or more; Deer, including several California specie and the spotted Deer from Hawaii; Elk, of which there are fifty; Kangaroo, of which there are a dozen and several Moose brought from Alaska.

The Zoological Gardens are complete and all specie seem to thrive and reproduce successfully.



BUFFALO ENCLOSURE, GOLDEN GATE PARK,  
SAN FRANCISCO, CAL.





JAPANESE TEA GARDEN, GOLDEN GATE PARK,  
SAN FRANCISCO, CAL.

JAPANESE TEA GARDEN, GOLDEN GATE PARK.

The Japanese Tea Garden is a fairy land of picturesque beauty. Passing through a Japanese gateway, the visitor steps at once into a bit of old Japan.

On one hand is a real Japanese house, with matted floors and sliding partitions and on the other a stream bordered with dwarf shrubbery and crossed by a high bridge and tiny foot bridges of stepping stones.

Everywhere are the flowers of Japan following each other in season. Tea is served here by a Japanese family in truly Oriental fashion.

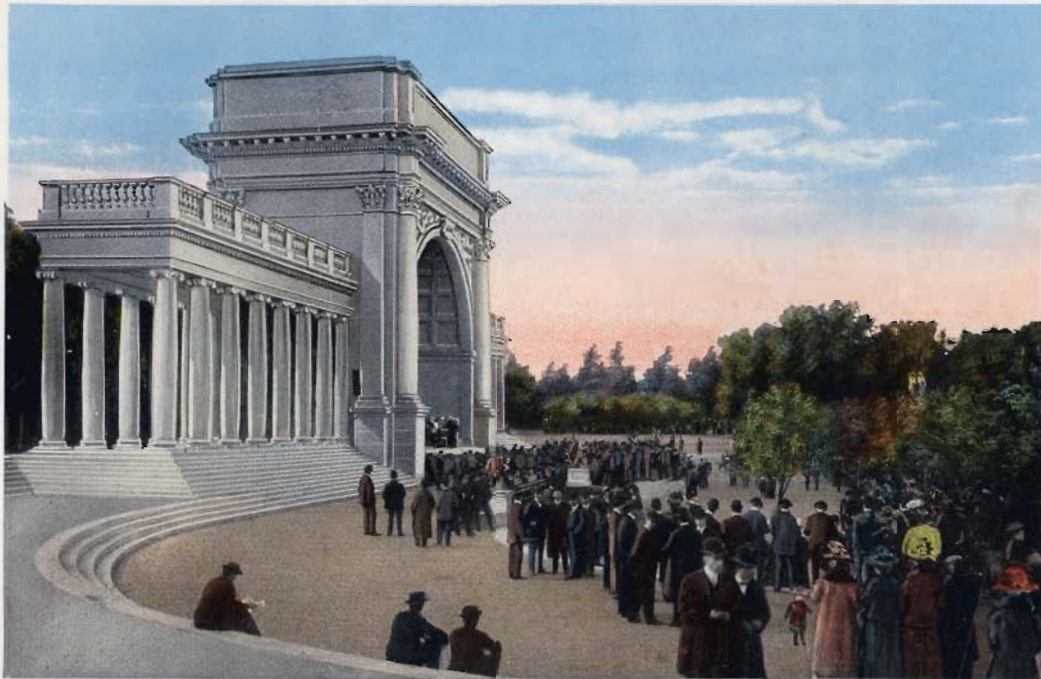
STOW LAKE AND STRAWBERRY HILL,  
GOLDEN GATE PARK.

This beautiful lake was named for W. W. Stow, who conceived the idea and interested Collis P. Huntington in the plan. The lake encircles Strawberry Hill, down one side of which pours the Huntington Falls.

Stow Lake is bordered by a roadway on its inner and outer edges and is crossed by two bridges. The lake is large enough for boating and black and white swan and other water fowl abound.







#### MUSIC STAND, GOLDEN GATE PARK.

The Temple of Music is one of the most formal structures in Golden Gate Park and is the gift of Claus Spreckels, "The Sugar King."

The design is Italian Renaissance and was completed at a cost of \$750,000. The building will care for one hundred musicians and the terraced grounds in the valley before the music stand are capable of seating twenty thousand people.

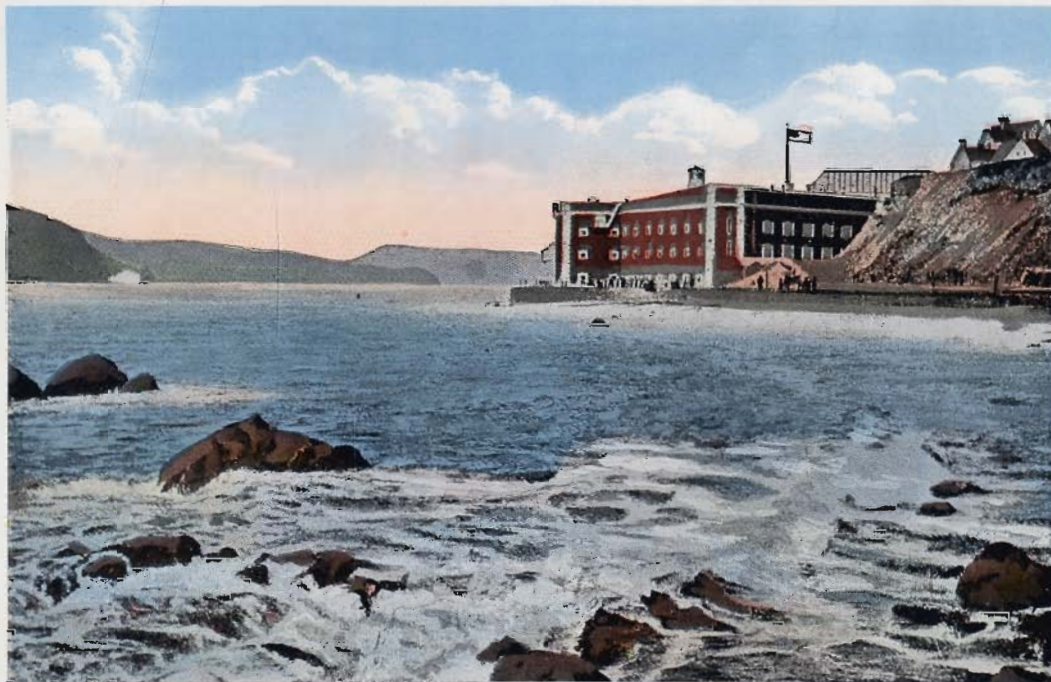
Concerts are held here Sundays and Holidays and are always well attended.

#### FORT WINFIELD SCOTT, FEDERAL PRISON.

Fort Winfield Scott is the old red brick Fort, located on Fort Point and is the most conspicuous landmark to vessels entering the harbor.

Work was begun on the Fort in 1854 and since its completion has stood sentinel day and night over Golden Gate. Its squared and forbidding portholes are always ready but never used.

The Federal Government has prepared the building for use as a Federal Prison.







#### LIGHT HOUSE ON GOAT ISLAND.

Goat Island is a slang term applied to the Yerba Buena Island, located midway between San Francisco and Oakland.

Here for many years goats grew and multiplied until they overran the island. The Government has located a light house on the island that guides the mariner on his way to the southern arm of the bay.

The name has been formally changed to the original Spanish "Yerba Buena."

#### PRESIDIO AND GOLDEN GATE.

The Presidio covers 1542 acres of the northern end of the peninsula and is a United States Reservation. The U. S. Army headquarters for the State of California are located here.

More than half of the reservation is covered with groves of pine and eucalyptus. The waters of the bay border it on the North and West.

At this spot was the first permanent settlement of white men on September 17, 1776. It is to-day one of the most important military posts in the United States.



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#### MISSION DOLORES, 1776.

This Mission stands on Dolores St. near Sixteenth St.  
The Mission was the sixth Mission established in California under the direction of Father Junipero Serra. A temporary church was erected in 1782.

The building was built entirely by Indian labor under the supervision of the Padres and the thoroughness of their work preserved it from earthquake and fire to the present day.

#### FINE RESIDENCES IN WINTER.

San Francisco as a commercial city is famous but as a city of fine homes it is even more famous.

Here are some of the most magnificent private residences found anywhere and many palatial in size.

Nature with her constant growing period of twelve months produces a riot of verdure that is a joy to the eye at all times.

Winter to San Francisco simply means rain and rain means more flowers.







**BOULEVARD AND BATHING BEACH FROM CLIFF HOUSE.**

Immediately south of the Cliff House is the Ocean Boulevard and Bathing Beach backed by the famous Sutro Baths which cover three acres and the pools are hewn from solid rock.

Nearby is located the Life Saving Station and further down are the Dutch Wind Mills.

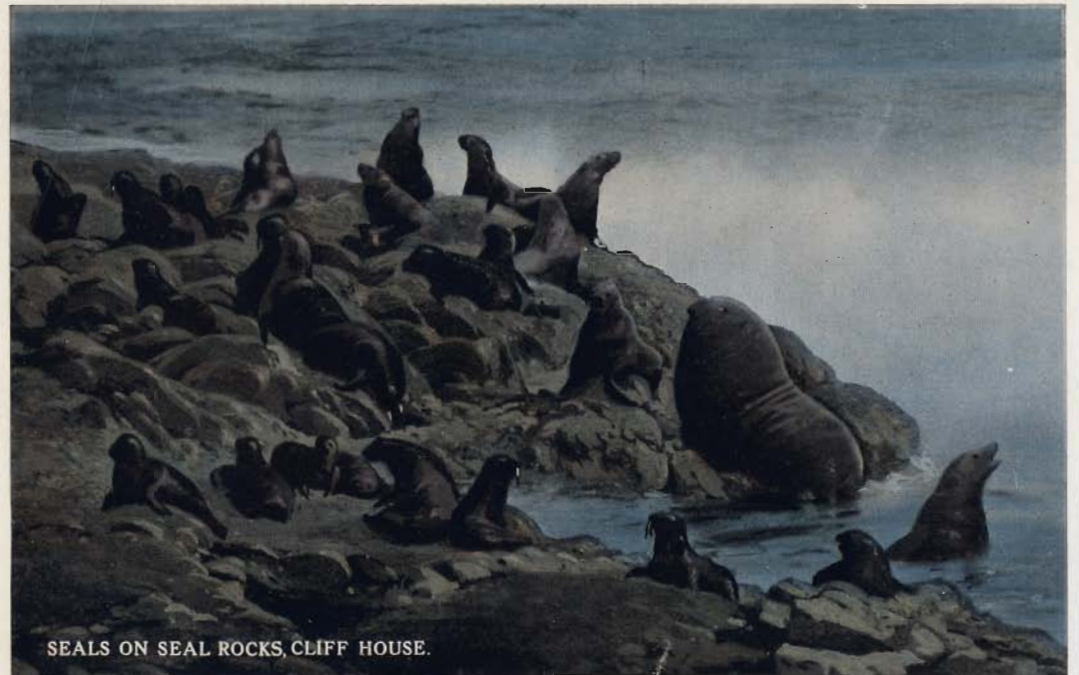
The Ocean Boulevard extends for three miles and is the breathing place for all San Francisco. The surf bathing along this stretch is excellent.

**SEALS ON SEAL ROCKS AT THE CLIFF HOUSE.**

Several hundred yards from shore and directly in front of the Cliff House are the Seal Rocks where seals and sea-lions disport themselves much to the entertainment of audiences on shore.

One exceptionally large seal has constituted himself monarch of the rocks and in many a battle royal has proven himself able to defend his title.

Seal Rocks form one of the portals at the entrance to Golden Gate.



**SEALS ON SEAL ROCKS, CLIFF HOUSE.**

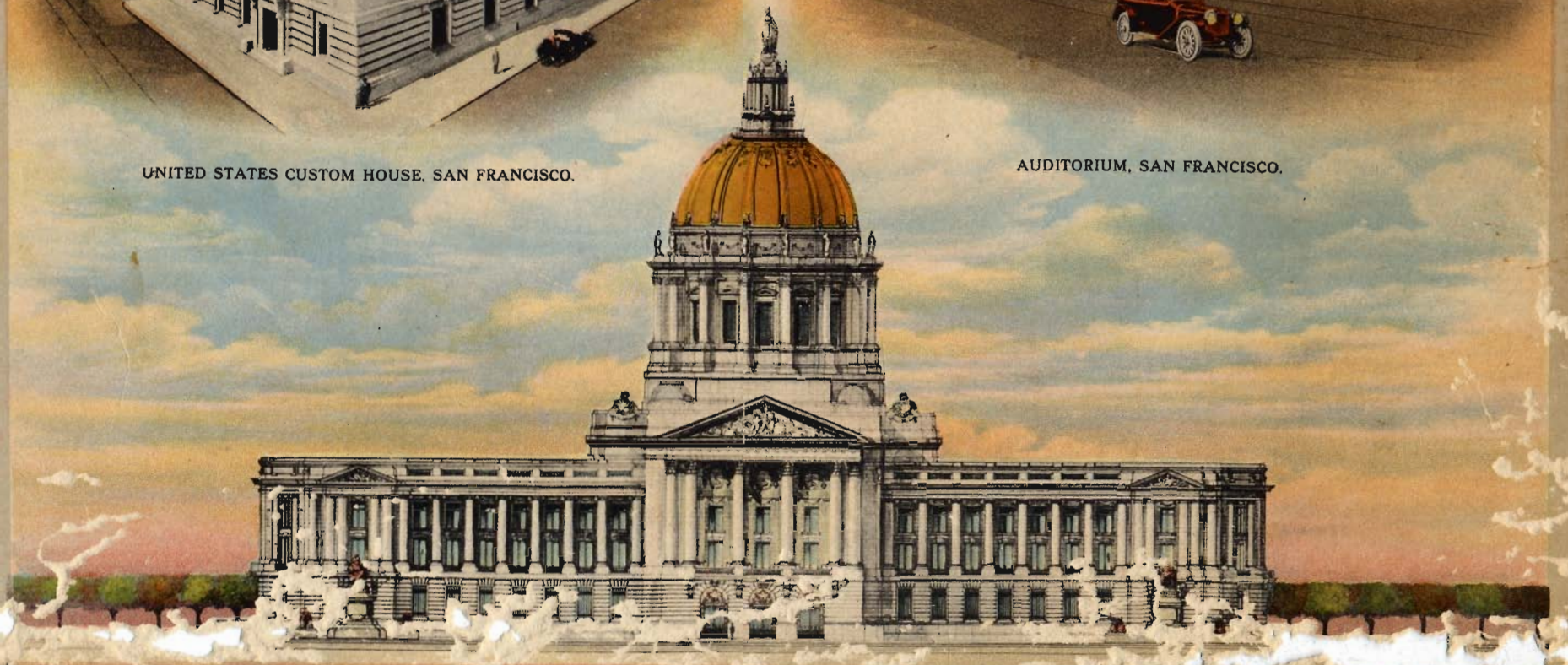




UNITED STATES CUSTOM HOUSE, SAN FRANCISCO.



AUDITORIUM, SAN FRANCISCO.



THE NEW CITY HALL, SAN FRANCISCO.