

SAN FRANCISCO CALLS THREE POWERFUL GENII TO HER AID

CALIFORNIA ENERGY,
CALIFORNIA BRAVERY
AND CALIFORNIA GOLD
ERECT STABLE CASTLES
TO REPLACE BUILDINGS
IN RUINS

PANORAMIC VIEW OF SAN FRANCISCO
SHOWING PROGRESS MADE IN THREE YEARS
AFTER GREAT DISASTER

ALADDIN, of mystic fame, had the happy faculty of rubbing a lamp built in a night by the geni whom he summoned to his aid. The story has come down the ages as one of the bright impossibilities evolved from a dreaming mind, but in San Francisco this impossibility has been made more than a possibility, for there the three geni, California Energy, California Bravery and California Gold, have been erecting castles at the rate of one every 20 minutes during all the working time of the past three years.

San Francisco, the City That Is, is even more of a marvel than the fancied creations of writers of myths, for it is a living, breathing reality. It is a modern city that embodies all that is new and all that is fresh in the minds of the architects of the world. Nor need those with Bohemian ideas deplore the loss of the City That Was, for while much has been gained by the building of the city, nothing of the charm that endeared it to the world travelers has been lost—rather have these charms been enhanced, for beautiful architectural design now greets the eye where in former days ancient and unsightly buildings offended aesthetic taste, and Bohemia's haunts are now even more appealing than in the past. Restaurants whose fame has gone wherever man travels have all their former attractions for the bon vivant and gourmet; hotels unsurpassed in any other city offer entertainment unique and rare. It is all summed up in the expression, "there is but one San Francisco, and it is the same old San Francisco still."

But there is something more to the new San Francisco—much more. There have come new ideas, new thoughts and new action with the new city, and the impetus given to the ball of progress by the stupendous work of the past three years is sufficient to keep it rolling for all time to come. The days of leisurely business methods have passed, never to return.

Figures Read Like Romance.

It is generally accepted that figures make dry reading, but the figures that tell of San Francisco's building read more like a romance than like mathematical calculations, and there is nothing about the recital. These figures show not only accomplishments in shape of buildings erected and money spent, but they show the complete mastery of mind over matter of man over adversity. But even then they do not tell all of the story, for while they are the concrete results of what has been done, they tell nothing of the undaunted courage, the indomitable will and the restless energy that was behind all of the expenditure.

Humanity is prone to magnify that which is bad and minimize that which is good, and this trait has been especially directed against San Francisco during her period of reconstruction. Because she became prominent through disaster, all her faults and follies have been exploited for the sensationalism attaching thereto, but her wonderful achievements have been left to the discovery of those who have traveled to the Golden Gate and who have marveled at what they found. They have found a city of magnificent business houses where they were led to expect vacant lots or more-or-less ruins; they have found more and better hotels than are to be found in any other city in the country outside of New York; they have found a cleaner and healthier city than is to be found elsewhere in the United States; they have found everything that goes to make the sum total of human happiness and pleasure, and with it all they have found commercial activity that is attracting new citizens by the thousands to make their homes in the city that is predestined to be the great metropolis of the Pacific.

They have found a city that is better in every way than it ever was before, and that it would have been if it had been permitted to go on as it was three years ago. Its population has steadily increased until it has passed the 500,000 mark, while the territory immediately around it—within 15 miles of its City Hall—has increased fully 200,000 in the past three years.

Enormity of Work Accomplished.

The enormity of the work accomplished by private individuals is apparent to all who view the massive buildings, solid blocks of which confront the visitor on all the streets in the heart of the business district which was swept by fire. But a work of vaster importance is being accomplished by the municipality itself, and this work is the direct answer to the oft asked question throughout the world, "What is being done to prevent a repetition of the disastrous fire which destroyed so great a city?"

It can be prophesied with safety that

never again will San Francisco be visited by a disastrous conflagration anywhere approximating in extent and effect the one which came in 1906, for not only has there been a restoration with modern, fire-proof construction, but there is being installed a fire-fighting water system that is unsurpassed in any city in the world. Proportionately to its size San Francisco has more steel frame buildings than any city in the world, and with the new water system in operation, which will be within two years, there will be absolutely no danger of lack of water for fire fighting, no matter what the demand may be on the supply.

The destruction of a large water main in 1906 not only stopped the supply of water to the city but drew out that which was stored in the several reservoirs on hills in various parts of San Francisco. Under this new system such a condition of affairs could not obtain, and nine separate and distinct means of fire fighting would have to be destroyed before the city could again be at the mercy of the flames.

In order to install a perfect auxiliary fire system San Francisco has issued bonds of \$5,250,000, the money from which is now being applied to the purpose specified. The system, in brief, consists of 5 1/2 miles of new mains, connecting all parts of the city with three large fresh water reservoirs, containing a total of 12,000,000 gallons of water, supplied from an artesian well system through a pumping station, these reservoirs so connected that they can be utilized either separately or in conjunction, and connected by double mains. To these mains, which will be kept full of fresh water constantly, is connected a salt water auxiliary system, composed of 10 immense pumping plants, one at North Beach and the other at the southern end of the city, either of which has capacity sufficient to keep all the mains full of salt water. In addition to these pumping plants two of the largest and most modern fire boats, which are now under construction, will be able to connect with these mains at any one of 12 piers running out to the bay. As a further auxiliary system 100 cisterns, of 75,000 gallon capacity each, are being constructed in various parts of the city. The reservoir system consists of a 10,000,000-gallon reservoir on top of Twin Peaks, 775 feet above the city; a second reservoir with capacity of 1,000,000 gallons is in Sausalito Heights, 490 feet elevation; a third reservoir under Hyde street with capacity of 1,000,000 gallons having an elevation of 320 feet.

Miles of New Water Mains.

The 5 1/2 miles of new water mains are so planned that any block or any number of blocks can be cut off from the rest of the system, there being no possibility of a complete paralysis of the system. As these mains will be kept full of fresh water constantly, there will be no danger of corrosion from the presence of salt in them.

There has been done much more than to provide fire-fighting facilities in San Francisco, however, in the way of preventing a recurrence of a great conflagration. The city has builded against fire to such an extent that now in all of the downtown districts one may find nothing but fireproof buildings—great steel and stone or steel and concrete structures, where formerly there were buildings of frame, or of such construction as to permit the passage of fire through wooden joists. All this means a vast expenditure of money over the value of the property buildings, which were valued at \$105,000,000. There have been erected about 18,000 buildings, which have cost \$150,000,000, or \$45,000,000 more than the cost of all that were destroyed, and by the time the fire ground that was swept over by the fire is covered with buildings it is safe to say the total expenditure will be fully \$100,000,000 more than was lost in buildings.

Before April 18, 1906, there were 27 Class A structures in San Francisco; today there are 104 such structures. The 79 new structures were erected at a cost of more than \$28,000,000, while the repairs on the 27 structures that were damaged by the fire entailed expenditures of more than \$5,600,000 more.

In all this wonderful building energy it is worthy of note that the great bulk of money necessary to finance the operations was California money. Of the \$150,000,000 that has gone into new buildings in San Francisco in the past three years, less than \$10,000,000 of it came from outside capitalists, and that came tardily, only after San Francisco showed to the world that she had confidence in herself and in her future. Yet with all there has been a constant increase in bank deposits, especially the savings banks. According to the California Bank Commission, San



CORNER OF MARKET AND KEARNY STREETS, SHOWING IN RIGHT FOREGROUND THE MONADNOCK BUILDING. NEXT IS THE NEW PALACE HOTEL, TO BE COMPLETED AND OPENED IN NOVEMBER, 1909.

Francisco savings banks had on deposit on April 14, 1906, \$105,462,234; on December 31, 1908, these banks had on deposit \$134,464,584. It must be remembered that that part of the community which composes the bulk of savings bank depositors have also been rehabilitating their homes and small businesses during the past three years, and when this is taken into consideration it will be realized that an exceedingly prosperous condition exists.

City Spends Millions.

In addition to the money expended in private effort to rehabilitate, the public-service corporations have expended nearly \$20,000,000, and the municipality has voted bonds for \$18,900,000 for new sewers, fire protection, school buildings and other improvements, including a modern garbage crematory system. This is being expended as rapidly and economically as possible, the bonds being sold as needed. Significant of the changing feeling of Eastern capitalists regarding San Francisco securities is the fact that the offer of \$5,250,000 of these bonds brought more than 100 bids, and they were sold at a premium of 7 per cent.

An analysis of the building that has been done in San Francisco since the first of May, 1906, shows better than anything else what the new construction means for the city. The following table taken from the reports of the building department of the Board of Works, gives the number of each class of buildings, and the total cost of each class. To reach a better understanding of the classifications, the following explanation will be of interest: Class A structures are those having steel frame, with either stone, brick or concrete facing, and fireproof floors, practically fireproof buildings; class B includes reinforced concrete, brick or stone, with steel beams entering into the main wall of the structure; also practically a fireproof building; class C includes brick, stone or concrete structure, with floor framing of wood, capable of resisting small exterior fires, but not fireproof. This explanation, taken with the following table, will show exactly what has been accomplished. In this connection it must be remembered that in a number of instances alterations mean practically a rebuilding of a large structure, several of which cost more than \$1,000,000.

The following table shows building operations between April 18, 1906, and April 18, 1909:

Class	Number	Valuation
A	104	\$18,900,000
B	1,343	\$42,410,072
C	12,132	\$20,952,512
Alterations	0,354	\$5,528,210
Totals	20,246	\$130,542,098

It is a well-known fact that the figures shown by building permits are below the actual construction figures, and, taking the lowest estimate of contractors and builders of this depreciation as a basis, it is found that in order to arrive at a correct idea of the cost of buildings, 15 per cent must be added to the Board of Works figures. Adding this to the total in the above table places the actual cost of construction in the past three years in San Francisco at \$149,500,396.

If the writer of the poetic fantasy entitled "The City That Was" were to come



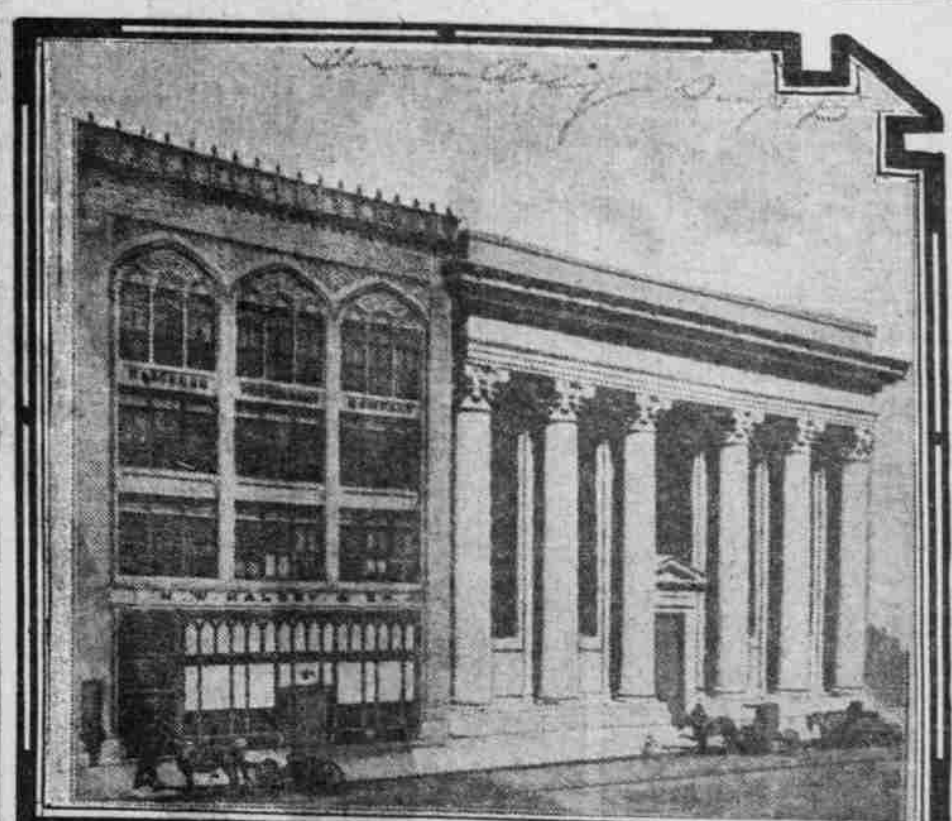
METROPOLIS TRUST & SAVINGS BANK

again to San Francisco he would see "The City That Is," of such wonderful quality, such strong vitality, such intense virility as to make him wonder if this is, indeed, the city of which he wrote when in imagination he followed the sweeping flames as they swallowed up business block and Bohemian resort, artistic centers and prosaic commercial houses, palatial homes and apartments of the poor. The old San Francisco has not returned, nor will it ever return, so far as material things be, but nothing of the spirit of old San Francisco has been lost, while the material gain from improved construction is beyond estimation.

Market street, the great thoroughfare which has always been the pride of Californians, and the joy of visitors, far surpasses the Market street of three years ago, while all the ramifying streets where formerly was located the great retail shopping center of the city, would scarcely be known to the old visitors, since they have been adorned in their new attire of steel and stone commercial edifices.

Complaint is made that San Francisco's streets have been neglected, but the complainants do not take into consideration that these streets have been called upon to bear the enormous traffic entailed in hauling material for all these new buildings, in addition to the great burden of traffic from the regular business of the commercial metropolis of the Pacific. San Francisco is expending hundreds of thousands of dollars on street betterments, and by the time her commercial rehabilitation has been accomplished the streets will have kept pace with the civic requirements.

A city of most modern construction in all essential elements, a city that is cleaner than any other city in the United States, a city that has more hotel room than any other city with the exception of New York, a city that has the finest fire-fighting system in the country, a city that has more fireproof buildings proportionately to its size than any other city in the United States, a city whose exceptional advantages are recognized by the world—this is San Francisco, the city that is.



N.W. HALSEY BUILDING AND BANK OF CALIFORNIA, CALIFORNIA ST., COR. OF SANSONIE STREET.

The Suffragette on Immoral Plays

By Estelle Klauder.

"This Durnham person keeps on saying that, on account of woman's immoral taste, only immoral plays succeed. What a fib!" cried the suffragette.

"The April day was mild and the flower-banked windows of the Colonial Club stood open; but a fire of cedar logs blazed in the grate, and it was the little white tables nearest the scented flame that all the pretty women preferred to take their tea. In pale spring gowns and in those bright straw hats, shaped like inverted baskets, that come down nearly to the eyes, this throng of women was as adorably pretty and gay as the throng of window flowers swaying in the sunlight and the soft breeze.

"The Durnham person," resumed the suffragette, "proves our immoral taste by the abnormal case of a woman who decided not to go to see 'Sapho' because some one told her it wasn't really shocking, after all. That is about as logical as though a corset-maker should point to a top who wore stays, and from this abnormal case try to prove that man is to blame for all the evils of tight-lacing."

She regarded her smart patent leather shoes, with its well-cut spat of white dust, and a subtle smile curling the corners of her red mouth, she went on:

"Did it ever occur to you, my dear, that men and women enter in their conception of a play's morality?"

"No, not at all," the anti-suffragette drawled coldly, as she fixed a cigarette in a long amber tube.

"Well, they do. Listen. A man's idea of a moral play is one where a husband falls in love with a beautiful dancing girl, draws his savings out of the bank, abandons his wife, children and job, and sails away with the girl on the Mauritania. He has a royal time—champagne, motor rides, mask balls, theater suppers—but as soon as his savings dwindle the dancing girl deserts him for a boy peer. Then straightway the poor, lonely, forsaken fellow repents. He remembers his unfaithful wife, remembers the snug home which she, perhaps, by borrowing from her father, has been able to keep together; remembers the traitress to one she has persuaded his employer still to hold open for him. And he returns, a changed man. He is welcomed like a conqueror. His wife says she prayed daily for him in his absence. He starts at that. Prayed? In his return, then, he says, with a religious gesture, behold! her prayer's answer. Curtain.

"And that," said the suffragette, "is the male conception of a moral play. It has two morals. The chief moral, for women, is: If a wife be all-devoted and all-forgiving, she will probably keep her home together somehow. The sub-moral, for men, is: A wife drilled to a proper devotion and forbearance saves an erring husband a lot of embarrassment after the error.

"Now for the immoral play. An immoral play, according to man, is one where it is the heroine who errs. It is the heroine who has the royal time—the champagne, the mask balls, the midnight suppers. In her case, of course, there is no husband keeping the home together and praying; and if she should return—but she never returns—she isn't such a fool. That, though, as man sees it, is an immoral play. According to man, if there is

any of this erring to be done, why, let the hero do it.

The suffragette took a little mirror of silver-gilt from her gold net bag. "How flushed I am!" she said. "It annoys me so, this male stupidity! She rang for her limousine and rose. "So, there's your definition. Remember it!" she ended.

"More play—An erring man. "Immoral play—An erring woman."

The anti-suffragette blew smoke through her pretty nose, mused, and said calmly:

"Magna and 'Sapho' and 'Mrs. Tanqueray' are perhaps considered immoral plays because they treat of erring women. Where, though, is your moral play that treats of erring men?"

"There are few," the suffragette admitted. "Erring man is too much a matter of course to build a play upon. Erring man is just a joke, just a musical comedy joke. You know the joke of taking one's wife to Paris. The men in a musical comedy audience always laughs at that joke heartily. It is a little gay, perhaps, they say, but not really, you know. Immoral. Suppose, though, a woman cracked it, pointing out the inutility of taking a husband to Paris. Can't you see those laughing and indulgent men changed in a jiffy to a shocked and scowling crew of Anthony Comstockists?"

A great, shining car halted before the club and the suffragette gathered up her white gloves and her gold trinkets. The anti-suffragette drawled with a smile:

"But this Durnham person says that when he puts on 'Sapho' he takes in \$2000 a night, but when he tries the classics his theater is empty. How do you account for that?"

"Easily," said the suffragette. "It's the key to the whole riddle. Classics, in Durnham's eyes, are plays whose authors have been dead so long that no royalties need be paid on them. Of course, Durnham would like to produce classics, classics, nothing but classics. The public, though, won't let him. Hence his tears. But for Durnham to say we women have immoral taste simply because he can't stop paying royalties! Really, they ought to take the creature's vote away."

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The Hungry Cabinet.

New York World.

They said they were an-hungry; sigh'd forth proverbs. That hunger broke stone walls; that dogs must eat. That the great ones meant for mouths; that the Corn all the rich men only; with these shreds They vented their complaints.

Coriolanus, Act I, Scene I.

The Cabinet sat about the board— But alas! the board was bare; The Cabinet longed with one accord For the fifth time had come and passed. And they wondered how long the thing

Ever they got their lunch. They'd talked on tariff without a pause From eleven to half-past three, of The while they pondered on nature's laws Of facts and figures they'd had their fill, And there came in the rub. For no one cares to talk of wool When his mind is all on grub.

They know the President wants to bait; They are willing that he should; But as for themselves they feel they can't. And they wouldn't if they could. So they gaze at him with his mighty girth— Sacred content, secure in their girth— And they wonder if their jobs are worth The paces that they must endure.