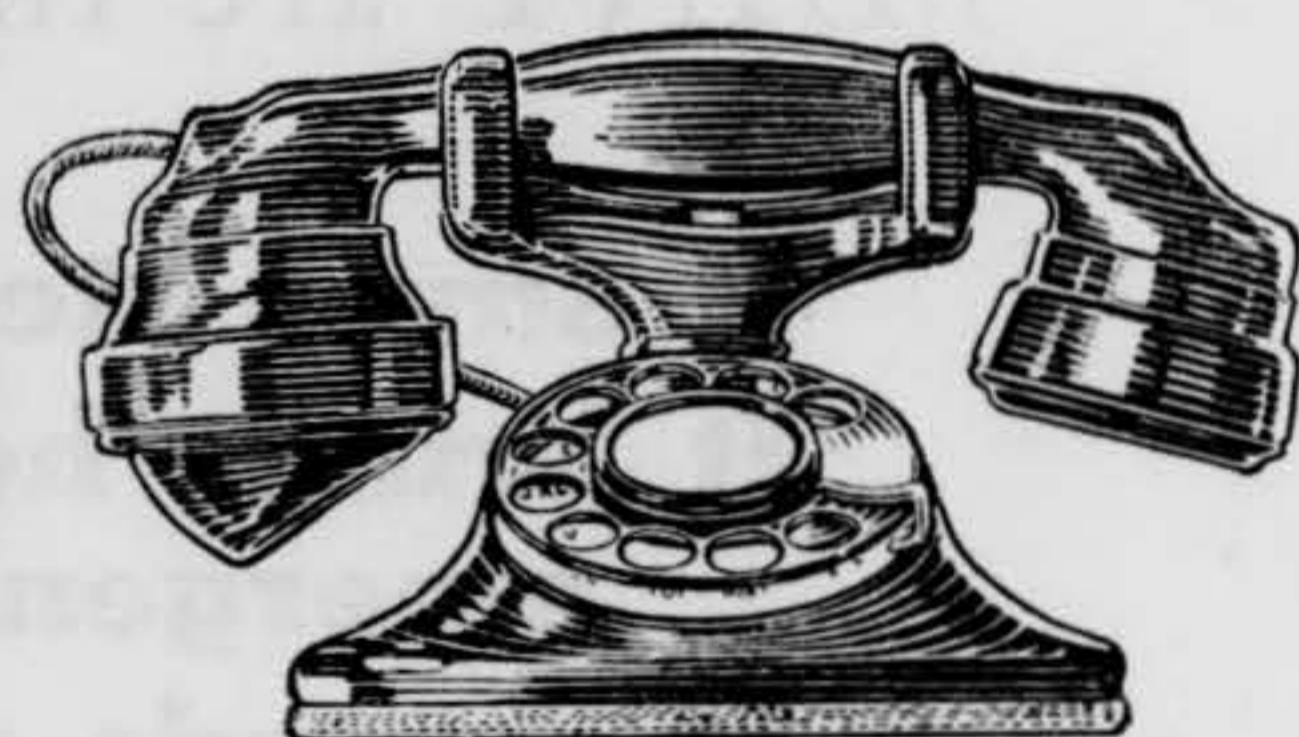


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Civic Section SAN FRANCISCO

EXPLORATION . . .

San Francisco, city of romance and adventure, reflects in its atmosphere of today the glamor of its past. Its history begins when the first white man, Sergeant José Francisco Ortega, pathfinder of Spain's Portola-Serra expedition to occupy California, discovered San Francisco Bay and its ocean entrance on November 1, 1769. Not until August 5, 1775, however, did the first ship, the *San Carlos* commanded by Lieut. Juan Manuel Ayala, enter the harbor; while



the first step toward actual settlement was not taken until March, 1776 when Col. Juan Bautista Anza reconnoitered the ground and chose sites for the Presidio and the Mission of San Francisco de Asis, known to all today as "Mission Dolores." This name is derived from the day the site for the mission was selected—*Viernes de los Dolores*—the Friday before Palm Sunday.

SETTLEMENT . . .

Anza returned to Mexico, leaving Lieut. José Joaquín Moraga to lead the settlers' cavalcade of forty men, women and children, and the Franciscan Padres Francisco Palou and Benito Cambon from Monterey to its destination where it arrived June 27, 1776. A brush shelter or *jaca* was hastily built about where 18th and Sanchez Streets now cross and there the following Sunday the padres said mass, just six days before the Declaration of Independence was read and the Liberty Bell was rung at Philadelphia.

MISSION AND PRESIDIO . . .

On September 17, 1776, the Presidio was dedicated by Moraga, assisted by Padres Palou and Cambon, and on October 9, 1776, the Mission was founded with all due ceremony. A year later, Junipero Serra, Presidente of the California Missions, was a visitor for ten days. The present church structure, whose corner stone was laid in 1782, replaced the original and temporary one of wood. Here Palou penned his *Life of Serra* and his *Noticias*, the first books written in California, and here Moraga lies buried. All that remains of Spain's Presidio is the Officers' Club of adobe and a few bronze cannon cast in



Peru in the 17th century. They once guarded San Francisco Bay when they were mounted in the Castillo de San Joaquín, built in 1794, which stood on the site of the old 1854 brick fort now shadowed by the Golden Gate Bridge.

FOUNDING OF YERBA BUENA . . .

In 1822 Spain lost California to Mexico and Mate William Richardson came ashore at the Presidio from the British whaler *Orion*. Maria Antonia, daughter of Lieut. Ignacio Martínez, became his wife in 1825. Years later he convinced Gov. José Figueroa that a commercial town should be built on San Francisco Bay and on June 25, 1835, he set up a tent (today's 811 Grant Ave. covers the spot) to shelter his family and to become the founder of Yerba Buena which, with the Cove nearby, took its name from the profusion of wild mint growing there. The shoreline of the Cove ran westerly from a rocky point, now Broadway and Battery Street, to the entrance of a tidal lagoon near Jackson and Montgomery and thence southerly in a gentle curve that passed through Market and First to the Rincon at Spear and Harrison. The town grew slowly. In 1841 the great Hudson's Bay Co. opened a store. The names of other early merchants—Spear, Leidesdorff, Howard, Davis—are perpetuated in street designations.

AMERICAN FLAG IS RAISED AND NAME CHANGED . . .

Capt. J. B. Montgomery of the U.S.S. *Portsmouth* raised the flag July 9, 1846, and later sent Lieut. Bartlett ashore as Alcalde or magistrate. Sam Brannan's arrival in the *Brooklyn* with 230-odd Mormons on July 31 more than doubled the population. January 9, 1847 he published *THE CALIFORNIA STAR*, San Francisco's first newspaper, his printing press being located in an adobe building that stood where the Telephone Company's China Exchange is now located. Gen. Vallejo's wife's name was Francisca Benicia and it was planned to name a proposed townsite "Francisca on San Francisco Bay." However, on January 30, 1847, Alcalde Bartlett changed Yerba Buena to San Francisco and the town that was to have been Francisca became Benicia.



GOLD RUSH . . .

The treaty of Guadalupe Hidalgo in 1848 ended the Mexican War and ceded California. Fremont named the Golden Gate. James Wilson Marshall discovered gold at Sutter's Mill at Coloma, January 24, 1848, and Sam Brannan, shouting in San Francisco's Plaza, "GOLD! GOLD! From the American River!" started the Gold Rush. Streams of immigrants poured into California. 90,000 in '49! Abandoned ships clogged San Francisco's Cove. Shacks and tents mushroomed the hillsides. Overnight a city was born. At Broadway and Battery, W. S. Clark built the

first wharf. There the ship *Belfast* docked in 1848, being the first vessel to be unloaded at a wharf in San Francisco Bay.

SAN FRANCISCO OF '49 . . .

Loma Alta became Telegraph Hill when Sweeney & Baugh erected a semaphore there to repeat signals concerning incoming vessels made by their outer station in sight of the ocean. California was Eldorado to the Spanish-speaking; Gum Shan—Gold Hill—to the Chinese, and San Francisco was bedlam where every tongue known was heard, where gambling flourished, where lawless men indulged in violence. Led by Brannan, Howard and others these so-called "Hounds" were suppressed in 1849. When word came that California had become the 31st State in the Union on September 9, 1850, San Francisco celebrated gloriously.

VIGILANTES OF 1851 AND 1856 . . .

In 1851 when the criminal element again sought the upper hand, the Vigilance Committee headed by Brannan hanged a few desperadoes and peace and quiet returned. Despite devastating fires, the city grew. Business needed more room and the towering sand dunes south of California Street were moved into the Cove's shallows. In 1853 the first telegraph line in the State was built by Sweeney & Baugh to connect the outer signal station, six miles away, with the Merchants' Exchange. When the Panama Railroad was finished in 1855 San Francisco was but three weeks away from New York by steamer. Need for another house-cleaning brought the Vigilance Committee of 1856 into being and when its labors ceased, the city which had survived six awful conflagrations was able again to regard its future with that serenity and indifference to fate which Bret Harte wrote was its characteristic.

PONY EXPRESS, RAILROAD, CABLE CARS & TELEPHONES . . .

The Butterfield stages (1858), the Pony Express (1860-1), and the telegraph (1861) were steps toward binding California to the east which were to culminate in the completion of the transcontinental railroad in May, 1869. In 1873 came the first cable car, the Clay Street line, followed by others to make Nob and Russian Hills available for homes. Golden Gate Park was started and Raiston was building the Palace Hotel, the largest hostelry in the world in 1875; San Francisco's population had reached 230,000 and Chinatown had become, as it still is, the largest native community outside China. John I. Sabin introduced the telephone to San Francisco in 1876 shortly after Alexander Graham Bell had announced its invention. A line was run from Meigs' Wharf to the Merchants' Exchange. Two years later subscribers' names filled a one page directory listing some 200 telephones! Today San Francisco uses 294,000 telephones to serve its needs.



YESTERDAY AND TODAY . . .

The 1915 Exposition celebrated the completion of the Panama Canal and the introduction of transcontinental telephony. Few of its millions of visitors could visualize the desolation wrought 9 years before by San Francisco's seventh great fire, the result of the 1906 earthquake, when 2500 acres were burned over with a loss of \$750,000,000. The phoenix on San Francisco's coat of arms was well chosen. And the Exposition of 1939-40 has proved to other millions that San Francisco, builder of the world's greatest bridges, owes its cultural and material advance to the indomitable will of its people, whose motto is, "*Oro en paz: fierro en guerra*"—Gold in peace: Iron in war.