



for fullest enjoyment...

For Scenic Exploration
Bayshore Drive: Fast highway around southern end of the Bay connecting with scenic drives in the Peninsula Hills. Route 101. By Pass, E-8 to E-14.
El Camino Real: "The King's Highway". Historic mission trail and highway to Peninsula cities. Route 101. C-8 to E-14.
49 Mile Scenic Drive: For detailed map, contact Downtown Ass'n, 57 Post St., DOuglas 2-7842.
Great Highway Esplanade: 4 miles along Ocean Beach. B-6.
Ocean Shore Highway: Route 1 to Sharp Park and Half Moon Bay. B-8 to A-11.
Redwood Highway: Golden Gate Bridge north to Oregon line. Contact Redwood Empire Ass'n for literature on this magnificent drive. 85 Post St., GARfield 1-6554. C-1 to C-4.
Skyline Blvd.: Southern continuation of Great Highway to Santa Cruz. B-7 to D-14.

For Non-Scenic Exploration
Apparel City: San Francisco's clothing and fashion producing center. Oakdale Ave. between Third St. and Bayshore Blvd. E-8.
Automobile Row: New and used car mart. Van Ness Ave. E-6.
Barbary Coast: Of historical interest. Now International Settlement. Pacific Ave., at Montgomery St. E-6.
Farmers' Market: Where farmers sell direct to the consumer. Alameda Ave., at Bayshore. D-8.
Financial District: Wall Street of the west. Ticker-tape and hurried business men and women. E-6.
Foreign Trade Zone: One of the nation's three free trade zones. For details contact the board of State Harbor Commissioners, Ferry Bldg., GARfield 1-8800. E-5.
Furniture Mart: Merchandise Mart of the West. Market near Van Ness. D-6.
Latin Quarter: "Little Italy". Noted for fine Italian and Bohemian restaurants. Around Broadway and Columbus Ave. E-6.
Portsmouth Square: Where the Stars and Stripes were first unfurled in San Francisco. Robert Louis Stevenson brooded here creating many of his immortal sea tales. Kearny at Clay. E-6.
Produce District: Most active in the early hours of the morning. Front and Davis Sts., between Sacramento and Pacific. E-6.
Shopping District: Centering on Union Square. E-6.
U. S. Mint: One of the three places where Uncle Sam makes his money. Duboce St. at Market. D-7.

The Seats of Learning
Dominican College: Order of Dominican Nuns. San Rafael. Marin County.
Mills College: First college for women in the west. Seminary, at MacArthur Blvd., Oakland. K-9.
St. Mary's College: Christian Brothers. Moraga, Tunnel Road to Orinda, turn right. L-5.
San Francisco College for Women: Catholic college at San Francisco's Lone Mountain. D-6.
San Francisco State College: 124 Buchanan near Market. New Site borders Lake Merced. D-6.
Santa Clara University: Jesuit. Route 101 to Santa Clara.
Stanford University: Main campus in Palo Alto. Schools of Medicine and Dentistry in San Francisco. F-14.
University of California: World's largest university. Main campus at Berkeley. J-5. Schools of Medicine, Dentistry, Pharmacy, Law and Fine Arts in San Francisco.
University of San Francisco: Jesuit. 2130 Fulton St. near Golden Gate Park. D-6.

... and Fine Homes
Pacific Heights: Many splendid old mansions. West of Van Ness along Washington, Jackson, Pacific and Broadway. D-6.
St. Francis Wood: Modern residential district with suburban atmosphere. Southwest of Twin Peaks. C-7.
Sea Cliff: Mediterranean style homes on cliffs overlooking the Golden Gate. C-5.

... and Civic Progress
Custom House: Battery at Washington St. YUkon 6-3111. E-6.
Hall of Justice: Police Headquarters. Portsmouth Square. E-6.
San Francisco Stock Exchange: Pine and Sansome Sts., EX-brook 2-6535. E-6.

... and Strength
Fort Mason: Port of Embarkation. Bay St. at Van Ness. D-5.
Presidio: Original Headquarters for soldiers of Charles III of Spain and Mexican colonists. Still a military post. Officers' Club occupies an adobe structure which was the first building in San Francisco. C-5.

CARRIAGE-TRADE PUBLICATIONS
111 SUTTER STREET • DOUGLAS 2-3304 • SAN FRANCISCO

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Treasure Island: Naval station on world's largest man-made island. Site of World's Fair of 1939-40. G-5.

... and Entertainment
Bay Cruises: Information from The Gray Line, YUkon 6-4000.
Boxing and Wrestling: Frequent matches at Coliseum Bowl (D-6), and Civic Auditorium. E-6.
Hockey: Wednesday and Saturday evenings during winter months. Winterland. D-6.
Legitimate Theater: Productions the year round at the Curran and the Geary. E-6.
Music: Opera Season; mid-September to mid-October. Symphony concerts, ballet, and recitals by famous artists; November to April. Opera House and Civic Auditorium. E-6.

Tips for Visitors

- Be prepared for San Francisco's refreshing climate! Temperatures seldom range below 40° in winter, or above 70° in summer.
- In San Francisco's compact downtown area (shaded above and shown on the big map inside) it's better to walk, use cabs, cable cars, sightseeing buses or hire a guide with a car, than to drive your own.
- Make a tour of San Francisco's shops. They rank with the world's finest.
- For an adventure in eating, try a different one of San Francisco's fine restaurants for lunch and dinner each day.
- San Francisco offers an infinite series of delightful experiences to the visitor. In justice to yourself, plan to stay as long as you can.

on getting acquainted with San Francisco

No matter how brief your stay in San Francisco this Welcome Map will help you do and see the things talked about by travelers the world over.

There are many elusive qualities about San Francisco that, once found, bring people back again and again. It may be spectacular Golden Gate as seen from Telegraph Hill, or the cliff-dwellings on Russian Hill, the quaint cable cars, or San Francisco's great bridges and the ships that pass beneath. Many visitors are intrigued by the city's cosmopolitan shops, known the world around, or by its restaurants renowned for the fine fare they provide. Still others are inspired by San Francisco's historic background, its pageantry of people from all nations, its rugged hills and billowing fogs.

Kaleidoscopic San Francisco is many things to many people. Here, old world atmosphere mingles seductively with the new. Discover for your own delight, with the aid of this Welcome Map, some of the enchantment that endears San Francisco to residents and visitors alike.



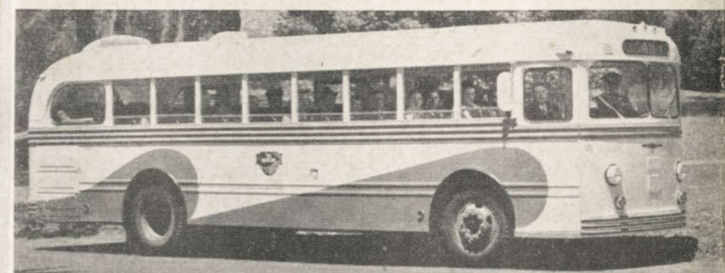
Outstanding Dining Rendezvous of the West

The Historic CLIFF HOUSE
Overlooking famed Seal Rocks
The best in food and service at popular prices

The CLIFF HOUSE GIFT SHOP
Largest in the World

Featuring gifts of distinction gathered from the four corners of the world.

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Really See San Francisco

Gray Line transportation specialists offer complete service to satisfy all your travel needs:
SIGHTSEEING: De Luxe Parlor Car tours throughout the Bay Area, conducted by trained driver-guides.
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AT LEADING HOTELS or DEPOT —
44 Fourth St., Santa Fe Terminal, YU 6-4000



for fullest enjoyment of your hours in San Francisco



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Muir Woods: National Monument in Marin County. Hill Valley Route over Golden Gate Bridge. A-1.
Signum Stern Grove: Picnicking and summer Sunday concert resort of well-dressed people. B-6.
Seal Rocks: Cliff House: Hill, winter and spring resort of well-dressed people. B-6.
Telegraph Hill: Panoramic sweep of bay, eagles, fishermen of the market which is noted for its early-day sailing vessels. B-6.
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Union Square: A block-long park serving as a foot to the world's largest garage, located in the center of the downtown shopping district. Powell, Stockton, Post and Geary Streets. B-6.
Yacht Harbor: Mooring place for pleasure craft, from sloops and cabin cruisers to sleek yachts bearded with brass. B-6.
Union Square: A block-long park serving as a foot to the world's largest garage, located in the center of the downtown shopping district. Powell, Stockton, Post and Geary Streets. B-6.



Golden Gate Park Arboretum: Fifty acres of botanists' delight. Rare plants and nearly every variety of tree that grows in the temperate zone. B-6.
Muir Woods: National Monument in Marin County. Hill Valley Route over Golden Gate Bridge. A-1.
Signum Stern Grove: Picnicking and summer Sunday concert resort of well-dressed people. B-6.
Seal Rocks: Cliff House: Hill, winter and spring resort of well-dressed people. B-6.
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Yacht

for smart shops, fine food, stimulating diversion . . .

Air Travel

Pan American World Airways: Choice of daily Sleeper-ette or Double-Decker Clipper service between Hawaii and the U. S. West Coast. Frequent schedules to Australia, New Zealand, Philippines, Orient & Round-the-World. 222 Stockton. GARfield 1-3075. H-9

Philippine Air Lines, Inc.: The ultimate in luxurious DC-6 international air travel. Frequent flights to Manila, Hong Kong, Bangkok, Calcutta, Karachi, Cairo, Rome, Madrid and London. 212 Stockton. DOuglas 2-1688. H-9

Antiques, Rare Objects d'Art

The London Shop, Silverware, china, both old and new. Ideal for the bride. 352 Sutter. EXbrook 2-2408. I-10

Apartment Rental Service

Preferred Rental & Realty Co.: Specialists in renting and leasing apartments and flats. Homes for sale thru multiple listing. 260 Kearny. EXbrook 2-6720. I-11

Apparel . . . for men

Town and Country Men's Shop, 353 Sutter, DOuglas 2-7396. H-10

. . . blouses for women

Kat'a Blouses: One of America's largest and finest blouse stores. 112 Geary. SUTter 1-7247. G-10

. . . fashions

Elinor: Fashions for the discriminating woman displayed in a charming atmosphere. Gowns, coats, suits, millinery and accessories. "Just Off Union Square". 312 Stockton. EXbrook 2-7384. H-9

Automobile Rental Service

Armstrong's: Rent a new car with radio; drive-it-yourself for business or pleasure trips. Popular makes, convertibles. Hotel delivery. 1037 Geary. GRAYstone 4-6600. G-2

Arrow U-Drive: New de-luxe sedans. No delay, no red tape. 24-hour service. Insured. Free hotel delivery and travel service. 38 - 8th St. MARKET 1-0192. B-4

Automotive Services

Union Square Garage: Overnight parking, washing, greasing. Union Square. EXbrook 2-5836. H-9

Banking Courtesies

Crocker First National Bank, California's Oldest National Bank. #1 Montgomery. EXbrook 2-7700. H-12

Wells Fargo Bank & Union Trust Co., Market at Montgomery. SUTter 1-1500. H-12. Br. EX Market at Grant. G-10

Beauty Salons

Town House Beauty Salon, 278 Post, 6th Flr. SUTter 1-7950. H-9

Books

Brentano's: Booksellers to the World. "In the City of Paris." Geary at Stockton. G-9

Paul Elder & Co.: Sutter and Stockton. SUTter 1-2208. H-9

. . . old and new

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John Howell: Books for the reader and collector. Prints. 434 Post. SUTter 1-7795. H-8

. . . psychological and occult

Metaphysical Library and Book Shop: Lectures and circulating library. 85 Post. YUKon 6-6145. H-11

California Souvenirs

The Redwood Gift Bowl: Beautiful objects in California's famous redwood. 461 Grant. SUTter 1-0976. I-10

Cameras, Films, Photo Supplies

Allen Photo: 7 hour developing. 238 Market. J-15

Alfred Bass, Inc.: S. F. mural display. 585 Market. H-13

Church Goods & Religious Articles

The O'Connor Co.: 371-373 Sutter. GARfield 1-0110. H-10

Commercial Art

Lillian Sader: The Welcome Map artist. 566 Commercial St. DOuglas 2-2888. K-12

Dining & Dancing—Hotel

Hotel Claremont: The Garden Room. Ashby & Claremont Ave. BIRkeley 7-9300. J-5

Fairmont Hotel: Venetian Room. California & Mason. DOuglas 2-8800. J-8

Hotel Mark Hopkins: Peacock Court. California & Mason. EXbrook 2-3434. J-8

Hotel St. Francis: Mural Rooms. Powell & Geary. YUKon 6-2131. H-8

Florists

Albert O. Stein Co.: Flowers that make the right impression. 359 Sutter. DOuglas 2-5544. H-10

Fraternal

Y. M. C. A.: Club-like atmosphere. Rooms for men. Coffee shop. Nine floors of recreational facilities including swimming pool. 220 Golden Gate. TUXedo 5-0460. E-5

Gifts Extraordinaire

Chez Zézette: House of beautiful gifts. California ceramics and Jade Snow Wong ware. 461 Post. SUTter 1-0183. H-8

Cliff House Gift Shop: Gifts from all over the world. Beautiful pieces in California redwood. Exquisite shells, ceramics and jewelry. Ideal souvenirs. Geary Blvd. at Great Highway. B-5

Denslows: Unusual gift selections. Fairmont Hotel. J-8

Gumps: 250 Post. H-10

Jewelry . . . antique

Stewart's Treasure House: Largest selection of antique jewelry, rare jades, objects of art. 239 Post. EXbrook 2-2238. H-10

Liquors, Wines, Cordials

St. Francis Hotel Liquor Shop, 310 Geary. YUKon 6-1270. H-8

Massage, Steam Baths

Bert's Conditioning Clinic, From sun lamps to swimming pool. 609 Sutter. TUXedo 5-2919. H-7

Night Life

Charlie Low's Forbidden City: America's most highly publicized Chinese night club. Sparkling all-Chinese floor show. Top dance band. Complete Chinese or American dinners. No cover. Closed Sundays. 363 Sutter. DOuglas 2-8648. I-10

Three Sixty-Five Club: 365 Market. I-14

Oriental Fine Arts

Gump's: 250 Post. H-10

G. T. Marsh & Co., Art objects in jade and ivory. Creations in iron jewelry. 522 Sutter. GARfield 1-5661. I-8

Nathan Bentz & Co.: Rare porcelains, brocades, jades, bronzes, and ivories. 532 Sutter. SUTter 1-4652. I-8

T. Z. Shiotz: 402 Sutter near Stockton. SUTter 1-6059. I-9

Oriental Jewelry

Philip Klein: Known 'round the world for rare jades, precious gems, since 1895. Modern and antique jewelry displayed in an atmosphere of oriental beauty. Individual creations made to order. 519 Grant, in the heart of Chinatown. DOuglas 2-4978. N-8

Oriental Silks, Brocades

Madame Butterfly: Luxurious lounging apparel for men and women. Custom or ready to wear. 347 Grant. I-10

Parfums, Cosmetics

Michel et Fils: Imports. 337 Geary. YUKon 2-2864. G-8

Pastries, Viennese

The Plantation, 349 Sutter. GARfield 1-2883. H-10

Pharmacies

Barnes-Hind Pharmacy: Prescriptions. 430 Post. GARfield 1-1895. H-8

Photographers

Jeanne Riemen: Perceptive character studies. By appointment. 441 Powell, near Post. GARfield 1-2258. H-8

Recorded Music

The Record Shop: Where music lovers go. Imports and special labels featured. 14 Tillman Place. EXbrook 2-2383. H-10

Restaurants of Renown

San Francisco has long enjoyed recognition with New York and New Orleans for providing exceptional variety and unrivaled excellence in eating adventures. For the insatiable gourmet, Raymond Ewell's "Dining Out in San Francisco" (a remarkable little book, obtainable for a dollar at newsstands or book stores) reviews in fascinating detail Bay Area restaurants which contribute most to this recognition.

Backyard: Superb Italian food—accent on squab, steak and Backyard salad. Warm, cheerful murals add to dining pleasure. Unique Latin atmosphere in red stone-cellar bar. 1024 Kearny near B'way. SUTter 1-7644. M-11

Cliff House: A "must". Long a visitors' mecca. Overlooking Seal Rocks, Golden Gate, dramatic Ocean Beach and bluffs of Marin. Excellent menu. Breakfast, lunch, dinner. Cocktails. Geary Blvd. at Great Highway. B-5

Diller's Kosher Style: Only Kosher style restaurant downtown. Open 11:30 A.M.-9:30 P.M. 157 Mason. F-8

Domino Club: Charlie Anderson's unique Art Gallery Restaurant, featuring the sensational World's Fair "Gloria". Complete lunch and dinner. Prime ribs and excellent steaks. 25 Trinity Pl. EXbrook 2-5579. I-11

Hotel Whitcomb: Main dining-room and Whitcomb Inn blending the charm of old world atmosphere with the faultless cuisine of a modern metropolitan hotel. Market at 8th. B-4

India House: Calcutta as the British know it—from authentic East Indian curries and chutneys to turbaned waiters. Dining here is a real eating adventure. 629 Washington. EXbrook 2-0744. L-12

Julius' Castle: A San Francisco long-time favorite. Bay view superb. Closed Sunday. 302 Greenwich, up Union to Montgomery, left and down. DOuglas 2-3042. Q-12

Kuo Wah Cafe: Only Chinese restaurant visited by President Truman's family and Vice Pres. Barkley. Colorful. Modern. Oriental banquet rooms; Asiatic cocktail lounge. 10:30 A.M. to 3:30 A.M. 950 Grant. YUKon 2-1851. L-10

Lamps of China: Fine authentic Chinese recipes. View of colorful Grant Avenue from intimate Yum Sing Room. Luncheons, cocktails, dinners, late snacks. Your host, George K. Jue. 521 Grant. DOuglas 2-9779. J-10

Little Hungary: Authentic. 5126 Geary. EVERgreen 6-9845. C-5

Little Sweden: Country style smorgasbord on Sat., Sun. Appetizing dinners nightly. 572 O'Farrell. GRAYstone 4-9767. G-5

Normandie: Latin Quarter's top French dinners. Cozy, friendly, different. Specialties: chicken saute, abalone steak, sweetbreads and frogs legs *provençal*. Dinner music. Dancing after 8 P.M. 1326 Powell. EXbrook 2-9664. M-8

Ott's Drive-In Restaurant: One of the world's largest and finest. Cocktails. Bay St. at Columbus. S-6

Pacific Sukiyaki House: Native Japanese Sukiyaki and Tempura. 895 Pacific at Powell. SUTter 1-9724. M-9

Pastene's: Prelude to a perfect dinner: cocktails in a comfortable lounge with two 4-way fireplaces surrounded by rocking chairs for everyone. Clement at 24th Ave. SKYline 1-5551. C-5

Plantation & Le Pavillon: Distinctive, gala, continental atmosphere. Famous fresh fruitbowl, salads, roast beef, Chicken Netherlands, India curries. Viennese pastries. Lunch-eons - Dinners - Fountain. 349 Sutter near Grant. GARfield 1-2883. H-10

Rickey's: Continental cuisine. Organ music. 57 variety smorgasbord. Luncheon, dinner, after theatre daily. San Francisco—Rickey's Town House, Van Ness at Clay. GRAYstone 4-3663. L-1. Also, Rickey's Studio Club, Palo Alto. DAVenport 2-3516. F-14

Saint Moritz Restaurant: Made famous nationally by Fulton Lewis, Jr. as "The Three Little Swiss"—"The best of foods for the best of people". Luncheon. Dinner, from \$2.00. 350 Broadway. DOuglas 2-9306. N-11

Schroeder's Cafe: Truly Germanic in food and character. Luncheon—men only until 2 P.M. Dinner from 5 to 9:30 P.M. Ladies invited. 111 Front. SUTter 1-9818. J-14

The Shadows: Authentic German food. Bohemian atmosphere. Art historic Telegraph Hill. 5 to 10 P.M. Closed, Mon., Tues. Up Union to Montgomery, turn left to #1349. Q-12

Tarantino's: Tops among Fisherman's Wharf restaurants. Meat and sea food entrees. Classic view of fishing harbor, bay and Golden Gate Bridge. Dan Sweeney, Jr. and Gene McAteer, owners. 206 Jefferson St. PROspect 5-5600. U-6

Tony & Mario's: Gourmets' Mecca. 548 Green St. O-10

Veneto Restaurant: Half a century of superb foods. Colorful old world atmosphere. Charcoal broiler. Steaks and roast beef. Variety of dinner selections. Banquet rooms. Daily, four 'til midnight. Sundays and holidays, two 'til midnight. 389 Bay at Mason. GARfield 1-9711. S-8

Victor's Parlor: Authentic French cuisine. Atmosphere reminiscent of Paris. Specialties: frog legs, sweetbreads *a la Escoffier*. Champs Elysees Bar. Catering by Chef Victor. 111 O'Farrell nr. Stockton. G-10

. . . across the Bay Bridge

Spenger's: Skillfully prepared seafood in an old sailing ship atmosphere. Abalone, crab legs saute, lobster thermidor. Nautical bar. 1919 Fourth Street, Berkeley. (Foot of University Avenue near S. P. Depot—below overpass) BIRkeley 7-7745. I-5

Trader Vic's: Famous for tropical drinks, Chinese dishes, barbecued steaks and spareribs. Late supper menu from 11 to 1 A.M. Reservations advisable. Piedmont 5-9056 or Olympic 3-3400. San Pablo at 65th (4 blocks south of Ashby). Oakland. I-6

Ville de la Pair: Menu as luxurious as the Villa itself. Copious hors d'oeuvres with varied entrees from breast of pheasant to veal scallopine and steaks. Served in the finest French and Italian traditions. 251 Sixth St., Oakland, nr. Webster St. tunnel. TWInoaks 3-7556. I-8



THE DOWNTOWN AREA—Its streets, cable car routes and three famous hills.

Restaurants of Renown—Cont.

Zombie Village: Charcoal-broiled steaks and Chinese dinners to please the gourmet. Authentic South-Seas atmosphere. Curious. Intriguing drinks made with rare rums. Reservations suggested. 6485 San Pablo Ave., Oakland. OLYmpic 3-0155. I-6

. . . down the Peninsula

Coral Reef: All the lure of the South Seas. Tropical, oriental dishes, steaks and chops. Exciting rum drinks. El Camino (Hwy. 101) at Millbrae. Oxford 7-2950. D-13

Rickey's Studio Club: Palo Alto. DAVenport 2-3516. F-14

Steamer Cruises

SS Gen'l. Frank M. Coxe: Long and short trips around the Bay. Tickets and schedules at leading hotels or Pier 43½, Fisherman's Wharf. DOuglas 2-5414. U-7

Telephone Secretarial Bureaus

Desk and Phone Service: Personalized attention given requirements of visiting executives. Attractive office or desk space provided along with phone answering. Mail and messages received. Complete secretarial services. 260 Kearny. YUKon 6-5671. L-11

Tobacconists

City of Paris Smoke Shop: Gifts for the selective smoker. Best in pipes, cigars, accessories. Geary & Stockton. G-9

Travel Information

Ask Mr. Foster Travel Service, Inc.: Locations—Hotel St. Francis, Sir Francis Drake and The White House. No service fee for reservations. Gray Line Sightseeing tickets at Sir Francis Drake—open to 8 P.M. daily. H-8



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