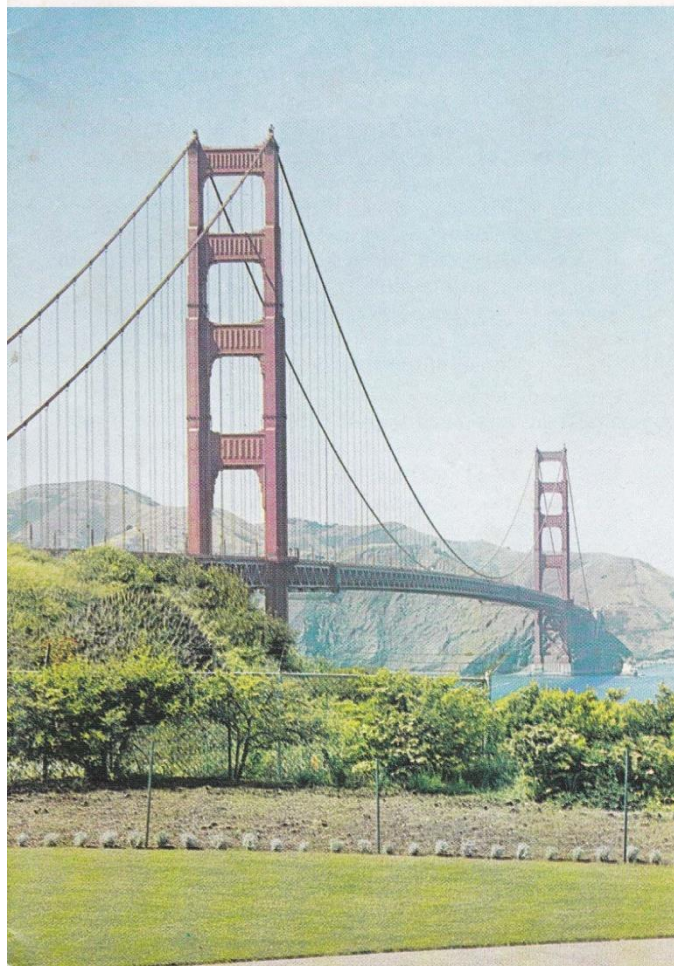




SAS CITY PORTRAIT

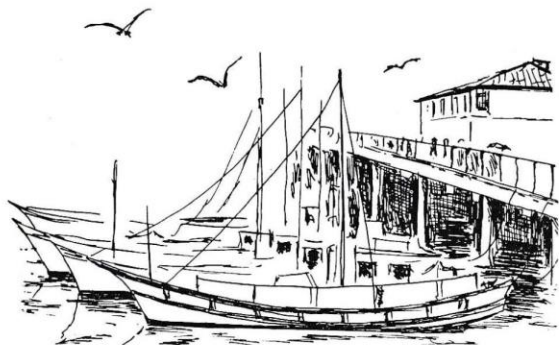
# San Francisco

**SAS** SCANDINAVIAN AIRLINES



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**This is the 5th edition of San Francisco City Portrait printed in 35,000 copies – with information based on facts available in July 1976. Main change from previous edition: new SAS office now located at 400 Post Street, tel. 421-0777.**



Front cover: The 1.7-mile (2.7 km) long Golden Gate Bridge links San Francisco with Marin County

## Introduction

One of America's – and, indeed, the world's – most picturesque and popular cities, San Francisco is a captivating product of a wild and glamorous past.

Founded 1776 as a Spanish outpost, the city experienced the acute growing pains of an adolescence that stretched from the great Gold Rush of '49 through a 50-year run of notoriety paced by the dubious dives and dance halls of the infamous Barbary Coast. Today, however, respectability is the byword, a reputation gained without loss of color, tempestuousness or charm. The past is pleasantly present whether you look to the Pacific, east to San Francisco's natural Bay, north to the wooded slopes of Tamalpais, or south to the massive Santa Cruz range.

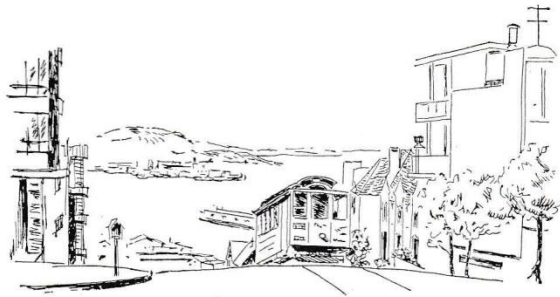
It can be seen in the Spanish beginnings such as Presidio, Embarcadero, and the picturesque Mission Dolores. In Chinatown, largest Chinese community outside China. And in Nob Hill's few remaining bow-windowed homes of past Bonanza kings.

Yet of all its phases, it was perhaps the year 1906 that saw the most significant pattern-changing event of the city's history. One mid-April morning an earthquake impaired the city's water system leaving it helpless against the ensuing fire that rampaged for three days devastating 4½ square miles of wood buildings that comprised the city's business sector. The fire was estimated to have cost 500 million dollars. Yet it was to bring to the top the energy and pioneering spirit of the people.

Today, the city is the financial capital of the West, headquarters of the world's largest bank, and the USA's second most important financial center.

Far cry from the early days of the Santa Fé Railroad and the famed Pony Express, it is one of the two most important world communication centers of the Nation and hub of transport facilities, air, sea, rail and road.

Indeed, linked to Marin County by the Golden Gate Bridge – a masterpiece of bridge construction – and to Oakland and Berkeley by the 8¼-mile (14 km) long San Francisco-Oakland Bay Bridge, it is a city that seems to possess the best of many worlds. Richly entertaining it offers everything from the bizarre cult of beatnikism to glittering nights at the grand opera. A pleasant walk from ornately splendid hotels such as the Palace and the Mark Hopkins, stand the joss-stick-scented, lantern-lit eating-places of Chinatown, and the espresso-style spots of San Francisco's Latin Quarter.



Names like Trader Vic's – one of the world's most renowned restaurants, and the Hungry I where Mort Sahl rendered a new trend in American humour, are simply part and parcel of the whole.

Just as Fisherman's Wharf, Telegraph Hill and the clanging cable cars are. It is, too, a city of Fine Arts, prominently represented in the fine museums, and delightfully purchasable in the myriad attractive shops that punctuate any stroll. Certainly it is a city of the unusual, of poetry out of the mists, of down-to-earth reality and the sky's-the-limit living . . . a city that never fails to capture a corner of every visitor's heart is this City of San Francisco.

## Your arrival in San Francisco

**Arrival:** You will be directed by Airport Officers to the lower floor of the Main Building where luggage can be reclaimed. Porters are available to carry your luggage if required: cost about 25 cents per piece. On the same level there is also a Post Office and Car Hire Service Counter. The floor above, the main hall, contains a bank, bars, restaurants and the Traveler's Aid Desk. (The International Restaurant/Bar is to be found on the top floor.)

**Currency:** The monetary unit is the American dollar (\$), there being 100 cents to each dollar. Traveler's Checks are exchangeable throughout the city.

**Transportation:** Airport limousines (buses), departing every 20 minutes, or taxis, will speed you to the downtown Airline Terminal, O'Farrell and Taylor Streets – 30 minutes from the airport. Limousine fare \$1.25, taxi fare about \$10.

**Reconfirmation:** You may reconfirm your onward reservations directly with the airline concerned, most of whom offer 24-hour reservation service, or with SAS reservations office, tel. 800-252-0161 (toll free), Monday to Friday 8 a.m. to 8 p.m. and Saturday 9 a.m. to 5 p.m. If you wish to visit the SAS town office, the hours are 9 a.m. to 5 p.m. Monday to Friday, tel. 421-0777.

## Hotels

With 520 hotels offering more than 45,000 guest rooms, San Francisco would seem, on the face of things, well equipped to accommodate all-comers. In truth, this would surely be the case, were it not such an immensely popular city. Vacationers and conventioners favor San Francisco all year round and the moderate year-long climate does nothing to discourage them.

Certainly it is advisable to book your accommodation in advance and, in this respect, you should contact your travel agent or SAS. Either can offer you, through the SAS Travel Planning Service, detailed information on de luxe, first, and tourist class hotels – with immediate confirmation of accommodation in most. Should you arrive unaccommodated, however, the "Travelers' Aid" desks at the airport, train and bus depots, or the local SAS Office will be pleased to help you.

Just to name a few of the many hotels there are:

### *De luxe class*

#### **Clift (H4)**

Geary and Taylor Streets.  
Tel. 775-4700.

#### **Fairmont (H4)**

California and Mason Streets.  
Tel. 362-8800.

#### **Huntington Hotel (H4)**

California and Mason Streets.  
Tel. 474-5400.

#### **Mark Hopkins (H4)**

California and Mason Streets.  
Tel. 392-3434.

#### **St. Francis Hotel (I4)**

Union Square.  
Tel. 397-7000.

#### **Stanford Court Hotel (H4)**

905 California Street.  
Tel. 989-3500.

#### **Hyatt On Union Square (I4)**

Union Square.  
Tel. 398-1234.

#### **Hyatt Regency (J3)**

Embarcadero Center.  
Tel. 788-1234.

### *First class*

#### **Sheraton Palace (J4)**

New Montgomery and  
Market Streets.  
Tel. 392-8600.

#### **Canterbury (H4)**

750 Sutter Street.  
Tel. 474-6464.

#### **Drake-Wiltshire (I4)**

300 Stockton and  
Sutter Streets.  
Tel. 421-8011.

#### **Sir Francis Drake (I4)**

Powell and Sutton Streets.  
Tel. 392-7755.

#### **Holiday Inn – Union Sq. (I4)**

Sutter and Powell Streets.  
Tel. 398-8900.

#### **Holiday Inn Hotel (I4)**

750 Kearny Street.  
Tel. 433-6600.

### *Tourist class*

#### **Bellevue (H4)**

Geary and Taylor Streets.  
Tel. 474-3600.

#### **Bedford (H4)**

761 Post Street.  
Tel. 673-6040.

#### **Stewart (I4)**

351 Geary Street.  
Tel. 781-7800.

#### **Stratford (I4)**

242 Powell Street.  
Tel. 421-2807.

### *Motel-style*

#### **Handlery Motor Inn (I4)**

260 O'Farrell Street.  
Tel. 986-2526.

#### **Del Webb's**

**Townhouse (H5)**  
Market and 8th Streets.  
Tel. 863-7100.

Rates range between US\$30 and 45 for single rooms and US\$40 and 60 for double in de luxe hotels; between US\$25 and 35 for single, and US\$30 and 50 for double in first class hotels; and between US\$13 and 20 for single, and US\$18 and 24 for double in tourist hotels.

Voltage for electrical appliances is 120 A.C. (60 cycles).

## Restaurants and cuisine

Epicures from every land will find San Francisco a gastronomical Shangri-La. Well over 2,000 eating-places habit the city, some of them top-class by world standards. And the choice ranges from delicious local seafood dishes to foods typical of many other nationalities . . . Chinese, Italian, French, Spanish, Mexican, etc.

Below, you'll find first our restaurant suggestions (with references to the city map), then a word about the local wines and food specialities, a list of snack-style spots, and lastly, some average prices.

### Phil Lehr's Steakery (I5)

232 Eddy.

World famous for steaks, originator of the cut-your-own steak and pay by weight. Moderate prices. Dinner only.

### Bardelli's (I4)

243 O'Farrell.

Authentic old San Francisco atmosphere featuring local specialities. Moderate prices.

### Refectory Steak House (H2)

1040 Columbus.

Casual and charming with a speciality of Steak & Lobster, prices range from inexpensive to moderate.

### Ernie's (I3)

847 Montgomery.

Victorian in decor, reminiscent of old-world San Francisco. Reservations essential. Expensive.

### Shadows (J2)

1349 Montgomery.

Well situated on Telegraph Hill overlooking the Bay. Good German food. Expensive.

### Restaurant de France (I3)

780 Broadway.

Very good French food at moderate prices. Reservations suggested.

### Chez Marquerite (H2)

2330 Taylor.

Small French restaurant with an intimate atmosphere. Reservations required. Expensive.

### Taj of India (I3)

825 Pacific Ave.

Moderately priced Indian food. Open for dinner only. Reservations suggested.

### Alfred's (I3)

886 Broadway.

Italian restaurant specializing in steak of every variety. Moderate to expensive prices.

### Amelio's (I3)

1630 Powell.

Excellent and expensive Italian cuisine.

### Carnellian Room (J4)

Top floor,

Bank of America Bldg.

Elegant, excellent food, panoramic view.

### The Ben Jonson (H1)

The Cannery.

Excellent and expensive English pub atmosphere.

### New Pisa (I3)

1268 Grant Ave.

Good Italian food at reasonable prices.

### Yamato (I4)

717 California.

Superb Japanese food. Reservations suggested. Moderate to expensive prices.

### Suehiro (F5)

1737 Post.

Japanese food, specializing in Tempura & Sukiyaki. Located in the Japanese Cultural Center. Moderate.

### Senor Pico (H1)

900 North Point.

Early California & Mexican Cookery, located in the famed Ghirardelli Square. Inexpensive to moderate.

### Trader Vic's (I4)

20 Cosmo Place.

Polynesian food and atmosphere at its best. Reservations suggested. Expensive.

### Castagnola Restaurant (H1)

Jefferson & Jones

Located at Fisherman's Wharf specializing in seafood. Inexpensive to moderate.

### Pompei's Grotto (H1)

Fisherman's Wharf.

Seafood restaurant, speciality Rex Sole. Reservations not needed. Inexpensive to moderate.

### The Four Seas (I3)

731 Grant Avenue.

Chinese restaurant in Chinatown. Moderate to expensive.

## SNACK-STYLE

For American snack-style hot dogs or hamburger sandwiches, try one of the following places: Zim's Hamburger spots, Vanessa's (498 Broadway - I3), New Joe's (540 Broadway - I3), or Hippo (2025 Van Ness Ave. - G3).

For Italian snack-style, particularly pizza, visit Lupo's (1042 Kearny Street - I3), or Sorrento (314 Columbus Ave. - I3).

For delicatessen, visit David's (474 Geary St. - I4) - inexpensive, open 24 hours a day.

For sidewalk café-style, sample Enrico's Coffee House (504 Broadway - I3).

## WINES

California's generous, robust vineyards produce 85 % of the country's wines, several of which compete for top-table space with many of the most excellent European imports. Beaulieu, Beringer, Charles Krug, Italian Swiss Colony, Christian Brothers, Wente Brothers.

## FOOD SPECIALITIES

*Dungeness Crab*, a fine sweet crab; *Rex Sole and sanddabs*, white and tender of flesh; *Tiny Bay Shrimps*, now almost extinct; *Joe's Special*, eggs, spinach and ground meat; *Green Goddess Salad*, a dish specially created honoring George Arliss' appearance in the play "The Green Goddess". *Sour French bread*; *Hangtown Fry*, a tasty fry-up of eggs, bacon and oysters; *Terrapin à la Maryland*, delicious turtle dish. In addition, there are Louis' Seafood Salad, Abalone Steak, Crabmeat and prawn sauté with rice and innumerable culinary combinations of clams, lobsters, and oysters.

## PRICES

As in any popular, cosmopolitan city, prices range from the very expensive to next to nothing. As a guide to the average, see below:

Breakfast, coffee or tea, toast or sweet roll, \$1-\$1.50; ham, eggs, coffee or tea, and toast, \$2.25-\$3.50. Lunch, \$3-\$5; dinner \$5-\$20; sandwiches such as hot dogs and hamburgers, 50-90 cents; cocktails and highballs, \$0.85-\$2; glass of beer or wine 50 cents and upwards.

## HOURS

Most restaurants are open for lunch and dinner service from 11 a.m. to 11 p.m. Cocktail lounges are required to close by 2 a.m. latest.

## Sights and excursions

Countless interesting sights and excursion-experiences await the visitor to San Francisco. You may choose to join one of the excellent conducted tours either in the city or into the surroundings. An all-attractive selection is offered by the Gray Line Tours Company.

One typical 3<sup>1</sup>/<sub>4</sub>-hour city tour, costing approx. \$3-4, includes in its itinerary, Mission Dolores, the Bay Area seen from Twin Peaks, Golden Gate Park with its famous Steinhart Aquarium, Cliff House overlooking Seal Rocks and the Pacific, the Golden Gate from Land's End, Presidio Military Reservation and the Palace of Fine Arts. A 7<sup>1</sup>/<sub>2</sub>-hour tour of the environs embodies a trip across the world's longest bridge to Berkeley and Oakland, includes a viewing of Lake Merritt, incomparable scenes of the Bay and Bridges from Oakland Hills, lunch at Claremont Hotel, the University of California campus, Richmond, city of oil and industry, a drive around San Quentin State Penitentiary, continuing through the centuries-old Redwood trees of Muir Woods, and across Golden Gate Bridge back again to San Francisco.

There is also a fascinating tour by night, taking in such spots as Chinatown, the Financial District, Jackson Square, Telegraph Hill, the Bay Area, Fisherman's Wharf and Nob Hill.

You may rent a tape recorder to guide you on pre-planned walks or drives around the city for \$3 to \$5, delivery to your hotel 75 cents extra. For reservations call Info-Tape, tel. 392-2434.

But this is merely a taste of what lies in store for every visitor. Whether you prefer to join a conducted tour or sightsee under your own steam, the following list will help you make your sight selection.

### SIGHTS WITHIN THE CITY

**Broadway** (H3). A popular San Francisco night-life center – Broadway – the City's Latin Quarter is the congregational point of many of San Francisco's citizens of Italian descent – the first immigrants settled here in 1836.

**Cable Car Barn** (H1). Museum and visitors' gallery of 19th-century photos of cable car operations, open daily 9 a.m. to midnight.

**California Academy of Sciences** (C6). (Situated in Golden Gate Park.) The oldest scientific institution in the West, the Academy features displays of North American mammals and birds and a collection of African animals in their natural surroundings. Open 10 a.m. to 5 p.m.

**California Palace of the Legion of Honor.** An important collection of paintings, sculpture, photography, ceramics, glassware and other artforms of all periods, with particular emphasis on French work. Admission free.

**Chinatown** (H3). Largest Oriental settlement outside Asia, this colorful, exotic area – bounded by Bush, Columbus, Powell and Kearny Streets – is a rare, many-chequered assortment of curio-shops crammed with intriguing items: pagoda-towered night-spots; Chinese-style theaters; and all-night restaurants, an enchanting atmosphere enriched by joss-sticks, gay, hanging lanterns and the perpetual clatter of mahjong counters.

**Ghirardelli Square** (H1). A collection of red brick buildings that served as a chocolate factory, now a charming restaurant and shopping center with open-air plazas and waterfront views.

**Civic Center** (H5). Occupying some 14 acres of the City's core, the Civic Center – birthplace of the United Nations – is designed to form a square, the sides of which are framed by the City Hall, the Civic Auditorium (seats 9,000), the Library, the State Building and the Federal Building. The City Hall and the State Building are open daily 8 a.m. to 5 p.m. except weekends; the Library weekdays from 9 a.m. to 9 p.m., Sundays 1 to 5 p.m.; and the Federal Building daily except Sundays, 8 a.m. to 4.30 p.m. The Veterans' War Memorial Building is not open to the public, the Civic Auditorium is only open during conventions and public exhibitions, and the Municipal Opera House only when performances are held.

**The Cannery** (H1). Originally a food processing plant, now completely refurbished; a three-story complex of restaurants, shops, art galleries and tree-planted mall.

**Financial District** (I3). The "Wall Street of the West" – Montgomery Street and the adjoining turnings comprise a hive of skyscrapers and busy commercial concerns.

**Fisherman's Wharf** (H1). The very epitome of vividly painted Mediterranean canvas, the Wharf is the place where San Francisco's picturesque fishing fleet unload daily their catch of crabs and deep sea fish. Start of the Embarcadero, it is also the point from which to make one of a number of attractive boat tours. Close by is the "Balclutha" a restored square-rigged reminder of the fabulous 1880 grain trade era, now a museum-piece – the Aquatic Park, ideal for salt water swimming, sailing and fishing – and a string of wonderful seafood restaurants.

**San Francisco Zoological Gardens.** Situated at the southern end of Great Highway close to the sea . . . a splendid collection of birds and animals in natural habitat and a 1,000 ft. (274 m) long swimming pool containing 6 million gallons of warmed sea water.

**Golden Gate Bridge** (A1). Linking San Francisco City with Marin County, this bold red structure – the second longest

suspension bridge in the world – straddles the harbor entrance, 1.7 miles (2.7 km) in length. Opened to foot and wheel traffic in 1937, it is the work of Architect and Chief Engineer Joseph B. Strauss, cost 35 million dollars to erect, and can accommodate a vehicular capacity of 283,000 automobiles every 24 hours.

**Golden Gate Park (C6).** Largest man-made park in the world. Besides the 5,000 different shrubs and plants, some of the famous places of interest are: De Young Museum, Steinhart Aquarium, Japanese Tea Garden, The Conservatory, Museum of Natural History, Stow Lake, and the grazing enclosure of one of the few remaining herds of bison and elk.

**Japanese Cultural and Trade Center (G5)** includes many interesting shops, a 14-story hotel, a Kabuki theater, restaurants, art exhibits, and the Peace Plaza.

**Mission Dolores (G8).** This tiny, picturesque Mission – built by pioneering Padre Juniper Serra in 1776 – is truly representative of the Spanish-Californian era. Alongside the church is a small cemetery – resting place of some of the early settlers and a number of the victims of the Vigilante hangings.

**Nob Hill (I4).** World-famous locale of early San Francisco millionaire homes of which the old Flood estate remains as the Pacific Union Club (just across the street from the Fairmont and Mark Hopkins Hotels). Be sure to include a never to be forgotten panoramic view from the Top O'The Mark, and the Crown Room at the Fairmont Hotel (glass outside lift).

**M. H. de Young Museum (C6).** (Situated in Golden Gate Park.) Here can be seen European art from the Middle Ages including the Samuel H. Kress collection; period rooms from the 15th to 18th centuries; Oriental art; exhibits of California history; and paintings by a number of the old Masters.

**Presidio (D3).** Originally the military base for the soldiers of Charles III of Spain, the Presidio's 1,540 acres of lawns, woods, wandering drives and eucalyptus trees, is today the headquarters of the U.S. 6th Army. The base embodies the oldest building in San Francisco, an adobe structure built in 1776, used nowadays as the Officers' Club. Open to public.

**San Francisco Museum of Art (H5).** Part of the Civic Center, the Museum specializes in modern art – Matisse, Picasso, Klee, Epstein and Henry Moore – plus an outstanding collection of Mexican and South American art. Admission free.

**San Francisco – Oakland Bay Bridge (L4).** This vast "double decker" construction – longest bridge in the world (8<sup>1</sup>/<sub>4</sub> miles – 13 km) – places the satellites Berkeley and Oakland only 35–40 minutes' drive away. The bridge took 3<sup>1</sup>/<sub>4</sub> years to complete and was opened in 1936.

**Telegraph Hill (I2).** Today an artist's Bohemia, the Hill provides a 274 ft. (84 m) high "perch" from which to view breathtaking panoramas of the City and Bay. It is recognizable from almost any angle by Coit Tower – a 210 ft. (64 m) memorial to the City's voluntary fire-fighters of the 1800's.

**Twin Peaks.** A 900 ft. (274 m) double humped mountain in the geographical center of the city, Twin Peaks is located at the end of Market Street. Climbers are rewarded with spec-

tacular views of the entire area from Berkeley to the Pacific. Drive up or take No. 37 bus to street below, 2nd climb.

**The Palace of Fine Arts (D2).** An architectural jewel whose graceful contours are reflected in a tranquil lagoon – the last remaining relic of the 1915 Panama-Pacific International Expositions, adjacent to the Presidio. Ruins are being restored.

**Wells Fargo Bank History Room (I3).** A rare collection from the Old West. Historic items on view embody a genuine stagecoach, nuggets from the '49 Gold Rush, letters delivered by Pony Express, Wells Fargo Colt pistols. Open Monday through Friday, 10 a.m. to 3 p.m. Admission free.

## EXCURSIONS TO OUTLYING INTEREST POINTS

**Berkeley.** Manufacturing town, with a population of 110,000 persons. Home of the University of California. Berkeley Hills, 2,000 ft. (600 m) high in parts, affords excellent views of San Francisco and the Bay Area. Possesses 17 parks, 16 public tennis courts. 10 miles (16 km) from San Francisco city by water, 35–40 minutes by car.

**Gold Country.** Culminating point of the famous '49 and '50 Gold Rushes, the Gold Country stretches through the Sierra Foothills from Feather River almost to the portals of Yosemite Valley. Drive along highway S49 and you re-discover historic live settlements, storied ghost towns, once populous diggings and still active gold mines. Columbia – one of the best preserved boom towns – is today a State Historic Monument.

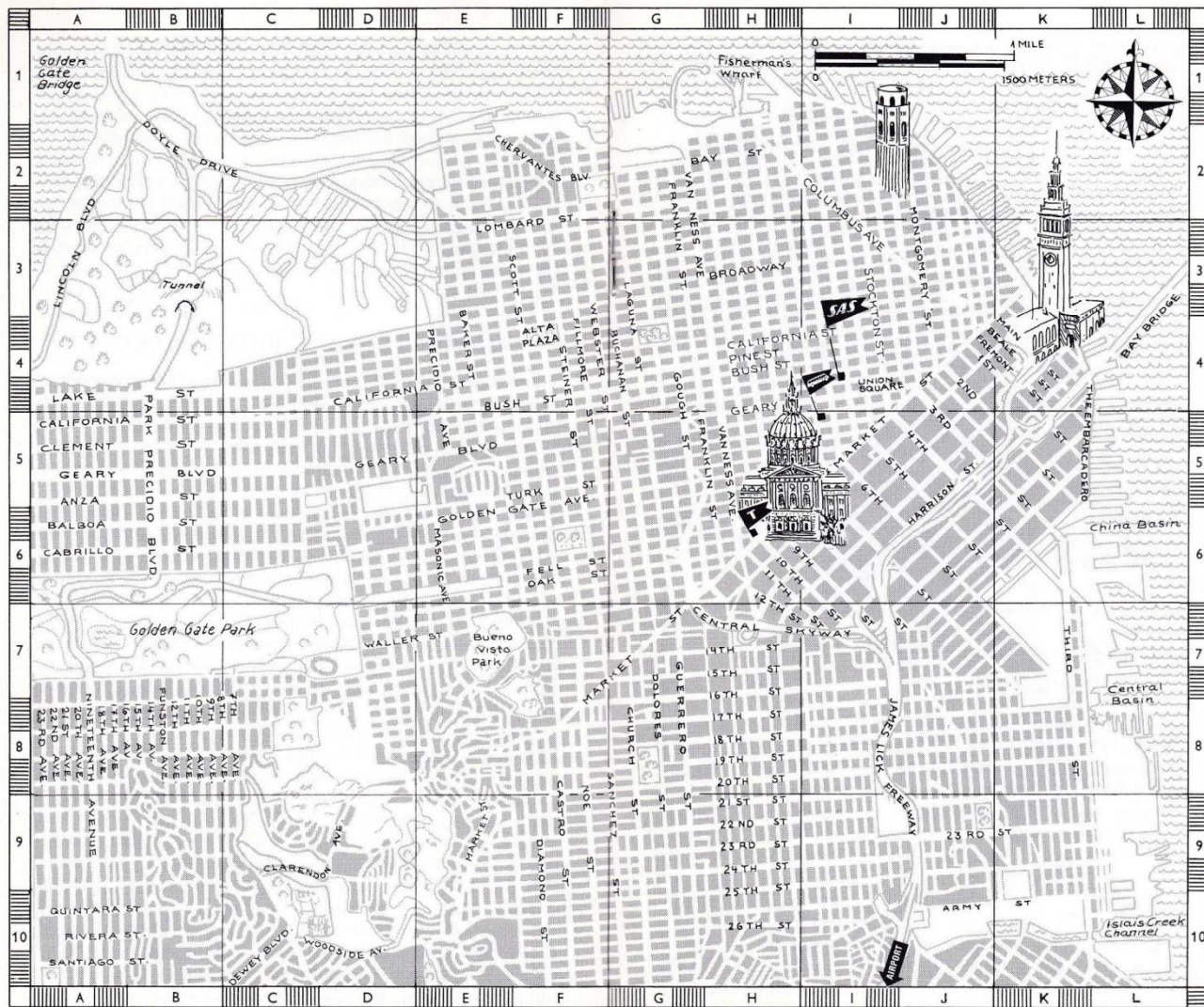
**Lake Tahoe.** Christened "Lake of the Sky" by the inimitable Mark Twain, Tahoe is one of nature's most wondrous, westerly sights. 6,225 ft. (1,900 m) high, it is encompassed by snow-capped mountains fringed with forests of spruce, pine and tamarack. Astride the Nevada-California border – and a short ski-run from Squaw Valley, site of the 1960 Winter Olympic Games – it offers a host of summer and winter sports, and year-round gaming casinos, on the Nevada side.

**Monterey Peninsula.** Jutting into the Pacific, the Peninsula is enriched by Monterey on the north and Carmel on the south. One of the best preserved old towns in California – Monterey was the State's capital under Spanish, Mexican, and finally American rule. Many of the town's original adobe buildings are still occupied. Chief interest points include the famed Customs House, now a museum of early California exhibits, and colorful Monterey Bay with its fishing fleet and wharfs. Crescent-beached Carmel is a natural beauty-spot, too – the Shangri-La of honeymooners, artists and photographers alike. See nearby San Carlos Mission and the butterfly trees of Pacific Grove.

For an ideal introduction follow the famous 17-mile (27 km) drive which includes en route Cypress Point Golf Course, fashionable Del Monte Lodge, the world-famous Pebble Beach Golf Course, and many beautiful shore-sea-scapes.

**Muir Woods National Monument.** This 427-acre park of Giant Redwood trees – some over 300 ft. (91 m) tall and more

(cont'd on page 15)






Code numbers in this booklet refer to the above map. Thus (J4) is located where lines drawn from "J" and "4" cross each other.

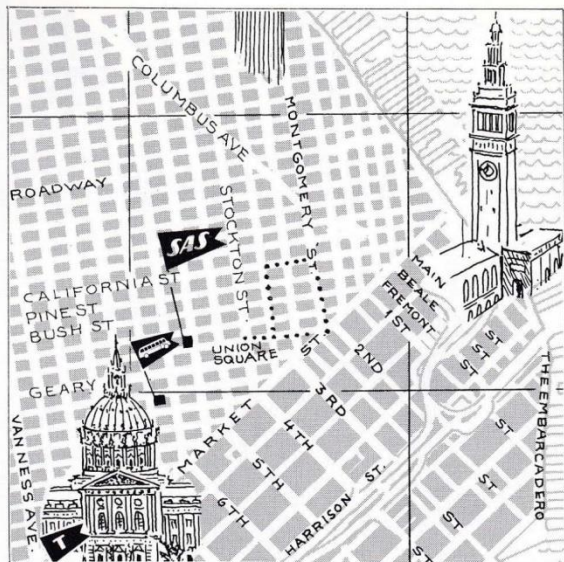
### Interesting sights in San Francisco

- |                                      |  |
|--------------------------------------|--|
| (H3) Broadway.                       | (H3) Nob Hill.                         |
| (C6) California Academy of Sciences. | (C6) M. H. de Young Museum.            |
| (H3) Chinatown.                      | (D3) Presidio.                         |
| (H5) Civic Center.                   | (H5) San Francisco Museum of Art.      |
| (K4) Embarcadero.                    | (L4) San Francisco-Oakland Bay Bridge. |
| (I3) Financial District.             | (I2) Telegraph Hill.                   |
| (H1) Fisherman's Wharf.              | (E8) Twin Peaks.                       |
| (A1) Golden Gate Bridge.             | (D2) The Palace of Fine Arts.          |
| (C6) Golden Gate Park.               | (I3) Wells Fargo Bank History Room.    |
| (G8) Mission Dolores.                |  |

### Useful addresses

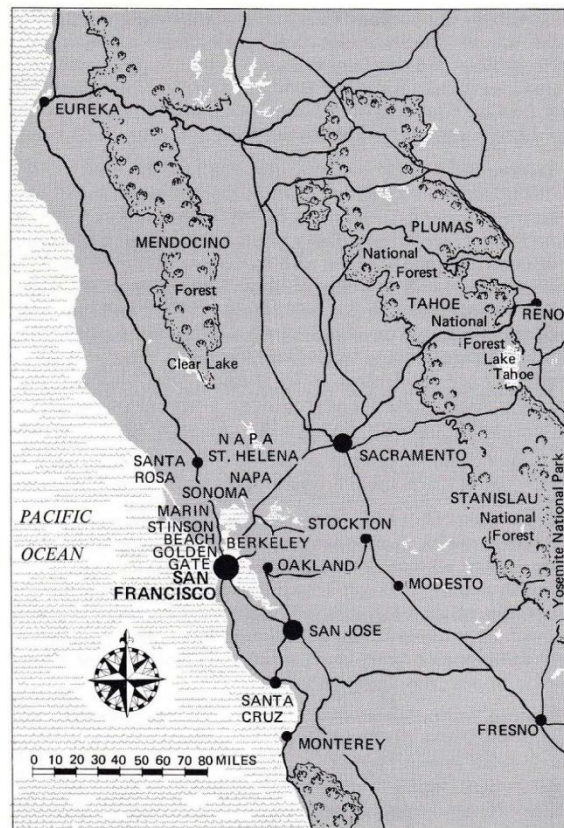
-  **SAS Office:**  
400 Post Street (J4), tel. 421-0777.  
Office hours: 9 a.m. to 5 p.m.
-  **Air Terminal:**  
375 O'Farrell Street (I5), tel. OR 3-2432 (24-hour service).
-  **Visitors' Information Center:**  
Fox Plaza, Market and Hayes Streets (H6).  
Daily events, tel. 391-2000; for detailed information, 626-5500.

Distance from city center to airport: 15 miles (24 km).



## One hour's walk around San Francisco

With the SAS office facing Union Square as your stepping-off point, stroll along Post Street following the dotted line on the map, turn left at Montgomery Street, the West Coast's "Wall Street" and the City's financial pulse, and four blocks along Montgomery Street at the sky-scraped International Building turn left again into California Street along which the famous Cable Car climbs. The English Gothic-style tower of Old St. Mary's Church on the right heralds your entry to Chinatown proper. Left into Grant Avenue and you're amidst a treasure house of Chinese curio shops, the paper lanterns of Ming Toy, the jade of Philip Klein and the colorful omnipresent calligraphy. Continue along Grant Avenue past the pagoda tower of the Chinese Sky Room, a nightclub on the corner of Pine Street, past the fascinating brocade and silk clothing shops and the breathtaking displays of florists, Podesta Baldocchi. On Post Street again, turn right and continue past Abercrombi & Fitch, a vast well-known sports outfitter, and Gumps, famed for its priceless collection of objets d'art, to Stockton Street where you end your stroll at Union Square.



(cont'd from page 11)

than 2,000 years old – is one of Marin County's most beautiful spots. 40 minutes' drive from San Francisco across Golden Gate Bridge. Nearby attractions: The lofty Mt. Tamalpais, 2,600 ft. (780 m) high, a hiker's paradise – and Stinson Beach, 3 miles of white sands ideal for all-year bathing, situated on the nearby coastline.

**Napa Valley.** The Valley is equally renowned for its beauty, its wines, fruits, mineral springs and geysers. Area's principal interest points are the enterprising old town of Napa; St. Helena with its quaint old wine cellars; Calistoga, center of the Valley's upper vineyard stretches; the Petrified Forest; Mt. St. Helena (4,343 ft. – 1,320 m – alt.); and nearby Clear Lake, largest body of fresh water wholly situated in California.

**Oakland.** Fourth largest city in California. Population of 400,000. Interest points include nearby Lake Merritt with its intriguing wild fowl life and boating possibilities; Lakeside



Park with its fun-packed "Fairyland" amusement grounds; the Art Museum; the Snow Museum, habitat home of Arctic and African birds and animals; Oakland Public Museum with its historic treasures; and "The First and Last Chance Saloon" at Jack London Square, a waterfront area named after the famous author who spent a period of time there.

**Sacramento.** Capital of California. Founded by Capt. Sutter in 1839, Sacramento became a city in the "49 Gold Rush" and permanent seat of Government in 1854. Was terminus of the famed Pony Express, and the starting point of the first transcontinental railroad 1863/69. Also the supply center for Mother Lode mines – it is still the gateway to them, and the Lake Tahoe region. Interest points include Capitol Building and Park Sutter's Fort, Pony Express Museum, State Fair Grounds, Crocker Art Gallery and Indian Museum.

**San José.** Situated in the lovely verdant Valley of Santa Clara, San José is the center of the fruit canning and dried fruit packing industry. See Rosicrucian Park and Headquarters, the Municipal Rose Garden, campus of San José State College, and at nearby Santa Clara, the University and reconstructed Mission.

**Santa Cruz.** Only 1¼ hours' south of San Francisco, this idyllic resort with its mile-long beach, nestles between mountains covered with ancient redwoods and Monterey Bay's wide sandy stretches. For a get-acquainted-quick tour of the area, take the picturesque 27-mile (43 km) Tree-Sea Triangle Drive – a wonder-drive of scenic and historic spots. Area highlights: Replica of Mission Santa Cruz; Pasatiempo Golf Club; seasonal salmon trolling and deep-sea fishing.

**Sonoma Valley.** Cradle of California's wine-producing industry, the Valley lies 43 miles (69 km) northeast of San Francisco. Area interest points . . . historic town of Sonoma; Mission San Francisco de Solano; Blue Wing Inn Museum; Vallejo Home Historical Monument and Museum; and the old Plaza, site of the 1846 Bear Flag Revolution. North there are many mineral springs and vineyards; northwest is the Russian River resort area.

**University of California.** (See also Berkeley). The University is well worth a visit for its beautiful grounds alone. See while you are there the Radiation Laboratory (location of the Cyclotron); International House, outdoor Greek Theater (seating 7,000); the 300 ft. (91 m) high Campanile; the Botanical Gardens; the Doe Memorial Library; the Life Sciences Building; and the Memorial Stadium (seating 88,000).

**Yosemite National Park.** – A 5-hour drive from San Francisco via Merced, this 1,176-square mile (3,050 sq.km) expanse of tall Sequoia beauty; flashing rivers; 3,000 ft. (913 m) high cliffs and cascading waterfalls is a natural paradise. Accommodation ranges from summer camp sites to luxury hotels. For full details of sports activities write to Yosemite Park and Curry Company, Yosemite National Park, California – or contact the SAS office (14).

**Two tour highlights.** Full-narrated cruise tours in modern double-decked boats offer fascinating viewing of the Bay, its waterfront, Alcatraz and Angel Islands. Departures frequently from 11 a.m. Tickets obtainable at Harbor Tour Office (H1), Fisherman's Wharf (tel. DO 2-5414). There are also reduced fixed rates for small-party land sightseeing by taxi – night or day. Inquire at the SAS Office.

## Entertainment and night life

The rip-roaring, gusty days of Barbary Coast and liquor-happy mariners, of Bonanza-kings and play-it-all-at-the-tables are over. So, too, is that romantic era of crinoline etiquette and self-styled "Emperors" . . . yet a little of each has lingered on to high-color San Francisco's nocturnal charm. And there are other faces to the City, too! Wander around North Beach (the views from Telegraph Hill are more than worth the climb!) or through the Mandarin-flavored sector of the City, colorful Chinatown. Each in its own special way contributes to a night life more brilliant, more bizarre, and more cosmopolitan than almost any to be found elsewhere. Whether you're looking for a cozy nightclub tête-à-tête or an extravaganza of opera performances . . . Here are a few suggestions:

### Night spots

**Cirque Room** (14)  
Fairmont Hotel,  
California and Mason Streets.  
Tel. 362-8800.  
Dining and dancing.

**Red Garter** (13)  
670 Broadway.  
Dixieland sing-along club.

**El Matador** (J3)  
492 Broadway.  
Tel. 434-2913.  
Cocktail lounge with top rate jazz musicians.

**Lochinvar Room** (14)  
Mark Hopkins Hotel,  
Mason and California Streets.  
Tel. 392-3434.  
Dining and dancing.

**Earthquake's McGoons** (J3)  
630 Clay Street.  
Home of Turk Murphy's jazz band.

**Palace Corner** (J4)  
Sheraton Palace,  
Montgomery and Market  
Streets. Tel. 392-9600.  
Dining and dancing.

**Starlight Roof** (14)  
Sir Francis Drake Hotel,  
Powell and Sutter Streets.  
Cocktail lounge with dancing and  
excellent view of the city.

**Venetian Room** (14)  
Fairmont Hotel,  
California and Mason Streets.  
Tel. 362-8800.  
Popular night-spot with floor show.





### Theater

#### American Conservatory Theater (I4)

415 Geary Street.  
Tel. 771-3800.

Excellent all-year program including performances of top Broadway shows. Also a number of play premieres.

#### Curran Theater (I4)

445 Geary Street.  
Tel. 673-4400.

### Concerts

#### Municipal Opera House (G5).

Tickets at Sherman-Clay,  
141 Kearney.

The San Francisco Symphony Orchestra presents fine musical entertainment between November and May.

#### Civic Auditorium (H5)

Tickets at Sherman-Clay,  
141 Kearney.

Tel. 781-6000.

Program includes a high-season of pop concerts, July-August.

#### Golden Gate Park (C6)

Throughout the year, visitors can enjoy free band concerts.

#### Palace of The Legion of Honor

Lincoln Park. Tel. 221-5610.

Fine organ recitals are given every Sunday all year round. Admission free.

**Footnote:** Throughout the summer, a free program of symphony concerts, ballet and operas is rendered alfresco, at the Sigmund Stern Grove. Performances are given every Sunday afternoon, and occasionally weekdays: Highlight of this season, is the Midsummer Musical Festival staged between June and August. In addition to the speciality-spots mentioned above, most of the hotels (particularly those listed) and many of the top-class restaurants possess their own special niche where you can dine-wine-and-dance.

### Ballet

#### Municipal Opera House (G5)

Van Ness Ave.,  
Tickets at Sherman-Clay.  
Tel. 781-6000.

This theater's program of performing Arts embodies occasional performances of ballet, staged by both leading visiting companies and the San Francisco Ballet Group.

### Opera

#### Curran Theater (I4)

445 Geary Street.  
Tel. 673-4400.

Scene of the San Francisco Light Opera commencing late Spring and running throughout the summer.

#### Municipal Opera House (G5)

Van Ness Ave.

The San Francisco Opera Company presents a regular first-class repertory highlighted by high seasons between mid-September and late-November and during May.

### Movie theaters

San Francisco possesses a number of good movie-theaters several of which enjoy world film premieres from time to time. Central locality: Market Street. Ask your hotel porter for a free booklet or guide listing the current programs.

## Tipping

A service charge is not automatically added by American hotels and restaurants. In hotels, the service standards determine the tip you leave. At restaurants, it is customary to add 15% of the bill. These tips are normally left on the table.

Tip taxi drivers 15-20% of the fare, more if they help you with your luggage, and hotel bellhops 35 cents per bag. Porters at airports and railroad stations charge the latter and it is usual to give a small addition. The shoe-shine boy will expect a total of 25 cents for his services. Tip barbers and hairdressers 10%.

**Note:** It is not customary to tip movie-ushers, theater attendants, hotel reception clerks and hotel chambermaids.

## Shopping

Rare books, fine arts and antiques, exquisite jewelry and elegant fashions, priceless Oriental handiwork, even Scandinavian Modern furniture – the vastly different influences that have settled in San Francisco have also made it one of the world's most fascinating shopping centers. Internationally so. Within a few blocks of Union Square, you can browse a world of quality merchandise . . . the Japan Trade Center, for example, The Designer Craftsmen of California Cooperative, Villa Iris (for European home refinements), the Scottish Imports Ltd., Bavarian Imports, the colorful collection of North American Indian Art at Marion Davidson, India Imports of San Francisco, and, of course, the endless array of Cathay-inspired curiosities . . . You need only stroll through Chinatown. Each will excite both dedicated shopper and ad hoc souvenir-hunter alike, and almost all offer treasures which say "San Francisco" in a most memorable and enchanting way . . .

### WHERE TO SHOP

**Antiques:** Merryvale (F2).

**Art Shops:** Artists' Cooperative (F3).

**Books:** Books Inc. (I4).

**Ladies' Fashions and Accessories:** Barra of Italy (I4); I. Magin's (I4); Saks Fifth Avenue (I4); and for **furs**, Schneider's (I4).

**Department Stores:** Gump's (I4); Liberty House (I4); Abercrombie and Fitch (I4) particularly for Sports Equipment; Macy's (I4).

**Flowers:** Podesta Baldocchi (I4).

**Men's Clothing:** Brooks Bros. (I4); Hastings (I4); Cable Car Clothiers (I4).

**Cameras:** Alfred Bass (I4); Brooks Camera (I4).

**Perfumery:** Michel et Fils (I5).

**Beauty Salon:** Elizabeth Arden (I4).

**Pets:** Ansel W. Robison & Co. (I4).

**Gift Shops, Fine Arts and Home Furnishing Stores:** G. T. Marsh (H4); Nathan Bentz & Co. (H4); T. Z. Shiota (I4); Chinatown 5-10-25 cents Store (I3); Grace Cathedral Gift Shop (I4); Sea Captain's Chest (H1); The Gift Box (I4); Christian of Copenhagen (I4); The Candle Shop; City of Hankow (I4); The House of Sung (I4).

**Travel Accessories:** Malm's (I4).

**Toys:** F. A. D. Schwartz (I4).

**Jewelry:** Shreve & Co. (I4); Bock Le Hong (I4); House of Cultured Pearls (I4); House of Charms (H4); Stewart's Treasure House (H4).

## WHEN TO SHOP

Shopping hours in San Francisco range from 9 a.m. to 5.30 p.m. Monday through Saturday. Many of the downtown stores also remain open until 9 p.m. Mondays and Thursdays, and several of the shops in Chinatown are open evening and Sundays, too.

## Business hours

**Banks** open 10 a.m. to 3 p.m. daily between Mondays and Thursdays; 10 a.m. to 6 p.m. Fridays; closed weekends.

**Shops** are open for business 9 or 9.30 a.m. to 5 or 5.30 p.m. Monday through Saturday.

**Offices** are open 8 a.m. to 5 p.m. or 8.30 a.m. to 5.30 p.m. Monday through Friday.

## Transportation

Extensive bus routes and cable-carlines simplify getting about this hilly labyrinth, San Francisco City. They also provide ideal, inexpensive sightseeing transportation – one can literally ride from one end of the city to the other for only 25 cents. For information on the various routes and services, for details of reduced Sunday fares and for a copy of the transit map-leaflet "Tours of Discovery", phone 346-5656 or ask at your hotel desk.

Taxis are not plentiful. Fares are gauged at \$1.50 for the first mile plus 80 cents for each additional mile and/or every 2 minutes' traffic waiting/delay time. There is no charge for additional passengers. For journeys to points outside the city, there are three Main Line Railroad Services – Santa Fé Railway, Southern Pacific Lines, and Western Pacific Railroad – most of which depart from neighboring Oakland with connecting bus or boat services between San Francisco and Oakland.

For bus service to the East Bay, Berkeley and Oakland, call AC Transit, tel. 434-4334.

And if a hired car – self-drive or chauffeur-driven – appeals to you, contact your travel agent or SAS.

## Sports

Jaunty, sunny San Francisco offers not only the excitement of big-city spectator sports, the facility of sea on three sides, and a handsome helping of sports-parks, but also handy access to the sea-freshened surrounding country that lies north, east and west of the City.

**Bathing:** For those who love sandy stretches and the idyllic, there are Ocean, China and Gilman Beaches, Aquatic Park and the mile-long coastline of Santa Cruz. There are also salt water facilities at Washington Beach, Alameda, Lake Temescal, North Beach, Hamilton, Rossi and Garfield Pools.

**Fishing.** Both the Bay and Pacific Ocean coastlines are sprinkled with pick-as-you-like spots. Municipal Pier near Aquatic Park, for example: Lake Merced in the heart of the City; Lake Temescal with its 550 ft. (167 meters) flycasting float; and, for deep sea fishing, seasonal salmon trolling and Pismo clams, picturesque Santa Cruz.

**Golf:** Courses are to be found at Lincoln, Harding, Golden Gate and Sharp Parks; and at nearby Mill Valley, Marin County, Tilden Regional Park, Berkeley Hills.

**Horse racing.** 5 separate seasons cater to horse race enthusiasts ... mid-January to the end of February, mid-May to mid-June and early-November to mid-December at Bay Meadows, San Mateo (Peninsula); and mid-September to late October at Golden Gate Fields, Albany, reached by way of the San Francisco-Oakland Bay Bridge, near Berkeley.

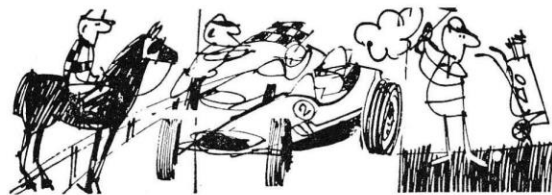
**Ice and roller skating.** There are first-class rinks in the Bay area.

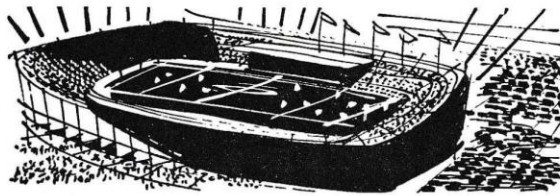
**Tennis.** Courts are available for hire at the Golden Gate Park, Funston Playground and Berkeley Tennis Club.

**Yachting.** Yacht Harbor – scene of many festive regattas – is the headquarters of many of San Francisco's "old salts", and throughout the season, the Bay is a pretty clutter of wind-bounced sailing craft and spray-waked cruisers.

**Football and Baseball.** The baseball season, mid-April to mid-September, is made up mainly of weekday fixtures, while the many intra-collegiate and professional league football matches between September and early January are played on Saturdays, Sundays and weekday evenings. See the local newspaper for forthcoming league fixtures in both cases.

**Parks.** A string of parks also offers a wide variety of sports ... Golden Gate Park fishing, horseback riding, boating,





tennis, sailing, swimming and football. At nearby Berkeley and Oakland, there are the Charles Lee Tilden Park (fishing, swimming, boating and horseback riding); the Lakeside's "Fairyland" with its tennis courts, bowling and putting greens; and Berkeley Aquatic Park for rowing, sailing and canoeing.

Rental of sports equipment can usually be made at the spot of activity, or from any of many local sports shops. See "Shopping".

## Climate and clothing

All year round, San Francisco enjoys a temperate, Pacific-inspired climate, almost a perpetual Spring. Temperatures seldom rise above 70°F (21°C) or fall below 50°F (10°C). January–February are usually the months with the greatest rainfall; the warmest period of the year being September–October; and the coldest, December–January.

Morning and evening fogs are common occurrences, yet, of the USA's larger cities, San Francisco is the second sunniest. The average two-monthly temperatures are:

	Max.	Min.		Max.	Min.
Jan/Feb	57°F (13°C)	46°F ( 8°C)	Jul/Aug	64°F (18°C)	53°F (12°C)
Mar/Apr	61°F (16°C)	49°F ( 9°C)	Sep/Oct	69°F (20°C)	55°F (13°C)
May/Jun	64°F (18°C)	52°F (11°C)	Nov/Dec	63°F (17°C)	51°F (10°C)

Any time of the year, ladies should include in their travel wardrobe a light wool dress or suit. For men, a wool suit and topcoat are wise, perennial apparel.

Formal dress – though rarely required – may be hired at modest outlay at any of the established outfitters. Your hotel porter will be pleased to recommend one.

Dry cleaning and laundry facilities are also plentiful and can be arranged independently or through your hotel.

Rain falls mostly between October and April. Only rarely does it rain between May and September.

## Special services for visitors

**San Francisco Convention and Visitors' Bureau** (G7), San Francisco 2, tel. 626-5500. **The Main Post Office** (I6) is situated at Seventh and Mission Streets. **Agency International** (I4), 757 Sutter Street, tel. 775-5900, delightful American and European hostesses available as guides for select visitors. Also ideal as dinner companions and dancing partners.

## Religious services

**Episcopal:** Grace Cathedral, Nob Hill.

**Hebrew:** Temple Emanu-El, Arguello at Lake Street.

**Roman Catholic:** St. Peter and Paul, off Columbus Ave. on Filbert Street; Mission Dolores, Dolores Street near 16th Street; St. Mary's Cathedral, Gough and Geary Streets.

**Lutheran:** St. Mark's Lutheran Church, 1135 O'Farrell Street.

**Zen Buddhism:** Zen Buddhist Temple, Kearny Street, Chinatown.

## Public holidays and special festivities

January 1	<b>New Year's Day.</b>
Third Monday in February	<b>Washington's Birthday</b> (honoring the First President of the U.S.A.).
March 17	<b>St. Patrick's Day.</b>
First Sunday succeeding the first Full Moon after March 21	<b>Easter Sunday.</b>
Last Monday in May	<b>Memorial Day</b> (honoring those who died in military service).
July 4	<b>Independence Day</b> (celebrating the adoption of the Declaration of Independence 1776).
First Monday in September	<b>Labor Day.</b>
Second Monday in October	<b>Columbus Day</b> (anniversary of the Discovery of America).
Fourth Monday	<b>Veterans' Day</b> (anniversary of the end of World War I, now also commemorating the Veterans of both World Wars).
Last Thursday of November	<b>Thanksgiving Day</b> (a day set aside each year to acknowledge the Lord's favor).
December 25	<b>Christmas Day.</b>

*Edited by Mike Simon*

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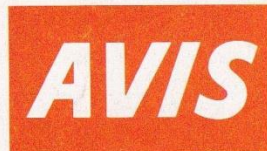


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