

THE NEW CLIFF HOUSE



FOR forty years the Cliff House has been as famous the world over as the Yosemite Valley or

Niagara Falls. Famous visitors at home and abroad have spent happy hours there watching the sea-lions and seals.

Several years ago the historic Cliff House of old California was accidentally consumed by fire, and the traditions associated about its ruins caused many a heart-pang among the old Californians. But Phoenix-like, a grander structure has arisen to console our city for the loss.

The entire conception has been that of a genius. The new Cliff House rears its head, surrounded by dazzling minarets hundreds of feet above the raging sea—a sea that is never at rest. With the advantage of the most magnificent ocean spectacle of rocks, reefs, mountains, and ragged cliffs that has ever been known, all the luxuries of modern art have been lavished upon its interior. From the two great kitchens, with their host of cooks, to the splendid banquet hall, the ornate ball room, with its dainty dressing rooms and pretty café. When the thousands of visitors begin to flock to the new Cliff House, they will have just at hand the noble Sutor Baths, the like of which has never been known among either ancients or moderns for magnificence and ingenuity of mechanical engineering. The sea waves dash day and night over the rocks that form its stately bulwarks, and cast themselves into a small rock-bottomed lake which is used for a "settling pond." Thence the freshest and purest ocean water constantly flows into the vast swimming tanks within the huge building.

Added to this, the enterprise displayed by Mr. Sutor in constructing an electric railway last year, which conveys passengers straight from Central avenue to the baths and Cliff House, serves to doubly enhance the public value of the three splendid resorts which he has provided to San Francisco and to the entire visiting world. The grand depot which will serve as the terminus of the railway is right at the entrance of the baths, and in itself is one of the picturesque effects of the entire spectacle. This magnificent and unparalleled Trilogy of edifices devoted to the public service—the baths, with their awe-inspiring vestibule; the magic grace of the Cliff House, and the fair, romantic park on the Heights—all these form the best evidence of Mr. Sutor's real patriotism. Messrs. Wilkins and Pearson—for the latter gentleman had left Stockton to become Mr. Wilkins' associate—are fitting hosts of this castle by the sea.

The New Building. The New Cliff House is a marvel of beauty, and architecturally is so adapted to the fierce, rocky eminence on which it stands,

that imagination runs riot over its artistic radiance, its lofty sight and graceful structure, when viewed from the deck of a vessel approaching our Golden Gate. One of the best known men on the Pacific Coast is "Mine Host" Wilkins, and he is remembered from London and New York to Yokohama and Sydney by the best people in any of those cities for his careful and luxurious hospitality. His partner, Mr. Pearson, is a gentleman of wide experience. In refitting the new Cliff House all the best talent in San Francisco has been called to the front. A brief review of the various firms taking part in the mechanical and artistic achievements of this Palace by the Sea will be of interest:

Building a Palace. When a sculptor has designed a wonderful conception in plaster, he turns it over to the most skilled artificers in marble, in order that his

ideal may be a complete realization of the original. And so in the erection of the beautiful new Cliff House, our latest California wonder, Messrs. Campbell & Pettus, the contractors and builders, at 40 New Montgomery street, had complete charge of the realization of the architect's original designs. To produce a building of such grace and ele-

gance, and yet at the same time secure its complete stability on the edge of a sheer, rugged cliff has been no slight task, and the thousand and one details involved in achieving such a perfect success have demanded the most unremitting attention. However, the result is a lasting tribute to the energy of Messrs. Campbell & Pettus, and doubly so to their mechanical knowledge.

Artistic Wood-Work. For nearly thirty years the Excelsior Milling Company, whose place of business is at 713-717 Bryant St., near Fifth—the firm consisting of Messrs. David Dodge and Edgar L. Dunshee, has been first in the field for not only general milling work but for the execution, artistic effects, and designs in public buildings, and in private residences. There is hardly a wealthy mansion in San Francisco or Oakland which does not bear the impress of the firm in the way of richly moulded wood-work and interior and exterior decorations in wood, such as one finds in picturesque Europe. Hundreds of examples of their work might be pointed out, but at the moment, none better than their success at the New Cliff House could be named. All the milling work, including the doors, sashes and mouldings were constructed by the Excelsior Milling Company, and remains in itself a tribute to their thorough, substantial, and honest attention to everything which they undertake.

Staunch Timbers. Undoubtedly the most important feature in the construction of the New Cliff House has been the splendid, sound, well seasoned timber which the well-known firm, the Taylor Lumber Company of West Berkeley, has furnished. It has given to the beautiful building on the rocky cliffs a solidity which will withstand the fiercest attacks of our winter storms. Their San Francisco office is in the Luning Building, at Market and Drumm streets.

Aiding the Vista. The diamond-like transparency of the modern plate-glass, together with non-frangible qualities, is especially to be remarked in the beautiful windows which Messrs. F. N. Woods & Co. have supplied to the new Cliff House. They are so clear that one would think them of pure crystal. This firm has also fitted up the new Parrott Building and many leading houses here.

Artistic Designs in Hardware. One of the best-known firms in San Francisco is the large establishment of the Palace Hardware Company, No. 603 Market street. They have in its way the most varied and extensive stock west of the Mississippi. No better illustration of this can be had than the complete hardware outfit which they have just supplied to the new Cliff House. The builders' hardware used in the Parrott Building and other large edifices were also furnished by this firm.

Perfection of Plumbing. Modern sanitary plumbing has been reduced to an exact science, but, as in other crafts, one cannot always find the plumber who is master of his art. However, in G. C. Sweeney, of 114 1/2 Ellis street, the San Francisco public has recognized a genius. He is the successful conqueror of malaria. To appreciate his careful, artistic work, one should see the interior of the new Cliff House, to which he supplied all sanitary plumbing, gas-fitting, lavatories, etc.

Cold Storage Room. The "cold storage room" is becoming as much in favor in San Francisco as it is in New York, since the well-known firm of Baeder & Fincke introduced its manufacture in San Francisco. For bar, store, and office fittings this firm is celebrated, and also for their bowling alleys. This firm is at 508 Fifth street, near Bryant.

Luxurious Bar Fittings. The civilization so thoroughly manifested in our Eastern cities is rapidly repeating itself here, through the efforts of Schuster Brothers, of 306 Sutter street, in the matter of luxurious bar fittings. Everything that the most elaborate café in

New York possesses has been supplied to the Cliff House by this well-known firm—the counter-sunk work, the air pumps in the lower bar, the marble-work about the superb beer-pump, with its beautiful silver faucets—in short, the achievement is an artistic surprise.

For the Cordon Bleu. It is doubtful if in the world over one could find more thoroughly appointed kitchens than Messrs. John G. Iis & Co., of 814 Kearny street, have prepared for the Cliff House. In the matter of ranges and all the accoutrements which appertain to the most modern requirements, the Cliff House kitchens are unequalled on this coast. It is completely satisfactory to the *cordon bleu chef* who will preside over it.

Its Palatial Furnishings. The fairy-like interior of the new Cliff House has been produced by Messrs. J. Fredericks & Co., of 649 Market street. The rich carpets, the superb furniture, the rich curtains and *portiers*—indeed, all the magnificent upholstery which this firm has used in the decoration of this establishment have made it a palace.

The Lighting Elevator. The elevator at the new Cliff House was installed by W. L. Holman, of 230 Fremont street, and the Electrical Engineering Co., of 34-36 Main street; the former furnished the car, cables, and all the guiding apparatus, besides furnishing and building the cars for Sutro's Electric Railway, while the latter designed and built the winding machinery, and all the electrical controlling apparatus. The machine is of the worm-wheel type, the four car and two counter-weight cables being wound upon a spirally grooved drum. The motor is of the multi-polar type, wound to suit the 500 volt circuit from the Sutro Electric Railway line. All high speed bearings are self-oiling, and the worms run in an oil bath. Attention is thus reduced to a minimum, and any one can take care of the mechanical parts. The car is grill work of neat design, and is very light and strong. The cables are of special manufacture, strong, pliable, and durable. All the movements are easily and quickly indicated by means of a lever in the car, which is the approved plan for such service. The control is obtained by a small current carried to the car through a thoroughly insulated flexible cable, from which there is not the slightest danger of obtaining a shock. The controlling mechanism is placed in the basement with the driving machinery, and the indications carried to it by the small current. Its speed is 300 feet per minute. Safety appliances are provided at all points, and the machinery is instantly stopped in case the current is interrupted from any cause. In all it is an engineering triumph for the Electrical Engineering Company and W. L. Holman.

Stopping the Leaks. The pioneer advocate of the cash register system in California was John J. Wilkins of the new Cliff House. He was first to place a machine in his establishment years ago, when they were a complete novelty. With his proverbial sagacity he realized, as he says, that they "stopped all leaks—accidental or otherwise!" But as time goes by, there has been a wonderful improvement in the mechanism of these registers, and at last perfection has been reached in the National Cash Registers, of which Messrs. Pierce & Co., at Room 12, Chronicle Building, are agents. Messrs. Wilkins and Pearson have adopted them for their grand enterprise at the Cliff. This invention has revolutionized the entire system, both for simplicity, surety, and artistic elegance.

The Camera Obscura. Berlin, Paris, London, and other great European capitals possess that beautiful scientific phenomenon, the camera obscura, and now San Francisco is about to have hers. In the tower of the new Cliff House one will be able to view the splendid panorama of coast and shore through the medium of this ingenious apparatus. Mr. L. A. Berteling, the well-known scientific optician of 427 Kearny street, was the only man in the United States able to design and carry out its elaborate construction.

Sweet Music. In the luxurious suites of the New Cliff House may be found the favorite, rich toned Sohmer pianos—which have the "singing" tone Liszt used to speak of. A dozen of them were furnished by their popular representative on the Pacific Coast, Byron Mauzy, 308-314 Post street.

Pabst Beer Exclusively. The famous Pabst Milwaukee beer exclusively on draught and in bottles is sold at the Cliff House, which adds considerably to the attractions of this unique resort. The Pabst Brewing Co., of Milwaukee, Wis., is the largest establishment of



its klud in the world. The beer of this great concern has always gained the highest honors at all expositions. Only last year it succeeded in winning the first award against all competitors in Munich, Germany, the former greatest lager beer brewing city of the world. The Pabst Brewing Co. turns out over a million barrels of beer every year, which is three hundred thousand barrels more than the next largest brewery in the United States. This certainly attests the popularity of this beer. The Pabst

Brewing Co. stands to-day at the head of all the breweries, and this position has been achieved solely through merit. The high-spirited courage of the Pabst Brewing Co. in venturing upon one of the most ambitious schemes of the century deserves of the highest credit, and is a sufficient guarantee that the high standard of their beer will be maintained for all time to come. They were bound to have the best materials to produce the best beer, and they invested an enormous fortune to establish their worldwide reputation. The Royal Eagle Distilleries Co., the general agents of the Pabst Brewing Co., have done their share to establish a constantly increasing demand for this famous beer in the city and vicinity. This well-known concern imported during the last year as much Pabst Milwaukee beer in bulk into San Francisco as was imported from all the other Eastern breweries combined, and it is safe to say that in the hands of the Royal Eagle Distilleries Co. the demand for the famous Pabst beer will continually increase.

Choice Brands of Cigars. It was lucky for William Lewis & Co., of 24 and 26 California street, that they secured so much good Havana tobacco before the recent Rebellion. Nowadays, with a fine stock of the "Porto del Oro," the "Adolph Sutro," and the "Purity Club," on hand, they are confident of the public verdict that they have the finest stock on the coast. These popular brands will always be kept on hand at the new Cliff House.

The New Stables. A feature of the new Cliff House is the splendid and completely appointed stables and sheds, which have been built on the bluff to the north of the building and easy of access to it. The management takes great pride in this important innovation, and well they may. The floor of this stable is a very fine and excellent piece of work, laid in a manner new to this section, but common in the East. It is of Watson's asphalt mastic, and was done by the Pacific Refining and Roofing Company, of which Mr. W. J. Watson is manager. This company, whose office is at No. 153 Crocker Building, have extensive works at the Potrero, where they handle the entire coal tar product of the two gas companies here and that of many adjacent cities, and also refine asphalt, and make building and roofing papers and roofing materials. They also do gravel roofing, a recent piece of their work having been the great court in the center of the Parrott building, which work during its progress was inspected by many of the architects and builders of the city, and elicited very favorable comment.