

# CITY PLANNING COMMISSION SHOULD BE ESTABLISHED PROMPTLY TO PROMOTE CIVIC PROGRESS

## WHY A CITY PLANNING COMMISSION IS NEEDED

### Progressive Idea for Civic Improvement That Is Spreading All Over Europe and America Would Be Beneficial for This City

By C. F. ADAMS

No city in the world combines the natural beauty, the climate, the harbor, the resourcefulness and the strategic position that San Francisco does. This city is destined to become one of the great commercial centers of the world. Evidence dictates that we look forward to the requirements of 25 to 50 years hence and determine whether or not at that time our city will be found to be an improvement on the cities that lie within our power, so to plan that this city shall achieve its full measure of greatness.

A city is not built for temporary use. It is intended to endure, to be the purposes, of untold generations that are to follow. Its greatness will depend upon the extent to which it fulfills these requirements.

A city can no longer expect to grow by merely finding space for people and industries. It is necessary to afford those people comfort. It is necessary to provide industries with proper facilities for development. To find that opportunity to do this has been lost and no recompense.

If San Francisco is to achieve the greatness which she merits she must study her possibilities and convert those possibilities into realities.

This is a stupendous task, which will require years for its consummation. It took Paris more than a century to work out the plan which has brought this city to its present condition of esthetic perfection.

San Francisco has a broader field. She has a commercial and an industrial perfection to achieve that is an esthetic one. Too often progress is hampered by the narrow view which is taken of improvement projects.

City planning is associated with the "city beautiful" idea. It should be associated with "the city practical," "the city sensible," "the city useful," "the city attractive." Beauty is only a means to an end. It represents only one phase of the general scheme.

### EXPERIENCE OF OTHER CITIES

The need of city planning commissions is seen in the history of London, where millions of dollars are being spent in expensive street widenings and other improvements that could easily have been provided for at an earlier period; in the history of New York, where disease, immorality and criminality prevail in certain sections as a direct result of congestion, lack of fresh air, recreation and sunshine; in the history of Boston, where the width and arrangement of the streets are entirely inadequate for the requirements of the city.

The benefits of city planning are manifest in a hundred cities. City planning commissions constitute a bureau in every progressive city in Europe.

The town planning act, passed by the British parliament, which makes city planning in England practically compulsory. The town planning act in France contains regulations more drastic than those of the English act.

Richard B. Watson, secretary of the American Civic federation, states that there are more than 25 cities in the United States that have prepared comprehensive city plans. New York, Chicago, Philadelphia, Boston, Baltimore, Pittsburg, San Antonio, Tex.; Providence, R. I.; Washington, D. C.; New Haven, Rochester, Syracuse, Scranton, Buffalo, and other cities in the United States have city planning commissions.

The experience of Altus, Okla., is typical of all American cities that have adopted the city planning commission. This city grew up without any thought that to provide a lodging place for her increasing population. In 1910 an agitation for a city planning commission was commenced. In the beginning the promoters of civic improvement met with a cool reception of their ideas.

The improvement league was successful in securing the services of L. F. Jensen, landscape architect of St. Louis. He remained in Altus about a week and during that time delivered two or three illustrated lectures and subsequently submitted a report to the Altus Chamber of Commerce, making civic recommendations and furnishing a preliminary plan for the development of Altus along the lines of civic beauty.

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In Seattle a city planning commission was appointed. It consists of two councilmen, a representative from the central civic organization, a representative from the chamber of commerce, a representative of the board of public works, a member of the harbor commissioners' board and a representative of the park commission.

This commission employed Virgil Bogue to lay out a comprehensive plan for the future development of the city. He, in conjunction with City Engineer Thompson, prepared a scheme which calls for an expenditure of \$50,000,000. This report was adopted by the council. Every year an appropriation must be made toward carrying out this plan.

Los Angeles has a commission similar to the one at Seattle. This commission is working upon a scheme to create a great scenic boulevard from the mountains to the sea and to improve the Los Angeles river that it will become a part of the park system.

Washington, D. C., is one of the few American cities that was built in accordance with a plan. It stands today as a fitting testimonial to the genius of the man who planned it, and after whom it is named.

Washington has a planning commission that is continually improving the attractiveness of the city.

Paris is the one great example of a city that has tried the planning idea to the highest degree of perfection that it has yet attained. This was brought about against the will of the people. Napoleon laid out a plan and he carried it out. It was carried out. Today Paris is beyond doubt the most beautiful city in the world. The magnificent boulevards, the architectural features, the grandeur of the entire city simply entrance the visitor.

Paris is gridlocked by a series of concentric oval boulevards, the Grand boulevard, the Exterior boulevard and the Boulevard des Fortifications. It is bisected by the Avenue Des Champs Elysees and Avenue St. Michel, which intersect at right angles in the center.

### BURNHAM PLANS

A suitable plan for the beautification of San Francisco was prepared in 1905 by D. H. Burnham, the famous Chicago architect at the request of the Association for the Improvement and Advancement of San Francisco.

This plan calls for an encircling boulevard with several radial boulevards. It provides for a main civic center and a series of sub-civic centers. The Telegraph hill was to be converted into a panoramic park. Twin peaks were to be terraced and beautified, a scenic railway was to be built, a series of parks, playgrounds and panhandles were to be distributed throughout the city.

The scheme was not alone to make the city beautiful, but also to make each and every section easily accessible to every other section.

It is very advisable that this scheme be taken up and its practicability investigated. The Burnham plans will be explained in detail in a subsequent issue of this paper, not for the purpose of forcing improvements upon the city, but to show the possibilities of this city, as seen by an expert landscape architect, may be better appreciated.

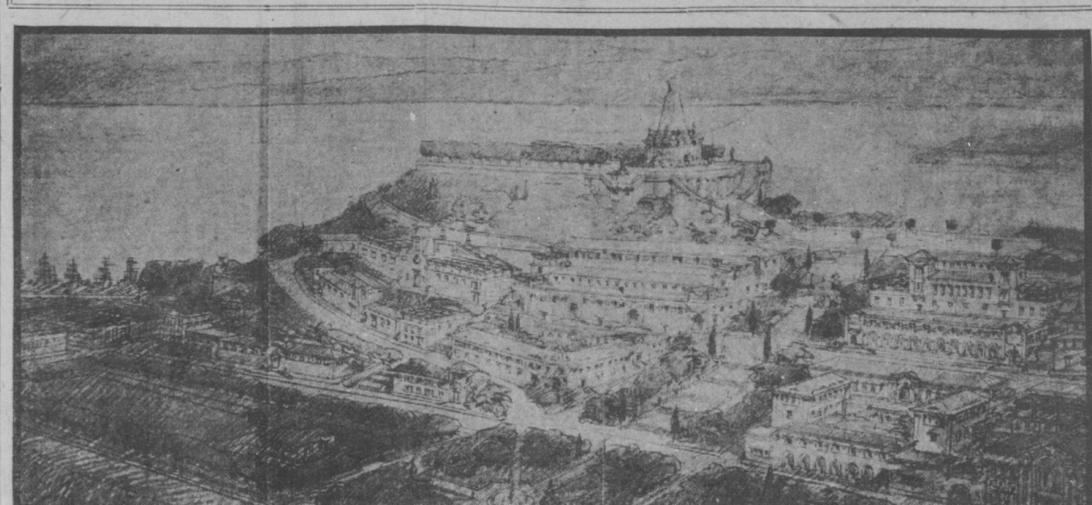
The plan suggests many schemes that can be carried out in the near future. They may be revised, altered or modified and serve as a basis for a new plan that can be carried out in sections just as it is being done in Seattle.

### NEED FOR PLANNING COMMISSION

The need for a city planning commission in San Francisco can readily be realized. Each improvement club works for its own district regardless of other sections. It may very well be the case that boulevards are built that do not connect with the boulevards in other sections. The Mission Promotion association is taking an active part in attempting to connect up and to extend the boulevards in the Mission district. Similarly the improvements north of Market street could very easily be connected so as to make one continuous boulevard that would encircle the city. The planting of cross boulevards and the planting of trees and lawns would follow.

Appropriations are made each year for street work. A certain amount of new street work is done each year, and this work is done in a haphazard, unsystematic manner. The present hit and miss method of making improvements gets us nowhere.

## HOW TELEGRAPH HILL COULD BE TRANSFORMED AND MADE ONE OF THE MOST BEAUTIFUL FEATURES OF SAN FRANCISCO



### EVENTS OF WEEK AMONG THE CLUBS

#### Greater San Francisco Committee Reorganized at Meeting Held This Week

The North Beach Promotion association held a large and enthusiastic meeting at Washington Square hall Wednesday evening.

George Skaller made a strong report upon the work of the Panama-Pacific site committee. At the close of his remarks he introduced a resolution, which was unanimously adopted, expressing the utmost faith in the integrity and good judgment of the directors of the Panama-Pacific Exposition company and pledging the united support of the organization to whatever site may be adopted.

#### TUNNEL ORDINANCE

Ordinance Expert A. W. Mason, at the meeting of the street committee of the board of supervisors on Thursday, declared that the proposed ordinance for the construction of the Twin Peaks tunnel and the ordinance for the construction of the Stockton street tunnel, are nearly completed and will be presented at the meeting next Thursday.

#### MISSION PROMOTION ASSOCIATION

At the meeting of the Mission Promotion association on Monday evening the commercial department committee made its annual report.

It states that the trading center of the Mission is in a state of steady and healthy growth; that there is no inflation of values in the real estate market although the demand for homes and moderate priced property is increasing.

#### NOE VALLEY CLUB

At the meeting of the Noe Valley Promotion association Wednesday evening complaint was made of the dumping of dirt in vacant lots in the district. The secretary was ordered to call this matter to the attention of the Board of Health.

A communication was received from the board of public works stating that the request of the club for a sprinkling cart could not be granted at this time. A committee was ordered to appear before the board of supervisors to back up the petition that the lights in Twenty-fourth street be restored.

#### CALIFORNIA DEVELOPMENT BOARD

Beyond the regular routine duties of the California Development board, in maintaining its exhibit and delivering lectures to the hundreds of visitors each day, and the answering of many inquiries, both local and from abroad, the activities of the organization during the past week have largely been in connection with the entertainment of the teachers who were in the city attending the N. E. A. convention.

Two of the directors are said to favor A. F. Coffin, who the other two are holding out for William C. Ralston.

While these are the changes in the active management of the properties, information is being received that it is stated that a new regime may be the outcome, bringing with it some far-reaching reforms in administration.

On the stock board yesterday Mexican, the leader in the present market, was somewhat weaker, selling down to 4.05.

#### THE SACRAMENTO-WOODLAND RAILROAD PROJECT

A connection of the Northern Electric, has been successfully financed, and construction will go forward without delay. The line will cost \$1,250,000, and will be financed by a bond flotation. The company takes over terminals, bridges, rights and certain franchises of the Vallejo and Northern to the value of \$500,000. The remaining \$750,000 has been raised by a bond flotation. Of this sum \$250,000 was placed in the city of Sacramento, a like amount in the city of Woodland, \$150,000 was acquired by the Natoms consolidated and \$150,000 by the West Sacramento company. The bonds run for 20 years and carry 5 per cent. They were sold at 95. The Natoms and the West Sacramento are to be specially benefited by the road, as it will tap their lands, which at present lack adequate transportation facilities.

The road retains bonds to the amount of \$250,000 to be used for further extensions west from Woodland, where lies a particularly rich section.

Announcement was made yesterday of extensive improvements to be made in the Cat canyon oil fields. The Pacific Coast railroad is to extend its line up the canyon to the Palmer property. The Southern Pacific will build a loop from a point near Santa Maria to the Palmer Annex. It is understood that asphalt refineries are contemplated by both the Palmer and the Palmer Annex.

There is also a rumor that the Southern Pacific line may be continued from the fields, forming a second track available for the use of main line trains as an auxiliary to the present road that crosses the troublesome sand dunes.

Spring Valley was weaker yesterday on the Stock and Bond exchange, selling down to 55 1/2. Northern California moved to 51, and a few shares of Palmer oil changed hands at 1.25.

#### CIVIC LEAGUE

The attention of the executive board of the Civic League of Improvement Clubs has been called to the fact that certain parties, recognizing the prestige which the improvement clubs have attained before the public and the various city boards, have assumed to pass resolutions and file petitions in the name of this or that improvement club, when as a matter of fact no such improvement club exists.

About two weeks ago one such improvement club was reported to have had indorsed certain candidates for office. This week a petition was filed with the board of supervisors and

### MAILING TO PROPERTY OWNERS SIGNED BY AN ALLEGED IMPROVEMENT CLUB. NO NAMES OF OFFICERS OR COMMITTEES WERE GIVEN.

Such practices are an imposition upon the public. The various municipal boards are not deceived because they receive information as to what alleged organizations and improvement clubs. In justice to those improvement clubs that are long established and have large memberships and meet regularly the Civic League will in future disclose any wrongful use of the name of an improvement club.

#### FAIR SITE

The improvement clubs have from the very beginning taken a leading part in advocating the various sites that have been proposed. They have fought determinedly for their favorite site, but with it all, when the board of directors decides which is the best site, that selection will not only be ratified by every improvement club in San Francisco, but all such clubs will pull together for the success of the exposition.

#### COMPLETION OF STREET WORK HAS GIVEN IMPETUS TO RESIDENCE CONSTRUCTION

"Since the completion of the street work in Dineer park," said H. C. Tuchen, the Redwood City representative of Baldwin & Howell, "building has been steadily on the increase. This week the Redwood City Woman's club has started its new clubhouse on Clinton street in Dineer park. The house and furnishings will represent an outlay of nearly 10,000. The club members have taken a great interest in the design and arrangement of the new building, and the club is a factor that has made itself felt in the matters of civic betterment at Redwood City. It is those Dineer park for the location of its clubhouse as it realized that this beautiful oak dotted tract would soon be filled with nice homes, from which the membership would be increased."

The residence of Mrs. E. L. Broese in Duane street is rapidly nearing completion, as is also that of James Eva on the corner of Brewster avenue and Fulton street. The attractive burglar-proof houses of Ruhl and Tatum on Birch and Arch streets will soon be ready for occupancy. Plans for five more residences are about ready to be figured on and many other lot owners have said they are going to build next year.

The Tacoma Milling company has contracted with the largest dredger on the Pacific coast to enlarge and deepen the channel to six feet of water at low tide right up to its warehouse and lumber yards, which are only one block from the main business street of Redwood, giving shipping facilities which only a few inland towns can equal.

#### MEETING TODAY

The commonwealth club will hold its regular weekly luncheon meeting at noon today at the Palace hotel.

#### IMPENDING CHANGES IN THE COMSTOCKS

Continued From Page 16

been anticipated that Hirschfeld would retire from the presidency. He decided to remain, however, pending a settlement of certain differences as to his successor. Two of the directors are said to favor A. F. Coffin, who the other two are holding out for William C. Ralston.

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### BUILDING PROGRESS ENTERING INTERESTING INTERIM WITH CARAVANS

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## LOANS MADE ON CITY REAL ESTATE

### Mortgages Filed for Building Operations and to Finance Sales of Business Property

The loan market continues to reflect midsummer dullness. At the same time there is a substantial amount of money being advanced by savings banks on city real estate for building and improvements and to finance sales of business properties and homes.

The Bank of Italy loaned \$45,000 to G. Lavizzo to build flats in the south side of Seventeenth street, 37 feet east of Mission.

The German Savings bank made a loan of \$120,000 to Rivers Inc. to complete a large apartment house under construction in the north side of Golden Gate avenue, 102 feet west of Taylor.

The German Savings bank made a straight loan to Charles Tauffman on property in the south side of California street, 100 feet east of Presidio avenue.

The \$50,000 loan made by the Security Savings bank to E. T. Osborn on property at the southeast corner of Bush and Van Ness avenue was a renewal for one year at 6 per cent.

The Union Trust Co. loaned \$40,000 to Dr. A. W. Morton to complete purchase of the east corner of Fourth and Jessie.

The Bank of Italy made a straight loan of \$37,500 to the estate of E. Mitchell on the southwest corner of Clark and Davis streets, lot 69290.

The German Savings bank loaned \$5,000 to the Jacob-Heyman Co. to build cottages in the west side of Twenty-third avenue, 100 feet south of Clement.

The \$12,000 loan by the Fibernia Savings bank to Clara J. Whittey on the southeast corner of Sacramento and Laguna streets was a renewal.

The Fibernia Savings bank loaned \$4,000 to Catherine Stapleton to build additional flats on the northwest corner of Franklin and Ivy avenue.

The \$185,000 loan by the German Savings bank to Frank J. Cook on the north corner of Mission and Third streets was paid on a building loan for the purpose of altering the present building to be used as a hotel and to put up one additional story.

The Savings Union bank made a straight loan of \$15,000 to Henry Hufschmidt on the south corner of Fourth and Laguna streets.

The California Title Co. made a straight loan of \$10,000 to John Tuttle on property on the north side of Haight street, 137 1/2 east of Steiner, lot 1104137-6.

## A HEALTHY, HAPPY OLD AGE

May be promoted by those who gently cleanse the system, now and then, when in need of a laxative remedy, by taking a desertspoonful of the ever refreshing, wholesome and truly beneficial Syrup of Figs and Elixir of Senna, which is the only family laxative generally approved by the most eminent physicians, because it acts in a natural, strengthening way and warms and tones up the internal organs without weakening them.

It is equally beneficial for the very young and the middle aged, as it is always efficient and free from all harmful ingredients. To get its beneficial effects it is always necessary to buy the genuine, bearing the name of the Company—California Fig Syrup Co.—plainly printed on the front of every package.

## "Just Say" HORLICK'S

It Means Original and Genuine Malted Milk The Food-drink for All Ages.

More healthful than Tea or Coffee. Agree with the weakest digestion. Delicious, invigorating and nutritious. Rich milk, malted grain, powder form.

A quick lunch prepared in a minute. Take no substitute. Ask for HORLICK'S. Others are imitations.

### Glacier, Field, Lake Louise, Banff

Have you heard of them? Let us explain how you can take in the beauties of the Canadian Rockies on your next eastern trip. On one way tickets there is no additional charge for Canadian Pacific routing. On the Special Occasion round trip tickets, for a slight additional charge you can either go or return Canadian Pacific. Write for detailed information.

FRED L. NASON, G. M. JACKSON, City Ticket Agent, Gen. Agt. Pass Dept., 645 Market Street (Palace Hotel Bldg.), San Francisco.

## CANADIAN PACIFIC

### CATARRH and DISCHARGES

SANTA CAPSULES Relieved in 24 Hours

THE DIAMOND BRAND. Sufferers Ask Your Druggist for this Diamond Brand. It is the only one that is made in the U.S.A. and is guaranteed to relieve you of your suffering. It is the only one that is made in the U.S.A. and is guaranteed to relieve you of your suffering.

### CHICHESTER'S PILLS

THE DIAMOND BRAND. Sufferers Ask Your Druggist for this Diamond Brand. It is the only one that is made in the U.S.A. and is guaranteed to relieve you of your suffering. It is the only one that is made in the U.S.A. and is guaranteed to relieve you of your suffering.

## JEWELRY FIRM FITS UP FINE STORE IN MERCED COUNTY

M. Morgen, the jeweler, has fitted up his new Market street store in the Flood building in a most elaborate manner, making it one of the handsomest jewelry shops in the city.

The cabinet cases, paneling and all the woodwork is of mahogany, with marble bases under the show cases.

The crystal chandeliers, together with the myriad of electric lights in the stucco ceilings and show cases, produce a dazzling illumination. The back of the show windows and the rear of the store have screens of art glass.

A diamond room is set aside for the examination of these precious stones and for the massive diamond chest in which they are stored. This chrome steel safe as well as the jewelry safe in the rear of the store is of special construction.

The rooms in the mezzanine floor above the store will be devoted to a jewelry factory. Morgen has taken a lease of the premises at 88 Market street for seven years at the rate of \$500 a month for the first two years and \$900 a month thereafter.

Mortgage Investment Co. loan at bank rates, 709 Monadnock building.

## BUYERS FLOCKING TO MERCED COUNTY

MERCED, July 21.—The sandy loam of Merced county is proving very attractive to alfalfa growers and dairymen in all parts of the state. W. H. Brown of Davis, who owns one of the finest herds of registered Holstein stock in the valley, recently purchased a tract of 47 acres in Merced colony No. 2, which he will plant to alfalfa. The animals of his herd have taken a number of prizes at the state fair in recent years, and are well known to dairymen throughout the state. He plans to establish a modern dairy on his new ranch.

In spite of the warm weather home seekers continue to come in large numbers. The Co-operative Land and Trust company of San Francisco, which is selling the Merced colonies in this county, reports a greater volume of business than any other season of the year. The following is a list of sales made of Merced colony No. 2 during the last two weeks:

Purchaser	Acres
W. H. Brown of California	20
D. C. Hoyt of Illinois	20
E. P. Gamble of California	20
Charles F. Hill of Wisconsin	20
N. S. Giberson of California	20
H. J. Kerr of California	20
Wm. Tetter of California	20

## LARGE NUMBER OF NEW APARTMENTS

Building operations this week show the greatest amount of money going into brick apartment houses. The following is the building inspector's report for the week:

Class	Value
8 class C	\$180,250
10 class C	129,311
10 alterations	48,000
Total	\$357,561