

SUNSET

MAY

1906



**NEW SAN FRANCISCO
EMERGENCY EDITION**

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NO. 1

EDITED BY CHARLES SEDGWICK AIKEN

SAN FRANCISCO

By E. H. Harriman.

THE earthquake on the morning of April 18th was the most severe that has occurred since San Francisco became a great city.

The part destruction of several large buildings, including the City Hall, churches and other public edifices is evidence of its severity; and yet undoubtedly to some extent faulty construction was a factor in the loss. Many of the older houses erected by the pioneers and early citizens withstood the shock unharmed. Aside from the flimsier tenements and time-worn houses of cheap construction, the residence district presents no general evidence of earthquake damage save fallen chimneys.

It is fortunate that San Francisco was only at the beginning of a new era of construction, and the business city that is to be was largely of plans yet under contemplation. The modern steel structures escaped practically without damage by the earthquake, and the construction of the proposed buildings of similar nature can now be pursued with added assurance as to their stability.

The experience will make of San Francisco the safest place in the country in which to reside. A danger realized is a danger guarded against. Beyond any other city, the new San Francisco will be proof against quakes and proof against fires.

The city will be rebuilt under requirements of the new laws which will prevent faulty construction and promote artistic and architectural effects. The heights of buildings may be limited to one and one half times the width of the street and avenues surely shall be widened. The city is not only to be beautified, but enabled to isolate fires and to provide

clearer avenues of intercommunication. As with Chicago and Baltimore, so the destructive fire in San Francisco will be in the end the foundation for a finer and a greater city, which within a reasonable length of time will reach in progress a point far beyond that occupied before the earthquake and fire.

The courage, common sense and charity that this crisis proved are possessed by the citizens of San Francisco are of far more value to the city than the material greatness destroyed. The presence of the United States troops was of great advantage. The courage of the people, remarkable in itself, was greatly reinforced by the perfect security established by General Funston. The troops were promptly and ably handled by General Funston, subsequently backed up by Major General Greely, who gave his special attention to the systematizing and regulating of the distribution of relief supplies and the policing of the city.

The officers of the quartermaster's department of the United States army, of whom Major Devol is chief, and of the commissary department and hospital department labored unremittingly in organizing camps and hospitals and in distributing supplies. The surgeons in the army did work of priceless value. To these soldiers of the United States San Francisco owes a debt that never can be repaid, and a debt in which the army and indeed the whole country may deservedly have great pride. I think that is the sentiment of every citizen.

The State Militia, California National Guard, was in some instances adversely criticized, but, to my mind, its officers and men are entitled to and will receive a full share of the gratitude and respect of the citizens of San Francisco and of California. These men left their private affairs and their homes at a critical time, many laboring under the distress of personal loss, and gave their service to their State in her hour of need. Among them some were untried, and it was not that a very few might commit acts of indiscretion, but praise, and only praise, is due the National Guard of California for its service in this crisis.

The saving of the docks and water front, keeping open the avenues of transportation between Oakland and San Francisco, made it possible to conduct effectively the work of rescue and relief. It is hard to mention what might have happened had means of communication been restricted to

the neck of the peninsula south of San Francisco. That this part of the city was saved was due mainly to the skillful co-operation of the navy department under Admiral Goodrich with the civil and other forces.

It would sound like fulsome flattery to speak a word worthy of Mayor Schmitz and his administration of the city's affairs during a time and under conditions to try the souls of the bravest. So fully and effectively has he risen to the occasion, so calmly and unselfishly labored with citizens of every grade and every political faith to save all possible out of the wreck of the city and to organize against crime and for the purpose of reconstruction, that he has notably proved himself to be the man of the hour.

As a matter of fact, among all the public men and business men whom it has been my privilege to meet I have not found one looking behind him. Every man has his eye on the future, his mind alert, his hand ready to do anything that would speed him to the realization of his vision: A new San Francisco, larger, more beautiful, stronger and more inviting in every way than the one whose ashes now cover nearly twelve square miles.

Bad as is this calamity, it is restricted to San Francisco and its immediate vicinity. San Jose, Santa Rosa and a few near by smaller cities suffered, but they have hidden their losses beneath courage and resourcefulness.

California was never more prosperous than now. The crop outlook is better than for many seasons past, all business interests are on a sound basis and the banks are strong in resources. The wonderful resourcefulness of the State which goes to make great cities like San Francisco has not been materially affected or limited.

San Francisco's commanding position in relation to the commerce of the world is unaffected, and the city's facilities in transportation lines, wharves and docks intact. Probably for these reasons San Francisco is better able to stand such a catastrophe than any other city in the country. For the present there is in the city sufficient labor of all kinds, and not until rebuilding is in full progress will more be needed. Yet San Francisco will astonish the world with quickness of reconstruction. Rapidly the city is becoming a bee-hive of activity, and ere long the imperishable spirit of San Francisco, clothed anew, will invite you within the gates of the new and greater metropolis of the Pacific.

GREETING FROM THE PUBLISHERS

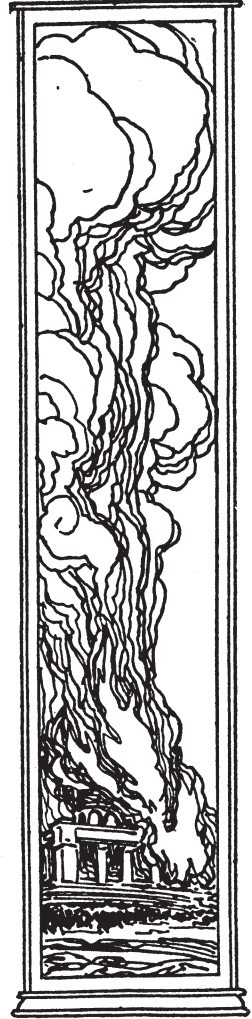
TO ALL Sunset's Friends, Patrons and Subscribers,—Greeting: This is to announce that by reason of the recent destruction by fire of the Sunset Magazine offices on April 18th, this Emergency Edition will be the only issue of the magazine for the month of May. The June and July numbers will be published as promptly as possible considering many handicaps and delays. At the time of the fire the May issue was on the presses. Everything was destroyed except the mailing list, a few manuscripts and contract records. The priceless stock of drawing, photographs and engravings was burned. This May number was devoted largely to the resources of Oregon and its metropolis, Portland. SUNSET for June will be of similar character, some of the articles being duplicated as far as possible. It will contain the first instalment of Charles Warren Stoddard's series of articles on the Old Missions of California, and will be entitled "The Making of a Mission." This number will be filled also with the usual number of stories, descriptive articles, verse, and general reading matter devoted to California, Oregon and the West, and while it may not approach in its general excellence the high standard set by the publishers, and almost reached by many numbers in the past, yet it may be accepted by all as an index of the future determined upon for the magazine.

In this one day the accumulation and accomplishment of years were swept away. The fire spread over only about one-sixth of San Francisco's total area, but destroyed all the central business portion of the city and a large residence district. Business blocks, factories, palatial homes, modern hotels, apartment and lodging houses disappeared. In this one day all class distinctions were leveled. And then here the great Lesson of Love was taught, and the best that is in Humankind rose above all pride of place and possessions. That was the flower that blossomed amid the city's ruins, and for it Glory be. The men and the women and the children forgot all personal loss, forgot their own sorrow in giving joy and comfort, coffee and buns and blankets, smiles and sturdy words of brave sympathy

and of glad promise. The spirit unconquerable and I-won't-be-crushed rose quickly above all fearsome dread, with a blithe Good-bye to the Old and echoing cheers for the New. The sun shone through the lurid clouds of cinders and the City-That-is-to-Be was planned even as the flames ran from hill to hill over the City-That-Was. Hope springs eternal, the outlook is bright, and aims are high. Committes have been organized and steps taken that are sure to lead to successful achievement. The spirit of men that was alive in California's early days has asserted itself and is bound to force rapid recovery and development. This magazine has won for itself a name and fame which no loss can force it to abandon. San Francisco will be rebuilt, and be made a City Beautiful on lines already adopted, and SUNSET will rise to help to tell all the world, as it has in the past, of the progress and advancement of all the Far West, from the Mississippi River to California and the Islands of the Sea, from the table lands of Mexico to the gold tundra fields of Alaska. In this vast section are resources unparalleled and opportunities unequaled. The West is calling today, as it has in the past, for men of brains and grit to aid its development. In certain sections its climate lures the sick and the world-weary; its charm of mountains, canyons, sea and forest attracts the painters and poets, and all skilled in arts creative. To tell of the work of such, to picture the West, to cheer and help the general upbuilding in all things that make for the best civilization—that has been the mission of SUNSET and will so continue.

To its readers—and there are somewhere near 400,000 of them in all parts of the world—this message of greeting goes, with the announcement that in spite of everything the twin powers of Pluck and Progress are the possession of SUNSET'S publishers, and Enthusiasm joins with Enterprise to carry on the work begun in this as well as in other directions and interests. To regain its standard of excellence in typographic, artistic and literary lines may require a little time, and the patience and good-will of all are asked, coupled with the co-operation from contributors, subscribers, advertisers and circulators—always necessary, and at present more than ever—to the winning of the best standard and the gaining of the greatest success.

C. S. A.



THE CHOICE

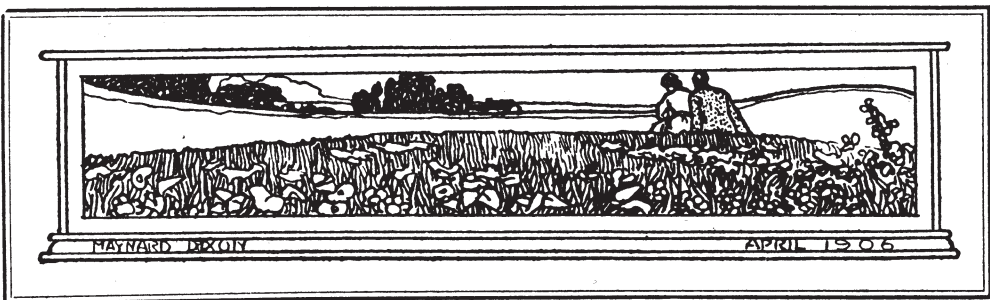
By CHARLES K. FIELD

"Choose!" cried the Fiend, and his breath
Withered the blossoming city;
"I am Destruction and Death,—
Choose! Is it greed, now, or pity?
Ye have been given this hour,
Hardly I wait on your pleasure,
What will ye save from my power,
Life or your treasure?"

Then with one voice they replied:
"All that earth hath in its giving
Reckon we nothing beside
Even the least of the living;
Light in a dog's eyes, the bird
Caged for its song,—beyond measure
These at the last are preferred,
Love over treasure!"

So, having chosen, they fled
And the Fiend took their treasure forsaken.
Lo, how their spirit was fed
By the burden of love they had taken!
All unbereaved they behold,
Dreams of their faith realizing,
A city more fair than their old
Already uprising.

Note.—The care of the refugees from the recent San Francisco fire, first for each other, then for their pets, was a noticeable feature. Dogs, cats, canary birds, parrots and monkeys were all most carefully cherished and protected while more material treasure was lost sight of.—Editor *Sunset*



MAYNARD DIXON

APRIL 1906

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