

CLIFF HOUSE TO REOPEN WEDNESDAY

Richard P. Roberts Secures Lease, Remodels Building to Make It a First-Class, Modern Resort

Historic Playground of San Francisco to Once More Be Scene of Gayeties, Echoing Joys of Former Days

By GEORGE J. DURAND

THE Cliff House is to reopen its doors as a first-class resort, and in a way worthy of its best days.

Next Wednesday evening, December 8, under the control and management of Richard P. Roberts, it will again function as one of the representative institutions of the West.

This will be glad news to every San Franciscan, whose local pride has been hurt by the closing of its doors for two years, owing to the curtailment of the drinking privilege, and at a time when more than ever before tourists from all parts of the world were flocking to California.

Naturally these visitors repaired to the Cliff House, whose fame had spread from pole to pole and over the seven seas from Singapore to Iceland, and from Colombo to Cape-town. Its closed doors making San Francisco appear like Venice without its Campanile, or Paris without its Louvre, not only excited wonder, but called forth in many instances from distinguished guests reflections by no means complimentary to the civic spirit of a city that could thus permit a historic resort which had played such a large part in its life and development, and which stood for so much in the way of beautiful scenery, to be closed up like an abandoned cemetery.

For the Cliff House is not only a part of San Francisco, like Golden Gate Park, the City Hall, the Civic Auditorium, and the Museum of Fine Arts.

In a very large sense it is much more than any of these representative institutions, because it stands for many larger things—things aesthetic, things historic, things racial and international in a way.

Beautiful Natural Setting Is Famous

No city in the world has a more beautiful natural setting than San Francisco, especially at this part of its territory, where land and sea combine to produce its grandest effects, ranging from the tender and lovely to the majestic and awe inspiring. The Cliff House has always been a part of this magnificent combination of light and shade, of wind and wave, of beach and surf, of mountain and sea, of sky and horizon.

This famous resort, which has been photographed more extensively and sent around the world on more postal cards than any other building on earth, was built on a commanding promontory, projecting into the ocean, from which viewpoint could be seen at a glance all the wonders and glories of nature over which poets and great writers rhapsodized.

It was the last house one saw upon sailing away from the waters of the Pacific and the first to be seen upon entering the Western gateway of the United States. So that it may be well said that the Cliff House sits like a queen on the last, and the most magnificent, of the ultimate frontier of occidental civilization.

Cliff House Recalls Days of Argonauts

When you told of a visit to the Cliff House all the associations connected with the glories of nature arose in one's mind, so that it is difficult to recall the most interesting and beautiful of the spots on the globe, it came to mean the Golden Gate, the Seal Rocks, Tamalpais in the distance, the wide stretches of the magnificent sun-drenched coast, and the colors of the beholder, things ethereally supreme.

Historically the Cliff House recalls the pioneer days of the West, for here was where the first of the gayest parties of the golden age of California. The Cliff House was built by one of the great argonauts, Sam Brannan, after whom is named Brannan street in San Francisco.

Sam Brannan was one of the noted characters in the early life of the State. He came to California as a Mormon missionary, but soon developed an aptitude for business that led him to rank among the developers of the West, whose energy and far-sightedness built up the tier of great states which are the glory of our Republic.

He is never known to let an opportunity pass. One day a ship loaded with building material, destined for Sacramento, was wrecked on the beach near Point Lobos. Sam Brannan bought the derelict and its cargo, and utilized the material in constructing the first Cliff House, which he put under the management of Captain Foster, one of those born business men of the ages, who can play the ideal host to all the world.

End of Trail of Western Originals

When this original Cliff House was burned down, and a second erected, the trail of the west, in the hands of Adolph Suto, designer and constructor of the famous Suto tunnel in the Comstock, who had acquired the property, built his celebrated Gothic castle on the site, which was likewise destroyed in 1907, when the present structure was erected.

Under the management of Captain Foster, who ran the first and second Cliff Houses for over twenty years, the resort achieved world reputation for the character of its menu and special dishes. It became the rendezvous of epicures from every country as they visited San Francisco. The terrapin steaks, with zarzuela and fillets of duck prepared at the Cliff House became the delight of the gourmets of the period. A dinner at the Cliff House, when given by a party or a club, was always an event. No tourist who thought of a visit to the transcontinental trip without a visit to the resort.

J. M. Wilkins, who succeeded Foster, running the place for Adolph Suto for another generation, kept up the high character of the resort, both as a scenic attraction and a place where epicurean repasts could be secured at almost a moment's notice. It was here where celebrated men—princes, a King, lords, dukes, earls, statesmen and presidents—congregated, just as they went to the Riviera or Monte Carlo, because it was a world-famous resort, a place where the most beautiful scenery on earth could be seen, and where, at the same time, could be enjoyed the most delectable dishes prepared by chefs whose creations equaled those of the renowned hostesses of Europe.

It was here where Presidents Grant, Hayes, McKinley and Roosevelt sat on the veranda and watched the hundreds of seafarers as they bobbed over the jagged rocks, or sprawled at full length in the sun, or leaped from point to point, or plunged into the foaming waters, making graceful detours through the circling eddies, riding upon the rolling billows, and returning again to join their comrades on the rocks.

PRESENT CLIFF HOUSE TO BE REOPENED DEC. 8, UNDER THE MANAGEMENT of Richard P. Roberts, who has secured a ten-year lease from the Suto estate. Center, the new proprietor.



View of the famous Seal Rocks, which are so attractive to visiting tourists.

Gothic castle built by Adolph Suto (Cliff House No. 3), which was burned in 1907.

are the real attractions of the Cliff House, will be to make visitors feel that they are entering a place memorable in the world's history, a resort with a unique distinction and charm. He knows that what really made the Cliff House in the past such a fascinating resort was not alone the building, the celebrated cuisine, the jovial host, but also the historic associations, the old memories, the wonderful scenery, the symbolic significance of the spot as the last outpost of the white man's civilization after completing the conquering cycle of the generations. These could not burn down and will forever remain as an imperishable part of the inheritance of San Francisco.

Dining-room in Ivory and Gold

While the new Pompeian entrance is going to charm thousands by its originality and beauty, the Cliff House is going to have one of the finest dining-halls in the country. The interior lobby is decorated in blue and gold, and the main dining-room in ivory tints with various colors glazed to blend with the draperies, with panels finished in an ochroma effect.

The drapery arrangements of the main dining-room are after the style of an old Italian salon, in colors ranging from a light peach shade to a deep Du Barry rose, interspersed with high lights of reeds green. The lambrequins are made of Italian cut velvet, the design of which was copied from an old Papal banner, and made up in large panels, trimmed with silk fringe and tassels. The hangings are of deep rose silk velvet. Some idea may be had of the beauty of these draperies when it is said that some of them cost as high as \$25 a yard.

Beautiful Portico in Pompeian Style

Accordingly Roberts is going to his task in the right way. He knows that success depends upon first impressions, and he wants the opening day to show all San Francisco that he intends to make good in his new venture, and give the world a Cliff House worthy of its most glorious days. He is sparing no money in his remodeling and redecoration of the present fine building, and in the introducing of new features that will tend to make the resort attractive and give it distinction.

C. O. Clausen, a San Francisco architect with many fine buildings to his credit, has been engaged to remodel and redecorate the structure that was built on modern lines to replace the medieval castle of Adolph Suto. He has introduced many important and vital changes, both in the interior and exterior of the building, which make it radically different from what it was before.

One of the most interesting of these new features is the construction of a main dining portico, which is to be known as the Pompeian Court. This portico is carried out in the Grecian Doric style of architecture, and gives an effect of elegance and dignity to the entire building. The interior of the portico is finished with Caen stone walls covered with delicate lattice panels. The floors are of dark red terra cotta tiles, with a magnificent fountain in the center, while around the sides will be terraced boxes and vases set along the walls in which will be flowers and palms, giving an enchanted garden effect. The illumination of this handsome Pompeian Court will be accomplished by an indirect system, throwing a soft light reflected from the cornices.

Splendid Pompeian Portico, Model Dining-Room, Master Chef Among the Many New Features

Every Possible Convenience and Attraction Installed for Delectation of Guests as New Season Will Open

as it was in its palmy days, and to also serve the general public in a way to make them feel that the resort is a part of San Francisco itself. Richard Roberts says that he is going to strive to be worthy of the good will of all by the high quality of his attractions, the efficiency of his services and the reasonableness of his prices.

This is why the opening day of the new Cliff House is going to be a gala day for all San Francisco. Thousands will flock to the new resort to testify their appreciation of the efforts of the new owner to restore to the city one of its most historic institutions.

The night of the opening day will be a grandly memorable one to all visitors, for the reason that on this occasion is going to be put into operation the new lighting effects of the exterior of the building and surrounding terraces. The entire exterior of the building will be treated in light colors, and will be illuminated at night by flood lighting, projected from powerful searchlights on Suto Heights. This system of indirect light is going to produce effects similar to those achieved on the main buildings of the Panama-Pacific Exposition.

Strong searchlights will also be thrown upon the surf so that in the

known and are the acknowledged leaders in their respective lines.

Local Products to Grace the Tables

Another San Francisco product will occupy a prominent spot—El Prime cigars, manufactured by E. Coe & Co., 112 Front street. El Prime is becoming one of the most popular brands of cigars on the market and counts in many homes and stores.

A slogan that is rapidly becoming famous is "Drink Rainier—You Can't Tell the Difference," and it will be good news to the thousands of San Franciscans who have their homes, to know that they can obtain this famous beverage at the Cliff House.

California is the land of sunshine, fruit and flowers, our fruits are many and good, and the weather is just what the Cliff House will feature California fruits and it will be supplied by Charles L. Goetting & Sons of the California Market.

Bon vivants will find the season's delicacies such as terrapin, trout, etc. These will be received daily from Berk & Co., 1319 Steiner street.

Among the musicians who created undying fame, we find the name of Mozart and Haydn, and the name of anything in the connection of names, it is a fact that smokers of clear Havana cigars have for years made the Mozart cigar the cigar of their choice. The Mozart cigars, in their Havana cigars, are distributed by M. Blaskower, 201 Montgomery street.

Imported Delicacies From Many Lands

Imported table delicacies to delight the palate will be furnished by Rathbun Bros., Inc., grocers, 215 O'Farrell street.

It is an old saying that "bread is the staff of life," and Manager Richard Roberts will supply his patrons with bread from the bakery of Le Bon din Brothers, 587 Tenth avenue, especially those delicious French loaves and rolls so indispensable to the epicure.

During the Panama-Pacific Exposition the firm of Rathbun & Kupfer, 1521 Pacific street, put on the market what was known as the "Exposition frankfurter." Since that time the sale of this tasty delicacy has grown by leaps and bounds, so that the frankfurters, the best on the market, may be had at the Cliff House.

Carbonated beverages including such national known drinks as Coca Cola, Fanta, Root Beer, etc., will be kept at the proper temperature at the Cliff House. These beverages will be supplied through the Majestic Bottling Company, 13 Beideman street. The Root Beer Company is one of the largest in the West and its products enjoy an enviable reputation.

Wherever you find men and women you will find Optimo cigars, for Optimo is the greatest importance than a good cup of coffee. It stanzas his breakfast right in the morning. It is the end of a perfect dinner. An exclusive brand of coffee will be served at the Cliff House, and will be supplied by the Van Winkle Coffee Company, 510 Clay street.

Finest of Coffee For Connoisseurs

Among men's peculiar whims nothing is of greater importance than a good cup of coffee. It stanzas his breakfast right in the morning. It is the end of a perfect dinner. An exclusive brand of coffee will be served at the Cliff House, and will be supplied by the Van Winkle Coffee Company, 510 Clay street.

No caterer who prides himself on serving his patrons with the best food, will neglect the quality of the reliable Grafton, a clear Havana leaf, having a delightful, full flavor.

Perfect Workmanship Enhances Illusion

The Cliff House, with its myriads of lights, and perfect workmanship in the interior, and exterior, is a masterpiece of art. The lighting fixtures are also more fully described in a previous paragraph and are a work of art in themselves. The lighting is a masterpiece of art, and is a masterpiece of art.

The firm of D. Zelinski & Sons, painters and decorators, 423 Turk street, were entrusted with the redecoration of the Cliff House, and the result of their efforts is a masterpiece of art, and is a masterpiece of art.

Outside Also To Be Beautified

Nor has the outside of the Cliff House been forgotten. A general clean-up has taken place in the surrounding territory. The Supervisors have appropriated the money for a new roadway leading up from the main boulevard to the Cliff House, and around up the hill to the car lines. Are lights will be strung along the roadway, so that the way will be easy in the night time.

It has also been decided to cut away about forty feet from the main bulkhead of rock projecting into the road, so as to increase the space for taking care of the thousands of automobiles that visit the Cliff House on Sundays and holidays.

Artistic Printing Added Feature

The artistic printing of the Cliff House menu can be credited to the well-known firm of Upton Bros. and Delzelle, Inc., 144 Second street.

What is more of a delight to the feminine eye than beautiful table linens and aprons from the laundry? Here again is another feature, though seemingly small, which has a great bearing upon the success of any dinner. The table linens at the Cliff House are of pure white, and are of the highest quality, and are of the highest quality, and are of the highest quality.

Numerous other firms in San Francisco, among them I. Scatena & Co., 104 Washington street, are extending to Mr. Roberts their co-operation and best wishes.