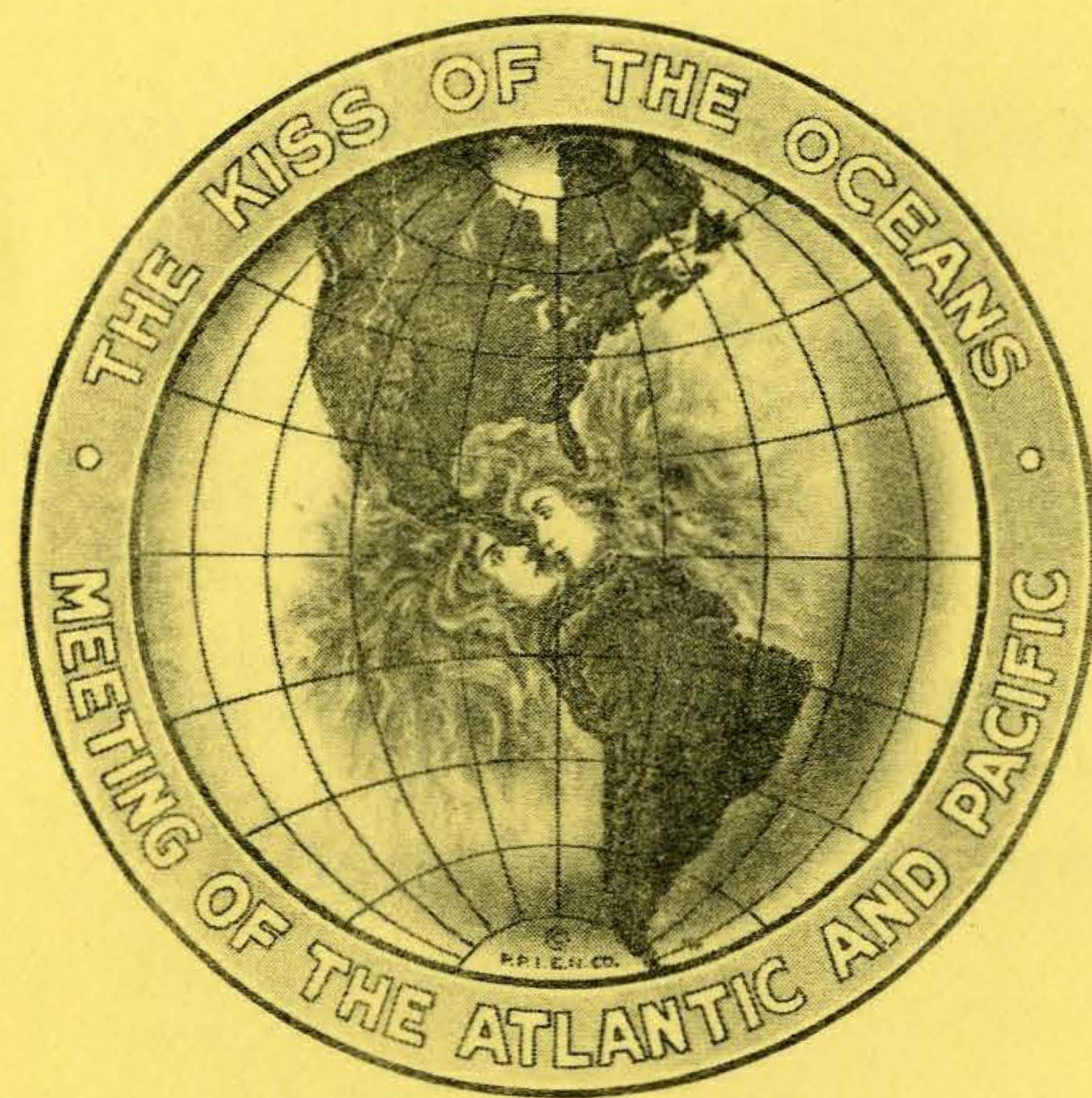
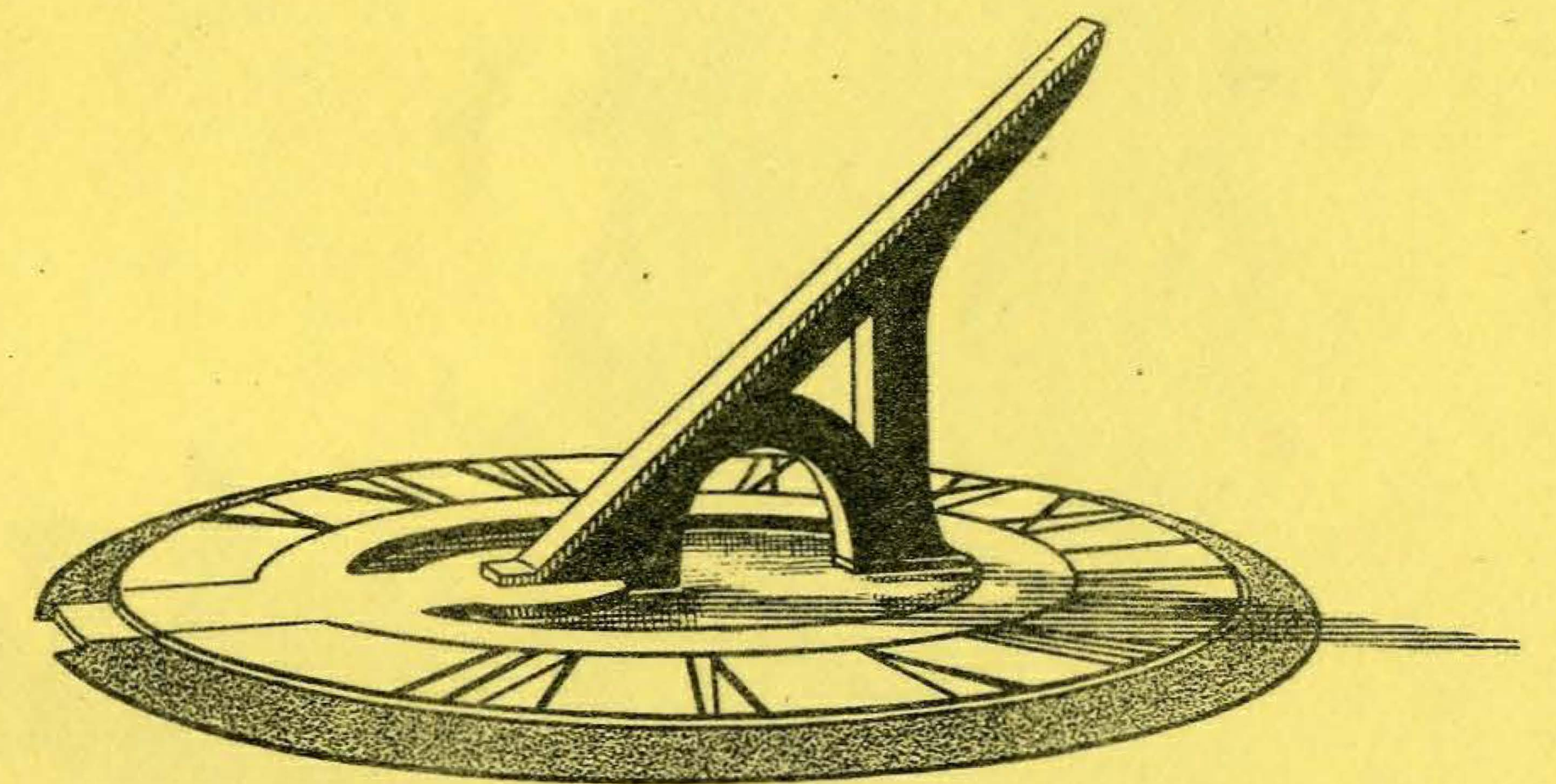


THE PANAMA CANAL UNITES THE ATLANTIC AND THE PACIFIC



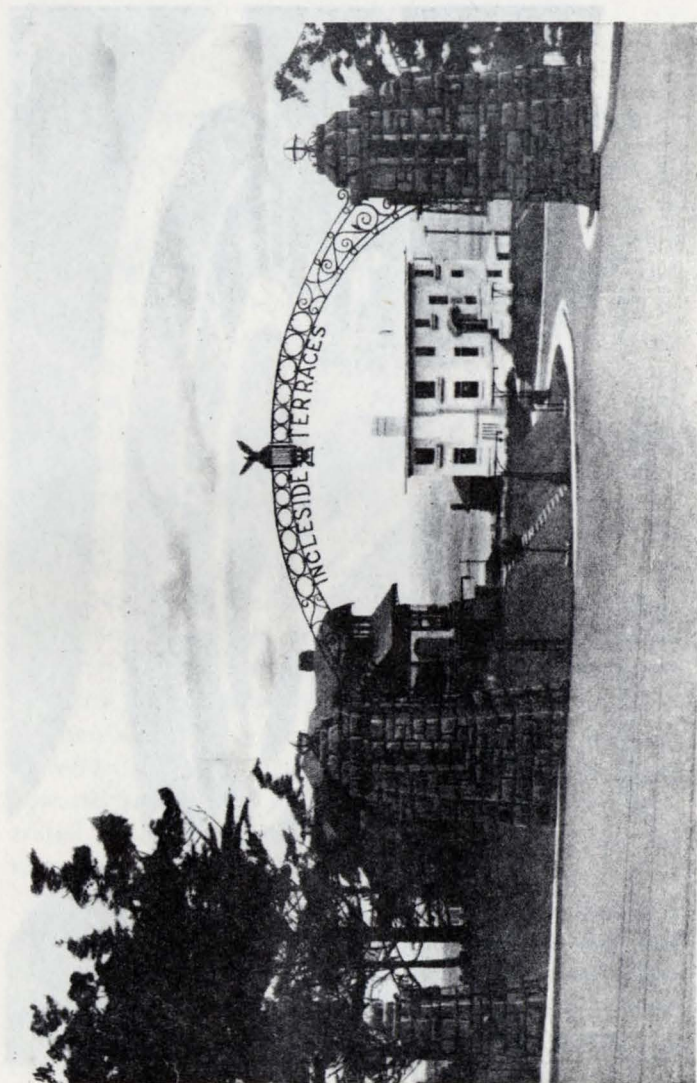
THE TWIN PEAKS TUNNEL UNITES SAN FRANCISCO AND  
INGLESIDE TERRACES

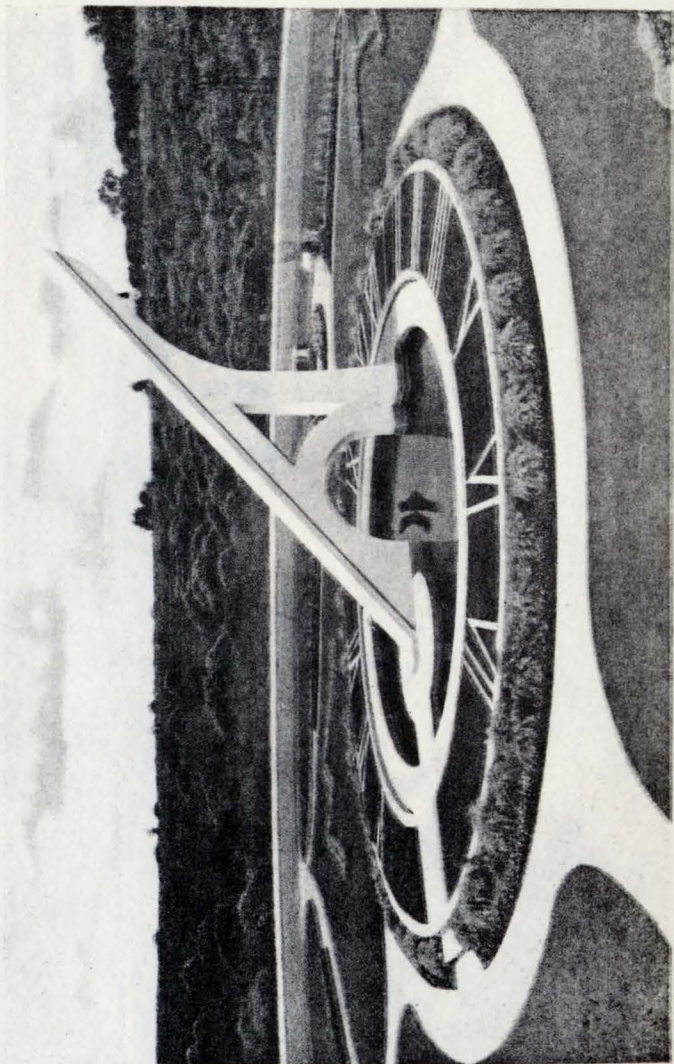
*The*  
**SUN DIAL**  
at  
**INGLESIDE  
TERRACES**  
with  
COMMENTS ON  
**HOMES**



**URBAN REALTY IMPROVEMENT Co.**  
SAN FRANCISCO  
CALIFORNIA







## The Sundial at Ingleside Terraces



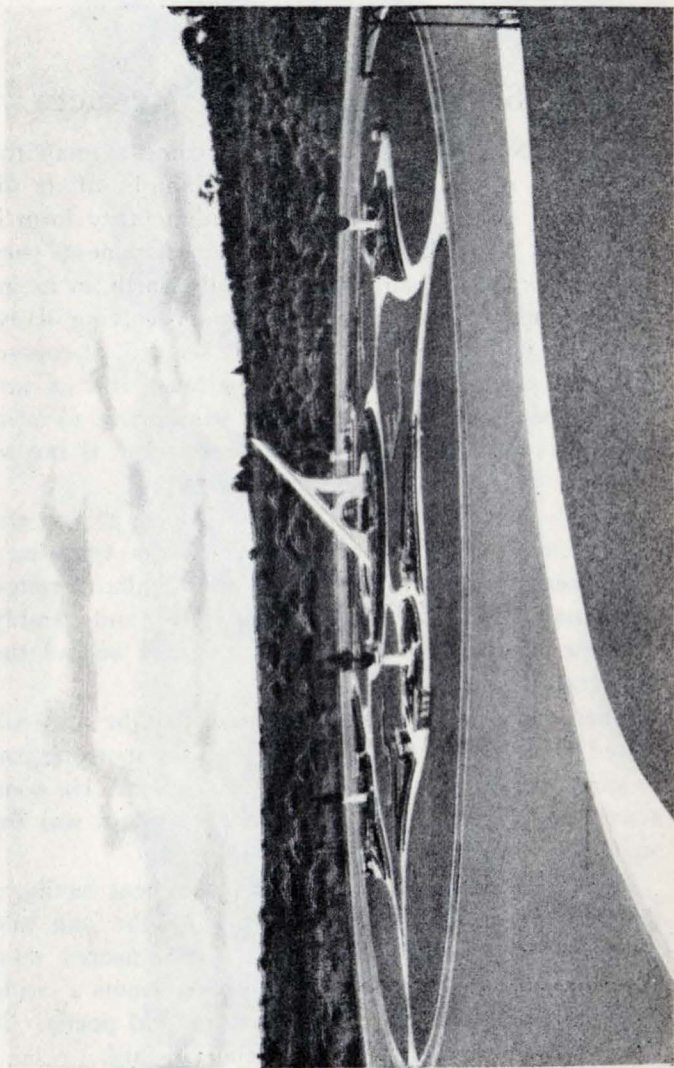
NE wonders when there came to man the sense of time, and the thought of its division into units. In rudimentary form it must have followed consciousness very quickly, for when man became man the earth, in its incomprehensible space spinning, was revolving daily, following its long-formed habit. It seemed, of course, very flat and very stable. *Primus* knew that it was because he could see it. *Secundus* has learned to modestly doubt the evidence of his senses, and is not so cocksure that what seems to be, surely is.

But the rising and the setting sun were at first the surest thing that happened. Some days were wet, some were dry. Heat and cold alternated, but through it all the faithful sun never ceased to rise and steadily traverse the heavens, till he disappeared behind the western line of shore or sea.

Then some observing savage saw that he was followed by a shadow that was longer in the morning and towards sunset and vanished at high noon. He soon traced it to the sun and found that its length was the same every day and at every part of the day.

Finally there was fashioned an instrument having a gnomon that intercepted the rays of the sun and projected a shadow upon a disc. It measured *dies*, the day. We call it the dial. To us it seems a crude contrivance and its interest is historic and poetic. It is a monument of the past held in tender regard.





Most people think of a sundial from a merely sentimental point of view. They associate it with an old-fashioned garden where roses and honeysuckle bloom and spill their fragrance upon the still, soft air,—a peaceful, sunny flower-spot, ideal in which to dream away a summer's afternoon watching the progress of time from the dial's silent face. Few, however, know anything about its practical side or of its evolution through centuries of time.

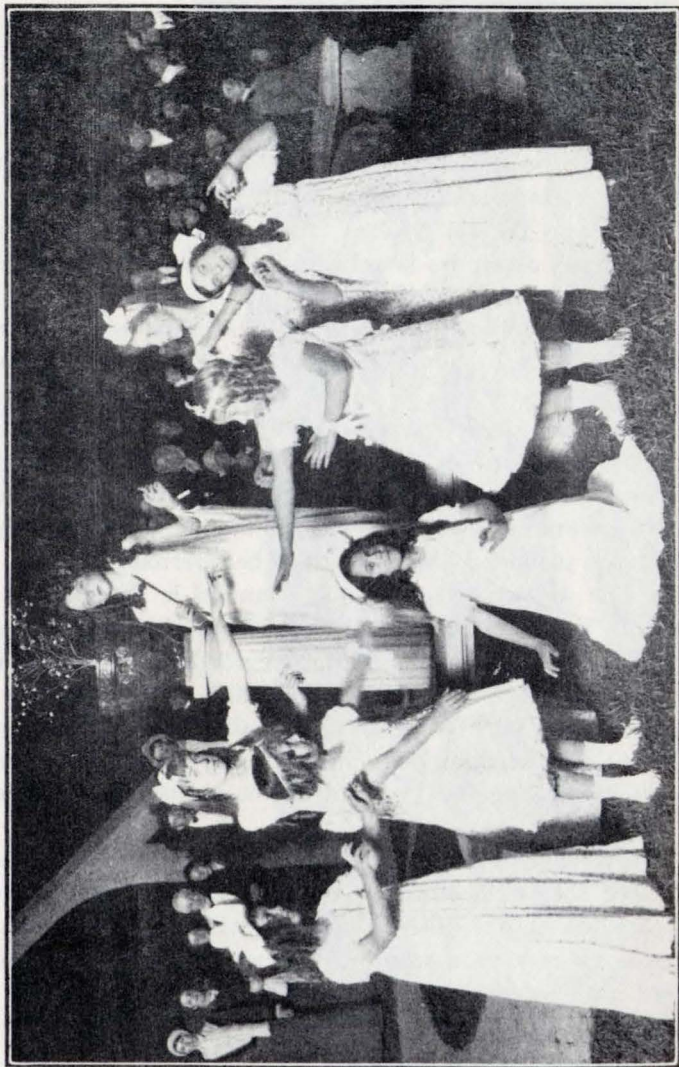
The first known reference to a sundial is found in Isaiah, 38:8: "Behold, I will bring again the shadow of the degree which is gone down in the Sundial of Ahab, ten degrees backward." This is supposed to have been written 700 years B. C. Cicero in one of his letters mentions sending a sundial to his villa in Tusculum, and it is believed that one discovered in 1746 is the identical dial to which he referred.

The important feature of a sundial is the gnomon. This is the piece that projects from the face of the dial. It is always set pointing due north and its shadow as it falls across the face of the dial marks the hour. Herodotus, say the Greeks, derived the use of the gnomon from the Babylonians. The word has the same root as gnostic and signifies one who knows. It gives knowledge of the hour.

The time at first recorded was not exact. The hours were not of the same length, and were called temporary hours, but in the thirteenth century much study was given to the science of measuring time, and the sundial became approximately correct.

Sundial inscriptions add to their charm, and have an interesting place in literature.





A few minutes' ride by trolley out of the deafening roar of the business center of San Francisco there is a garden spot—a green amphitheater overlooking the shining reaches of the blue Pacific. It spreads out under the sun like an old Italian villa. By a series of velvety terraces, the uppermost of which is crowned by a thick wood of pine and cedar, it drops down to a sunken garden wherein lies a great stone sundial, the largest and most magnificent sundial in the world.

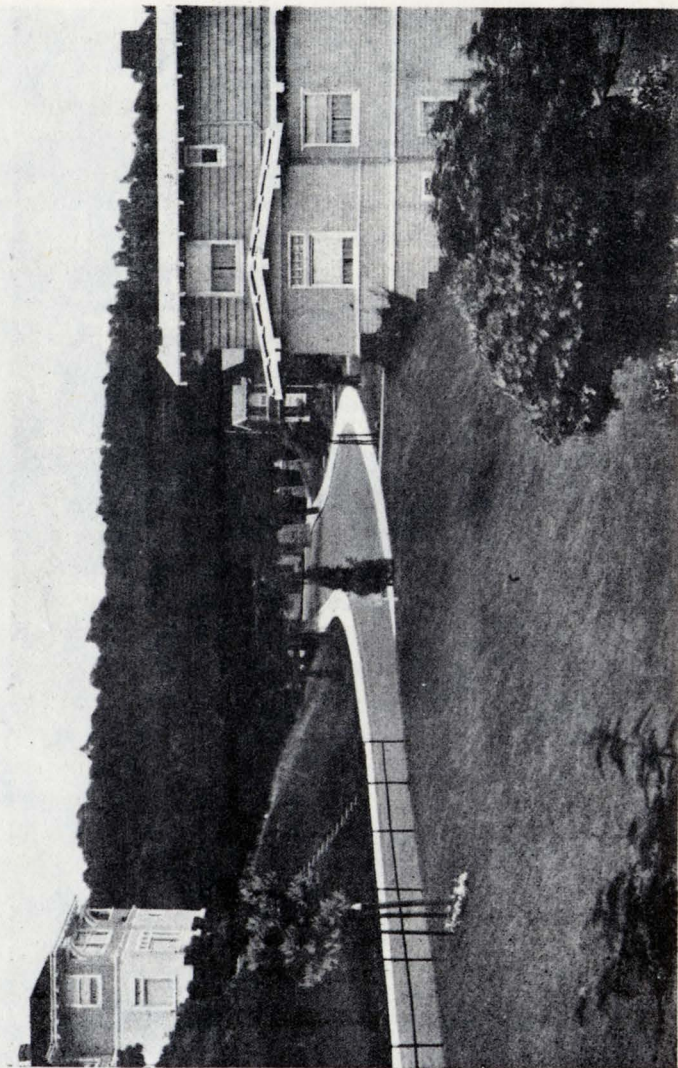
Of all the attractive spots in or around San Francisco there is none more wholly delightful than this sundial park at Ingleside Terraces. It is a place full of color, fragrance and song, for the birds throughout the long, sunny hours fill the air with their melody.

That the location is favored by a mild climate may be inferred from the reproduced photograph on the opposite page, taken on the evening of the sundial dedication.

There is a curious fascination about the spot and one may well spend here an instructive and inspiring hour following in the wake of the sun's slow shadow.

The gigantic granite gnomon of the sundial at Ingleside Terraces is triangular in shape, and superb in its simplicity of outline. It rises to a height of twenty-six feet. It bridges a limpid pool wherein two bronze seals sport and form the base of a fountain that plays day and night. Running around the stone curb of the pool is a rippling circlet of gorgeous purple and yellow pansies. Then comes the broad dial marked with Roman numerals like the face of a clock. On one side of the gnomon is set an exact table giving the minutes that must be added to or be deducted from sundial time in order to get true local time.





The park itself is laid out with regard to the points of the compass. Four great heart-shaped plots of grass surrounded by walks point one each to the true south, north, east and west. At intermediate points four beautiful columns, representing the four classics of architecture, Doric, Corinthian, Ionic and Tuscan, rise in graceful dignity from star-shaped flower beds that are always a blaze of color. Each column is surmounted by a bronze vase upon which, in bas-relief, is told by allegorical figures the story of the four stages of man, the four seasons of the year, and the four periods of the day.

A wonderful sense of peace pervades this place, accentuated by the sky-reflecting pool and the twelve low stone benches encircling the garden and offering rest to the leisure-loving soul. The noise and confusion of the great city beyond the pine forest on the uppermost terrace is shut out, and the hush is broken only by the song of birds and the far-off pounding of the surf upon the beach. The view in every direction is entrancing, especially to the west across Lake Merced.

There are several entrances to the sundial park in Ingleside Terraces, but by far the best way to view the spot in all its beauty is from the entrance to the south, going as you enter towards the west and then along the path encircling the dial. In this way, commencing at a point where the first shadow at dawn falls across the face of the dial, you follow in the course of the sun until it drops into the ocean at night.

By following this route you first reach the simple

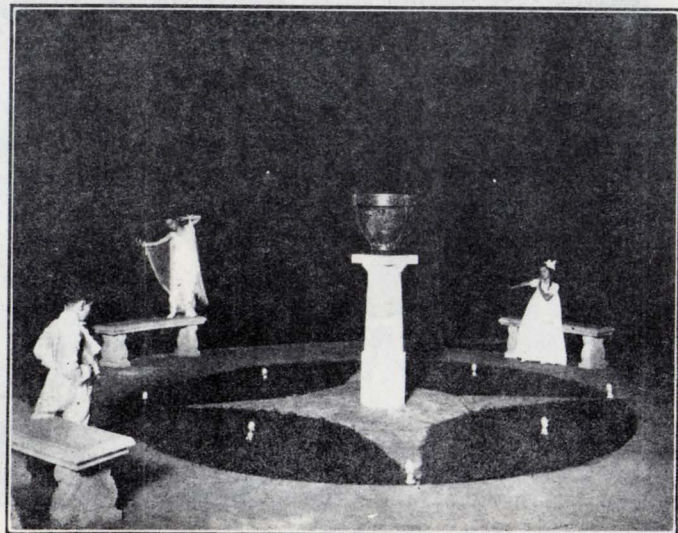


The ceremony attending the dedication of the sundial at Ingleside Terraces was one of rare delight. It took place at the close of a warm, vivid day in the fall of the year. The sun had gone down into the ocean, leaving the sky all crimson and gold. The air was soft and still and heavily scented with the fragrant breath of flowers. Far away beyond the grassy stretches of the Terraces the sea reflected the glory of the sunset, and one might easily imagine himself in an old garden on the shore of the Mediterranean.

The sundial and the four columns surrounding it were veiled and loomed shapeless against a rippling background of flowerbeds. As the shade of night deepened, there was quiet and peace and repose over all things.



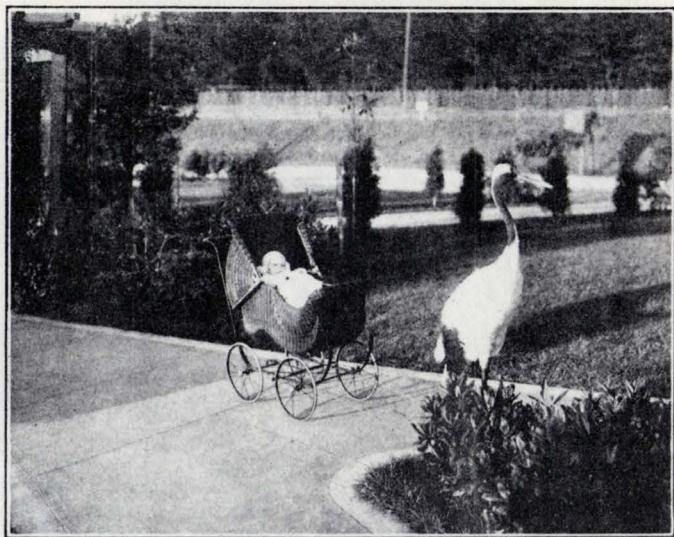
Suddenly the Terraces seemed to awaken. Lights flashed from the windows of the club house, and from its broad, arched verandas came sounds of laughter and merriment. Automobiles hummed their way along the broad avenues and stopped at the sundial park. Soon thousands of people had grouped themselves about the sundial park and filled the tiers of seats that had been provided for the occasion.



Then softly upon the night air came strains of music, and two children, a boy and a girl, dressed in Colonial costumes and as dainty as Dresden china figures, danced up to the dial and released the Spirit of the fountain, a tiny little water nymph, who rose from the pool with her filmy, fluttering skirts sparkling and glistening in the moonlight. The little one waved



her wand and immediately the sundial park was a blaze of light. There was a crash of triumphant music and the veil fell from the giant gnomon that now rose in classic dignity above the splashing fountain. Each of the four columns about the dial were visited by the little Spirit and they, too, dropped their veils at the wave of her wand.



The stork dance now came. Two great storks drawing baby buggies appeared on the scene, lured on by dozens of little children who, to the merry strains of music, frolicked and enticed and encouraged the storks in their trip about the dial.

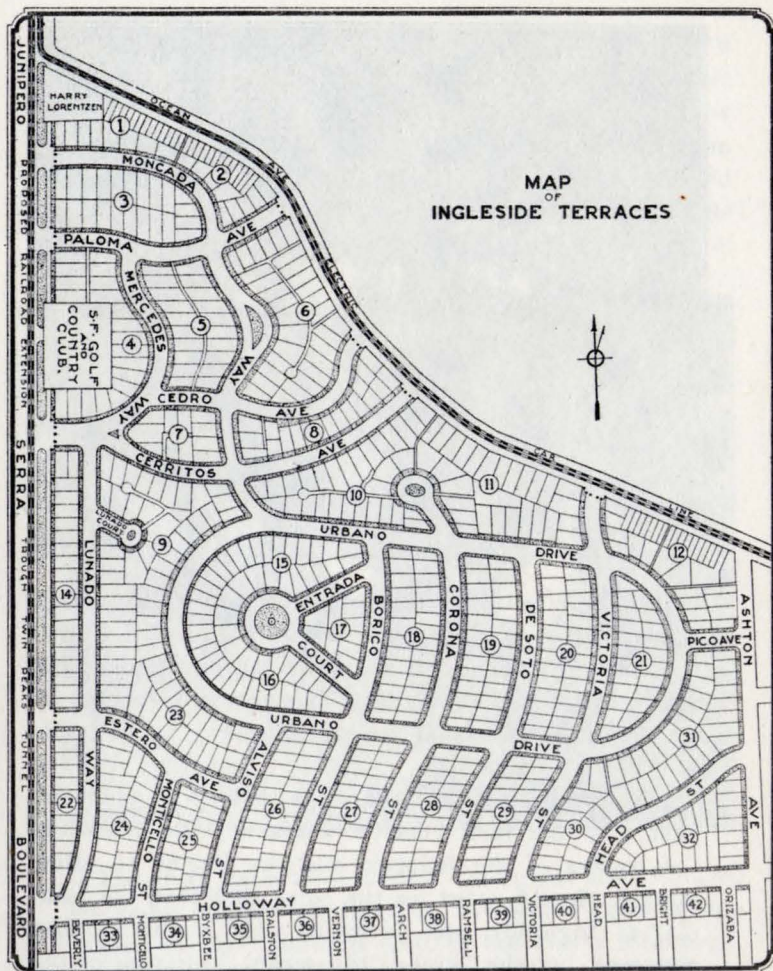
Then came the special joy dance in which the grown-up residents of the new neighborhood took part, the



joy of the evening culminating in a dance at the club house. At midnight supper was served, and the birds were already singing in the dawn when the last light went out. The occasion clearly demonstrated the friendly spirit and cordial good feeling prevailing at Ingleside Terraces.

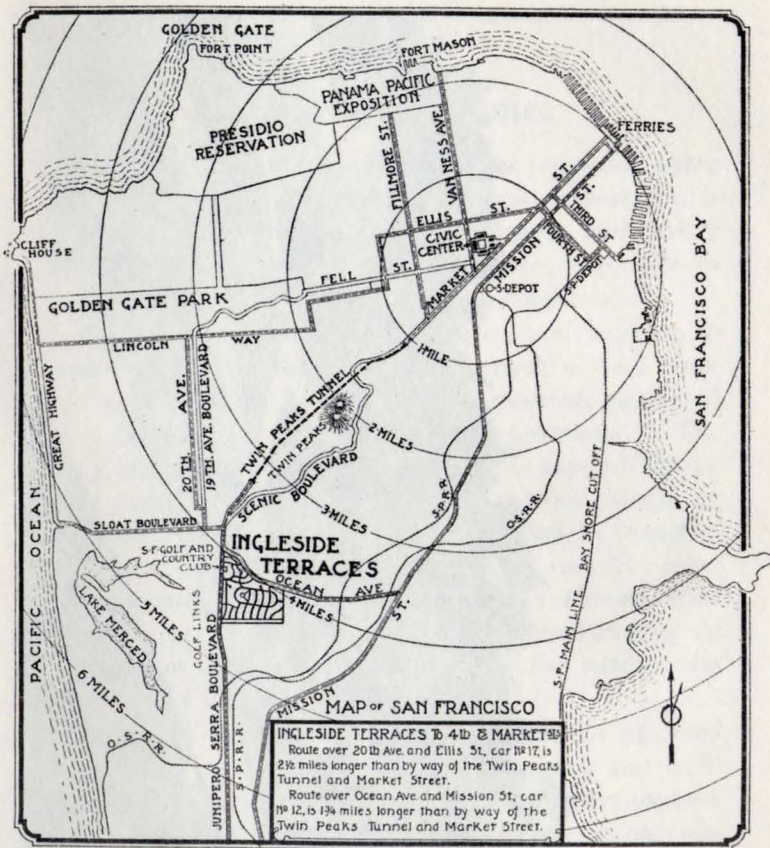
Historic coincidences are sometimes significant. Just why the final blast at Panama, that permitted the waters of the Atlantic and the Pacific to intermingle, should occur on the same day that the Sundial at Ingleside was dedicated may not be at first apparent, but the "kiss of the oceans," promise of the coming greatness of San Francisco, needed as a complement some assurance of the fitting homes required for its happiness and highest welfare.





Ingleside Terraces as a residence park was carefully plotted by its landscape engineers to take full advantage of the contour of the hills and valleys. The view of the ocean is preserved and enhanced by its beautiful terraces, and the warmth of the sunshine is fully conserved. Rectangular lines are few, graceful curves predominating. The street work is the best that skill can devise or money pay for.

Come See—"That's All."



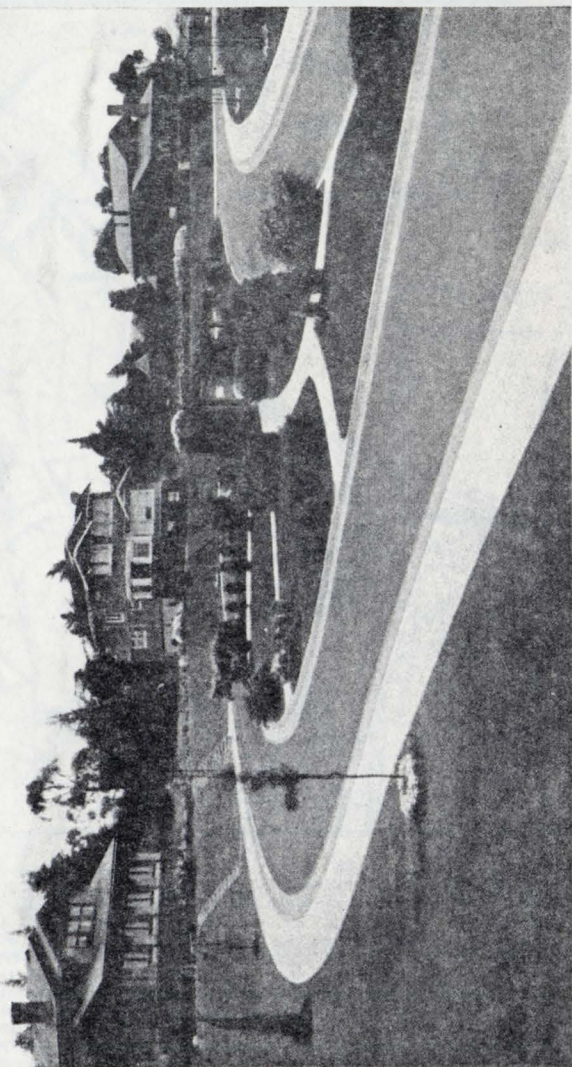
The value of high-class, well improved residence property, when protected by wise restrictions, depends upon the relation that its distance in miles bears to its nearness in time to the city center.

From Fourth and Market, over Twentieth Avenue and Ellis Street, the distance is 7 1/2 miles, and the running time is 42 minutes.

Through the tunnel the distance is 5 miles,—one-third less. For about half this distance the cars run through the tunnel at rapid speed without stops, taking but 5 minutes. The remaining 2 1/2 miles will occupy 15 minutes, making 20 in all. So that while the distance is reduced one-third, the time is reduced more than one-half.

If the comfort and beauty of Ingleside Terraces are reached in less than half the time, will it not be of more than double the value?





## Concerning Homes

**B**EYOND question, the most important thing in life is living. Of first importance is how we live—to what purpose, and closely after follows *where* we live, important of itself and largely influencing the main consideration.

Assuming that a man really alive and wishing to make his life worth while, finds himself in San Francisco, is he living or is he merely existing, quartered in a hotel, a boarding house or an apartment? The only place in which one can live to any advantage is a home. Of course there are persons, single or singular, victims of misfortune or blind to opportunity, who get along somehow without one, but married people, especially when they are blessed with children, are to be either pitied or blamed if they do not live in a real home. Woe be to the parent who denies to a child his inherent right.

A child's future largely depends on his environment, and the best assurance of happiness and well-being is in growing up in the healthy atmosphere of a clean and happy home. San Francisco has suffered from not encouraging attractive homes. Homes need protection and she has not afforded it. Houses on twenty-five foot lots, elbowing stables and Chinese laundries, have driven thousands across the bay or down the peninsula. The risk of buying property liable to be ruined is great, and people who ought to have homes pay rent and scrap with stingy landlords.



Experience has shown that the only hope for homes that can be relied on is rigid restriction against abuses. In all our larger cities private enterprise has accomplished what legislation has failed to attain. In San Francisco, Presidio Terraces is a good example in a small way, and other illustrations are happily now afforded, but the most extensive and the most fully developed tract is Ingleside Terraces.

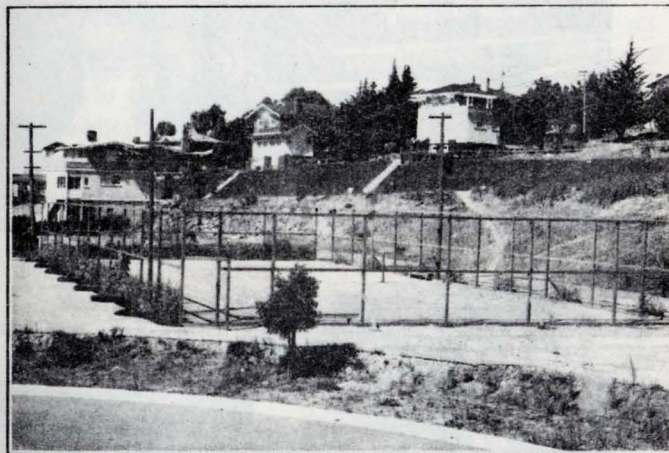
When the Urban Realty Improvement Company, a well capitalized concern, bought the old Ingleside race track property, comprising 148 acres of hills and valleys lying east of Lake Merced, and proceeded to make of it a beautiful residence park the wise-ones scoffed, but the management went steadily on. Landscape artists laid out the tract skillfully and with good taste. It has a perfect sewer system, a wholly adequate supply of water, a unique and abundant lighting system, and the best possible pavement and sidewalks.

A series of terraces preserve to nearly all lots a magnificent view across Lake Merced to the ocean. Wide curving avenues, ornamental courts and parking, and imposing stone portals enhance the natural beauty.

Crowded conditions are impossible. No building is nearer than 100 feet from the residence that faces it, nor less than fourteen feet from a neighbor on either side. The lots are not less than fifty feet front, and deep enough for lawn and garden.

There never can be, in the tract, any laundries, livery stables, or saloons. Purchasers may absolutely rely on being protected against any objectionable features that will depreciate property values or interfere with the enjoyment of a home.

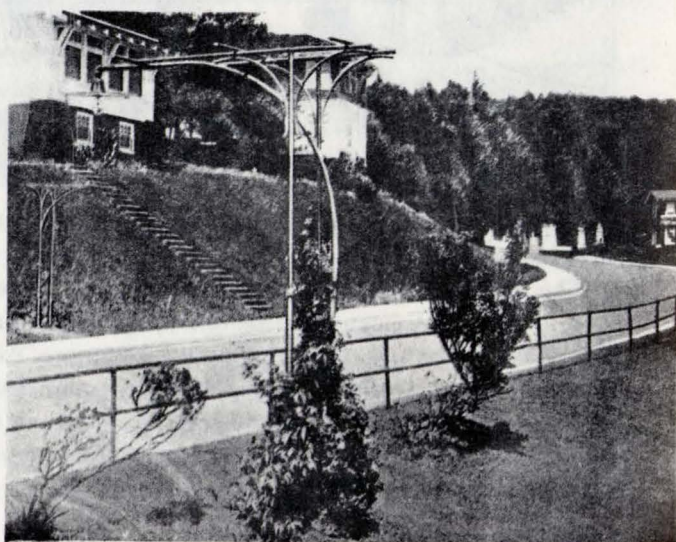
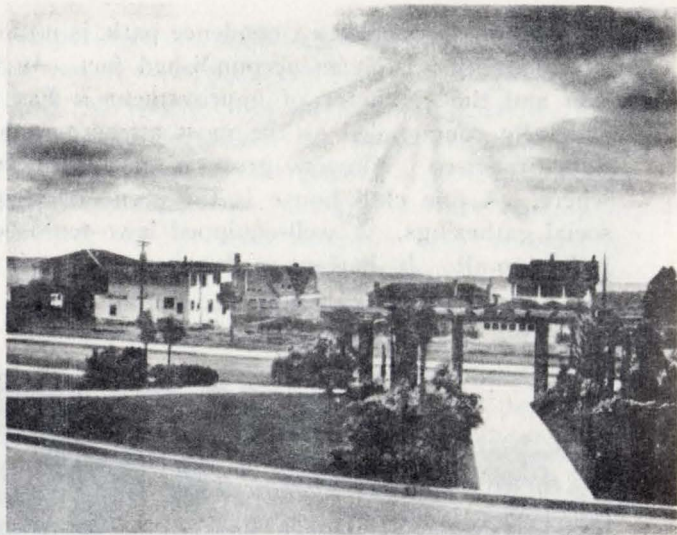
Ingleside Terraces, as a residence park, is no longer a probability. It is an accomplished fact. In location and the character of improvement it has been generally commended as the most attractive spot in San Francisco. Flowers grow in profusion everywhere. A fine club house is the scene of frequent social gatherings. A well-equipped lawn-tennis court is free to all. It harbors a large number of well-



contented residents, and the building of comfortable and beautiful homes steadily continues.

The park is so extensive that it affords room for people of varied means and tastes. The higher priced lots have naturally been improved by more expensive residences, while other portions have afforded opportunity for simpler homes—but all in good taste and on an equality in sharing view, climate and street improvements.





The only drawback has been lack of transportation. But the additional service afforded by the Ellis Street Car (17) has greatly improved facilities, and with the completion of the Twin Peaks tunnel deliverance will be at hand. When this superb tract can be reached in twenty minutes from Market Street, what will be the value and the price of these lots?

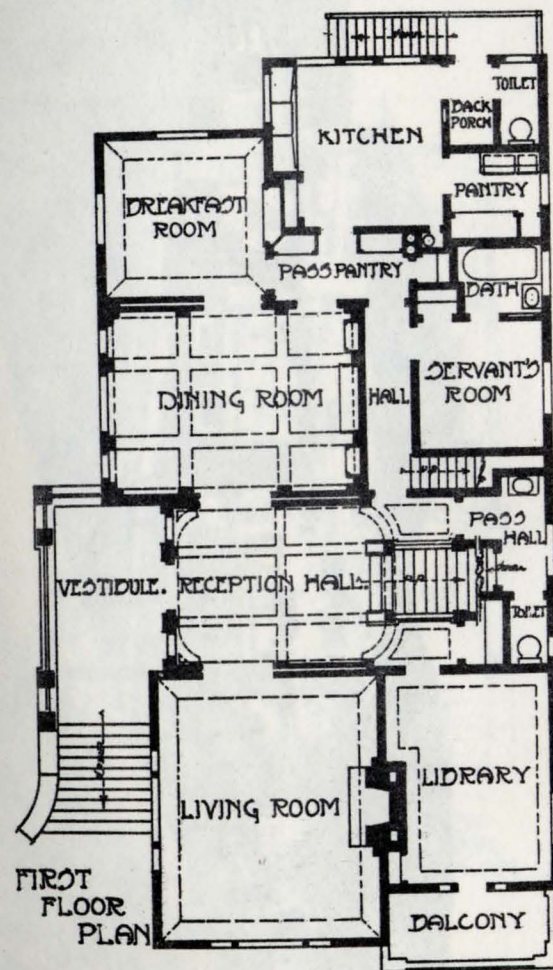
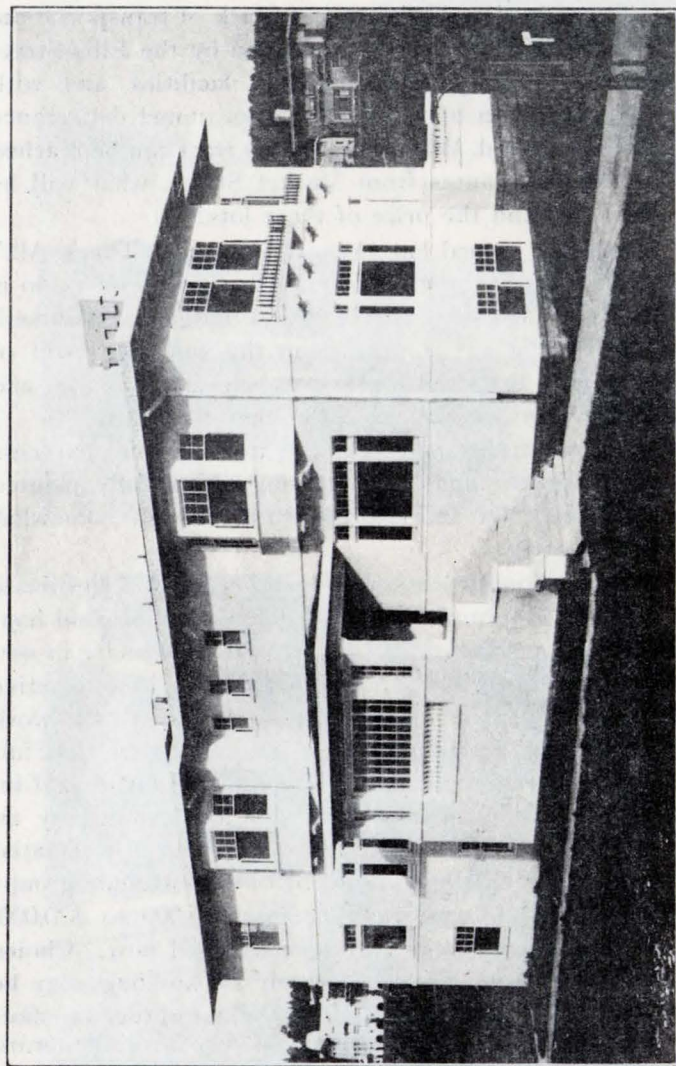
Our one appeal has been: "Come See, That's All." Arguments are unnecessary. All we ask you to do is to visit Ingleside Terraces and judge for yourself. If you have any doubts as to the working result of a home in the locality you may ring any door bell and ask dwellers on the tract how they like it.

The color plates herein are from the new process actual photographs, not copying a fancifully painted landscape, but telling the truth, though somewhat inadequately.

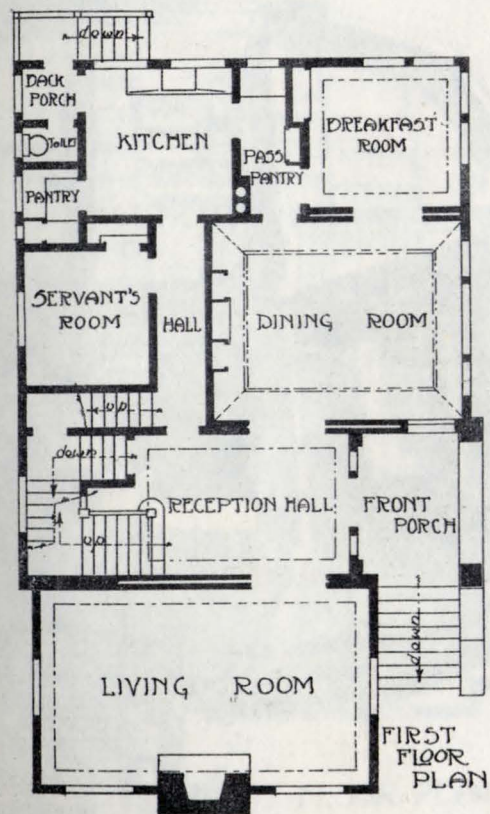
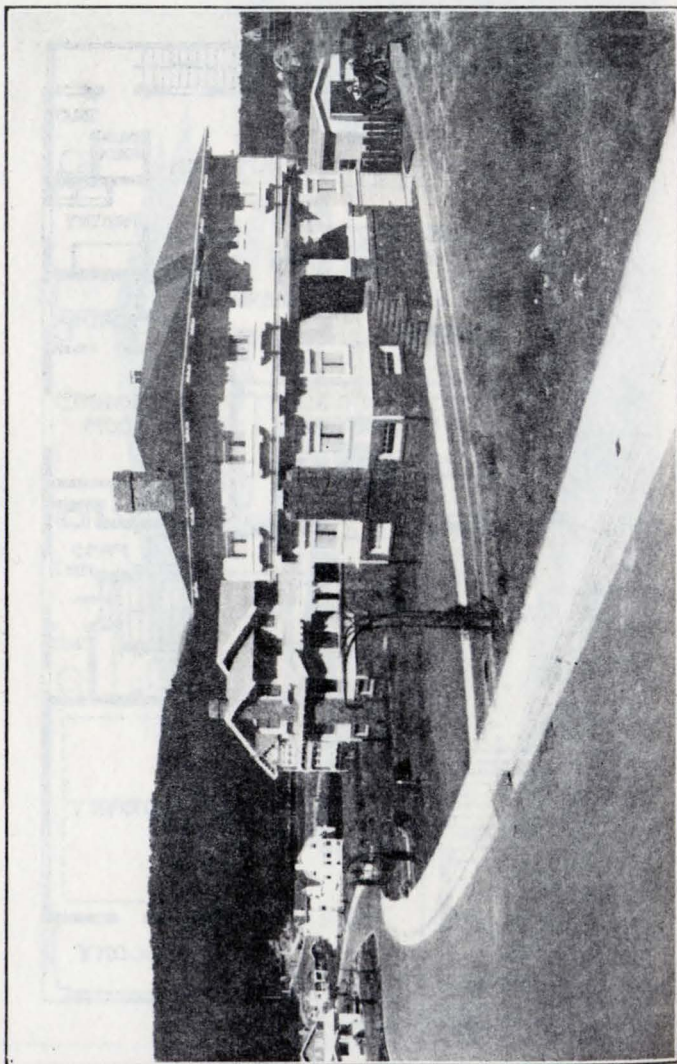
It is a double pleasure when success in a legitimate business enterprise also adds to the comfort and happiness of patrons. The directors take pleasure in seeing this beautiful spot appropriated by attractive homes. They have acted in good faith. All the work has been done on honor, and they feel sure that full equivalent has been rendered for every dollar paid in. Looking forward they see every lot occupied by an appropriate home and a great community of well-satisfied residents. May you be one of the fortunate group!

Beautiful homes, ranging from \$6,000 to \$20,000, ready for occupancy may be purchased now. Choice lots, graded and improved, ready for building, may be had, and houses to suit will be built to order on short notice. Payment may be made on very favorable terms.

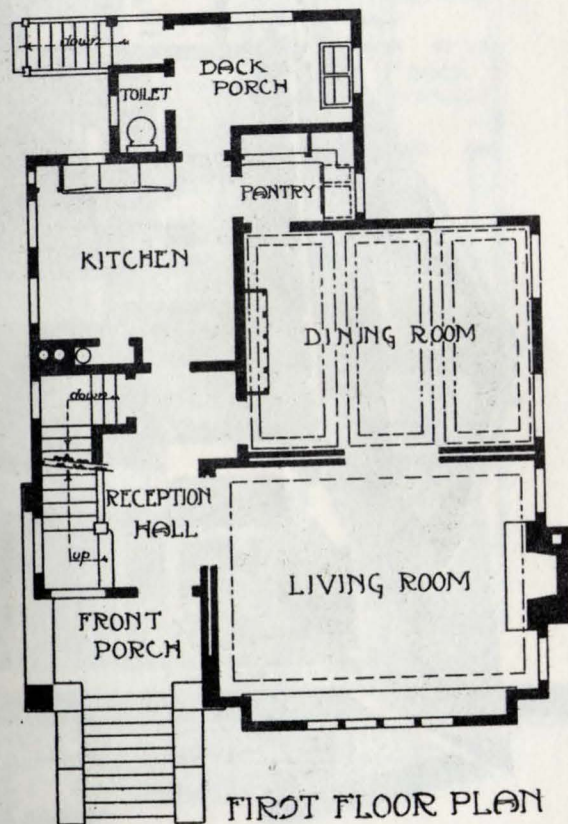
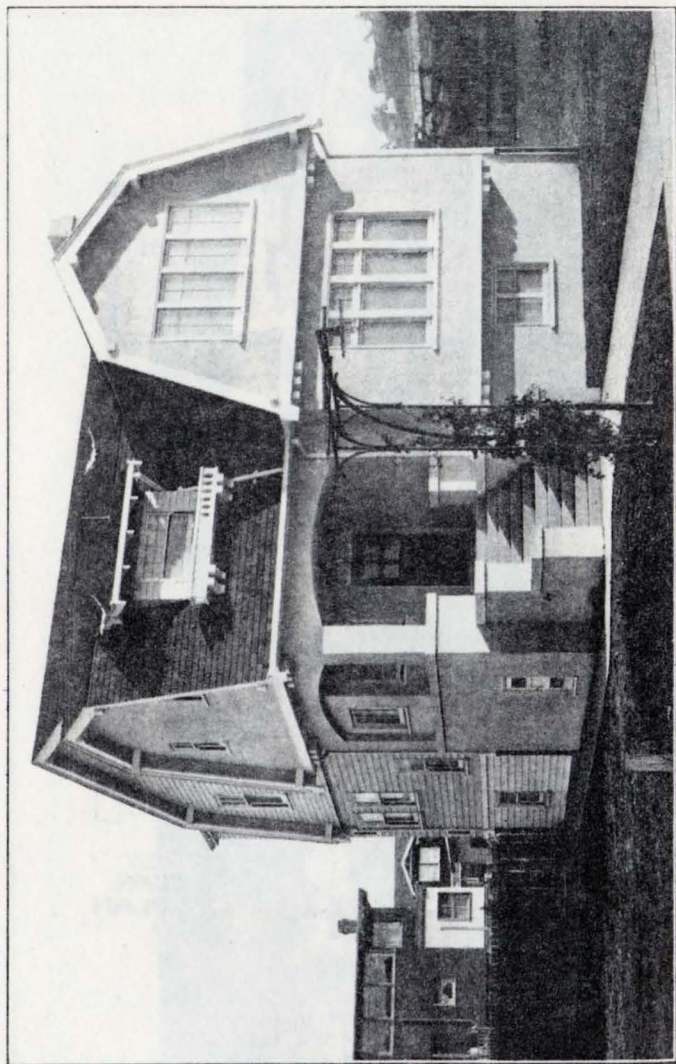




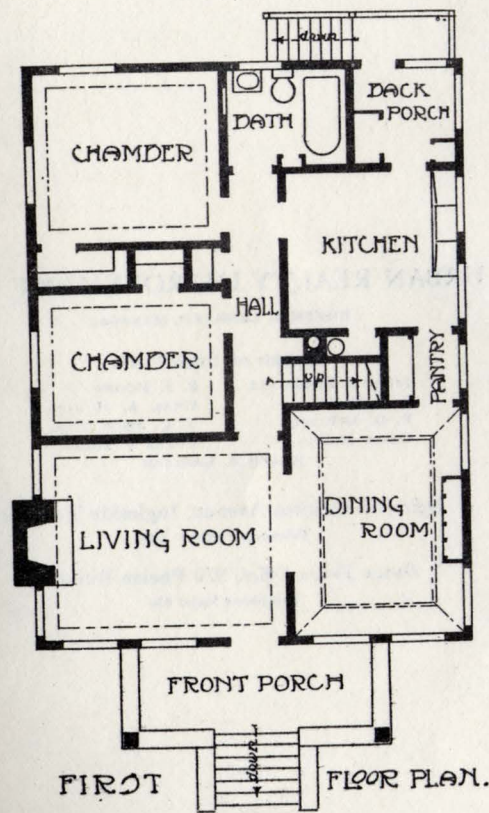
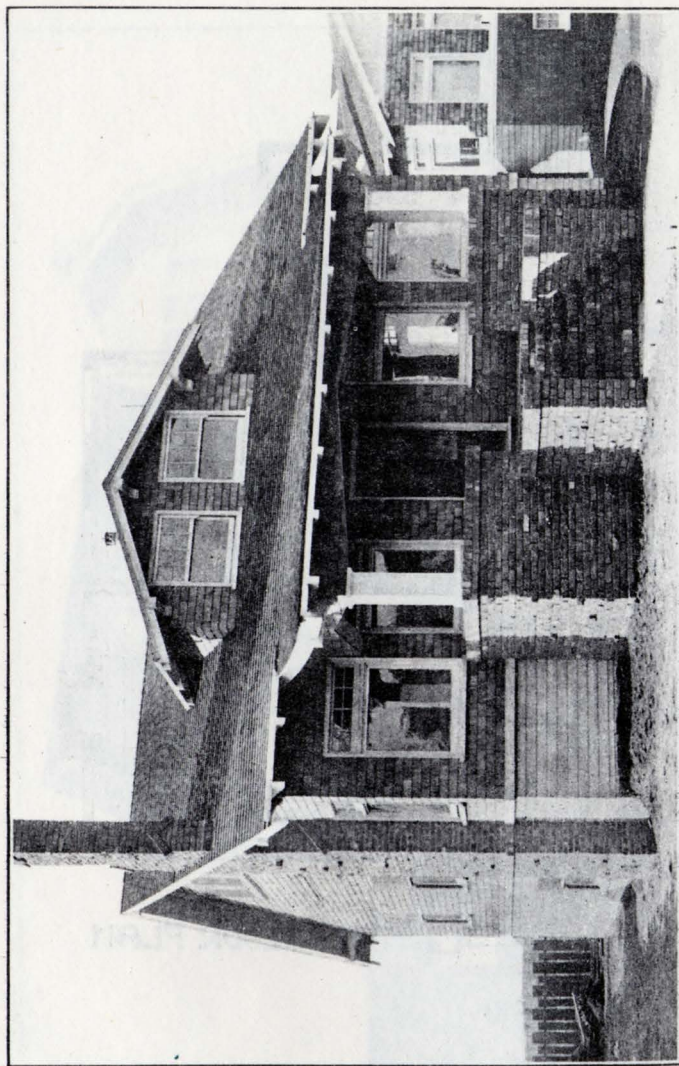














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JOSEPH A. LEONARD, MANAGER

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