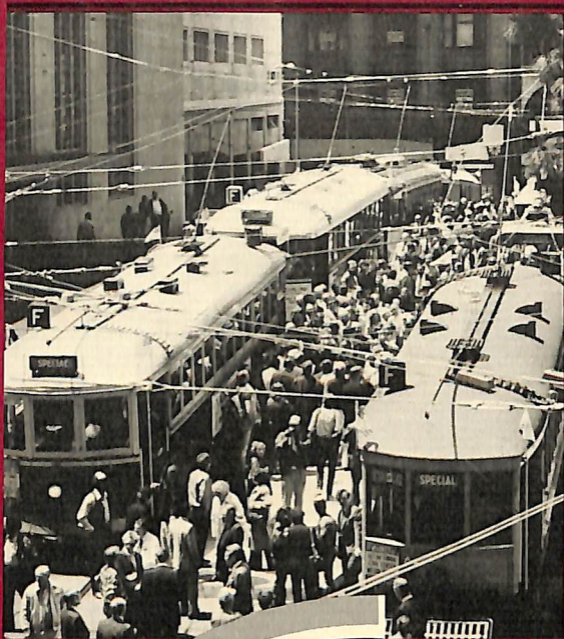


**THE PAST IS
PRESENT ON
MARKET STREET**



**TROLLEY
FESTIVAL**



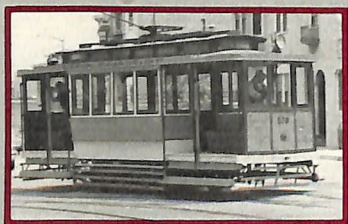
ISTORIC CARS OF THE TROLLEY FESTIVAL



Wonderful One (1912)
Early American transit was privately owned, but the Municipal Railway changed that in 1912. Car #1 was the first publicly owned streetcar in America, and it ran in regular service until 1951.



Melbourne Marathoners (1928-30)
These sturdy Australian trams still serve Victoria's capital after more than a half-century on the rails. Some have been exported for even longer life in other locales, including car #496 and #648 on Market Street.



The Patriarch (1895)
This "California-type" trolley, modeled after early cable car designs, ran to Golden Gate Park before the big 1906 quake. Muni restored it in 1956. One of the world's oldest surviving streetcars, #578 runs now only on holidays and special occasions.

TROLLEYS AND CABLE CARS

Lots of people confuse trolleys and cable cars. Both run on tracks in the street, both have bells, both are big parts of San Francisco's history and both are fun to ride. So what's the difference?

Trolleys, also called streetcars, were made practical in 1888 in Richmond, Virginia. They use a pole or pantograph to draw electricity from an overhead wire to the car's motors, which propel them along the tracks. Brakes are usually run by compressed air.

Cable cars were invented in 1873 by Andrew Halladie to climb the San Francisco hills. The cars are powered by machinery at the Cable Car Barn which pulls an underground steel cable through a trench between the tracks. The cable is grabbed by a grip on the car that works like a pair of pliers. Brakes are mechanical.

Blackpool's Boat (1934)
Trams still ply the coastline of this English city. This open top model (#228) is one of the Festival's most popular cars. A gift from the people of Blackpool. Shipping and parts donated by Bechtel.



Reclaimed Wrecker (1914)
This veteran Muni car carried passengers for 44 years, then served as a wrecker, towing becalmed streetcars home. Muni craftspeople restored #130 to its 1939 World's Fair look for the Trolley Festival.



Vintage Porto (1929)
The Portuguese developed a healthy industry replicating classic American streetcar designs, including this 1912 single-truck model from Brill of Philadelphia. Car #189 is a 1929 version from Porto.



The PCC (1936-52)
Thousands of these cars ran in dozens of cities, including San Francisco. The Trolley Festival PCC fleet includes a 1946 St. Louis model (#1704), a rare 1948 double-ender (#1006), and the last PCC built (#1040).



M THE MUNI

The San Francisco Municipal Railway ("Muni") is the oldest publicly owned city transit system in America. Its first car line, on Geary Street, opened in 1912. Today it operates the most diverse collection of transit equipment in the world. Muni's 1,100 vehicles and more than 600 miles of routes provide a million rides per day to San Franciscans, commuters and visitors, making Muni America's most heavily used transit system per capita. Muni's nearly 4,000 employees are dedicated to the goal of providing the best overall transit service in the U.S.A. to their riders.

Sole Survivor (1924)
Market St. Railway Co., Muni's private competitor, built 250 streetcars in its own city shops. Only this one survives. After World War II, the body became a store in the Mother Lode. Rescued by a generous grant from Embarcadero Center, car #798 is being restored by Muni.



Milan Magic (1928)
This tram design originated in Cleveland and was widely copied around the world, perhaps most effectively in this northern Italian city, where hundreds still run. Car #1834 is a gift from the people of Milan.



The Red Baron (1954)
Tram #3557 from Hamburg, Germany, is typical of postwar European design. San Francisco transit buff Maurice Klebolt brought it here in 1978 and presented it to the city as its first foreign streetcar.



TROLLEYS IN AMERICA

When the Civil War ended, America was still a nation of country dwellers. Cities were small, and horse-drawn transportation limited expansion. But the invention of the cable car and the trolley changed that. By the turn of the century, the bigger, more efficient trolleys had eclipsed the cable cars, and were king of the American road.

With 100,000 cars and 45,000 miles of track in the U.S. by 1918, the trolley helped trigger explosive urban and suburban growth, bringing easy mobility to Americans for the first time. But then the trolley began a long good-bye, as Americans fell in love with the automobile.

Today, the streetcar has begun a modest comeback, but there are still fewer than a dozen modern U.S. systems, including Muni's Metro under Market Street. And only San Francisco and New Orleans operate vintage trolleys as part of their regular transit service.

Help Keep the Past Present in the Future Join the Market Street Railway Company



No main street in America has had rail service longer than San Francisco's Market Street. Since 1860, steam engines, horsecars, cable cars and streetcars have successively ridden Market's rails.

For much of this century, Market Street had four sets of streetcar tracks, the inner for the private Market Street Railway Co. and the outer for the city-owned Muni. The systems merged in 1944 and the name Market Street Railway faded into history along with the multi-track arrangement known to generations of San Franciscans as "the roar of the four."

Now that famous name lives again, as a non-profit organization dedicated to promoting and enhancing San Francisco's vintage streetcar service. Market Street Railway's hundreds of members share the feeling that the old cars are just as appropriate a form of urban transportation today as they were in their heyday.

The organization's goals include:

- Working with City officials to assure continued trolley service on Market Street
- Supporting permanent extension of regular streetcar service to Market and Castro streets
- Backing city plans for the earliest possible extension of streetcar service east on Market to the Ferry Building, then north on The Embarcadero to Fisherman's Wharf
- Fundraising for acquisition and restoration of additional vintage streetcars as gifts to the City
- Preparation of high quality displays of historic photographs and memorabilia inside the cars, to create a true "museum in motion"
- Sponsorship of special activities related to the Trolley Festival

Members receive our regular newsletter, "Inside Track," filled with information about the Trolley Festival and related happenings, and are invited to a range of social events, including year-round vintage car charters. All memberships and donations are tax-deductible, as Market Street Railway qualifies under IRS section 501 (C) (3).

Individuals may join in four membership categories: Regular (\$10 per year), Sustaining (\$25), Sponsor (\$50) and Patron (\$100). Businesses can support Market Street Railway through these business membership levels: Neighborhood (\$25 per year), Booster (\$100), Business Sponsor (\$250) and Business Patron (\$500).

The least expensive membership categories allow individuals and small businesses to express their support for Market Street Railway's goals, and cover the minimum costs of newsletters, membership cards and processing (MSR has no salaried staff). Memberships in the higher categories, and donations from non-members, allow the organization to undertake the special projects outlined above to enhance vintage car operation in San Francisco.

Your Tax-Deductible Membership in the Market Street Railway Company Will Help the Trolley Festival Stay on the Tracks

To join, or make a donation, fill out this form:

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Check annual dues level desired:

Individual Business

____ \$10 _____ \$25

____ \$25 _____ \$100

____ \$50 _____ \$250

____ \$100 _____ \$500

Non-membership tax deductible donation: \$ _____

Return this coupon with your check to Market Street Railway Company, 3676—21st Street, San Francisco, CA 94114

Thank You for Your Support!

TROLLEY FESTIVAL STORY

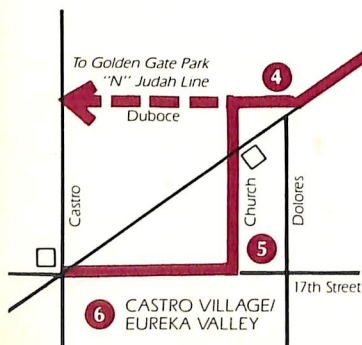
The San Francisco Historic Trolley Festival is operated by the City and County of San Francisco's Municipal Railway, with the support of the San Francisco Chamber of Commerce, and the Market Street Railway Company, a non-profit group formed to promote vintage rail operation.

The first Festival took place in 1983 as a substitute attraction for the cable car system, then closed for rehabilitation. Successful beyond everyone's expectations, the Trolley Festival has been continued every summer at the request of Mayor Diane Feinstein and with the support of the City's Board of Supervisors and Public Utilities Commission.

In the first Festival, only two antique cars were city-owned (the rest were leased). Now, thanks largely to support from the private sector, the city-owned vintage fleet totals nine, not counting the restored PCC cars.

SCHEDULE

Cars run approximately every 12 minutes,* weekdays 10:30 AM – 6:30 PM during the summer season. Regular Muni fares apply.



ATTRACTIONS

1. Transit history photo display, window of Merrill's, in 5 Fremont Center pedestrian arcade between 1st and Fremont Sts (across from McDonald's).

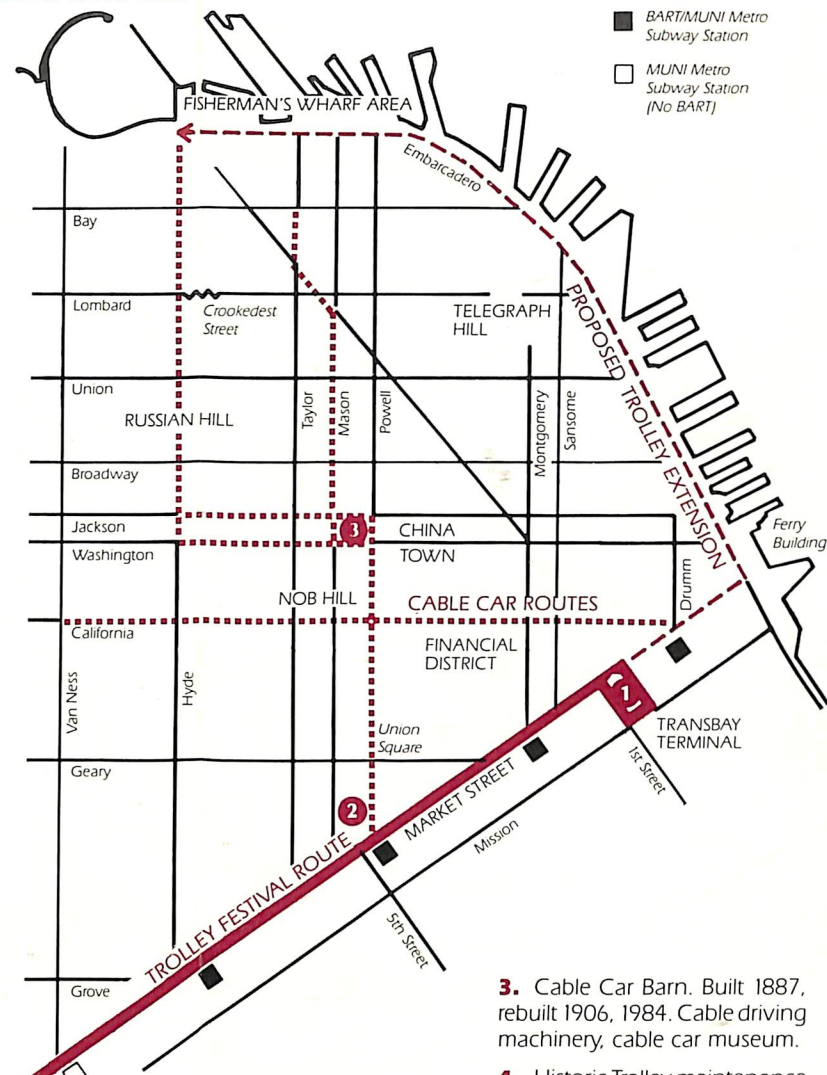
2. Cable Car Turntable. San Francisco Visitors' Center in Hal-ladie Plaza below.

3. Cable Car Barn. Built 1887, rebuilt 1906, 1984. Cable driving machinery, cable car museum.

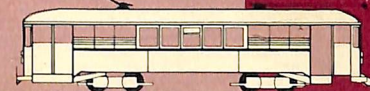
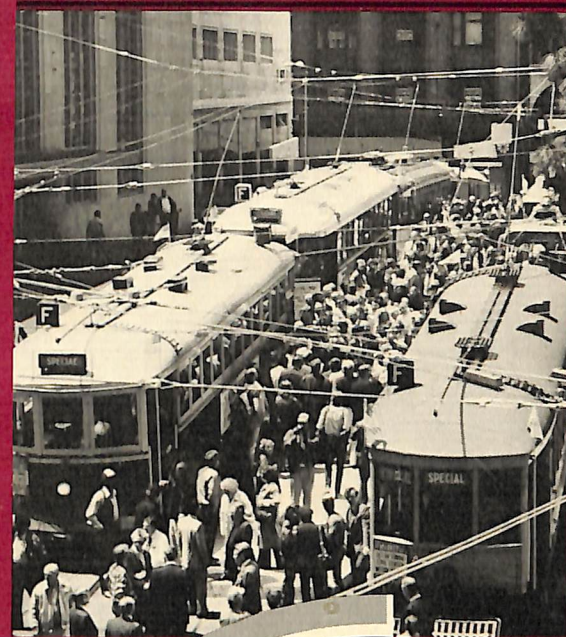
4. Historic Trolley maintenance and storage area, on Duboce between Market and Church.

5. Mission Dolores, one block east of Festival line at 16th. City's oldest building (1776). Open 9-4:30 daily.

6. Eureka Valley/Upper Market Area, including Church, Market and Castro streets. West Festival terminal. A unique community featuring restored Victorian homes, fine shops and restaurants and a diverse population.



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