



• NOURISHING FOOD • WINE & SPIRITS •



COURTESY BANCROFT LIBRARY, U.C. BERKELEY

There's a Zim's in this picture now! Powell & Sutter.

## The Zimburger and how it grew.

If you were an army G.I. during World War II on a steady diet of K-Rations, it's just possible you might daydream about things like hamburgers. Art Zimmerman did — big and juicy hamburgers piled high with all the trimmings and served with a thick creamy milk shake. When he got back to San Francisco, those super-hamburgers were such an obsession that he went into business making them for everyone to enjoy.

The first 25-stool Zim's opened its doors on Lombard Street in 1947. It wasn't much to look at, but on a makeshift indoor broiler Art made hamburgers the likes of which nobody had ever tasted before. They cost more, but San Franciscans were ready for it. The lines outside the little Zim's proved it.

Thus was born the Zimburger, an American original! The Zimburger holds many distinctions: the first broiled hamburger, the first served with out squeezing out the delicious juices, and the first to use the sesame seed bun.

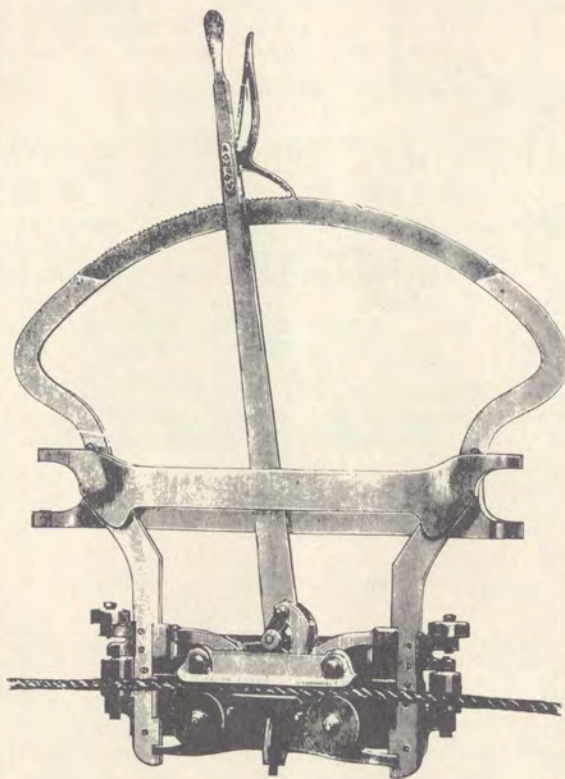
Zim's has had plenty of imitators. But it is still the only place in San Francisco where making hamburgers is an art — probably because Zim's is still under the watchful eye of its founder, Art Zimmerman.

For years, Zim's boasted the most limited menu in the business — Zimburgers, hot apple pie, and milk shakes with real ice cream. As times changed and locations multiplied, Zim's cautiously began adding more of America's favorite foods to the menu, always applying the quality approach which made the Zimburger a winner.

Today, wherever you are in San Francisco, there is a Zim's nearby. Each has its own personality and decor, but they have this in common: the original Mr. Zim's is still seeing to it that you get the highest quality ingredients available, cooked and served in a friendly, appetizing way.

The 15,000 San Franciscans we serve every day can't be wrong.

## BILL OF FARE



BEER,  
WINE OR COCKTAILS  
ONLY AVAILABLE AT SOME  
LOCATIONS.

CHRISTIAN BROTHERS  
PREMIUM WINES AT ZIM'S!  
FLAVORFUL BURGUNDY OR  
CHILLED CHABLIS

Carafe. 3.50; Half carafe. 1.75;  
Small carafe. 1.00; Glass. .75

REFRESHING COLD BEER:  
FOR YOUR DINING PLEASURE

## OUR DRINK SPECIALITIES

Available at Arthur's adjoining Zim's  
Greenbrae and at Zim's Beach & Hyde.

Full bar service, featuring

**SANGRIA.** A sparkling, bubbling, ice cold Spanish wine favorite — a mixture of hearty Burgundy, fresh fruit juices and ice.  
Glass: 1.00 Pitcherful: 3.75

**RING-A-DING COFFEE.** Hot fresh coffee, flavored with spices, laced with Christian Brothers Brandy and topped with Brandy flavored whipped cream. 1.25

**FRESH FRUIT DAIQUIRI.** Your choice of fresh watermelon, banana, strawberry, pineapple or other seasonal fruit beautifully blended with exotic rums. Great!!! 1.75

**CABLE BELLE.** A foamy delight made with champagne, sparkling water, powdered sugar, triple sec and brandy, served over fresh strawberries. 1.50

**GOLDEN GATE SUNRISE.** A brilliant concoction of orange juice, brandy and pomegranate juice served well mixed in a stemmed glass. 1.45

**FOG CUTTER FIZZ.** A smooth and creamy fizz to remember, made with vodka, raspberry & pomegranate syrup and cream. Just the thing to get you on track. 1.45

Prices of alcoholic beverages include sales tax.



# BELL RINGER BURGERS

## ZIMBURGER PLUS. 2.95

A quarter pound of fresh select ground chuck broiled to taste, with lettuce, tomato, onion, pickle, melted cheese and mayonnaise on a sesame seed egg roll. Served with seasonal fresh fruit chunks and a crock of zesty marinated bean salad.

## ZIMBURGER SUPREME. 3.95

The ultimate burger creation. A big half pound of select fresh ground chopped chuck, broiled to taste with melted cheese and served on an oversized sesame egg bun with all the appropriate garnish. Plus chunks of seasonal fresh fruit and a mound of crispy French fried potatoes!

## GOLD RUSH PATTY MELT. 3.45

Broiled choice chuck, smothered with savory golden melted cheese and a mound of grilled onions on New York Style corn rye. With beautiful seasonal fresh fruits and a crock of our bean salad vinaigrette.

## SOUTH-OF-THE-BORDERBURGER. 3.25

Add a bubbly bowl of "down-home" Round-up Chili to our Zimburger with cheese and you'll say "Sabrosissimo!" (Super delicious) Delightful fresh garnish and a tumble of fresh fruit chunks round out a platter of taste-bud-treats.

**MUFFINBURGER PLUS 2.95**  
A Zimburger (with cheese) on an English Muffin. Served with fresh fruit and bean salad.

**BROILED ZIMBURGER 1.85**  
Zim-chuck patty and cheese on a sesame seed bun, with garnish.  
**WITHOUT CHEESE 1.75**

## WHY ZIMBURGERS ARE DIFFERENT

1. We buy only select Whole Chuck, which we trim and double-grind daily in each Zim's kitchen. Our "Zim-Chuck" is controlled for lean, low-fat content—we trim off much of the fat you would be served in other restaurants.
2. We only get four Zim-Patties from a full pound of choice lean Zim-Chuck.
3. We broil 'em a juicy medium rare (unless you specify otherwise) on broilers specially designed for us. A slice of mellow American cheese goes on after we turn 'em. (No artificial "charcoal" flavoring at Zim's!)
4. Your Zimburger will be tasty and terrific—with the meat broiler-brown on the outside and pink 'n juicy on the inside. If yours isn't, please send it back. Help us keep our reputation for serving the highest quality food as you like it.
5. Our garnish is selected by experts before dawn each morning at the Produce Market. You get a real slice of tomato and a slice of lovely lavender Bermuda onion (in season). Then we add crisp iceberg lettuce, a tangy pickle slice and mayonnaise.
6. Our buns are bakery-fresh. (Did you know we invented the sesame seed bun?) We toast 'em on the broiler right beside your Zim-Patty. See why we say: Zim's . . . where else?



What made cable cars possible — the invention of wire rope.

## SOUP 'N SANDWICH TURNTABLE

2.95

Takes a different turn every day. Savory bowl of soup-of-the-day plus special sandwich-of-the-day. Ask your waiter or waitress "What's new on the turntable?"

SOUP-OF-THE-DAY. . . . .95

## SUPER SIDE ORDERS

**FRENCH FRIED POTATOES .75**  
Cooked to order, as they should be.

**BOWL OF "DOWN-HOME" CHILI 1.25**  
With chopped onions and bread sticks.

**TOSSED GREENS DINNER SALAD. 1.00**  
Crisp greens, cherry tomato, croutons, & a sprinkle of bean salad. Choice of dressings.



# BELL RINGER SANDWICHES

## GRIPMAN'S HAM 'N CHEESE. 2.95

A mound of tasty shaved ham and grilled American cheese on fine New York style corn rye bread. Served with fresh fruit and crispy chips.

## TUNA TWIN PEAKS. 2.95

A toasted English muffin piled high with tasty tuna salad, tomato slices and golden melted cheese. Served with a tumble of seasonal fresh fruit chunks and crunchy corn chips.

## THE CLASSIC CLUB SANDWICH. 4.25

America's alltime favorite cold sandwich rhapsody. Toasted triple deck triangles of turkey/bacon/tomato/lettuce surrounded by a symphony of assorted seasonal fresh fruits.

**TUNA SALAD SANDWICH 2.35**  
A mound of tuna salad on toasted sesame bun, with lettuce & tomato. Served with fresh fruit & corn chips.

**BACON/LETTUCE/TOMATO SANDWICH 2.95**  
Crisp bacon layered with tomato and lettuce on toast. Served with fresh fruit & corn chips.

**GRILLED CHEESE SANDWICH 1.50**  
Melted cheese and sour dough French bread, grilled. Served with corn chips.

**EGG SALAD SANDWICH 1.65**  
Our freshly made chopped egg salad with olives on a toasted sesame seed bun, served with tomato slice and corn chips.

**CHICKEN SALAD SANDWICH 1.95**  
Freshly made chicken salad seasoned just right and served on a sesame seed bun with tomato slice and corn chips.

IN THE INTEREST OF CONTINUED CONSERVATION WE WILL SERVE WATER ONLY ON REQUEST



"Polite Vaudeville" played the Belvedere down near Market.



What fun it used to be to go out Geary!



# BELL RINGER SALADS

## TUNA TOWER SALAD. 3.95

Tasty tuna salad tossed atop an island of crisp greens, surrounded by rafts of tomato wedges, fresh fruit chunks, egg slices, lemon, pickle, bread sticks.

## FRESH FRUIT BEAUX ARTS. 3.65

Colorful fresh fruit, artfully arranged on a palette of crisp green salad mix, with a still life of cottage cheese to complete the picture.

## THE CHEF'S OWN SALAD SPECTACULAR. 4.25

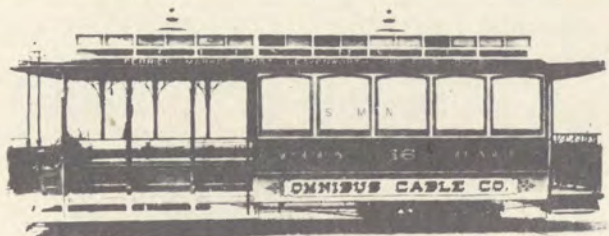
A sensational arrangement of taste treats — shaved ham, cheese strips, tomato, seasonal fresh fruits, four kinds of marinated beans and bread sticks. (Our chef would serve it himself if we'd let him.)

## HARMONIZIN' TRIO. 4.45

Three mounds of your favorite salad concoctions — tuna salad, egg salad and chicken salad — perched atop a bed of mixed green salad, with tomato wedges, cheese strips, chunks of seasonal fresh fruits, bread sticks and your choice of dressings.

## CHICKEN SALAD. 4.25

An all-time American favorite served the Zim's way. Nicely seasoned chicken salad on a mound of crisp green salad, with tomato wedges, chunks of refreshing fresh fruit, bread sticks and your choice of dressing.



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Cable cars have always been in the limelight.



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No wonder San Francisco streets are always torn up!



Old Harbor View hotel with a view of Alcatraz.



## BELL RINGER

### ANY TIME DELIGHTS

#### "CHICKEN LITTLE" SPECIAL. 3.25

For light hearted eaters. Two tender 'n juicy pieces of Zim fried chicken, French fried potatoes and mixed green salad, with dressing. Just right!

#### ZIM'S SAN FRANCISCO SPECIAL. 3.95

Zim's version of a famous San Francisco standby. A hearty scrambled combination of a half pound of ground Zim-chuck, onion, spinach and eggs. Served with garnish and grilled San Francisco French bread.

#### THE SLIMBURGER. 3.25

For waist watchers! Broiled quarter pound ground chuck patty, with tomato wedges, cottage cheese, chunks of fresh fruit and rye toast.

#### ROAST BEEF FRENCH DIP SANDWICH. 3.45

Tender slices of hot roast beef piled on toasted sourdough French bread and served with a crock of piping hot au jus, refreshing fresh fruits and a pile of French fried potatoes.



## ZIM-FULLY DELICIOUS DESSERTS

#### OLE SOFTIE FUDGE PIE. 1.45

The darkest bittersweet brownie-type chocolate fudge, chock full of nuts, on crisp crust and topped with a glob of soft vanilla ice cream. A Zim's original!

#### OLD FASHIONED SPICY BAKED APPLE ALA MODE. 1.10

Topped with soft ice cream and spicy cinnamon sauce. Deliciously warm.

#### HOT FUDGE SUNDAE GOES BANANAS. 1.95

A spectacular arrangement of fresh bananas sliced lengthwise rising from a rich sea of soft vanilla ice cream and thick hot fudge sauce. Go ahead. Indulge yourself!

#### HOT APPLE PIE ALA MODE. 1.45

Zim's famous piping hot apple pie topped with a mound of soft ice cream.

Without ice cream . . . . . .95

GERMAN CHOCOLATE CAKE	.95
CHEESE CAKE MELBA	1.25
CARROT CAKE	.95

### FOUNTAIN

Our dessert and fountain specialties are always served with real ice cream served soft, like the old days.

JUMBO GOBLET SUNDAE.	
Real ice cream & you won't believe it!	1.45
HOT FUDGE GOBLET SUNDAE . . . . .	1.65
ICE CREAM . . Lots of it . . . . .	.85
FLOATS: Root Beer, Coke, 7-Up . . . . .	.85
JUMBO MILK SHAKE.	
Made with real ice cream . . . . .	1.35
REGULAR MILK SHAKE . . . . .	1.10
MALTED. Additional . . . . .	.15
HOT FUDGE SUNDAE GOES BANANAS . . . . .	1.95

Milk Shake and Sundae Flavors: Chocolate, Crushed Strawberry, Vanilla, Crushed Pineapple.

### BEVERAGES

MILK, BUTTERMILK OR NON-FAT MILK . . . . .	.40	
		LARGE .55
SANKA . . . . .	.40	
TEA (Pot) . . . . .	.40	ICED TEA . . . . . .45
HOT CHOCOLATE. . . . .	.50	
Coca-Cola, ROOT BEER, 7-UP . . . . .	.40	LARGE .55
DIET DRINK . . . . .	.60	
LEMONADE (In Season) . . . . .	.55	

FROM 5 PM TO 11 PM

# BELL RINGER SUPER SUPPERS

Served with Choice of Soup or Salad and Baked Potato or French Fries.

#### BEEF 'N BIRD. 4.95

Giant, meaty, marinated barbecued prime rib beef bone plus two tender 'n juicy pieces of Zim fried chicken, French fries and fresh fruit chunks. Soup or salad. Just right!

#### RAVENOUS RANCH HAND RIBS. 4.95

Giant, meaty, individual prime rib beef bones, marinated with our sweet 'n sour barbecue sauce and broiled to perfection. Strictly for gnawing! As are the crisp French fried potatoes. And beautiful chunks of seasonal fresh fruit! A real chuck wagon feed! Especially when we add soup or salad.

#### ZIM'S SEASHORE SUPPER. 4.45

Tender, flaky filets topped with melted butter, dill, and a sprinkle of seasoned bread crumbs. Served with French fried potatoes, fresh fruit, and soup or salad.

#### ZIM-FRIED CHICKEN PLATTER. 4.95

Four plump, tender, juicy pieces of chicken, dipped in our special sesame seed batter and deep fried to a crisp golden turn. Served with crisp French fries, chunks of fresh fruit, soup or salad.

#### CLANG PLANK CHOPPED CHUCK STEAK. 4.45

Half pound of select ground chuck, broiled medium rare and topped with succulent sautéed onions. Served with French fried potatoes, seasonal fresh fruit chunks, dinner salad or soup du jour.

#### NORTH BEACH SPAGHETTI. 2.95

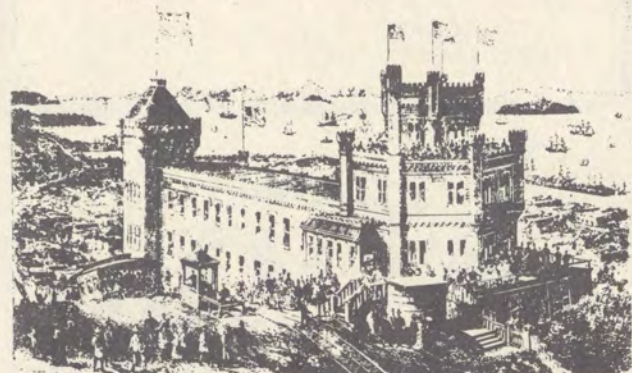
Tender cooked spaghetti topped with a meaty red North Beach Style Italian sauce and served with grilled French bread and parmesan cheese, and soup or salad.

#### ROAST BEEF PLATTER. 5.25

Hearty slices of tender roast beef, served au jus, with French fried potatoes, chunks of fresh fruit with choice of soup or salad.

For ala carte service subtract 65¢ from dinner price.

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"TELEGRAPH HILL OBSERVATORY" SAN FRANCISCO, CAL. Cable cars used to go up fabled Telegraph Hill.

Sorry, checks not accepted.

# BELL RINGER BREAKFASTS

## EXTRA FRENCH FRENCH TOAST. 1.95

Genuine San Francisco sour dough French bread, soaked extra long in our own batter laced with nutmeg and cinnamon, and grilled golden brown. Served sprinkled with powdered sugar, butter, warm syrup, and seasonal fresh fruit. Twice as French, twice as good.

## CABLE CAR CLUB OMELETTE. 3.95

A light, fluffy three-egg omelette with bacon and tomato slices, tenderly cooked and topped with a dollop of sour cream. Served with French bread toast and the freshest of fruit.

## RANCH HAND CHILI OMELETTE. 3.75

Our favorite "down-home" Chili on a fluffy three egg omelette. Not only that, Partner, there's hearty melted cheese, chopped onions, fresh fruit and sour dough toast, too.

## PANCAKE SANDWICH. 2.45

The perfect combination for real breakfast lovers who also want to keep it light. One egg, two pancakes with butter and syrup and your choice of two bacon strips or two pig sausage links. What more could you ask for?

## FROM THE RANCH & RANGE

- BROILED GIANT ZIMSTEAK (half pound ground) AND EGGS... 3.95
- THICK SLICED BACON AND EGGS. 2.95
- BROILED HAM AND EGGS..... 2.95
- LITTLE PIG SAUSAGES AND EGGS 2.95
- BROILED ZIM PATTY AND EGGS.. 2.85
- TWO EGGS As you like 'em ..... 1.95

Hashbrown potatoes and sour dough toast included in the above orders.

## FROM THE GRIDDLE

- SCRUMPTIOUS BUTTERMILK PANCAKES 1.45
- Three tender fluffy hotcakes with butter & syrup.

- GOLDEN BROWN WAFFLE. 1.45
- Rich, crisp and sprinkled with powdered sugar.

- TWO BY THREE. 2.10
- Two fresh ranch eggs (as you like 'em) and three (count 'em) hearty pancakes. Butter and syrup.

## Z'OMELETTES

They rise to the occasion! Light and fluffy. Made with three fresh ranch eggs. Served with seasonal fresh fruit and famous San Francisco sour dough French bread toast and jam.

- PLAIN ..... 2.45
- CHEESE..... 2.95
- HAM 'N CHEESE ..... 3.60
- CABLE CAR CLUB..... 3.95
- RANCH HAND CHILI ..... 3.75



The Clay Street hill cable tramway.

## BEAUTIFUL BREAKFASTS ROUND THE CLOCK.

- Zim's Eggs—Large Grade AA Fresh Ranch Eggs.
- Zim's Bacon—Premium Quality, Smoked, Extra Long, Cut Extra Thick from Specially Selected Slabs.
- Zim's Sausage—Premium Quality Link Sausage Seasoned with Spices and Herbs the Real Old Fashioned Way.
- Zim's Ham—Premium Quality, Sugar Cured and Hickory Smoked for Maximum Flavor.
- Zim's Pancakes and Waffles—To Be Sure They're Always Light and Fluffy, We Mix Our Batters Often in Small Batches, Using Plenty of Fresh Eggs and Milk.

Sales Tax will be added to the price of food items and non-alcoholic beverages.

## BREAKFAST BREAKS

FROM THE ICE CHEST	SIDE ORDERS
ORANGE JUICE . . . . .65	BROILED HAM. . . 1.65
Large . . . . .95	BACON. 4 strips,
GRAPEFRUIT JUICE .65	thick sliced . . 1.65
Large . . . . .95	LITTLE PIG SAUSAGES.
TOMATO JUICE . . .65	4 links . . . . .1.65
Large . . . . .95	BROILED ZIM
PRUNE JUICE . . .65	PATTY. . . . .1.25
Large . . . . .95	BROILED ZIMSTEAK
MELON.	(ground, of course)
(In Season) . . .95	Half Pound . . . 2.10
GRAPEFRUIT . . .85	1 EGG. Any style. .55
SELECTED SEASONAL	2 EGGS. Any style. 1.00
FRESH FRUITS .95	HASH BROWN
BAKED APPLE . . .85	POTATOES . . . . .75

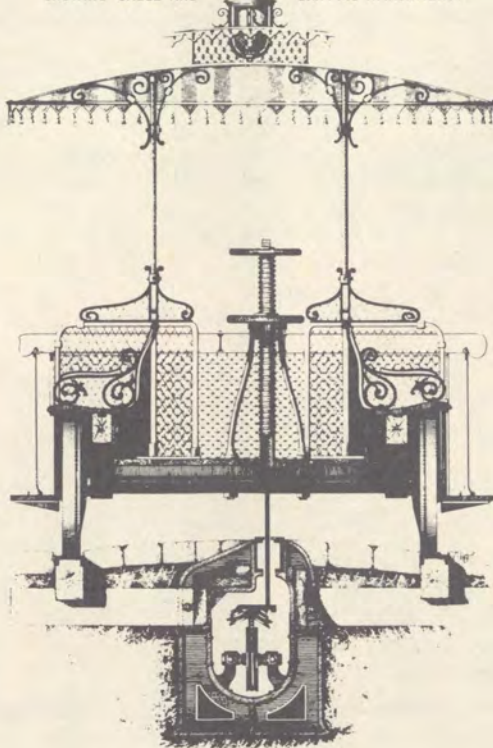
## FROM THE PANTRY

- SOUR DOUGH BUTTERED TOAST. Served with jam and marmalade . . .65
- TOASTED ENGLISH MUFFIN. Served buttered with jam and marmalade . . .65
- DANISH PASTRY. Served piping hot with butter . . . . .75
- DELICIOUS DONUT VARIETY. Each .35
- ASSORTED DRY CEREALS . . . . .75

## BEVERAGES

- MILK, BUTTERMILK OR NON-FAT MILK .40
- LARGE .55
- SANKA . . . . .40
- TEA (Pot) . . . . .40
- ICED TEA . . . . .45
- HOT CHOCOLATE. .50

SECTION THROUGH DUMMY & ROAD BED  
SHOWING CABLE AND GRIPPING ATTACHMENT.



Hallidie's first cable car at the 1906 World's Fair.

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## PARTIES! MEETING ROOMS!

Ask the Manager About Our Outstanding — and Very Reasonable — Private Rooms at Some Locations. Varied Menus & Facilities for Groups up to 100.



The original Ferry Building was a lot busier than today's.

## TO GO...OR NOT TO GO!

Take-out Food a Specialty! For Speedier Service, Please Telephone in Advance.



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## WE WANT TO PLEASE!

It is Our Purpose to Maintain the Utmost in Service, Cleanliness and the Finest Foods. We will Appreciate Your Reporting Any Breach of This Policy to our Manager. If Additional Help or Information is Needed, Please Call us at the Zim's Office, 2015 Lombard St., San Francisco, Ca. 94123. Phone: 921-7505.

—THANK YOU, ZIM'S

Sorry, we can't accept responsibility for lost articles.



## AMERICA'S MOST APPETIZING ADDRESSES.

- ★ Winton Ave. at Southland Shopping Center, Hayward ☒
  - ★ Beach & Hyde (Fisherman's Wharf) ☒
  - ★ Sutter & Powell (Holiday Inn)
  - ★ Bay near Mason (Northpoint)
  - ★ Powell near Geary (Union Square) California near Locust ☒ Van Ness & Jackson ☒
  - ★ Geary near 18th Avenue Ocean near Junipero Serra ☒
  - ★ Van Ness & Geary
  - ★ 19th Ave. & Taraval
  - ★ Market & Van Ness ☒
  - ★ El Camino near Westborough (So. S.F.) ☒
  - ★ Sir Francis Drake at Hwy. 101 (Greenbrae, Marin) ☒
  - ★ Northgate Shopping Center, (Terra Linda, Marin) ☒ (New) ☒
- ☒ Cocktails  
☒ Beer and Wine
- ★ Open 24 Hours