

GENERAL REVIEW

Location—The City of Santa Rosa is situated 52 miles north of San Francisco on the world famous Redwood Highway U. S. 101, which gives access to all the counties of northern California making up the Redwood Empire. Santa Rosa is twenty-five miles from the Pacific Ocean and fifteen miles from the Russian River.

Altitude—One hundred and sixty-seven feet above sea level.

Climatic Conditions—Santa Rosa has the ideal moderate climate, summer and winter. Warm and dry from April to October, summer trade breezes from the Pacific Ocean prevent hot spells and insure cool evenings. Year around average temperature, 57.3 degrees, average rainfall, 29.57 inches.

Churches—All leading religious denominations are represented and conveniently located both down town and in the residential districts. Edifices vary from old and lovely traditional to the latest of modern functional. Church spires rise to dominate the placid community scene.

Schools—Santa Rosa's schools, 9 elementary, 3 junior high and 2 senior high, 1 Junior College and 1 girls' convent, are ranked high in the United States. Their accomplishments in national oratorical contests, stock judging and other extra curricular activities are best attested to by the many Championship cups and ribbons. All schools are housed in modern, well planned buildings, located on well selected and well kept grounds of ample size to permit sufficient play space.

One of the world's finest and most modern hospitals is located in Santa Rosa—the 100-bed Santa Rosa Memorial Hospital. It joins the modern 341-bed Sonoma County Hospital and the 60-bed privately owned hospital to provide facilities that have attracted leading physicians from a wide area, who now live and practice in Santa Rosa. Medical facilities usually found only in large cities are available to Santa Rosans because of the splendid hospital system, including Warrick Hospital, Sonoma County Blood Bank, numerous medical clinics and private medical offices surround the beautiful Memorial Hospital.

Recreational Facilities—The city itself affords facilities for baseball, bowling, golf, tennis, swimming, roller skating, municipal golf driving range and playgrounds. At our back door lies the Russian River and the Pacific Ocean beaches affording the finest fishing to be found anywhere.

Industry—It is only recently that industry discovered Santa Rosa. More and more manufacturing plants are moving into this area, because of its strategic location as the gateway to the entire Redwood Empire, because of the fine labor conditions existing here, where more workers are permanent and own their own homes and because of the low operating cost as compared with large industrial areas. Such industries as frozen food processors, shoe factories, furniture manufacturing, feed, garment and special disintegrating machinery manufacturing, wineries, brass foundry, hop picking machinery manufacturing, chemicals, insecticides, etc., pour thousands of dollars each month into the pockets of Santa Rosa workers. Santa Rosa is also a distributing center for nationally manufactured articles. Over seven hundred sales representatives of national firms make their headquarters here.