

Radio Station KSRO was established in 1937, studio is in the Flamingo Hotel and a new Radio Station KJAX was established here in 1958, studios in the Santa Rosa Hotel.

Newspapers—Santa Rosa has 3 newspapers, 1 daily evening and 2 weekly. The fine editorial staffs and modern equipment make them outstanding in the area they cover.

Agriculture—Santa Rosa lies in the center of a rich agricultural country. In 1959, \$71,009,274 worth of agricultural products were marketed and sold. Principal products are apples, apricots, cherries, grapes, peaches, pears, prunes, berries, hops, walnuts, vegetable seed, poultry, eggs and live-stock.

Luther Burbank's Gardens—One of the best known of our local landmarks is the home and gardens of Luther Burbank. Agriculturists and horticulturists throughout the world have reaped untold benefits from his discoveries.

Transportation Facilities—Northwestern Pacific R. R., Pacific Greyhound Lines, Petaluma-Santa Rosa Railroad, and Southwest Airways

Airports—Seven miles north of the city lies the Sonoma County Airport. This was formerly the Santa Rosa Army Airbase constructed at a cost of millions of dollars by the government and turned over intact to the County together with complete equipment. It is laid out with two runways, each 5,000 feet long. Southwest Airways have scheduled flights to San Francisco and Eureka, California, Medford and Crescent City, Oregon, from this airport. Modern shop and maintenance facilities are provided. Santa Rosa Metropolitan Airport opened on September 5, 1960.

Banks—There are 9 banks in Santa Rosa, 4 Exchange Banks, 2 Wells Fargo American Trust Cos., 2 Banks of America and Bank of California with deposits totaling over \$89,-000,000.

Symphony Orchestra—Conducted by Corrick Brown, now in its 30th consecutive season, is known all over the Pacific Coast as an outstanding musical organization.

Sonoma County Fairgrounds — Scene of the annual Sonoma County livestock and agricultural fair, second largest county fair in California, has over three quarter million dollars invested in improvements. Its extensive plant contains a huge exhibition building, farm machinery building, livestock quarters and racing plant.

Parks and Playgrounds—Santa Rosa has 12 parks, which are administered by the City Council, City Manager and Park Commission.

Doyle Park—22 acres, Sonoma Avenue and Doyle Drive. Baseball field, the home of the Santa Rosa Rose Buds and Santa Rosa Elks, grandstand seating capacity 1,400, barbecue pits, tables, swings, slides, etc., and club house.

Burbank Playground — 3.85 acres, South A and Ellis Streets. Softball field, grandstand seating 2,500, tennis and handball courts, swings, slides, etc. Other parks are Julliard, Fremont, De Meo, McDonald, Library, Eastside and Franklin Park and Club House, Olive Park, and Luther Burbank Gardens, 1 acre, Memorial Garden, Santa Rosa av.

Howarth Park Memorial Recreation and Park Area—Approximately 365 acres, Summerfield Drive Tennis Court, Softball diamond, picnic area, miniature train, merry-go-round, concession stand, horse shoe pits, and playground facilities.