

the Pacific Ocean prevent hot spells and insure cool evenings. Year around average temperature, 57.6 degrees, average rainfall, 29.95 inches.

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

Schools—Santa Rosa's schools, 19 elementary, 4 junior high and 3 senior high, 1 Junior College, 1 parochial girls high school and 1 parochial boys' high school, are ranked high in the United States.

One of the world's finest and most modern hospitals is located in Santa Rosa—the 215-bed Santa Rosa Memorial Hospital. It joins the modern 223-bed Community Hospital of Sonoma County and the 60-bed privately owned Santa Rosa General 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 Warrack Hospital and Sonoma County Blood Bank. Numerous medical clinics and private medical offices surround the beautiful Memorial Hospital. In 1962 the non-profit Paul B. Kelly Cardio-pulmonary Institute was constructed. Santa Rosa is the major merchandising, medical and services center for the Redwood Empire Counties of Lake, Mendocino, Sonoma and part of Napa (Est. population 250,000).

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 and proximity to San Francisco-Oakland Bay Area (50 miles); because of the fine labor conditions existing here, where most workers are permanent and own their own homes and because of the low operating cost as compared with large industrial areas. Such industries as shoe factories, furniture manufacturing, feed, special disintegrating machinery, manufacturing, wineries, chemicals, space age instruments, 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.

5,000 watts, 1350 KC radio station KSRO was established in 1937, studio is in the Flamingo Hotel, 1,000 watts, 1460 KC radio station KVRE was established here in 1962 on Bennett Valley Road, KPLS, 5,000 watts 1150 KC radio station established in 1964, in Coddington Shopping Center.

Newspapers—Santa Rosa has 2 newspapers, 1 daily evening - The Press Democrat and 1 weekly - News-Herald. 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 1969, \$76,607,105 worth of agricultural products were marketed and sold in Sonoma County. Principal products are apples, apricots, cherries, grapes, peaches, pears, prunes, berries, hops, walnuts, vegetables, seed, poultry, eggs and livestock.

Luther Burbank's Memorial 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. The garden is a national monument as of Arbor Day, 1965. Creator of the Shasta Daisy.

Freight Transportation Facilities—Northwestern Pacific R. R., Pacific Greyhound Lines, Petaluma-Santa Rosa Railroad and Air West, Golden Pacific and Golden West. Passenger—Greyhound Bus and airlines.

Banks—There are 16 banks in Santa Rosa, 6 Exchange Banks, 3 Wells Fargo Co's., 3 Banks of America, United California Bank, Bank of California, Crocker-Citizens National Bank and Commonwealth National Bank with deposits totaling over \$130,000,000.

Symphony Orchestra—Conducted by Corrick Brown, now in its 36th 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 area, grandstand and race track. The annual horse racing purse is the third largest in the state. Scottish games for the entire western area are held here in September.