

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

Climatic Conditions—Santa Rosa has an 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, 57.6 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 Santa Rosa—the 219-bed Santa Rosa Memorial Hospital. It joins the modern 170 bed Community Hospital of Sonoma County and 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 Cardiopulmonary 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 280,000).

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 at 627 College Ave. 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, 6,000 watts KZST 100 MC FM established in 1970 at 1059 College Av.

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 1970, \$76,786,419 worth of agricultural products were marketed and sold in Sonoma County. Principal products are apples, apricots, cherries, grapes, peaches, pears, prunes, berries, 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 historical 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 Hughes Air West, Golden Pacific and Golden West. Passenger—Greyhound Bus and airlines - Golden Gate Transit.

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,