

San Francisco — America's Leading Compact

San Francisco offers travelers two big, built-in-advantages. It's one of the most scenic cities in the world and one of the most compact.

SEAGAZING CITY

The city is situated on a 46.6 square mile peninsula bounded on the west by the Pacific Ocean, on the north by the Golden Gate Strait and from north to east by San Francisco Bay. The last provides it with one of the world's finest land-locked harbors.

The Bay is spanned by two landmarks, the Golden Gate and the San Francisco-Oakland Bay Bridges, and pierced

by four islands — Alcatraz, Angel, Yerba Buena and Treasure.

SPANISH HERITAGE

San Francisco's history is a mixture of Spanish colonialism and rowdy American romanticism. The first white settlement on the site of the present city was established in 1776 by a Spanish officer, Colonel Juan Bautista de Anza, who founded the Presidio on the southern shore of the Golden Gate. By 1835 the little garrison had grown into a village. It kept the name of Yerba Buena until 1847 when it was officially christened San Francisco.

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PORT OF GOLD

The Yankees came en masse following the discovery of gold at Sutter's sawmill, 140 miles east of San Francisco, in 1848. During 1849, 40,000 people arrived, most of them in search of quick riches.

Today there are 5.5 million people in the San Francisco Bay Area. San Francisco, the hub of a nine-county complex and the financial and insurance capital of the West, has a resident population of 706,928.

HILLS GALORE

It's built on a series of hills — more than 40. Consequently, almost every other street points the way to a panoramic view of the Bay. The principal hills, which early earned San Francisco the Roman sobriquet of "City of Seven Hills," are Nob, Russian, Telegraph, Twin Peaks, Mount Davidson, Rincon and Lone Mountain.

HEADY CLIMATE

San Francisco is celebrated for its verve and individualism. Its climate is no exception. Temperatures rarely rise above 75 degrees Fahrenheit or drop below 45. Great, cleansing drafts from the Pacific seawash this city for all season and give it an aura of perpetual spring.

A crossroads to everywhere, San Francisco is host to over 3 million visitors a year.

SIGHTSEEING MUSTS

Its principal attractions are its century-old cable cars, America's only mobile National Historical Landmark ...

Fisherman's Wharf with its view restaurants and colorful fishing craft ... Pier 39's village of waterfront attractions ... The Cannery restaurant-retail complex and adjacent Aquatic Park, home of the Maritime Museum, Ghirardelli Square and a flotilla of vintage ships ... Alcatraz, once the site of the U.S.' toughest maximum security prison, now a National Park ... Chinatown, the largest oriental enclave outside of Asia ... Golden Gate Park with its Japanese Tea Garden, Steinhart Aquarium, Morrison Planetarium, de Young Memorial and Asian Art Museums and over 1,000 wooded acres ... Mission Dolores founded by the Spanish padres in 1776 ... the pagoda-crowned Japan Center ... Jackson Square, a handsome pocket of historic Barbary Coast buildings, now a home furnishings center ... the Victorian shopping sector known as Cow Hollow on outer Union Street ... Ocean Beach and Seal Rocks ... the North Beach night life district.

BON APPETIT

A metropolis in every sense of the word, San Francisco is renowned for the quality of its more than 4,200 restaurants and their cosmopolitan variety.

It supports an opera with a glittering tradition, a symphony orchestra in its 73rd season, a ballet that has won world acclaims, an annual International Film Festival, four public art museums and dozens of galleries, legitimate theaters presenting top offerings from New York and London and the local production circuit and a resident repertory company, the American Conservatory Theatre, of exceptional caliber.

Sports fans can see it "live" in the Bay Area — pro baseball (Giants/Oakland A's), football (S.F. 49ers), basketball
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(Golden State Warriors), tennis, collegiate contests, horse racing ... the whole spectrum.

HOLIDAY CROSSROADS

The headquarters for a vast vacationland, the cosmopolis known variously as the Paris of the West, Baghdad-by-the Bay and the Gateway to the Orient is within easy driving distance of the high Sierra resorts of Lake Tahoe and Yosemite, the Monterey-Carmel peninsula, California's wine country, the Redwood Empire and the spectacular Mendocino Coast.

TOURS UNLIMITED

San Francisco's visitors have access to a wide range of sightseeing services, including bus tours of the city and surrounding attractions, boat tours, Chinatown tours, museum tours, night club tours, personalized tours, self-guided tours, walking tours and fishing excursions.

There are numerous San Francisco travel package offerings. Ask your travel agent or airline office about low-cost tour arrangements.

For further information on things to see and do in Golden Gate country, write to the San Francisco Convention and Visitors Bureau, Box 6977, 94101 — telephone (415) 974-6900.

ETHNIC DIVERSITY

San Francisco has an international birthright. Five flags

(English, Spanish, Mexican, Republic of California and U.S.) flew over the region in four centuries (1579-1850). The frenzied rush for gold peopled the port with men of all colors, customs and accents. The city's innate cosmopolitanism is evident everywhere — in its cuisine, its neighborhoods and street names, its cultural fabric and especially in the ethnic pageantry which highlights its annual events schedule.

Chapman Promoted to V.P.

"Wesco-Zaun Announces Promotion of John D. Chapman to Consumer Division Vice-President."

John J. Cantu, President of Florida's West Coast Toro distributor, Wesco-Zaun, Inc., has announced the promotion of John D. Chapman to Consumer Division Vice-President.

Chapman began his power equipment career as the firm's parts manager in 1973. He was then promoted to salesman, and later to sales manager. Chapman became business manager of Wesco-Zaun in 1981. During his Wesco career, Chapman attended night classes at Tampa College. He graduated with a B.S. degree in marketing in 1981. Chapman and his wife, Sandy, and their two daughters reside in Sarasota.

In his announcement, Cantu commented on Chapman's excellent performance record. The promotion, he stated, will strengthen Wesco-Zaun's organizational structure to better serve Wesco's 300 plus retail dealers and commercial market in West Florida and the Miami area.

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