

news from the city of **SAN LUIS OBISPO** for immediate release

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FOR IMMEDIATE RELEASE

SAN LUIS OBISPO, California--As summer moves into the fragrant sea-coast hills enveloping San Luis Obispo, travellers begin to outnumber residents--and the resort community changes its tempo to accommodate them.

Summer activity in this college town retains aspects of campus life, as summer quarter programs continue unabated at Cal Poly, with perhaps more emphasis on outdoor seminars than during the "regular" school year. Visitors can find here many events open to the public--such as plays, concerts, book reviews, swimming meets and other athletics, as well as a wide selection of lectures, group meetings and activities ranging out in the fields and ranches which flank the city.

The outdoor world retains qualities unique to the west and old California particularly. San Luis Obispo lies in the Valley of the Bears, a few miles inland from the sea. Two hundred years ago, the Spanish conquistadores pushing north from the Mexican City of San Luis discovered this beautiful valley. In 1782, Father Junipero Serra founded the large and prosperous mission, San Luis Obispo de Tolosa, which now contains historic treasures in its extensive museum and active church. The present city surrounds the ancient structures, striding across a carefully preserved stream which tumbles steeply by the Mission and down through the heart of town and on into the sea at adjoining Port San Luis.

The city presents three treatments of history to its visitors: first, authentic Spanish, as represented by the mission, buildings, plus numerous adobe ranchos; second, pioneer western, where downtown and residential sections purposefully and pristinely preserve the aura of the old west from the period after the Civil War; and third contemporary Spanish, where major shopping malls and other new centers are being recreated by architects and builders who confirm the appropriateness of the Spanish tradition for San Luis Obispo. In continuing to respond to the needs of growth and modern life in this manner San Luis Obispo comes closer to its own richest heritage, and offers visitors a truly significant exposure to the architectural--as well as scenic--beauties of old California.

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SAN LUIS OBISPO, California--From this resort center three hours north of Los Angeles, the vacationer can turn in all directions for outdoor recreation. Summer life is colorful and bustling in adjacent Morro Bay: sailing, dune-buggy, skin-diving, clamming, abalone hunting, fishing (pier, surf and fishing boat), swimming, water-skiing, paddle-boards, paddle-steamers, and -- painting it all! Just begins to describe what goes on.

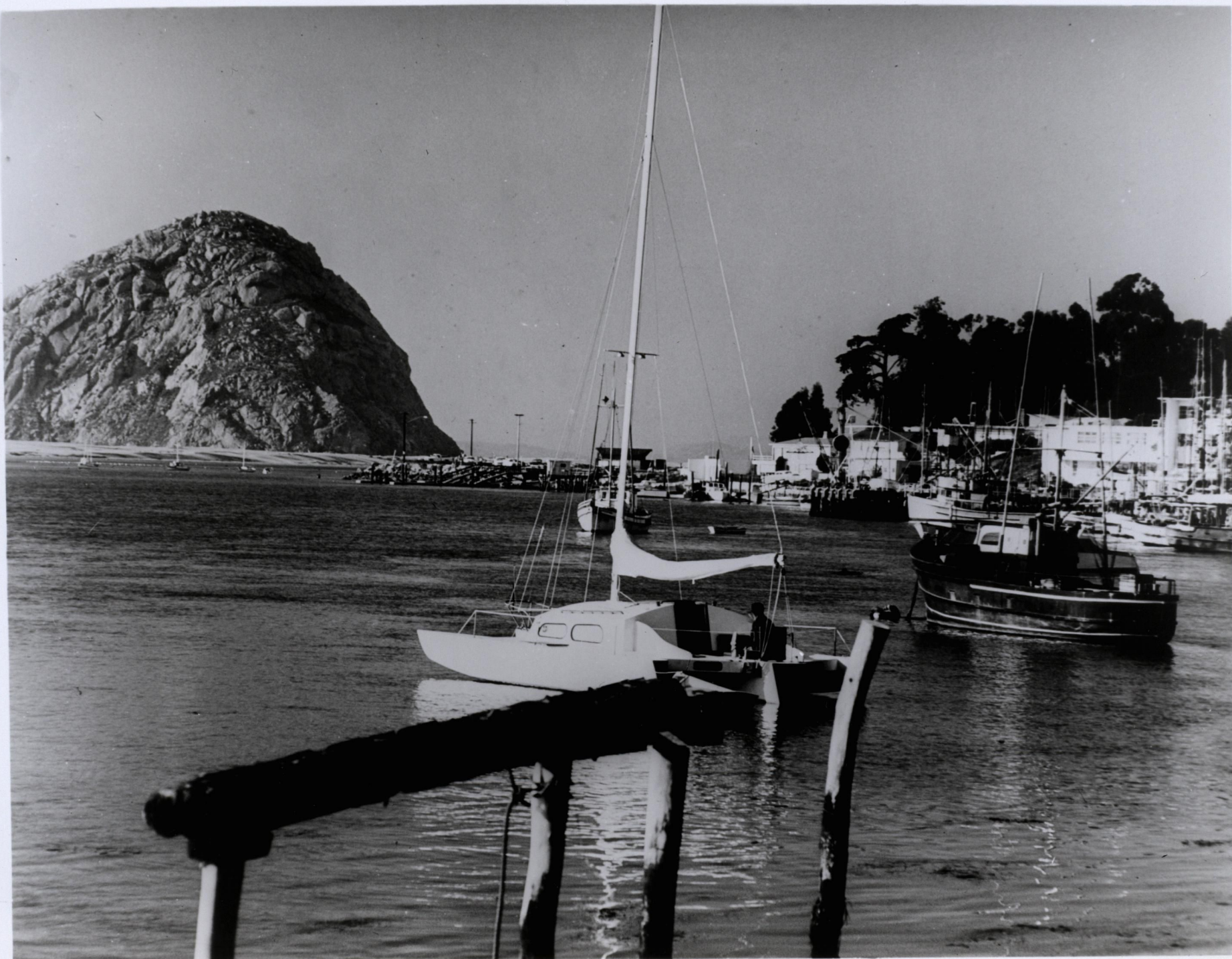
The extravagant scenic beauties of this beach, bay, dramatic Rock and rugged coast (atop which sits a championship golf course) have become a major attraction for thousands of artists. Once only a sleepy fishing port, Morro Bay has now become the Provincetown of the Pacific, with numerous art galleries in and between the tackle shops, wharves and sea-fare restaurants. Regular shows are scheduled by the area artists, and stunning seascapes and landscapes can be bought from the galleries and from the artists themselves, who one meets working far out on sea-side dunes or along the Bay's countless other vantage points.

Daily fishing sorties from Morro Bay yield huge returns in many kinds of fish--cod, salmon, sole, halibut, albacore, bass, sturgeon--large, scrappy fish which give fishermen tough and prolonged battle. Low tides offer the clam digger special rewards. Some of the world's finest clam beds harboring the Pismo clam stretch along the coast north and south of the Bay, Minimum clam size: 4½inches!

A free Tidal-Time Booklet--with recipes for clam chowder--can be had by writing the San Luis Obispo Chamber of Commerce, Dept. TT, 1445 Santa Rosa Street, San Luis Obispo, California 93401.



Living is leisurely in San Luis Obispo, resort and recreation center three hours north of Los Angeles, in a valley sheltered from the sea by steep oak-clad hills.



San Luis Obispo's summer vacationers find Morro Bay a major attraction, with its boating, fishing, sailing and artists' colony.