

BANANA REPUBLIC

TRAVEL & SAFARI CLOTHING CO.

The Cotton Chronicles

READ ALL ABOUT IT

WHY THE BRITISH BANNED IT!

HOW IT MADE ALEXANDER HAMILTON A PROPHET
AND ALEXANDER THE GREAT A PROFIT!

HOW IT BRED INIQUITY
IN THE THIRTEEN COLONIES

WHY YOU CAN THANK A SAUCY PLANTATION WIDOW
WHO DANCED ALL NIGHT WITH GEORGE WASHINGTON
FOR THE SHIRT ON YOUR BACK



SUMMER IS...

...when you don't have to. Come June, we never quite lose that last-day-of-school feeling--the dizzy, delicious sensation of freedom. Straw hats, picnics, afternoon naps, sweet corn, peaches, fireflies, heat lightning, sno-cones, the sea...the sublime contentment of showering off sand and salt and slipping something soft onto sun-touched skin...preferably something white, certainly something cotton. If life were an ocean, we'd never tire of setting sail for summer--an island shimmering on the horizon, a place where we'd live all year if we could.

Authentic TICKING shirt

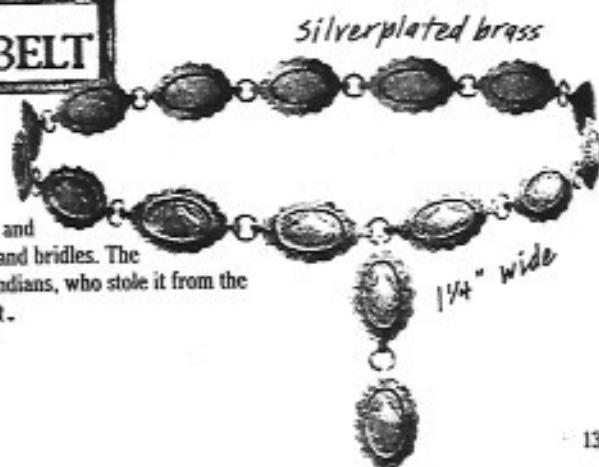
Apart from opposing Uncle Sam when he was itching to establish himself as the big new kid on the block, our adversaries in the Spanish-American War were no fools: Their uniform for Cuba and the Philippines was *rayadillo*--100% cotton mattress ticking. (Our boys, for their part, suffered in wool shirts held over from the Indian campaigns.) *Rayadillo* was light enough to vent perspiration and reflect the sun, but rugged enough to repel mosquitoes and tropical vegetation. We've revived this first-rate fabric, pre-washed it to remove any trace of stiffness, and enlisted it in a shirt even a Rough Rider would be proud to commandeer.



CONCHA BELT

American cowboys first used silver conchas (Spanish for "shells") on their spur straps. Later they linked them into belts, and decorated their chaps, hatbands, and bridles. The cowboys stole the idea from the Indians, who stole it from the Mexicans. We're just borrowing it.

COLOR: Silver
SIZE: S(26-28) M(30-32) L(34-36)
*7082 Concha Belt \$32
Made in Italy



Authentic SWEDISH ARMY tie

Where we come from (or, rather, where we often find ourselves going), a necktie is tantamount to a sort of psychological lasso. On those occasions when we are forced to wear one, we thank God for Swedish surplus.

Their 100% wool ties are more handsome than the full-priced ones we've seen in stores (to say nothing of the fiscal advantages).



fold-out map



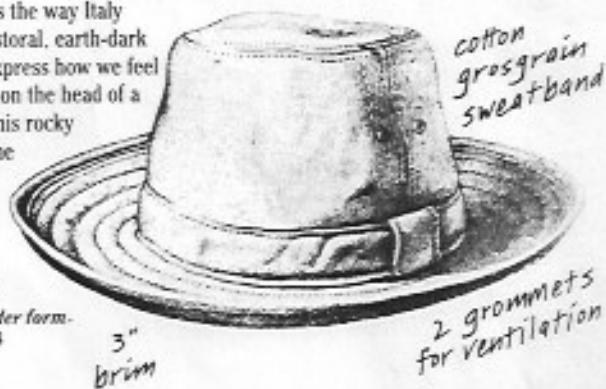
Leather TRAVEL DIARY

Like a good traveler, a travel journal should be resilient; like good luggage, it should be compact; and like a good trip, it should be free of restrictions and demands. Our tasteful version accomplishes all of the above with a flexible pigskin cover, a corner inside pocket for loose papers, lined or unlined ivory pages—even a foldout world map with political boundaries on one side and time zones on the other. Indeed, our travel diary emulates the open road itself—a place limited only by the imagination, where even the rules are optional.

100% Cotton Twill TUSCAN VINTNER'S HAT

Goethe said that Tuscany looks the way Italy ought to look: civilized yet pastoral, earth-dark yet sunlit. Not a bad way to express how we feel about this hat. We first saw it on the head of a winemaker strolling through his rocky Chianti vineyard. But to tell the truth, we think it makes the wearer look the way anyone enjoying the outdoors ought to look.

COLOR: Khaki SIZE: S M L XL
Please see size chart on our order form.
*5052 Tuscan Vintner's Hat \$28
Made in Italy





Leather ON-THE-ROAD jacket
(for Jack Kerouac)

In gray chilly light of Frisco dawn, torso-hugging coat zipped up tight against spectral fog, disembodied legs of the orange bridge descending, freighters gliding alongside Alcatraz like long dark ducks, bound for Hong Kong and Sydney and Singapore; or shoulder of highway heading south out of St. Louis, midnight, finally flagging saintly trucker with thermos of coffee, laced with flask from secret inside pocket; or climbing hillside outside Denver, 5 a.m., sky filled with planets, bedding down sheepish, worried about snakes in mice-filled grass, employing soft-snug jacket as security blanket, waking astonished at mid-morning to see Rockies covered in white like a shroud; or brisk autumn afternoon on West Side Manhattan, whitecaps stirring the stoic Hudson, wind whipping clay-colored leather but warm inside as Jersey bathes in Buddha light; or maybe just walking, New England in winter, upturned thick knit collar covering neck when snow is wet like soaked confetti: The only refuge for a roving soul consigned to eternal oscillation across the great pinball playfield America is apple pie, ice cream, and a leather jacket, a hairsheep coat, selfless gift of sentient beings, reassuring as russet earth, always home however far the hard-hearted highway reaches.

Wrote all the copy, and recruited and edited
the review, on this page:

100% Cotton MOLESKIN trousers

In the saddle, where they spend most of their time, jackeroos wear the classic Australian equestrian garment: comfortable, long-lasting, hard-wearing trousers made of luxurious moleskin. Unlike American moleskin, the brushed cotton in these pants is on the inside, where it absorbs sweat and feels soft against the skin; the tough exterior, meanwhile, is impervious to practically anything this side of barbed wire. We asked novelist and Montana rancher Tom McGuane to give us an honest American assessment of these Aussie riding britches.

By Thomas McGuane

Alternating between sedentary spells at my desk and long hours horseback has made me see as few others do that while they make Chap Stick for your lips, there has been nothing quite like it for your backside until these Australian trousers came along.

I gave my first pair an iron test by wearing them continuously for a week of irrigating, gathering cattle, working with cutting horses, and trout fishing. Their absorbency inside hip boots and chest waders is a great comfort. But it is on horseback that they shine by shielding the rider from chafe and other harms that make him stand up in his stirrups all the way home. When you are trailing cattle, you collect a good deal of mud and manure; these pants let that stuff cake on the outside and not wick through to produce misery.

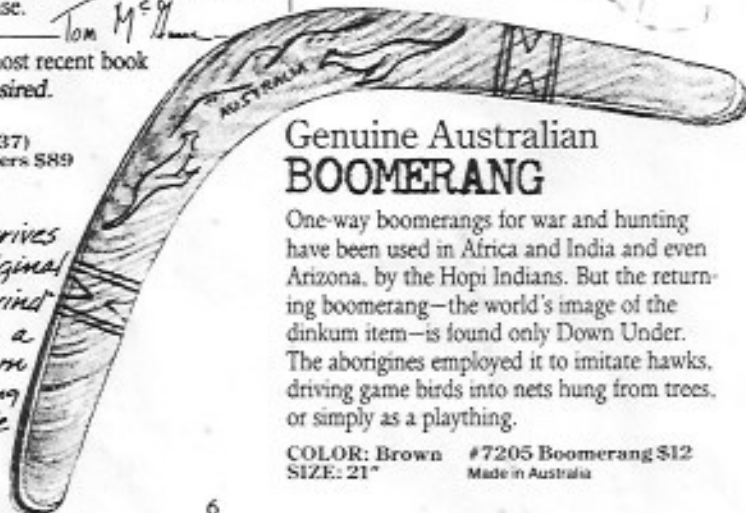
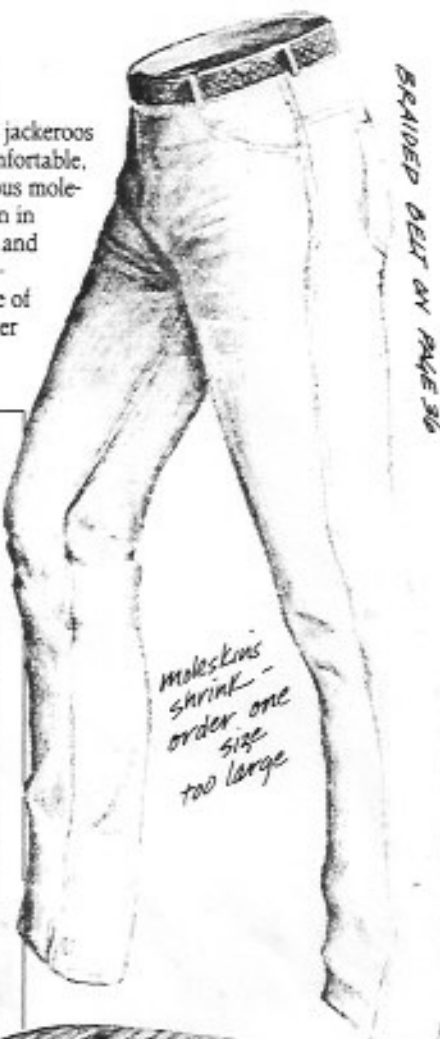
I think these trousers will sustain the American impression of Australians as people intolerant of nonsense.

Tom McGuane

Thomas McGuane's most recent book is *Something to be Desired*.

COLOR: Natural
SIZE: 28-38 (no 35 or 37)
#2112 Moleskin Trousers \$89
Made in Australia

"Boomerang" derives from an aboriginal word meaning "wind" like which a well-thrown boomerang should whistle.



Genuine Australian BOOMERANG

One-way boomerangs for war and hunting have been used in Africa and India and even Arizona, by the Hopi Indians. But the returning boomerang—the world's image of the dinkum item—is found only Down Under. The aborigines employed it to imitate hawks, driving game birds into nets hung from trees, or simply as a plaything.

COLOR: Brown #7205 Boomerang \$12
SIZE: 21" Made in Australia

**NOW AT
LA CUMBRE
PLAZA**

In the blink of an eye...

...the light, the expression, the composition will be gone. That's why photographers need all their tools - lenses, light meter, flash, filters, and film - within immediate arm's reach. Our state-of-the-art Photojournalist's Vest has 22 specialized pockets to help the hand keep pace with the eye, if photography is a race with the moment, this vest gives you a good head start.



100% Cotton
Expedition Cloth
**PHOTOJOURNALIST'S
vest \$89**
#3333 Khaki
Imported



*ventilated
back*

*rear
view*



*adjustable
side tabs*

BANANA REPUBLIC

TRAVEL & SAFARI CLOTHING CO.

La Cumbre Plaza
Open 7 Days a Week • Call 800-237-8777 for a Free Catalogue & Information
BROWSE OUR SPLENDID COLLECTION OF TRAVEL BOOKS

BANANA REPUBLIC			
Publication/Project A102 SANTA BARBARA		Job No. 8841	
Print/Pub. Date 7/2/87	Size 6 7/16 x 7	Designer SHAWN	Prod. Artist BRAD
RETURN TO: shaun			
AREA: 38 FILE NAME: 8841 photojournalists vest			
NOTE: THIS TYPE ID BLOCK MUST ACCOMPANY ALL FUTURE TYPE REVISIONS FOR THIS JOB OR JOBS			

How To Wing it



Know which way the wind's blowing.
Look ahead, not down. Take gear that
won't come apart under pressure.
Keep your hands free and your mind
open. If you run out of gas, glide.

Leather
ARMY AIR CORPS
jacket \$249

#3050 Brown
Made in U.S.A.
or Imported

*tanned to look like a
hand-me-down
from a real
flying ace*



*inside
pocket*

BANANA REPUBLIC
TRAVEL & SAFARI
CLOTHING CO.

347 Pearl (On the Mall)
Open 7 Days a Week - Call 800-237-5777 for a Free Catalogue
BROWSE OUR SPECTACULAR COLLECTION OF TRAVEL BOOKS



448
COLORADO DAILY

BANANA REPUBLIC			
Publication/Project 8876 NEWSPAPERS		Job No. 8876	
Print/Pub. Date 9/87	Size 3/4 x 7	Designer SHAUN	Prod. Artist BRAD
RETURN TO: <i>anthie-shaun</i>			
ADCA-20 FILE NAME: 8876 army air corps jacket			

How To Be at Home on the Range

Build a fire. Brew some coffee.
Put on warm, comforting clothes.
If you hear a discouraging word, don't
listen; if you can't get to sleep, count stars.

100% Cotton
DENIM shirt \$36
#1395 Padded blue
Made in U.S.A.

Quilted Cotton
UP vest \$79
#3355 Pewter
Imported



BANANA REPUBLIC
TRAVEL & SAFARI
CLOTHING CO.

1716 Walnut Street • Willow Grove Park • Suburban Square
The Court at King of Prussia
Open 7 Days a Week • Call 800-237-8777 for a Free Catalogue
VISIT OUR TRAVEL BOOKSTORES AT WALNUT STREET &
SUBURBAN SQUARE



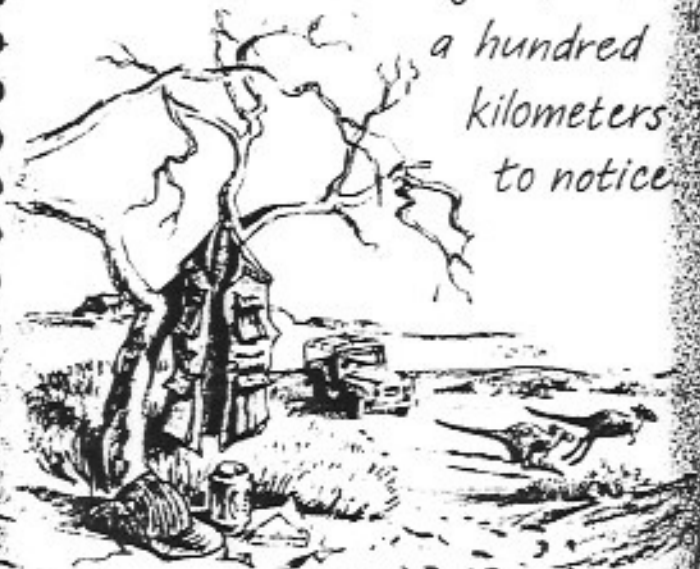
A37
WELCOMAT

BANANA REPUBLIC			
Publication/Project NEWSPAPERS		Job No. 8878	
Print/Pub. Date 9/87	Size 3 1/4 x 7	Designer SHAUN	Prod. Artist BRAD
RETURN TO: shaun AREA: 36 FILE NAME: up vest/den shirt 8878 NOTE: THIS TYPEID BLOCK MUST ACCOMPANY ALL FUTURE TYPE REVISIONS FOR THIS JOB OR JOB!			

ON THE ROAD: AUSTRALIA

- Sunday, sundown -

At sunrise and sunset,
the red outback is infused
with incredible richness of
light. It's a good thing, as
those are the only comfortable
times of day to take pictures.
Even then it's so hot that sleeves
would seem oppressive, so we
go shirtless underneath our
multipocketed cotton vests. It
might lack a certain propriety,
but there's nobody within
a hundred kilometers
to notice.



BANANA REPUBLIC
TRAVEL & SAFARI CLOTHING CO.

San Francisco: 224 Grant Ave., 2253 Polk St. • Mill Valley: 59 Throckmorton Ave.
Stanford Shopping Center • Hilldale Mall • Valley Fair • Carmel Plaza
Open 7 Days a Week • Call 800-237-5777 for a Free Catalogue & Information
BROWSE OUR SPLENDID COLLECTION OF TRAVEL BOOKS AT GRANT AVENUE

San Francisco Focus

The City Magazine for the San Francisco Bay Area

A publication of KQED Inc.
Anthony S. Tramo, President & Chief Executive Officer

680 Eighth Street, San Francisco, California 94105
EXECUTIVE/EDITORIAL OFFICES: (415) 555-2800
ADVERTISING OFFICE: (415) 555-2821

PUBLISHER: Earl Adkins

EDITOR & ASSOCIATE PUBLISHER: Mark K. Rowelton
EXECUTIVE EDITOR: Amy Bennett
ARTICLES EDITOR: Judith Kahn
PRODUCTION EDITOR: Adair Lara
ASSOCIATE EDITORS: Linda Joo, Cynthia Rubin
COPY EDITORS: Monica Levin, Pat Tsoupinis, Bill Shinnick
ASSISTANT EDITOR: Vicki Rosen
ASSISTANT TO THE EDITOR: Lynne Vaillemot Busche
COMPUTER OPERATOR: Douglas C. Meyer
EVENTS EDITOR: Alice Thibodeau
CONTRIBUTING EDITORS: Gray Brechin (environment),
Herbert Gold (books), Jean Gottick (urban angst), Ken Kelley
(interview), Jacqueline Killian (restaurants), Liz Lufkin (at
large), Michael Maxwell (at large), Mary Olinstead (travel,
Front Pages), Brian St. Pierre (Front Pages), Sharon Silva
(restaurants), Michael Snyder (nightlife), Jerome Tarshis
(visual arts), Allan Ulrich (music & dance), Frank Viviano (at
large), Rossina Wilson (food)
FACT CHECKER/RESEARCHER: Jim Mize
INTERNS: Annie Galinag, Myriam Gader Sargent, Laurie Davis,
Lisa Knight, Orrel Lerner

ART DIRECTOR: Matthew Deane
ART PRODUCTION SUPERVISOR: Susi Carr (Los Angeles)
ASSOCIATE ART DIRECTOR: Mark Christen
SENIOR DESIGNER: Hazel Bassovitz
JUNIOR DESIGNER: Amparo Del Rio
PRODUCTION ARTISTS: Beth Gullikson, Anna Wong
ART ASSISTANT: Victoria Gulligan
PRODUCTION MANAGER: Katharine Hawkins

ADVERTISING SALES DIRECTOR & ASSOCIATE PUBLISHER:
Suzie McGarrick
NATIONAL SALES COORDINATOR/MERCHANDISING
MANAGER: Audrey Geyer
ACCOUNT EXECUTIVES: John Inge, Ted Libenthal, Nancy
Roth, Ellen Schaefer, Darlene Townsend, Jill Myan,
Stephanie Taylor
ADVERTISING COORDINATOR: Barbara Nelson
ADVERTISING SALES ASSISTANT: Elizabeth Carter

PROMOTION MANAGER: Amy Greenberg
PUBLICITY ASSISTANT: Susan Laurent

BUSINESS MANAGER: Jim Graham
SENIOR BUSINESS ASSISTANT: Kathy Macdonald
FINANCE ASSISTANT: Brenda Hu
REVENUE ASSISTANT: Sonia Mubog
AUDIT ASSISTANT: Debra Friedman
OFFICE ASSISTANTS: Miki Kersgard, Julie True

ASSISTANT TO THE PUBLISHER: Joy Rathke

ADVERTISING SALES OFFICES
SAN FRANCISCO: (415) 555-2821
SOUTHERN CALIFORNIA: Paul Messer & Associates
(714) 675-9140
NEW YORK: California City Magazine Network
(212) 887-8420
CHICAGO: Metro Magazines (312) 372-8656
DETROIT: Kathleen G. Charla Associates (313) 558-6660
NORTHWEST: Evans Parsons Co. (415) 421-9195
OTHER CITIES: Metropolitan Publishers Representatives Inc.
MIAMI: (305) 856-8326 TAMPA: (813) 847-5618
ATLANTA: (404) 251-4588 TORONTO: (416) 862-7157

THE KQED INC. BOARD OFFICERS
CHAIRMAN: Marshall Turner
VICE CHAIRMAN: Robert L. Green
SECRETARY: Timothy L. Potter
FINANCE & STRATEGIC PLANNING COMMITTEE CHAIRMAN:
Walter Morris

SAN FRANCISCO FOCUS (ISSN 0274-5933) is published
monthly by KQED Inc., a California nonprofit corporation at
500 Eighth Street, San Francisco, CA 94105. © 1987 KQED Inc.
San Francisco Focus is mailed to all members of KQED
contributing \$5 a year or more. Contributions are tax
deductible, except for \$5, which applies to a year's
subscription to San Francisco Focus. KQED Inc., as a matter
of policy, declines to endorse, explicitly or implicitly, all
commercial ventures. The magazine accepts freelance
contributions; however, there is no guarantee that
unsolicited manuscripts, illustrations or graphics will be
returned. Second class postage paid at San Francisco, CA and
at additional mailing offices. TELEPHONE: (415) 864-2000
POSTMASTER: Send address changes to Membership Dept.,
KQED, 500 Eighth St., San Francisco, CA 94105.
Volume 34, Number 8 Member Audit Bureau of Circulations



