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SAN FRANCISCO

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SLEEP

RENAISSANCE MAN

Having worked at the Villa Florence Hotel, just off Union Square, for 17 years, lead doorman (and SF native) Clarence Franks has fielded all kinds of questions about his hometown. "A lot of visitors ask, 'Is the Golden Gate Bridge really painted gold?' I usually just say, 'Well, it's a kind of orange gold.'" Of course, he adds, the straits between the Bay and the Pacific were called the Golden Gate long before the bridge was built: In 1848, explorer John Frémont coined the name, foreseeing a rich port city arising on the Bay. And, of course, the Gold Rush spread the name around the world—"even though," as Franks points out, "the real moneymakers back then were silver and Levi's jeans!" —Christine Ryan

VILLA FLORENCE HOTEL (Union Square) 215 Powell St., 800-453-4411, villaflorence.com \$5 F 182R W



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