



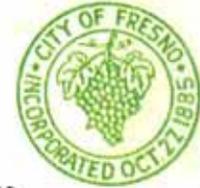
**DOWNTOWN
FRESNO ... and the fabulous Mall**

DOWNTOWN FRESNO



... FROM THIS

TO THIS ... IN 90 YEARS



WHILE HISTORY is not the subject of our brochure, oldtime residents of, and visitors to, the City of Fresno, California, will relish the striking contrast between the above photograph and the one on the cover.

In both instances the Mariposa Street of the late 1870's and the Mariposa Mall of today were the camera's vantage point. But the Old County Courthouse, seen at right center in the black-and-white print, has given place to the magnificent contemporary building which now serves Fresno County.

And the street approaching this structure from the south has also vanished. Where it once gathered dust and trash, leisurely sightseers, shoppers, and office workers wander among such masterpieces of art as "La Grande Laveuse" by that paragon of modern French sculptors, Auguste Renoir.

No less impressive is the growth of Fresno itself from the desert railway station (founded in 1872 as "The Sinks of Dry Creek") to the present metropolis of San Joaquin Valley. The aerial panorama at right indicates how it has reached skyward as well as outward in all directions.





FROM THIS . . .

TO THIS . . . IN 6 MONTHS



THE FRESNO MALL



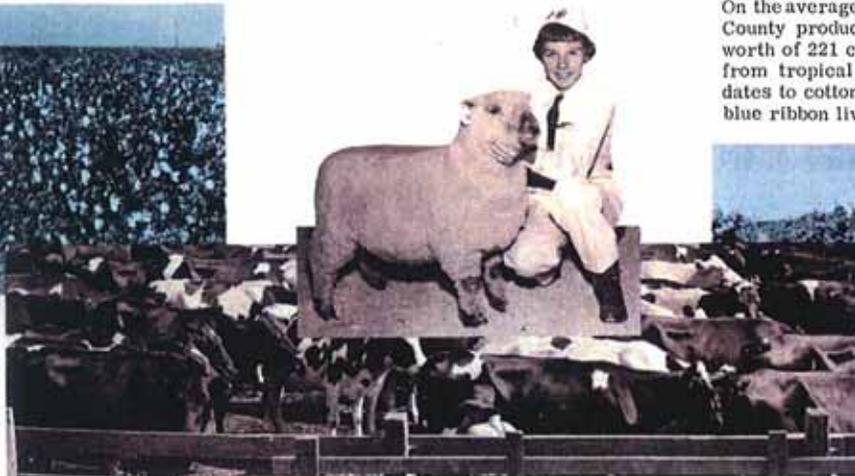
MANY NATIONAL MAGAZINES have devoted pages of space to the transformation of Fulton Street into the Fulton Mall. It was a bold stroke calculated to revive and revitalize the decaying Downtown business district; to add beauty, comfort, and convenience to both shopping and sightseeing.

Above you see the first stages of groundbreaking in March 1964. In September of the same year the area once clogged with traffic and noxious with gas fumes had achieved the startling change depicted at left. Now the "Fulton Drag Strip" is just an unpleasant memory.

For six lengthwise blocks crisscrossed with "Mini Malls," you stroll among lush trees and flower gardens, fountains and waterways, arborescences, a wealth of modern sculpture and ceramics. Here and there elfin playgrounds invite the children to linger while their mothers are in the stores.

Mall-visitors who like may ride the little electric trams, but automobiles are strictly *verboten*. As Bernard Taper wrote in *McCall's* (April, 1966), "in Fresno's transformed downtown center, there is, naturally, no longer such a crime as jaywalking."

SOLID BASIS FOR FRESNO'S WEALTH: WORLD'S RICHEST AGRICULTURAL COUNTY!

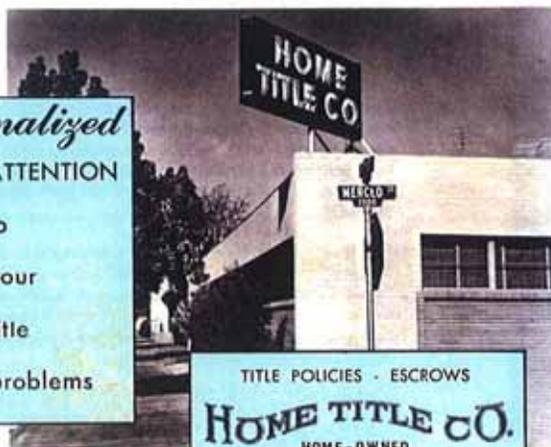


On the average day the fertile acres of Fresno County produce more than a million dollars worth of 221 commercial crops. These range from tropical citrus fruits, grapes, figs, and dates to cotton, grains, and many varieties of blue ribbon livestock.



IN AND AROUND FRESNO:

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 ATTENTION
 to
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 title
 problems



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HOME TITLE CO.
 HOME-OWNED
 1310 "M" Street
 Telephone 268-9811



The pleasant and relaxed tempo of life in Fresno, its suburbs and surrounding ranchlands is apparent in the patios and pools of homes like these. Fresno County has nearly 150,000 separate households with population fast approaching half-a-million. The City proper is served by just under 100 public and parochial schools, and by

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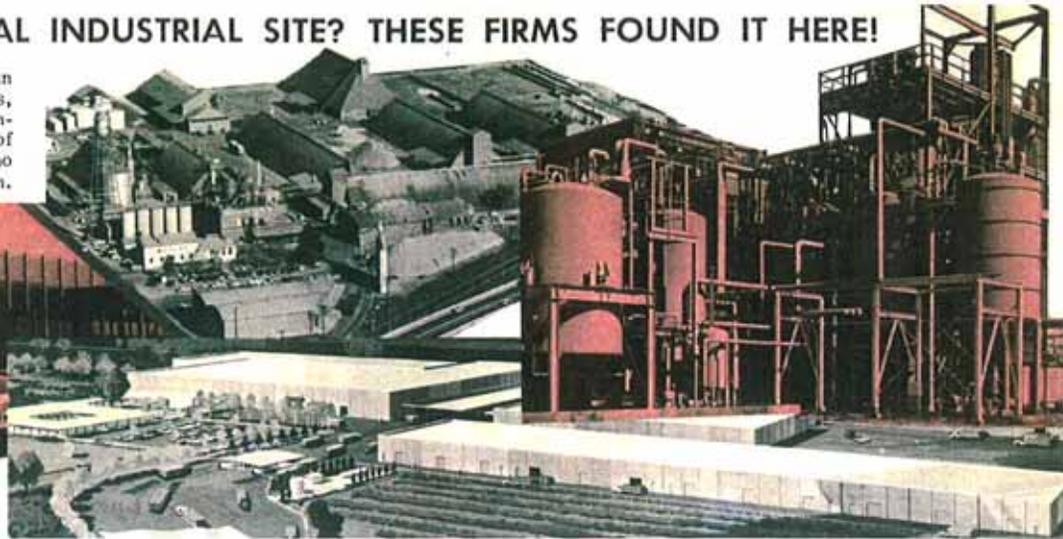
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LOOKING FOR AN IDEAL INDUSTRIAL SITE? THESE FIRMS FOUND IT HERE!

Sun-Maid Raisins, Dow Chemicals, American Safety Equipment, Pittsburgh Plate Glass, Ranchers and Producers Cotton Oil Companies, Container Corporation... just a few of the many industrial giants whose Fresno plants are among the greatest of the nation.



D:

BEAUTIFUL HOMES AND RANCHES



and
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r is
by

churches of all denominations. The enrollment of Fresno City (Junior) College is 8,384, while 9,000 or more students attend Fresno State College, celebrated agricultural institution with a \$36 million campus. There are seven major hospitals in the County. News and entertainment coverage (Continued on next page)



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945 VAN NESS
PHONE 266-0551

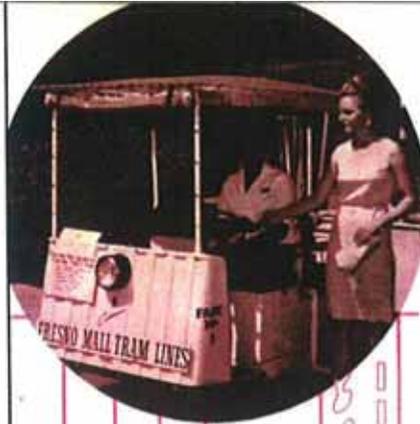
353 E. OLIVE AVE.
PHONE 233-7113



1036 FULTON MALL

headquarters for famous California fashions

Young Edwardian
Bronson
Frank Lee
Ludella

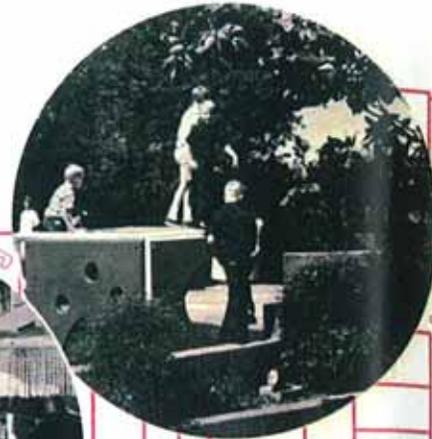


On the Mall... the C

Our photographer joined the passengers of one of the little electric carts, and the result is a lens-eye view of various beauty spots along the Mall. More than 150 official civic delegations

(U.S. conc
imit

Care for a few statistics? There are 102 growing trees of 15 different types; 28 fountains and pools; 10,000 plants and shrubs; 44,200 ft. of pavement pebbles.



What looks like grass around the trees is a hardy ground cover of carpet bugle, Aaron's beard, and South African daisy. The luxuriant flower beds include whole gardens of roses!



**MONTGOMERY
WARD**

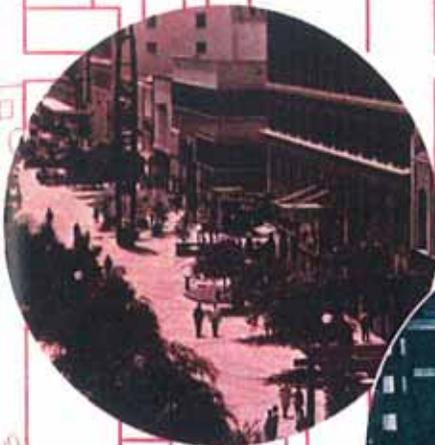
downtown Fresno's
only complete
department store

Fulton Mall at Merced Street — Telephone 268-6061

e Camera rides the Tram

lec-
auty
ions

(U.S. and foreign countries included) have visited this great concourse, and they always agree: "The Fresno Mall, so often imitated, simply can't be duplicated."



This \$1.3 million project, vigorously promoted by the Downtown Association, was conceived by Victor Graen Associates of Beverly Hills, California.



Garrett Eckbo, of Eckbo, Dean, Austin & Williams, San Francisco, designed the park-like setting as part of VGA's central Business District Plan.



QUALITY  SINCE 1925

PEDERSEN'S

Jewelers

DIAMONDS - WATCHES - JEWELRY

REMOVING & DIAMOND SETTING
WATCH & JEWELRY REPAIRING

Featuring Watches By
Mido - Wylar - Longine & Waltham



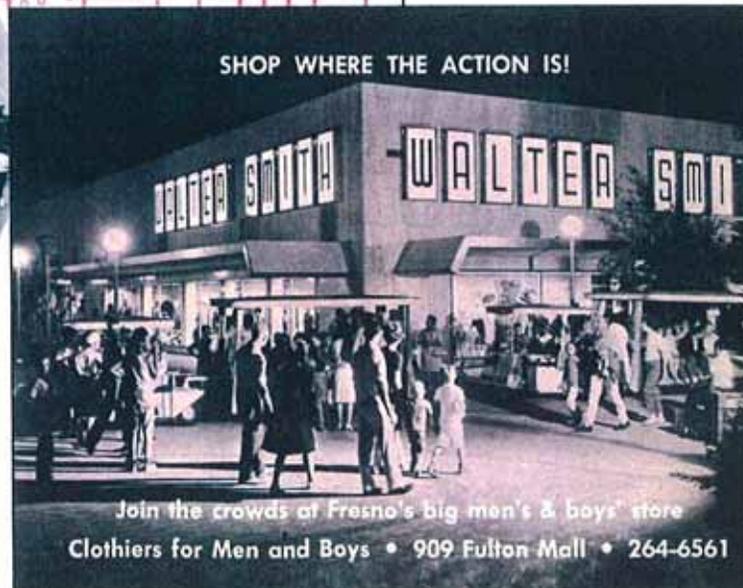
3rd Floor
HELM BLDG.
ROOM 310



FULTON at MARIPOSA on the MALL

Ph. 264-2152

SHOP WHERE THE ACTION IS!



Join the crowds at Fresno's big men's & boys' store
Clothiers for Men and Boys • 909 Fulton Mall • 264-6561

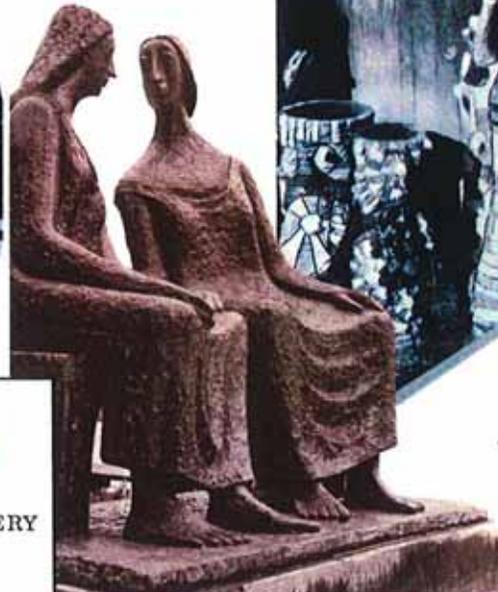
An Outdoor Museum of Fine Art . . . Free For All to Enjoy!

. . . because local businessmen, headed by Realtor O. J. Woodward, raised \$200,000 to pay for it. (Minimum acceptable amount: \$5,000. Largest single con-

tributor: Guarantee Savings & Loan, \$30,000.) Final selection and placement of the sculpture was left entirely to a committee of art critics and collectors.



(At left) "Mother and Child," by Ramondo Puccinelli. (Above) Sculptured Mushroom Fountain, a Hans Sumpf adobe grouping.



(Above, left) "The Visit," by Clement Renzi. (Above, center) Glazed Adobe Pipes, by Stanley Bitters. All told, there are 19 pieces of sculpture, innumerable fountain, basin, and bench decorations.



"Rite of the Crane," by Bruno Groth



1133 FULTON MALL

GREETINGS CARDS
CRANE'S & EATON'S STATIONERY
FOUNTAIN PENS
VISIBLE EQUIPMENT
LOOSE-LEAF SYSTEMS
BINDERS
FILE FOLDERS
OFFICE EQUIPMENT
(2nd Floor)

Shelburne's
OFFICE SUPPLIES AND EQUIPMENT

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1232 FULTON MALL

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• FRESNO ASSOCIATION OF FRESNO
• FRESNO CONVENTION DE BEAU



Courthouses... New and Old

JUST FOUR YEARS AGO, sentimental feeling for the old County Courthouse, the central shell of which dated back to 1874, could not disguise the fact that it had grown structurally weak and unsafe. What was left could not be preserved even as a historical museum, and erection of a new building coincided with the old one's dismantling.

In the design of its replacement, Walter Wagner & Associates calmly ignored the unwritten law that says all courthouses and state-house buildings must have a central dome—simply because their prototype in Washington, D. C. has one. The Wagner plans called for an airy, spacious structure, contemporary in its functional styling but with a hint of the Old World in its latticed grillwork or sun screen.

Note below that the new Crocker-Citizens Bank, which faces Courthouse Square from the west, promptly incorporated the grillwork idea in its facade. As was indicated on the preceding page, Fresno businessmen will go to any length to achieve harmonizing beauty as well as efficiency in their service to the City. In short, they have the kind of dedication expressed in Rodder's "Credo" (Page 3).

For excellence in banking service,
call on Crocker-Citizens — the big
bank where little things count.

CROCKER-CITIZENS NATIONAL BANK

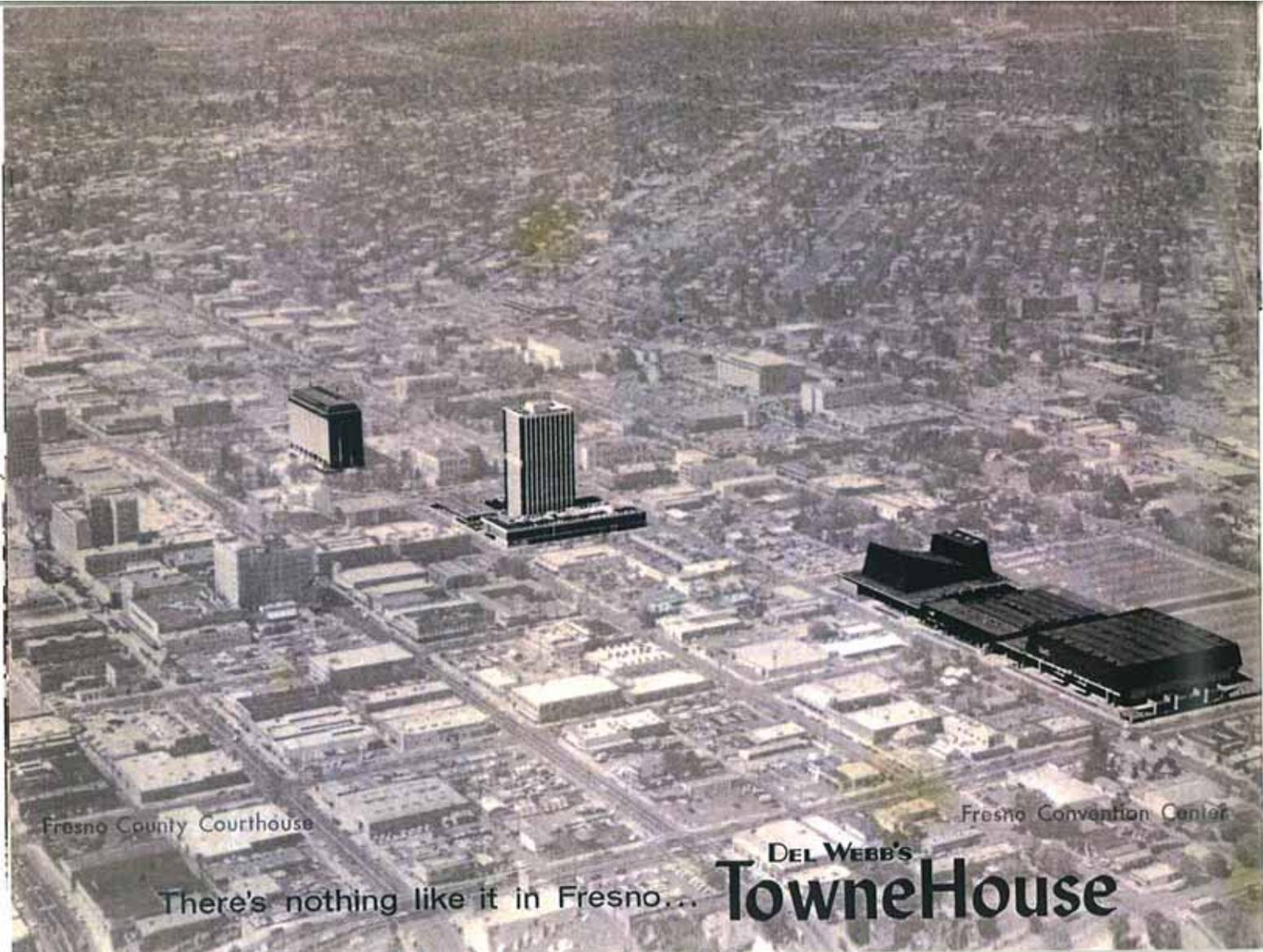


FOUR FRESNO OFFICES TO SERVE YOU

More than 200 offices statewide - Member Federal Deposit Insurance Corporation



FRESNO MAIN OFFICE, 2145 FRESNO STREET

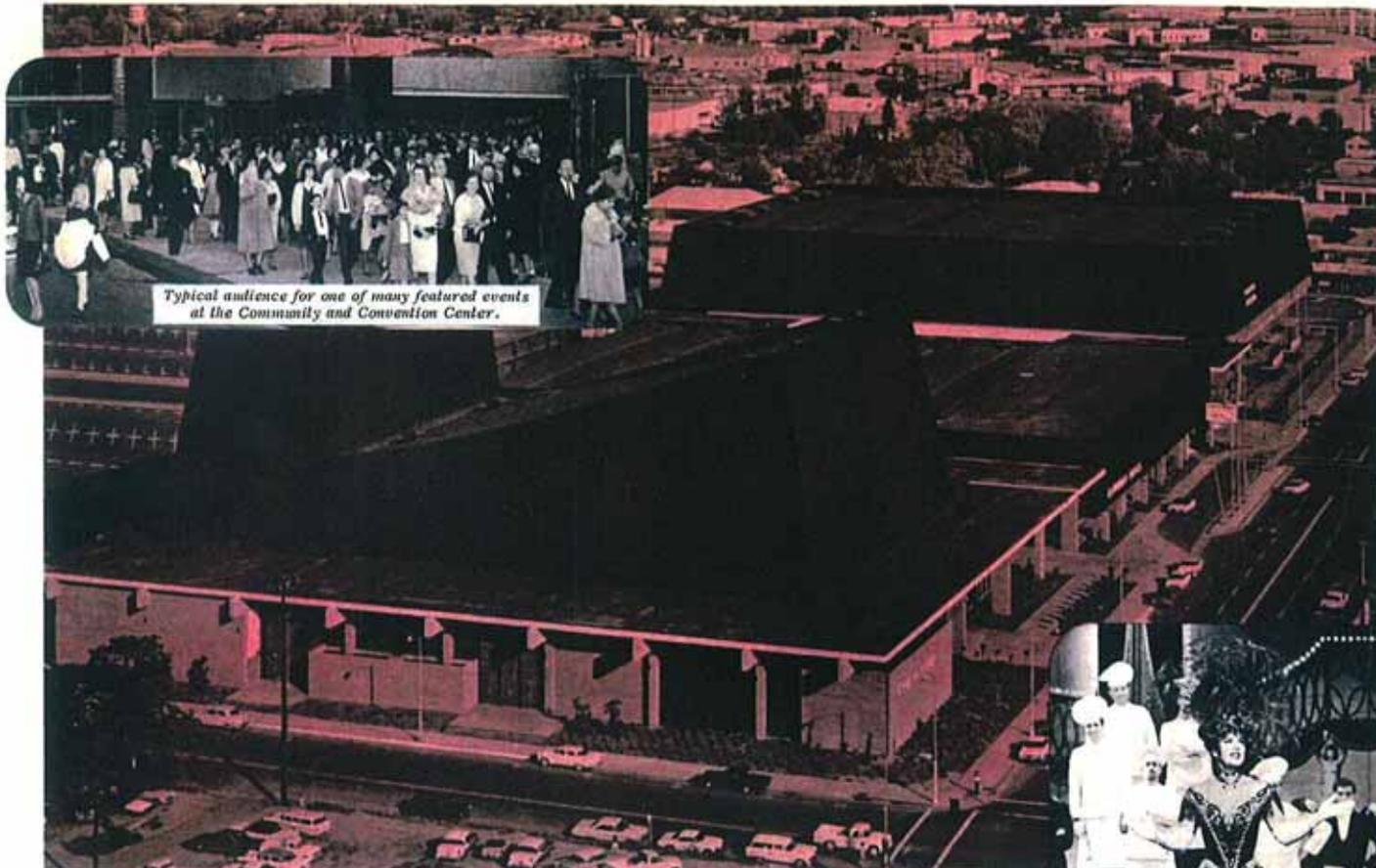


Fresno County Courthouse

Fresno Convention Center

There's nothing like it in Fresno...

DEL WEBB'S
TowneHouse



Typical audience for one of many featured events at the Community and Convention Center.

FROM THE UPPER FLOORS of the towering Del Webb TowneHouse (opposite page) your eye commands the full expanse of the vast new Community and Convention Center. It sprawls from Inyo to Ventura, from M to N Streets, and the 17-acre plot provides parking space for 900 cars. The roof-of-many-angles, now a familiar landmark

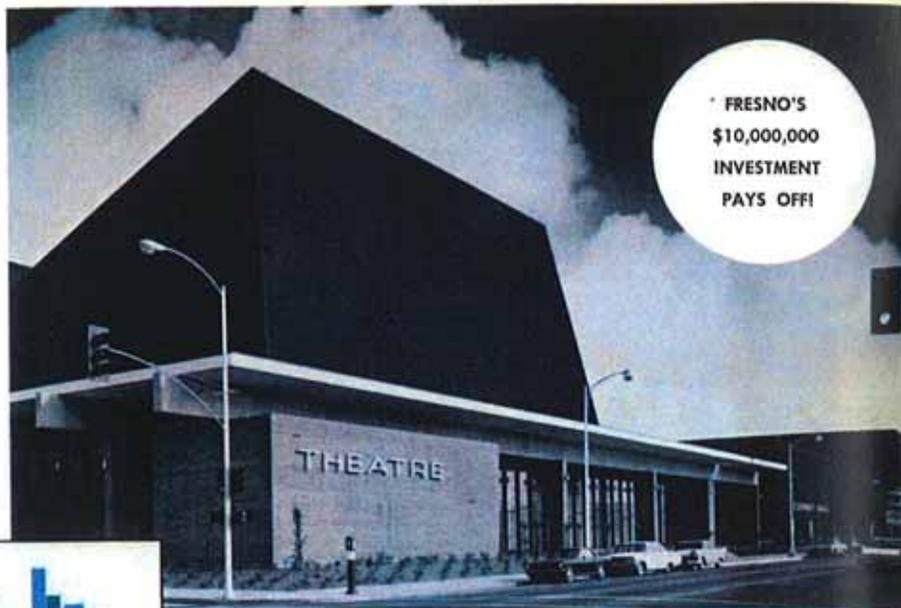
to air passengers, comes by its rust-red color honestly, because the architects, Robert W. Stevens and Associates, specified sheets of alloy steel which the weather would oxidize. Thus the elements serve the purpose of paint. No danger of rusting through, however, because the oxidized surface provides a protective film.



The Center's 1968-69 Theatre schedule calls for more spectaculars like last year's "Hello, Dolly" (Ginger Rogers).



Jewel-like detail of the great bronze doors at the entrance to the Convention Center's spacious Theatre. This was the work of the young Fresno artist-craftsman, Stanley Bitters.



Financed by a joint bond issue of Fresno County and City, this huge complex is an assured financial success due to the profitable operation of its three components. The Theatre (above) has a seating capacity of 2356, an all-purpose convertible stage, and near-perfect acoustics. The Exhibit Hall (above, right end) houses great national conventions (below) and product displays (opposite page, bottom). It has a single exhibit room of 32,000



*Worlds of information
& enjoyment*



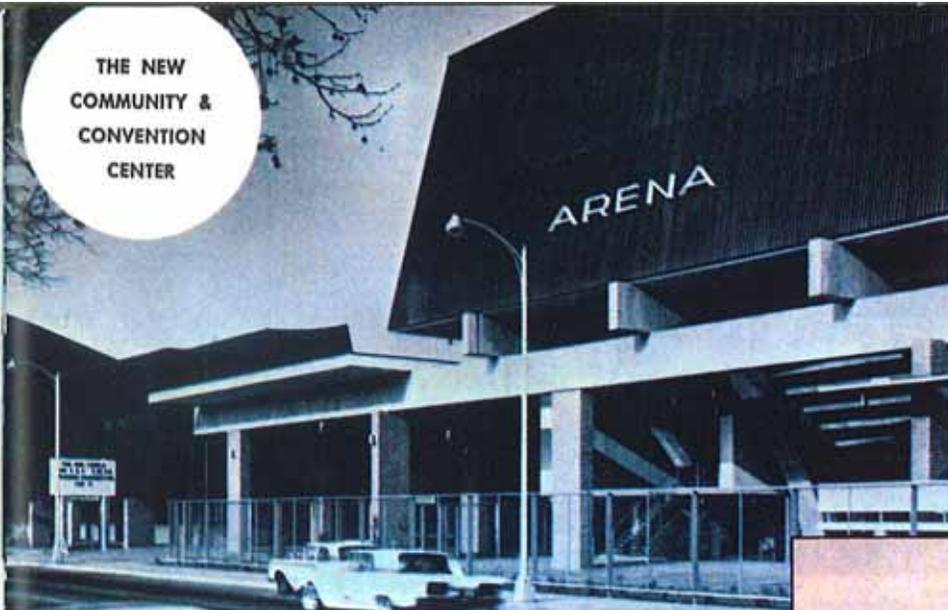
Providing greater Fresno with the finest and latest selection of technical, trade, medical, fiction and non-fiction books.

DODGSON'S

Book Center

1236 Van Ness — Telephone 233-0136

THE NEW
COMMUNITY &
CONVENTION
CENTER



square feet and a kitchen capable of serving 3,000 meals. The Arena (above) now bears the official name, "Seland Arena," in honor of a former mayor who pioneered in civic development. With a seating capacity of 7,000, this structure has a center platform that can be flooded and frozen for ice events, covered with hardwood flooring for basketball, or banked and graded for motorcycle racing.



Alexander Calder's "Buccephalis" occupies one of the Center's two landscaped malls. The subject of this \$30,000 abstraction in iron is Alexander the Great's vaulting stallion.

FULTON MALL AT
TULARE

Phone
233-3221

Penneys
brings you the
good things of
life, for as
little money
as possible.



Just one
block from
the famous
Mall



MOTEL

Resort luxury and
downtown convenience
where hospitality
is the by-word

your hosts:
Norman and Sylvia Mills

2127 Inyo Street
Fresno, California
Telephone 268-0621



Pageant

KARSH'S BAKERY

Specializing in

- BAKED ★ Birthday Cakes
- ★ Danish Pastries
- FRESH ★ Hard Rolls
- ★ Breads
- DAILY ★ Pies

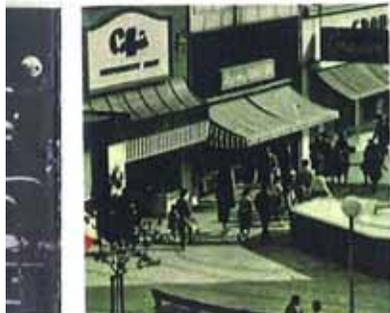
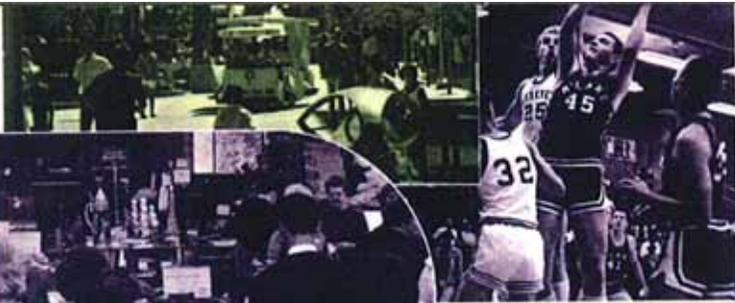
★ **HOT CROSS BUNS FOR EASTER**
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938 FULTON MALL
233-6552 Main Store & Office 233-4381
& Other Stores — See Your Phone Book



Works of art and architecture are, of course, important only to the extent that they affect the lives of people—and the Good Life is "catching" in Fresno! Here, in no particular order, are camera shots from the Mall, from the choral and concert halls, from Convention Center stage performances,

it of People



*"Dress Yardage
for All Occasions"*

LUFTENBURG'S

FABRIC
CENTER



931 FULTON MALL

Phone
237-1296



rse,
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fall,
rom
ices,

from a shady back lawn and the aisles of a busy department store. Many and varied activities make it fun to live and visit here, and the visitors are constantly increasing. In a recent traffic count, every third car was from some locality outside the Greater Fresno area. (Was it yours?)

Just one
block from
the Convention
Center



- HEATED SWIMMING POOL
- ROOM TELEVISION
- AIR CONDITIONED ROOMS
- TELEPHONES
- FREE COFFEE
- PARKING

Make the Imperial "400"
your Fresno headquarters
It's a matter
of convenience

*Free advance
registration service*

2127 Inyo Street
Fresno, California
Telephone 268-0621



**Gottschalk's ...
FIRST IN FASHION
in Fresno
FOR OVER 60 YEARS**

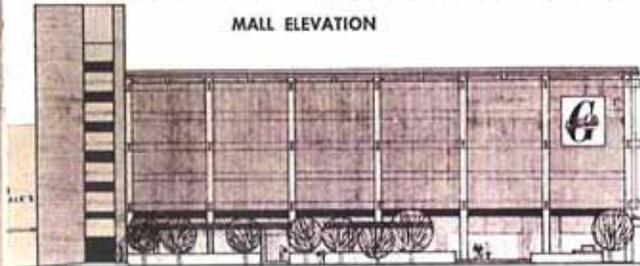
We are proud of our leadership
in the creation and development
of the Fresno Mall. We believe
in our community and shall
continue to demonstrate it . . .
in both word and deed.

GOTTSCHALK'S THE SAN JOAQUIN VALLEY'S LARGEST INDEPENDENT DEPARTMENT STORE

Famous for Service and Selection Growing Now as Every Day!

SOON TO OPEN: HI-RISE PARKING FACILITY AT SOUTH END OF MALL

MALL ELEVATION



VAN NESS AVENUE ELEVATION

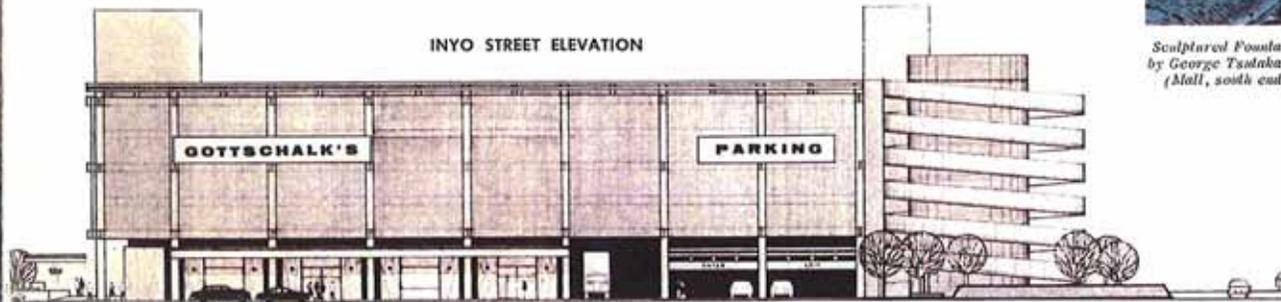


ON FEBRUARY 15, 1968, the Fresno City Council approved these plan-elevations for an imposing structure facing on the Mall, Van Ness Avenue and Inyo Street. The target date for completion is November 1969, at which time the five upper floors with connecting ramps will provide self-service parking for 632 cars. The adjacent Gottschalk's store (opposite page)

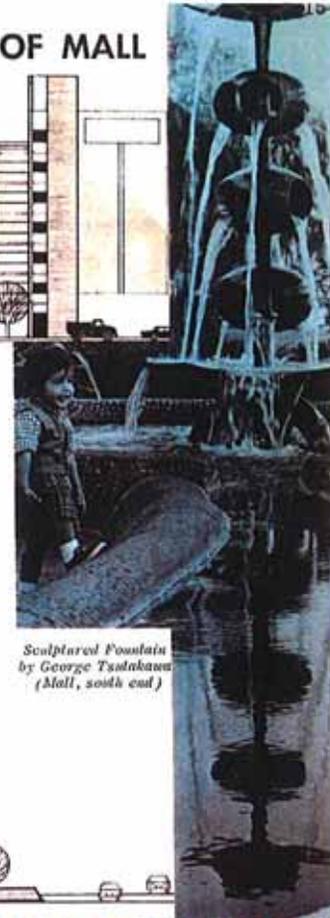
will then occupy more than 50,000 square feet on the street floor and lower level, roughly doubling the amount of selling space now available. A terraced outdoor cafe, between the main store and its "annex," will be an added feature. Faith in the Downtown business future inspires this expansion, and it seems fully justified by the shopping crowd scenes below.

WALTER WAGNER • ARCHITECT & ENGINEER
J. MARTIN TEMPLE • ASSOCIATE ARCHITECT

INYO STREET ELEVATION



Sculptured Fountain
by George Tsutakawa
(Mall, south end)





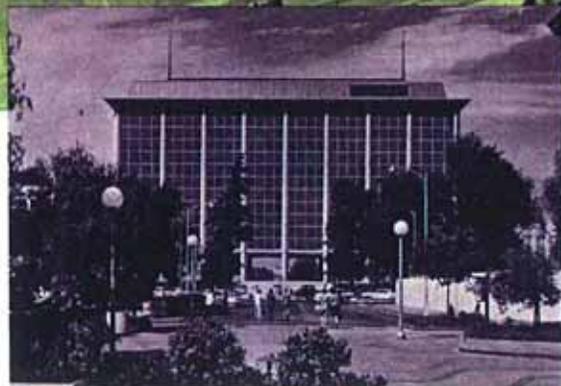
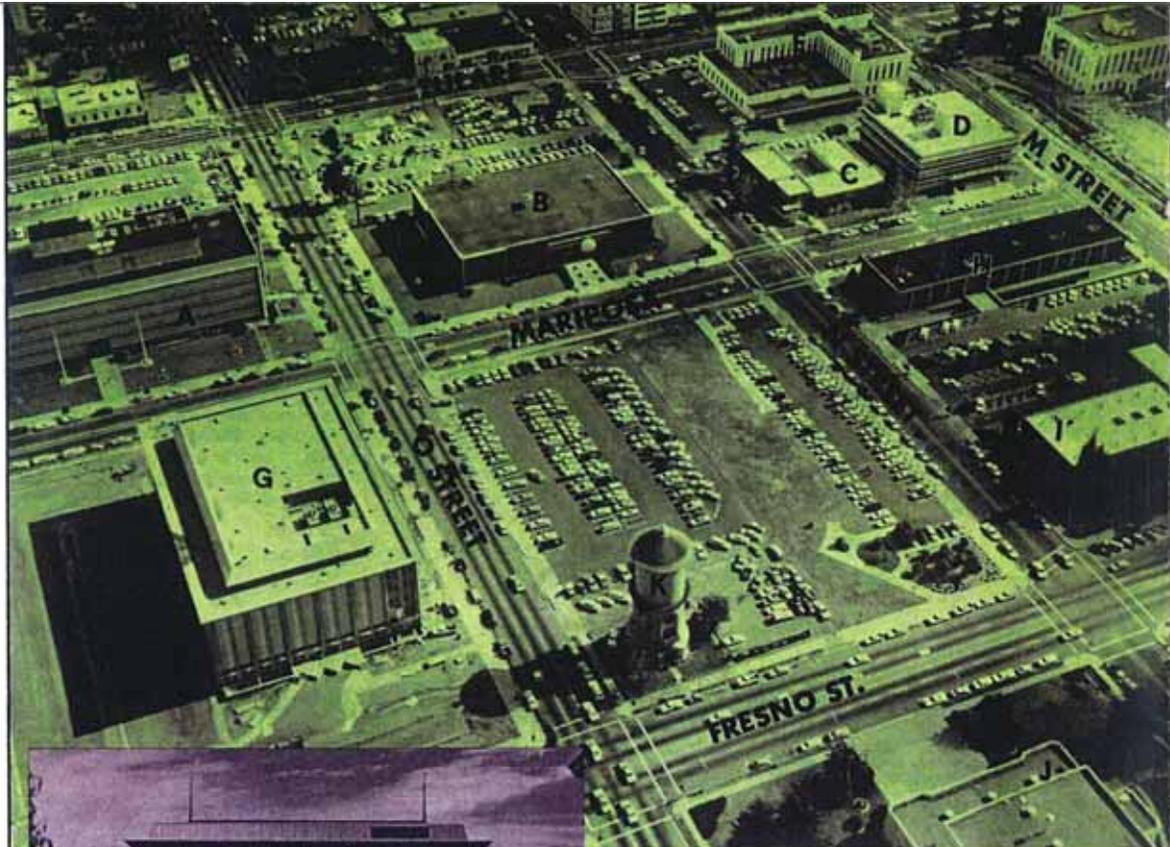
Showcase &
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of
**FINE
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BUSINESS**

Inland is proud of its reputation for craftsmanship and the national recognition its interiors and custom fixtures have earned. Let our experience and proficiency in providing the best in functional beauty work for you.



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Fresno, California
Telephone 237-4158
In Fresno since 1932



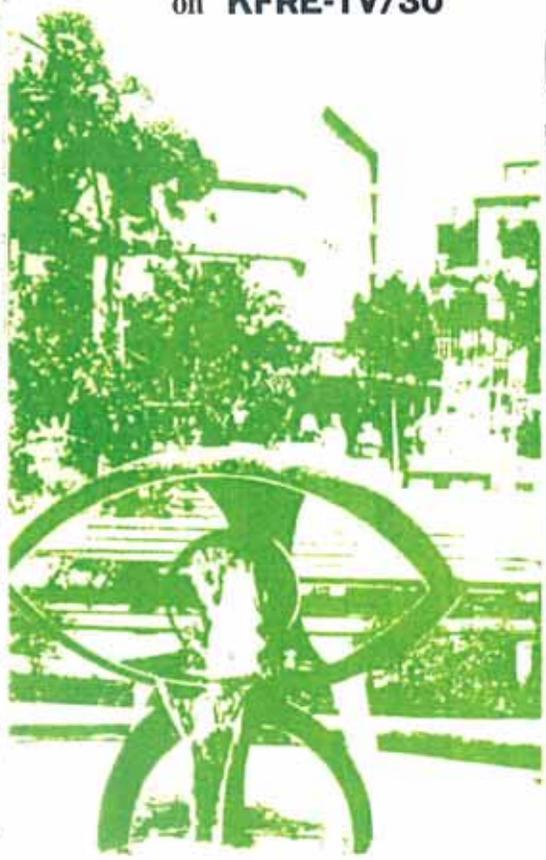
FRESNO CIVIC CENTER

Four branches of government are represented in the sprawling compound shown above. Starting at upper left, (A) is the State Building; (B) County Free Library; (C) County School Administration Building; (D) County Government Administration Building; (E) U. S. Post Office; (F) County Hall of Records.

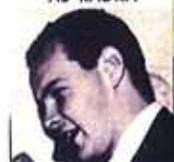
(G) is the Federal Building; (H) City Police Headquarters; (I) City Hall; (J) Civic Auditorium; (K) the famous old Water Tower which gives the name "Tower District" to Fresno's North Side. If the aerial photo were a little wider, the Courthouse (left) would appear just beyond the Hall of Records.

Under an ambitious landscaping program already launched, this far-flung area will eventually become a single integrated unit.

As familiar as
the Fresno Mall...
the popular personalities
on **KFRE-TV/30**



AL RADKA



ROGER ROCKA



FLIPPO JR.



GUS ZERNIAL



RICH FREELAND



"Information, Please . . ."

NUMERICAL - ALPHABETICAL INDEX of ADVERTISERS

(SEE DOWNTOWN MAP ON TWO FOLLOWING PAGES)

(NOTE: Locations identified by numbered circles. Arrows indicate direction to addresses beyond area covered by map. For telephone numbers see individual advertisements. Mail address is Fresno unless otherwise indicated.)

NO.	ADVERTISER	ADDRESS	PAGE NO.
1	Athenian Restaurant & Cocktail Lounge	1231 Van Ness	28
2	Bank of California	1255 Van Ness	29
3	Coffee's	966 Fulton Mall	26
4	Controlled Irrigation	1131 E. Clinton	21
5	Crocker-Citizens Natl. Bank	2145 Fresno St.	7
6	Del Webb's TowneHouse	2220 Tulare	8
7	Dodgson's Book Center	1245 Van Ness	10
8	Dotty Dean Dress Shop	1036 Fulton Mall	4
9	Edmonds Jewelers & Silversmiths	1025 Fulton Mall	2
10	First Federal Savings and Loan Assn.	1444 Fulton St.	22
11	Fox-Wilson Theatre	1455 Fulton St.	28
12	Fresno Guarantee Savings & Loan Assn.	1177 Fulton Mall	Back Cover
13	Fresno Motor Sales Co.	700 Van Ness	32
14	Gottschalk's	Fulton Mall & Kern	14
15	Hertz Rent-a-Car	1559 Broadway	31
16	Home Title Insurance Co.	1310 M St.	34
17	Imperial 400 Motel	2127 Inyo St.	12, 13
18	Inland Showcase & Fixture Company	1473 Thesta St.	16
19	J. C. Penny Company Department Store	959 Fulton Mall	11
20	KFRE-FM Radio	T. W. Patterson Bldg.	20

(Continued on Page 20)



CIVIC AUDITORIUM - Fresno at "O" Streets

**ALL "SUPERBLOCK"
BUSINESSES NOW VALIDATE
PARKING RECEIPTS**

*Parking costs
shoppers less*



Within shaded portions of this map, merchants and financial institutions will stamp parking tickets issued by any City-owned facility.

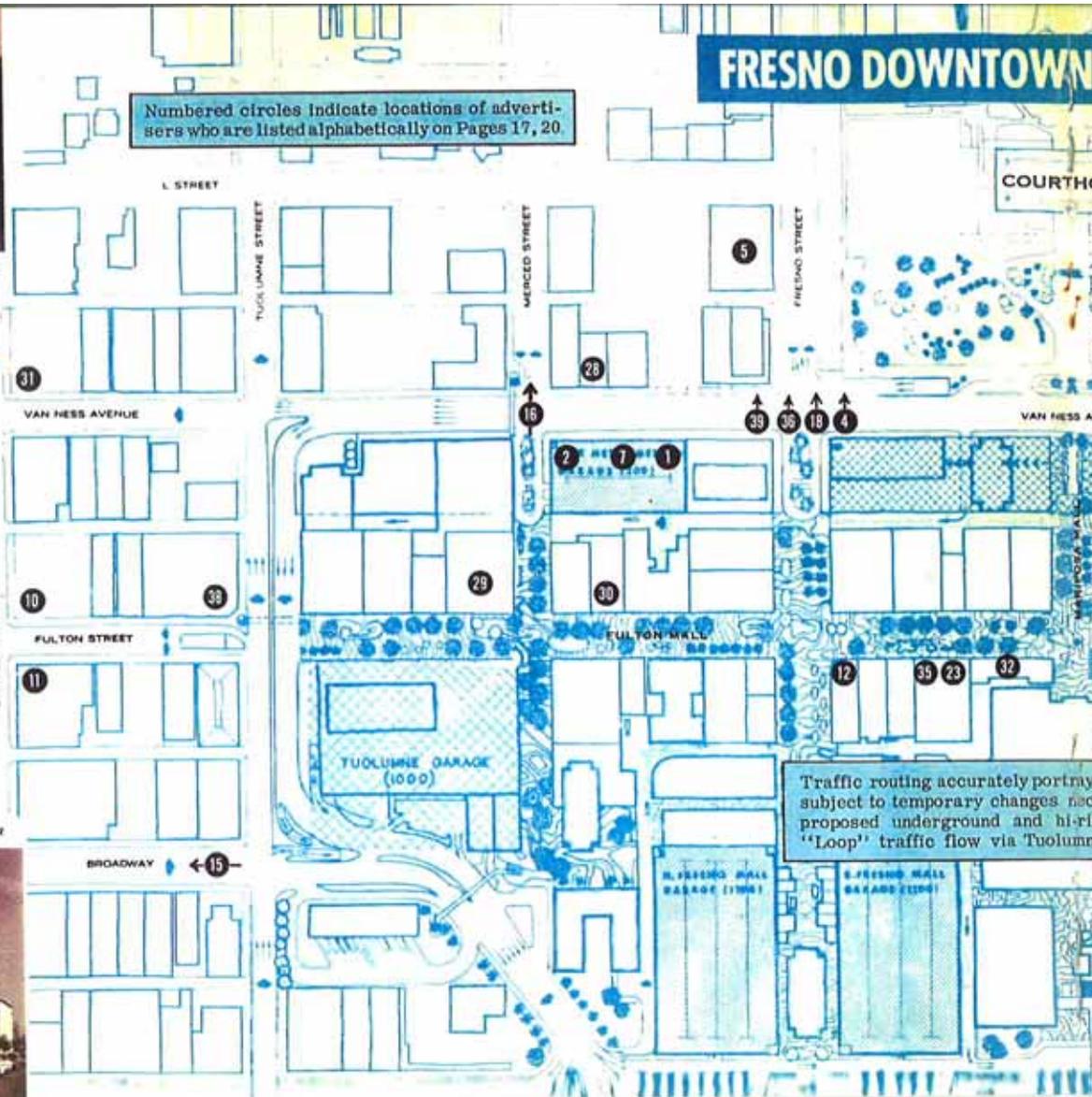
To the motorist this means a sizeable saving from regular hourly rates.

Facilities are so placed that no cross-traffic walking is necessary. For example, after parking in the Van Ness Underground, one can reach the Mall or the Courthouse on foot without crossing that artery's stream of vehicles.

NOTE:

MAP is PRIMARILY for MOTORISTS
For Other Available Transportation
SEE PAGE 30

POLICE HEADQUARTERS - 2323 Mariposa



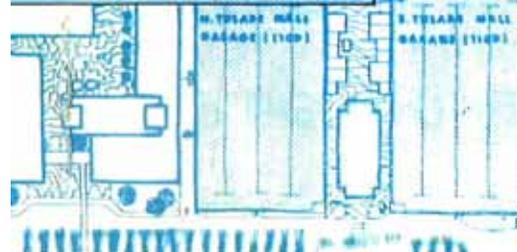
DOWN BUSINESS DISTRICT

Circles-with-arrows indicate direction to advertised places of business beyond range of map.

COURTHOUSE

VAN NESS AVENUE

portrayed as of January 1, 1968, but changes necessitated by construction of and hi-rise parking facilities. Note Tuolumne, "H", Inyo, and Van Ness.



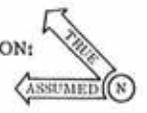
FRESNO CITY HALL - 2326 Fresno Street

EXISTING & PROPOSED TRAFFIC, PARKING, TRUCK DELIVERY SERVICE

-  PARKING FACILITY - PUBLIC
-  UNDERGROUND PUBLIC PARKING FACILITY
-  SERVICE ROAD OFF-STREET SERVICE AREA

Blue arrows denote direction of traffic flow—all one-way except where indicated.

COMPASS DIRECTION:



COUNTY & CITY FREE LIBRARY - 2430 Mariposa



"Shopping Mission Accomplished."

NUMERICAL - ALPHABETICAL INDEX of ADVERTISERS

(Listings Continued from Page 17)

NO.	ADVERTISER	ADDRESS	PAGE NO.
21	KFRE-TV	733 L St.	17
22	Karsh's Bakery	938 Fulton Mall	12
23	Kay's	1127 Fulton Mall	26
24	Kerr Rug Company	539 G St.	36
25	Luftenburg's Fabric Center	931 Fulton Mall	13
26	McMahan's Furniture Co.	Tulare & Van Ness	35
27	Midland Savings & Loan Assn.	2150 Tulare	25
28	Mid-Valley Sports	Van Ness & Merced	31
29	Montgomery Ward Co.	1302 Fulton Mall	4
30	Parker's of Fresno Pipes & Tobaccos	1232 Fulton Mall	6
31	Pearson Realty	1466 Van Ness	Inside Back Cover
32	Pedersen's Jewelry	Rm. 310, Helm Bldg.	5
33	Rodder's	1045 Fulton Mall	3
34	Security First National Bank	1060 Fulton Mall	27
35	Shelburne's Stationery & Office Equipment	1133 Fulton Mall	6
36	Sumpf Adobe	Hwy 41 N. & Ave. 10 E.	24
37	Walter Smith Men's & Boys' Clothing	Fulton Mall & Kern	5
38	Warnor's Cinerama Theatre	Fulton & Tuolumne St's.	28
39	Yosemite Park-Curry Co.	Yosemite National Park	33

(This photographic review of Downtown Fresno and environs was made possible by the support of the above-named business and financial institutions. We invite you to join their many satisfied customers and patrons.)

The Station on the Grow

KFRE RADIO/94

Serving the growing
Central California community
for over a quarter century

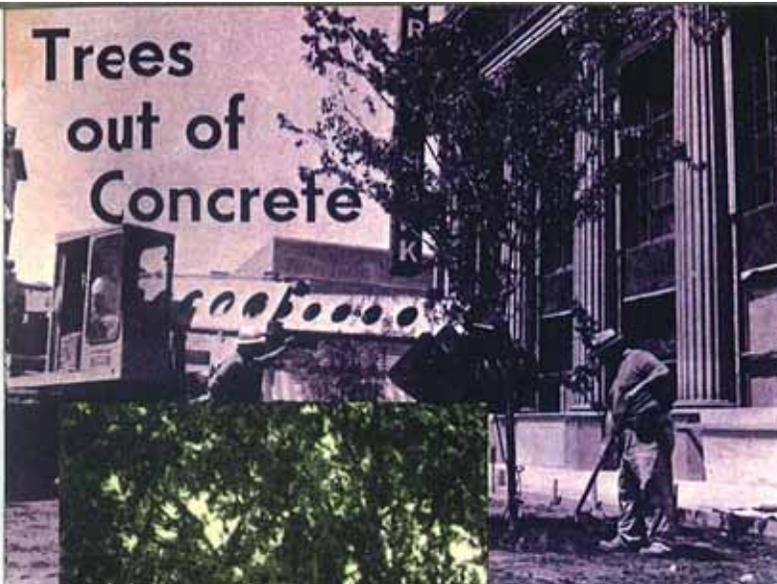
Ethan Bernstein
General Manager



Commissioner:
Fresno Redevelopment Agency

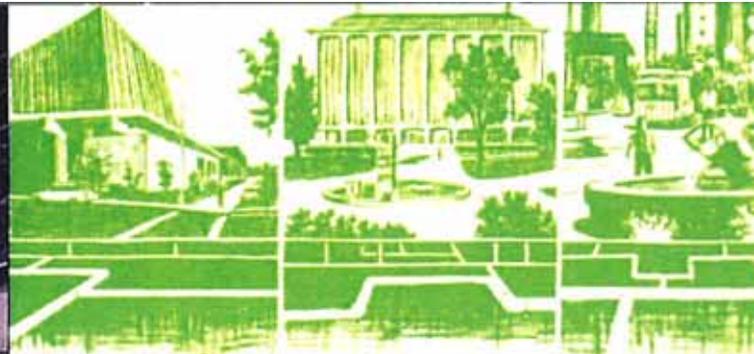
 **KFRE RADIO/94** 

Trees out of Concrete



Trunks of many Mall trees are less than a yard from the surrounding pavement. Yet they grow fast and branch out luxuriantly here—and for two very excellent reasons:

One: hardy, sun-resistant species of camphor, olive, California pepper and evergreen elm are the types chosen. Two: automatic subterranean irrigation systems supply just the right amount of water at all times.



FRESNO, CALIFORNIA

The Underground Story...

A visit to Fresno shows that much planning and effort has gone into the beautification and revitalization of the downtown area. The Fresno Mall system, the Community and Convention Center and the new Courthouse are only a few of the projects that have been completed. What is not so obvious, yet plays an important part in the beauty of these structures is the underground installation of pipe, valves, wire and sprinkling devices to irrigate downtown landscaping. The material for these systems has been provided by Controlled Irrigation of Fresno. They include over 62,000 feet of pipe, 18 miles of wire, 200 automatic Buckner valves and 3,200 Buckner sprinklers. For your next irrigation or sprinkling job, large or small, call Controlled Irrigation . . . specialists in efficient watering systems.



A COMPLETE SPRINKLER SUPPLY HOUSE

CONTROLLED IRRIGATION 4561 N. Blackstone

RESIDENTIAL AND COMMERCIAL SYSTEM DESIGN AND CONSULTATION.

*"A thing of beauty
is a joy forever"*

John Keats (1795-1821)



Could he visit Fresno today, John Keats might have written, "A city of beauty is a joy forever."

Fresnans developed First Federal Savings, too. We are proud to be a part of the community and have the opportunity to share and participate in its profile of progress.

You are invited to visit our new main office building downtown, get acquainted and view the Renzi sculptures in our sunken garden.

First Federal's big interest is in your future . . . Fresno's, too.



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"Revitalization" has the Right-of-Way . . . in the

Redevelopment of Downtown Fresno

Written expressly for this Brochure by a recognized authority on the subject, but one who prefers to remain anonymous, "because so many fine people have had a hand in this important work."

THE REVITALIZATION and renewal of downtown Fresno are based and dependent upon the common goals and the cooperation which exist between the businessmen who earn their livelihood there; the governmental agencies which represent the will of the people in developing an orderly growth pattern for downtown; and the shopping public, represented by those who will be served by the new downtown Fresno.

From the beginning of Fresno's renewal program, this spirit of cooperation has resulted in progress on all fronts . . . traffic pattern development, provisions for parking, rehabilitation and renovation of older buildings, and considerable new private and public construction.

The nationally famous Fresno Mall was opened early in the history of the renewal program and is the backbone upon which the remainder of downtown redevelopment is being fashioned.



The Downtown Association, the City Council, and the Redevelopment Agency, with the help of many other individuals, have created a pleasant, "people-oriented" environment downtown which effectively separates pedestrians from vehicular traffic and which provides

Self-achieved "Redevelopment" on Fulton Street just north of the Mall; brand new and handsome home of First Federal Savings & Loan Assn.

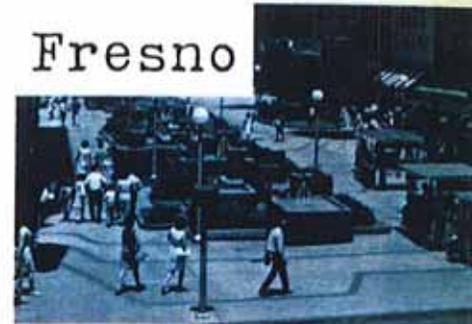
a sense of relaxed shopping not duplicated elsewhere.

BRICKS AND MORTAR

Total renewal of the central downtown area cannot be only a matter of atmosphere, however. Bricks and mortar must follow along in the development pattern to provide the business and commercial facilities, the stores and shops, and other services which visitors to downtown want and need.

The Fresno Redevelopment Agency is now continuing and expanding its program of land sales and preparation of land for private development downtown. Several key developments are now in planning, design and construction schedules are firm for others, and negotiations are in progress with developers for those downtown sites still to be sold. Those owners, who are rehabilitating their structures, are improving and expanding many existing facilities to capitalize on, and contribute to, the revitalization.

This healthy growth is extending to the whole community. The loop system of traffic flow is "complete" in the sense that with the opening of the Tuolumne Reversal the continuous flow of traffic around the core area is now underway. Future street closings and the continued separation of pedestrian and vehicular traffic in the loop are integral steps which will lead to completion of the program for revitalization of downtown Fresno.

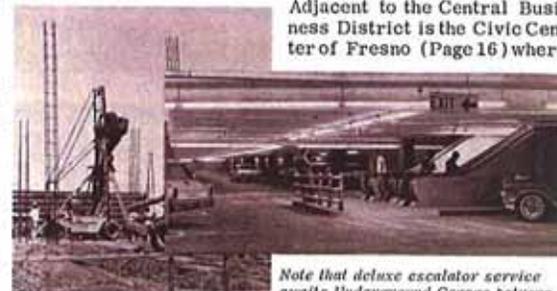


GARAGE "DOWN UNDER"

The recently opened underground garage on Van Ness, the second parking structure to be completed and put to use, is already an example of the excellent parking program, in which garages will be developed at the north and south ends of the Fulton Mall and along the westerly boundary of the core area.

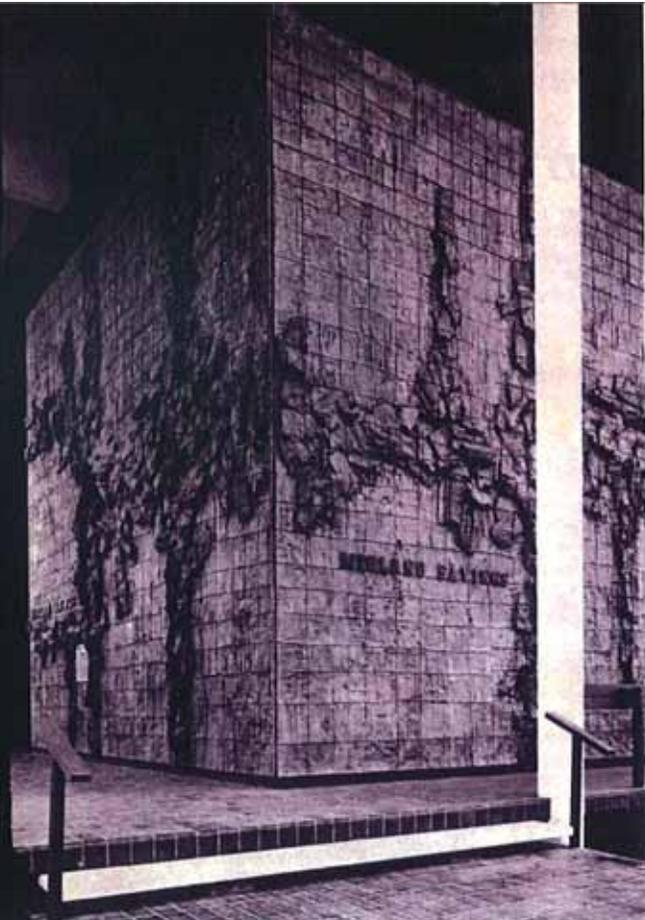
The Redevelopment Agency has entered into agreements for the surface development along Van Ness from Tulare to Fresno Street; has accepted an offer from a developer for the north end department store site, and is negotiating for the disposal of land for private development throughout the six block Fulton Mall.

Adjacent to the Central Business District is the Civic Center of Fresno (Page 16) where



Note that deluxe escalator service awaits Underground Garage patrons.

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ARCHITECT EUGENE S HOUGHAM A.I.A.

PHOTOGRAPH BY RAND

bold expression in
clay

HANS SUMPF COMPANY

REDEVELOPMENT (Continued)

public development is keeping pace with the private sector. A new courthouse with underground garage, a new Federal building, and a new convention center complex have been added to the Civic Center in rapid sequence. The city hall, police building, school administration building, county library, and multi-story State building blend with the new additions to the area. The only remnant of the past is the picturesque old water tower which serves as a historical link with Fresno's early days.

Private development has been stirred as the result of the downtown revitalization program with the construction of Del Webb's TowneHouse, a new Wells-Fargo bank, two new Bank of America buildings, a new First Western Bank building, a new Western Union building and other commercial and retail developments ringing the downtown core and the Civic Center fringes.

SOUTH ANGUS SALVAGE PROJECT

Of the 76 single-family lots available within this project, formerly a depressed area, 48 have been sold. Thirty-four have been completed and nine are presently under construction. An additional 12 lots are committed to purchasers. We anticipate the remaining 16 single-family homes will be sold in 1968.

Huntington-Holmes Redevelopment Company has begun the construction of 76 two and three bedroom apartment units adjacent to the 118 units completed in the project. The 1.2 million dollar development is expected to be completed within ten months.

In addition, a local developer is committed to purchase 2.9 acres of land on Huntington Boulevard for the construction of 48 garden type apartments. The developer anticipates beginning construction in March, 1968.



Apartment Architects: ALLEN Y. LEW AIA



(Continued on Next Page)

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WEST SIDE STORY

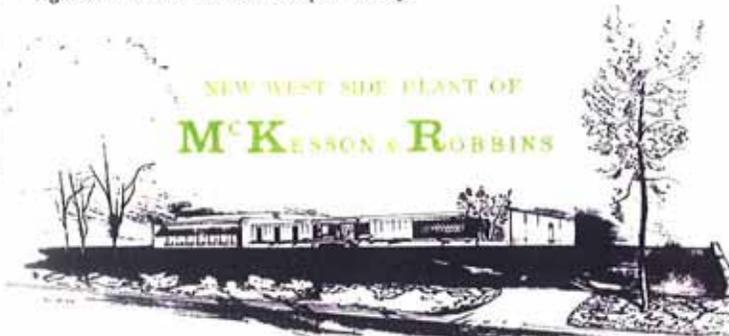
(A CONTINUATION OF THE ARTICLE ON REDEVELOPMENT)



Immediately adjacent to the downtown core of shopping, finance and business is "Fresno West," that area of the city long neglected, but which houses thousands of Fresno's people. A Fresno City rehabilitation program is underway in the West Fresno business district, and a General Neighborhood Renewal Area study is underway in 1900 acres of the area by the Redevelopment Agency; and it is fully anticipated that both will have a profound influence upon the future development of West Fresno and the city as a whole. The progress in West Fresno Redevelopment Projects Numbers One and Two has been significant. McKesson & Robbins, Inc. has chosen West Fresno for its new warehouse and product distribution center. McClatchy Newspapers, Inc., also has selected West Fresno as the site of a new communications plant which will embrace the newspaper, radio and television operations of this key community organization. Local businessmen, such as the owners of O'Brien Brake Shop and of the Ridge Electric Motor Company, have elected to stay in West Fresno and build new plants to replace their old and outdated facilities.

The development taking place in West Fresno complements the revitalization program for downtown Fresno and is a dramatic example of the use of Redevelopment as an effective tool in the rebuilding of cities. The Downtown Association, the City Council and the Redevelopment Agency are continuing to direct their efforts, individually and collectively, towards making Fresno a better place to live so that it can assume its rightful role as the trade and business center for the surrounding eight counties of the San Joaquin Valley.

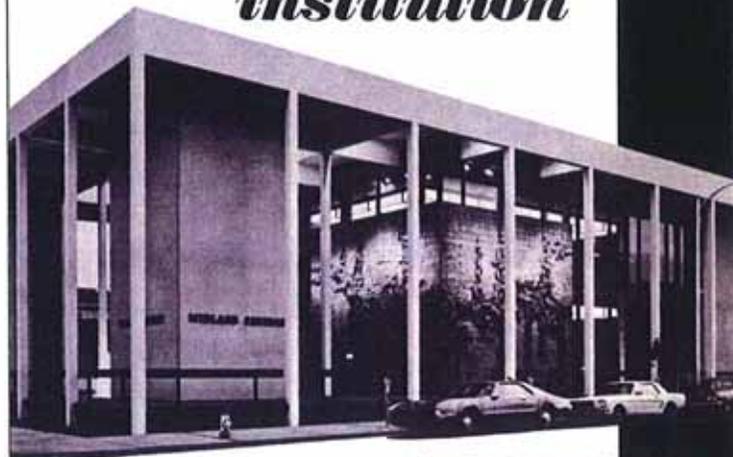
NEW WEST SIDE PLANT OF
MCKESSON & ROBBINS



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TOM GOBLE, DESIGNER



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ON LINE COMPUTING...your savings are processed by "on-line" computers for the nation's fastest, efficient and accurate services.

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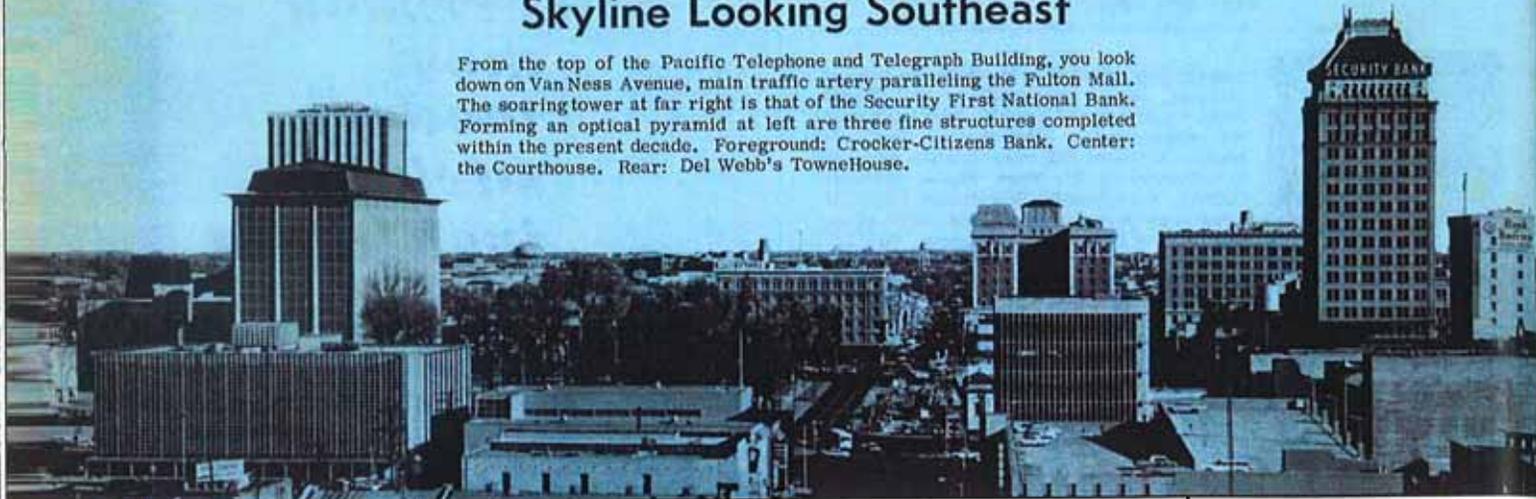
MIDLAND SAVINGS

AND LOAN ASSOCIATION

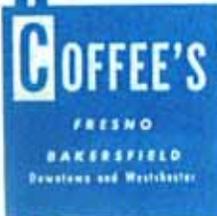
2150 TULARE ST. FRESNO, CALIFORNIA PH. 233-2661

Skyline Looking Southeast

From the top of the Pacific Telephone and Telegraph Building, you look down on Van Ness Avenue, main traffic artery paralleling the Fulton Mall. The soaring tower at far right is that of the Security First National Bank. Forming an optical pyramid at left are three fine structures completed within the present decade. Foreground: Crocker-Citizens Bank. Center: the Courthouse. Rear: Del Webb's TowneHouse.



*First
in
Fashion
Since 1910*



On the Mall at Tulare St.



Skyline Looking Back . . . to

CHRISTMAS
ON THE MALL



Typical night-scene of a Holiday Season, when the entire Mall gleams with light and color. Mushroom-shaped tree at upper left is atop the Guarantee Savings & Loan Building.

*Mall trims installed by
Valley Decorating Co.*

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AND
JUNIOR MISS
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5

NALS

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Few metropolitan centers offer such varied cuisine as that found in Downtown Fresno restaurants. You can take your pick of Greek, Armenian, Basque, Chinese, Japanese, Italian, Yankee or Dixieland American—and, of course, the *tacos* and *burritos* of Old Mexico.



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RESERVED SEAT TICKETS NOW AT BOX OFFICE OR BY MAIL

And At

HARDY LUXURY LOGES

TICKETS NOW AT BOX OFFICE OR BY MAIL



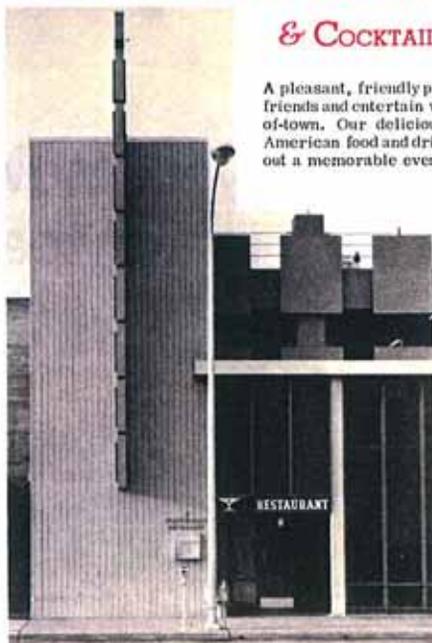
CAMELOT

First-run feature movies at Fresno's popular theatres share the spotlight with Convention Center attractions. A year-round schedule of stellar sports events is offered by Fresno State and City Colleges.



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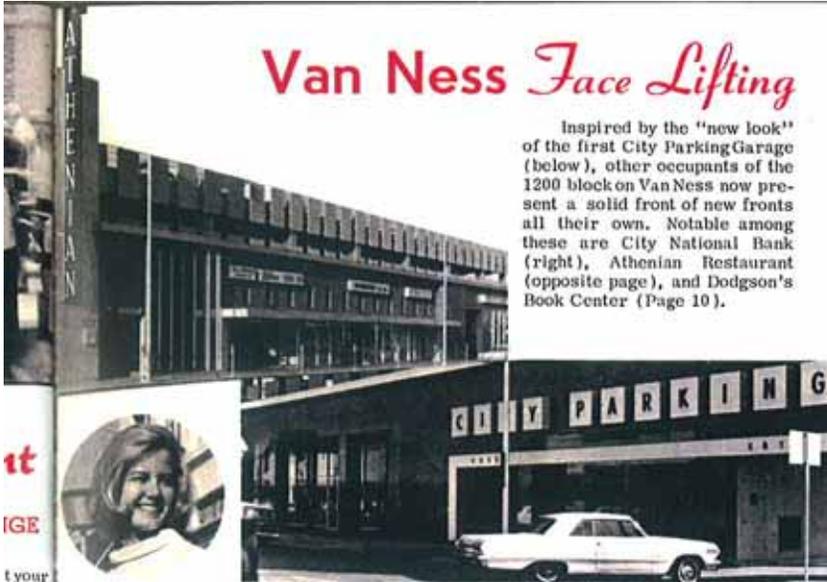
1231 VAN NESS AVENUE

Phone 268-0258

Your Hosts Sylvia and George Mehas

Van Ness Face Lifting

Inspired by the "new look" of the first City Parking Garage (below), other occupants of the 1200 block on Van Ness now present a solid front of new fronts all their own. Notable among these are City National Bank (right), Athenian Restaurant (opposite page), and Dodgson's Book Center (Page 10).



Just one block south, the Van Ness Avenue of the near future is destined to see a complex of tall and graceful towers facing the Courthouse. These will occupy air-space over the great underground garage.

"Park Towers Central," as they are to be called, number a leading bank and a nationally famous motel chain among their prospective tenants.



The BANK

The Bank of California - The Bank

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| 3 | W. CALIFORNIA — E. BELMONT E. HARVEY |
| 4 | E. TULARE E. HICKENZIE — N. FRUIT |
| 5 | "C" STREET — NORTH FRESNO F.S.C. |
| 6 | HAZELWOOD — CITY COLLEGE E. PRINCETON |
| 7 | MAYFAIR — MODOC DUNN |

CHANDLER AIRPORT



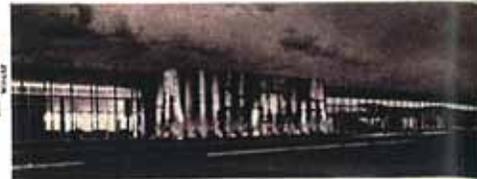
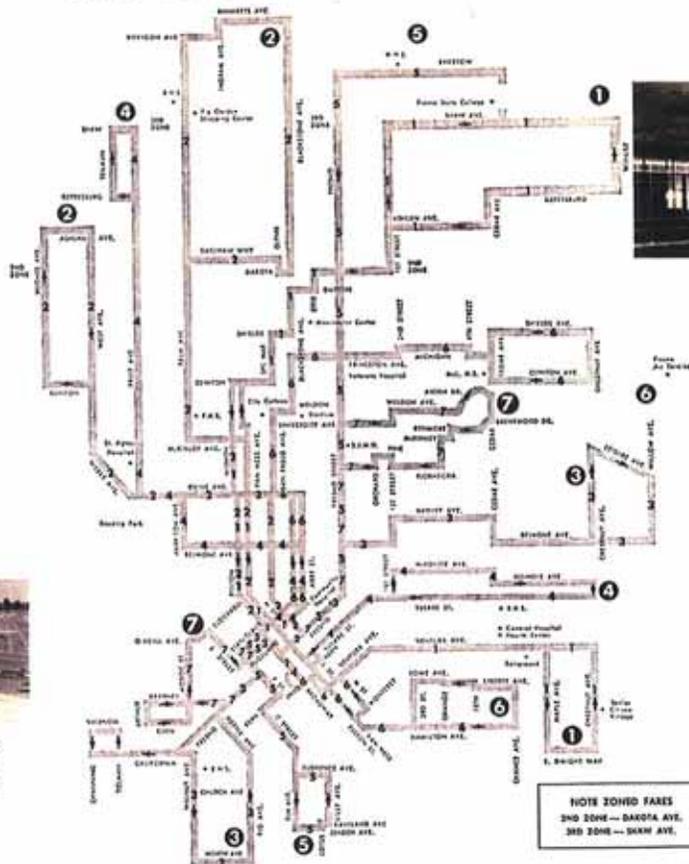
It's "Sky Parkway" for private planes. Just 5 minutes from Downtown, it handled over 100,000 take-offs and landings last year.



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Santa Fe and Southern Pacific supply trans-continental passenger service, haul much of our huge agribusiness freight to nation-wide markets.

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Motorists arriving via Highway 99 need only a brief stop at the Belmont Avenue Intersection. Friendly attendants at the Chamber of Commerce Information Center located there will supply all the answers to "Where to go and what to see."

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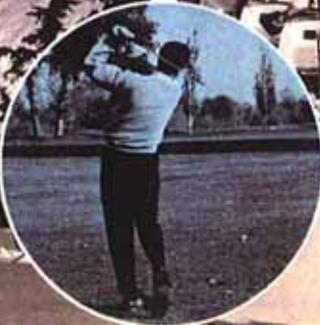
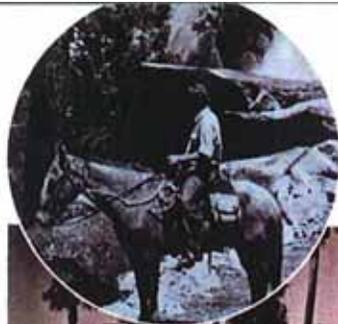
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BABY TALK
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. . . and the
GREAT
NATIONAL
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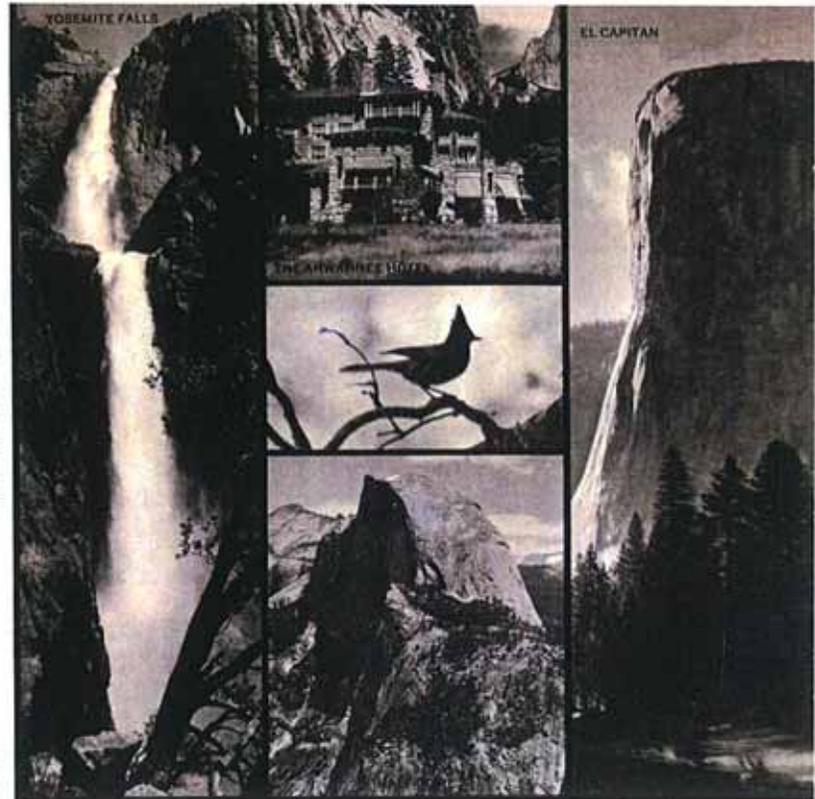


THE DOME: SEQUOIA'S
FAMILIAR LANDMARK



THIS PARAPET COMMANDS A BREATHTAKING
PANORAMA OF YOSEMITE VALLEY

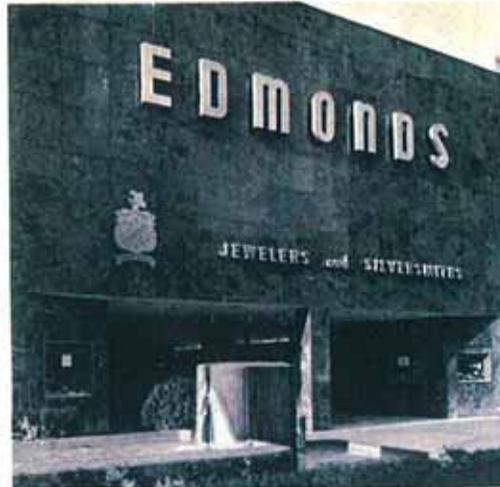
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A Wonderland of things to see and do

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Where? In the Selland Arena portion of the new Community and Convention Center (Page 11), a \$10,000,000 investment which is already paying handsome dividends. Basketball, boxing, wrestling, and many other sports are also numbered among the Arena's attractions, while the Theatre, at the north end of the Center complex, packs 'em in for such stage hits as "Hello, Dolly" (Page 9).

The vast Exhibit Hall space between the two has achieved such popularity that there is actually a waiting list of applicants—fraternal and church organizations, service clubs, industrial and commercial firms—from all over the country. Last year's total of conventions in Fresno: 301!

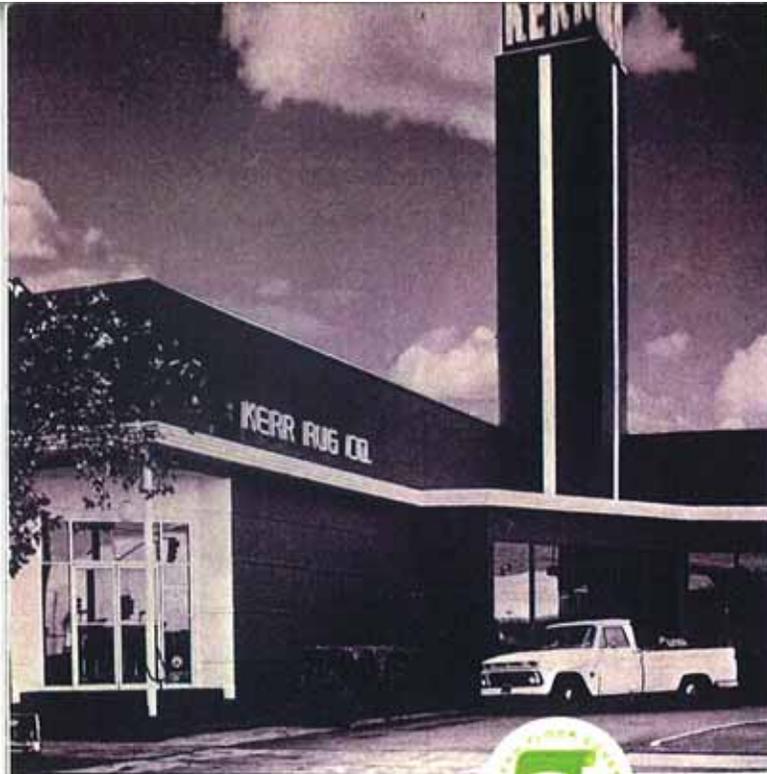


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4. that progress and integrity shall always be our watchword... in appointment, in merchandise, in courtesy, in friendliness...
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732 FULTON STREET • FRESNO

Written and Compiled by Tom Goodrich

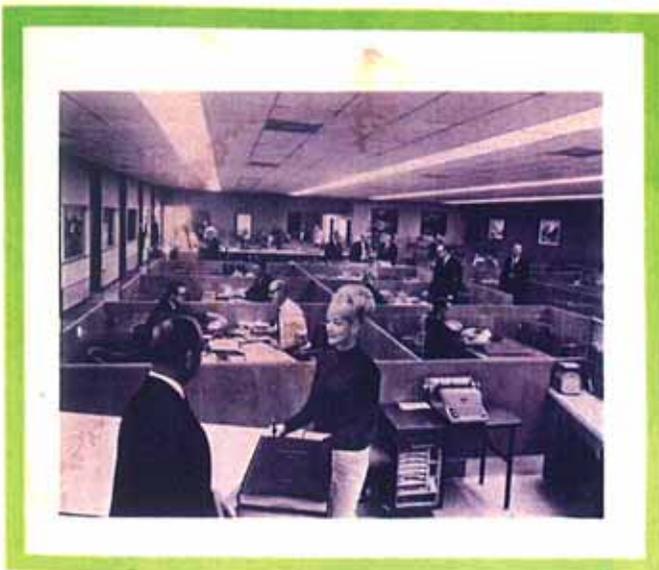
Just to skim the surface of its subject, a booklet many times the size of this one would be needed. Our purpose has been served, however, if we merely whet your appetite to see more of Fresno—and see it *in person!*

PHOTOGRAPHIC CREDITS

Many photographs used in these pages were from the files of THE FRESNO BEE and THE FRESNO CHAMBER OF COMMERCE, and grateful acknowledgment is paid to both. Front cover photo by BOB LAMAR. Early Fresno photo on inside front cover courtesy of FRESNO GUARANTEE SAVINGS & LOAN ASSN. Other pictures by BOB LAMAR and TIDYMAN STUDIOS.

We acknowledge with thanks the invaluable advice and suggestions of Tom Hoxie, Executive Director, Fresno Downtown Association.

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