

Every 5th second from the top of the Guarantee Savings Building flashes a new time, then a new temperature visible throughout Central Fresno. A direct line to the Weather Bureau at the Air Terminal instantly controls the illuminated G to a steady green for a cooler tomorrow, red for a warmer day, or white for no temperature change, and rain is predicted by the G's quick flashing in any color phase.

Guarantee's skyline sign acts as the pulse-beat to the city's modern tempo as well as a landmark to identify the main office of Fresno's Oldest and Largest Savings Institution. Within the past five decades the growth of Guarantee to one of the 10 largest savings institutions in all of Northern California reflects its tradition for service to savers and borrowers, unexcelled safety and maximum current annual rates of interest on savings.

We look forward to serving you in "Downtown Fresno . . . on the Fabulous Mall."

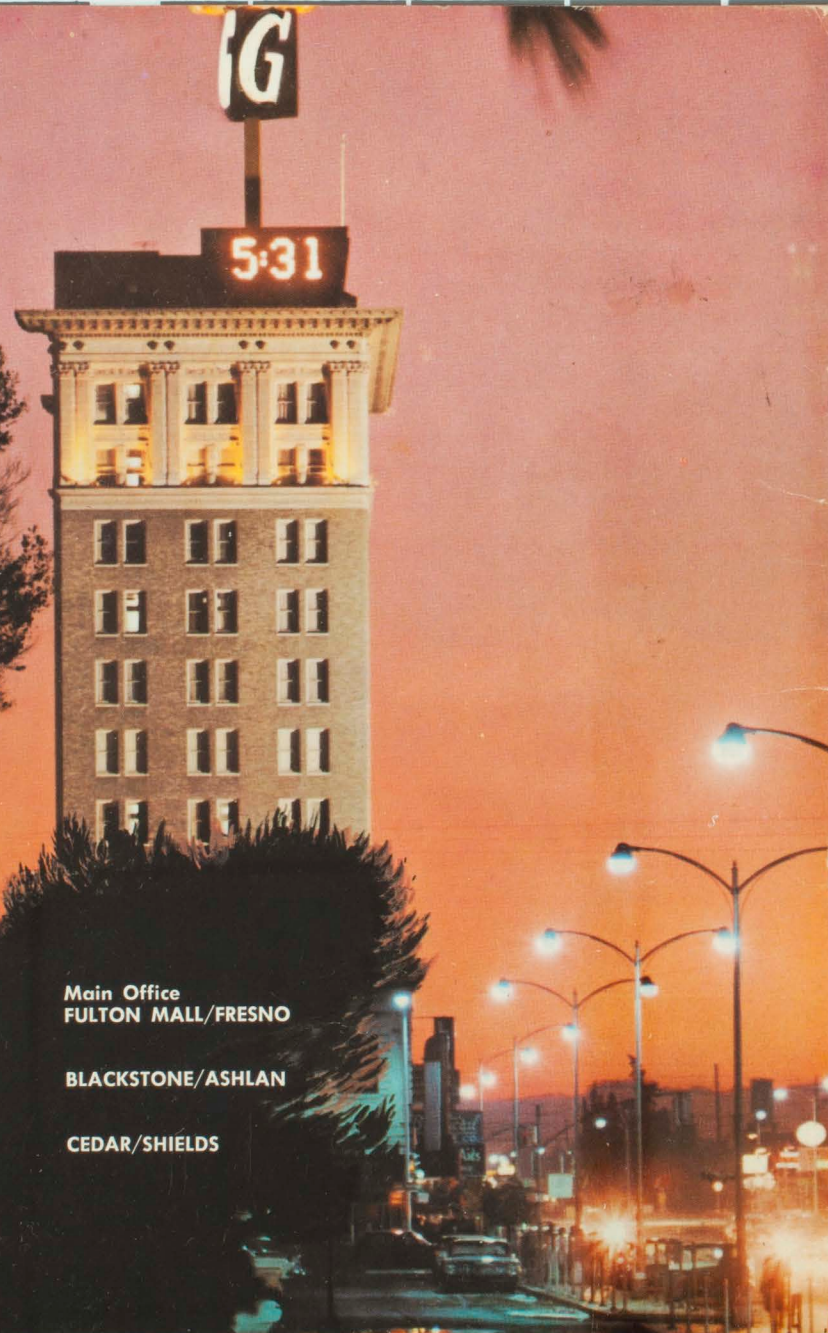
FRESNO
GUARANTEE
SAVINGS
& LOAN ASSOCIATION



Main Office
FULTON MALL/FRESNO

BLACKSTONE/ASHLAN

CEDAR/SHIELDS



DOWNTOWN
FRESNO... and the fabulous Mall



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

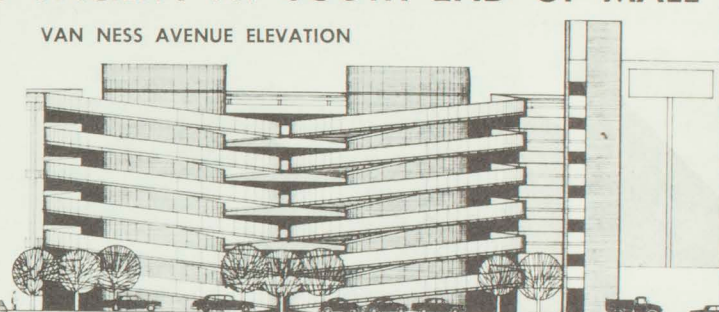
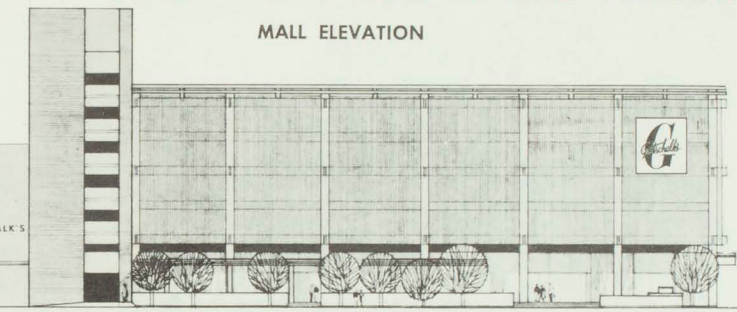
We are proud of our leadership
in the creation and development
of the Fresno Mall. We believe
in our community and shall
continue to demonstrate it ...
in both word and deed.

GOTTSCHALK'S ... THE SAN JOAQUIN VALLEY'S LARGEST INDEPENDENT DEPARTMENT STORES
famous for Service and Selection ... Growing Newer Every Day!

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

MALL ELEVATION

VAN NESS AVENUE ELEVATION

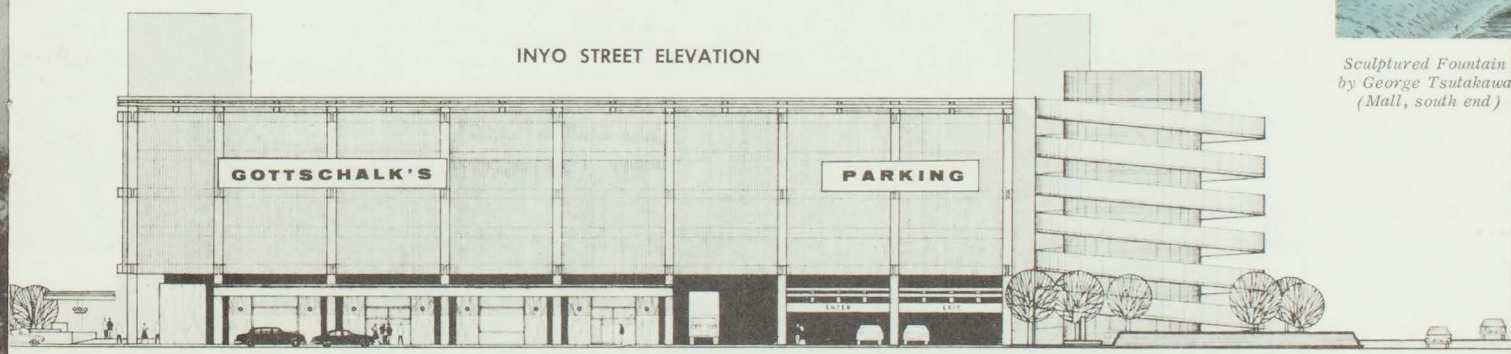


ON FEBRUARY 15, 1968, the Fresno City Council approved these plan-elevations for an imposing structure facing on the Mall, Van Ness Avenue and Inyo Street. The target date for completion is November 1969, at which time the five upper floors with connecting ramps will provide self-service parking for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



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.



TO THIS ... IN 6 MONTHS



THE FRESNO MALL

FROM THIS ...



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."