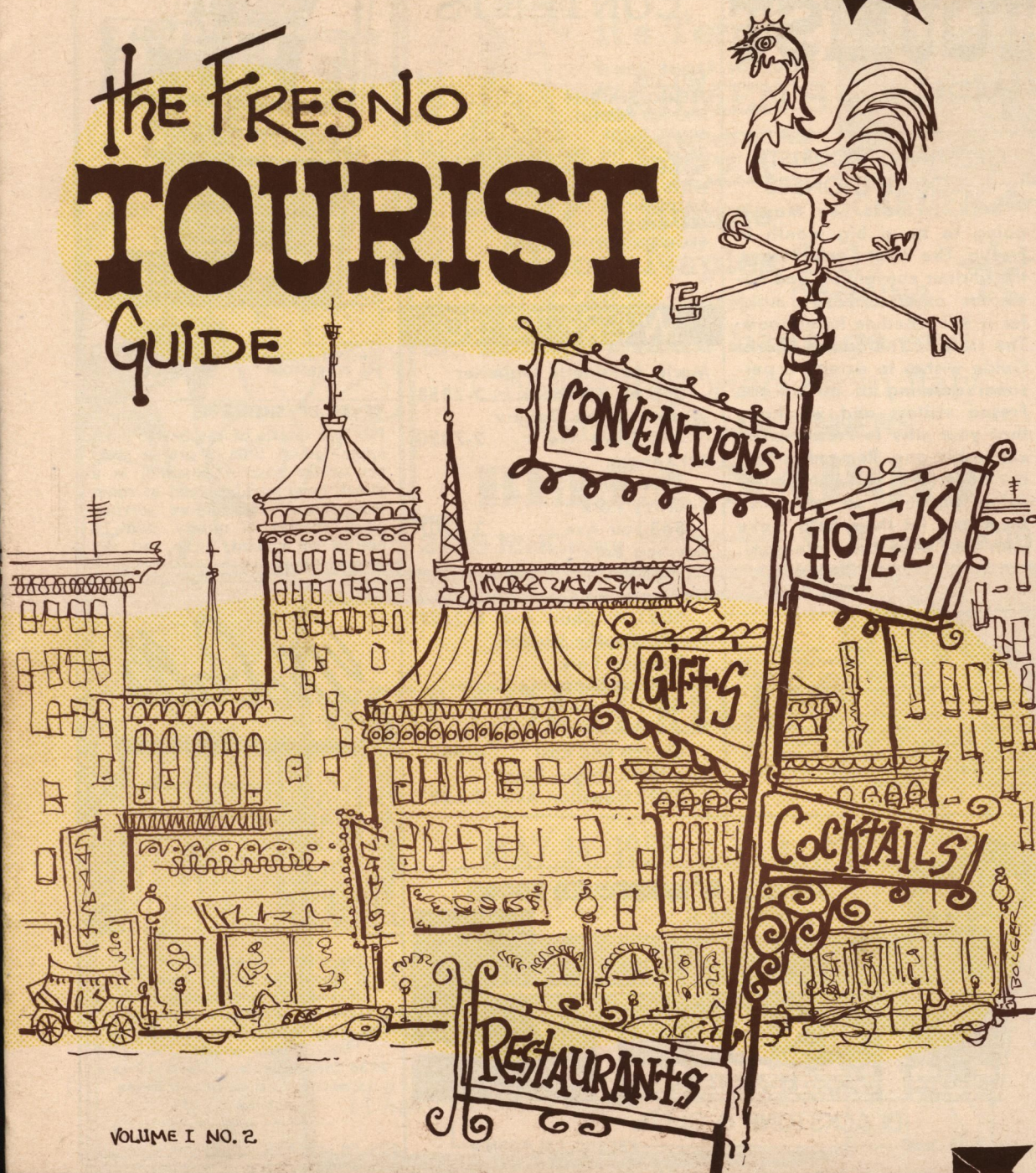


the FRESNO TOURIST GUIDE

15¢



VOLUME I NO. 2

WHERE TO GO - WHAT TO DO - FRESNO - MAY-1955

the FRESNO TOURIST GUIDE

GREETINGS TOURISTS & CONVENTIONERS

Well, it looks like May is going to be a big month in Fresno. The West Coast Relays, the Shriner convention and numerous other activities make for a full schedule hereabouts. The staff of The Fresno Tourist Guide wishes to extend a personal greeting to all of you Fresno visitors and we hope that your stay in Fresno is an enjoyable one. Remember that our advertisers make this magazine possible, so patronize them and let them help make your stay even more pleasant.

Sincerely,
The Staff

The Fresno Tourist Guide is published monthly in Fresno, the Convention Capital of California. Newsstand price, 15c. 4,000 copies distributed through courtesy of advertisers, motels, hotels, restaurants, etc., Fresno Convention Bureau & Chamber of Commerce. Bulk rates for conventions on request. Published by Howard Printing Co., 230 Olive Ave. Phone 8-1130. © 1955. Bill Secrest, Editor; Frank Wolverton, Adv. Mgr.; Lee Bolger, Art Director.

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WHERE TO GO

- Marie Antoinette Galleries
350 N. Van Ness.....3-2858
- Weston Rouze Gallery
810 Olive Ave.2-7330
- Art League
1256 Fulton St.
- Kearney Park
863 Fair Ave.....3-9207
- Roeding Park
Highway 99 at Belmont
- Underground Gardens
5021 W. Shaw Ave. 8-2527
- Fresno County Museum
Roeding Park
- The Plaza Shopping Center
3211 Tulare
- Roma Wine Co.
Church and East.....4-9671
- Sun-Maid Raisin Plant
2902 Hamilton Ave....3-6281

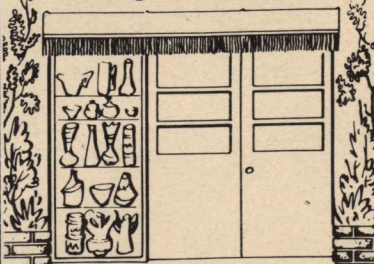


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Put two quarts of raspberry, pineapple, lemon, lime or orange sherbet (water base if possible) in a punch bowl and let stand at room temperature. Just before serving, when sherbet is mushy, add 24 bottles of chilled 7-Up and stir several times.

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CARMEN'S
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Recipe



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From Naples, Italy
COCKTAILS with DANCING
Home Made Sausage and
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SPECIAL ITALIAN DINNERS

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29th Annual
WEST COAST RELAYS
MAY 14, 1955
RATCLIFFE STADIUM - FRESNO
"Where World Records Are Broken"

ORGANIZATIONS

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1039 H St. 3-2141
Convention and Tourist Bureau
Memorial Auditorium .. 8-3069
Elks Club, No. 439
Tulare & L St. 3-1171
Fresno Press Club
1233 Van Ness. 2-9454
Kiwanis Club of Fresno
645 Weldon 7-8253
Lions Club
1620 W. Belmont. 3-1713
Masonic Hall
2030 Merced St. 6-9032
National Automobile Club
1255 Broadway 6-9528
Rotary Club of Fresno
California Hotel 3-3611
Shrine Temple Tehran Temple
1933 Amador 2-8311
Fresno Chandler Airport
Tehama & Kearney .. 2-1810

MOVIES

Crest Theater
1170 Broadway 3-7351
Hardy's Fresno Theater
944 Van Ness 3-6166
Mayfair Theater
So. Maple 5-3524
Sequoia Theater
2017 Fresno 2-7562
Tower Theater
Olive & Wishon. 6-1343
Warners Theater
Fulton & Tuolumne. 3-1113
White Theater
1317 Broadway 4-4320
Wilson Theater
1455 Fulton 3-5211

DRIVE-IN

Motor-In
S. Hwy 99 2-6663
Starlight Twin-Vue
N. Fresno & Shaw. 7-7745
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Hughes near Kearney
4-0401
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Dakota & Hughes 7-8630



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FRANK WOLVERTON'S

NITE LIFE

If you like to dance when you dine, and don't know where to go, read this column of mine. Here are some places I know.

The BELLA NAPOLI, at 2133 McKinley, is just the place for you Pizza lovers. You can enjoy yourselves in a true Italian atmosphere.

The HOTEL CALIFORNIAN, located in downtown Fresno is famous for its POLYNESIAN ROOM. You dance amid the exotic surroundings of the romantic south seas.

The west, in all its magnificent splendor is available to you in the beautiful DESERT INN, located at 2445 Whites Bridge Road.

One of the largest motels in the world is located here in Fresno. You can sit behind one of the HACIENDA'S bars and watch the swimmers from beneath the water. Come on in ... the music's fine.

The OUTPOST, Chestnut and Olive is one of the most popular eating places in Fresno and an ideal spot for dancing.

"YEP, BUB, BEST SERVICE IN FRESNO!"



The star studded sky becomes your ceiling when you dance on the patio of the EL RANCHO HOTEL, located just north of Fresno on the Highway 99 "strip."

The TOWNE AND COUNTRY LODGE is another spot located on the "strip." It is truly Fresno's HOUSE OF HOSPITALITY. Look for the sign of the revolving windmill.

If you had weekend ballroom dancing in mind, may we suggest the RAINBOW on Broadway or the ROSS out on North Blackstone. The MARI-GOLD is just across from the Leilani Restaurant on Blackstone.

Undoubtedly there are some of our readers who like WESTERN MUSIC. The GOLD MINE INN is one of the oldest points of interest on the easy-to-get-to Highway 99 "strip" and it is always going strong. The COSY INN on Railroad Ave. and JOHNNIES PLACE out on Ventura Blvd. are very popular with Fresnans out for a good time. Well that's all for this month. See you next time.

FRED BOYD'S



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the LEILANI

Cocktails

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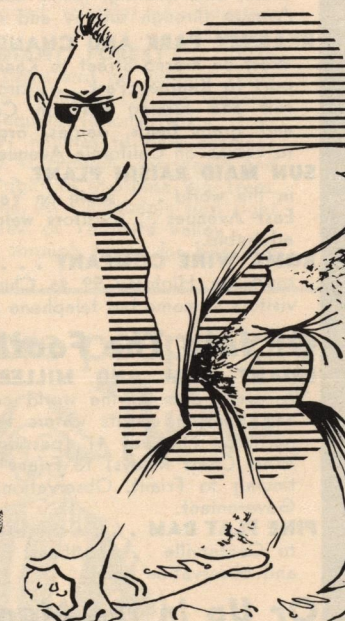
Delightful Atmosphere

Air Conditioning by Refrigeration

FOOD TO TAKE OUT

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TULARE AND U STREETS

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FRESNO FEATURES

Enjoy a Short Jaunt to

ROEDING PARK, FRESNO STATE COLLEGE, THE UNDERGROUND GARDENS . . . North on Van Ness Avenue to Fresno State College on University Avenue . . . west to Fresno High school . . . north on Van Ness Blvd. three miles through Fig Garden residential district to Shaw Avenue . . . west on Shaw to Highway 99 . . . cross 99 for two blocks to fabulous Underground Gardens . . . return to Highway 99 and drive south past Southern Pacific icing plant and motel district to Olive Avenue . . . west to Olive entrance to Roeding Park (picnic areas, zoo, boating, tennis courts) . . . out of park to Belmont Avenue through subway and return to downtown Fresno.

KEARNEY PARK AND CHANDLER FIELD AIRPORT . . . West on Fresno Street to Kearney Boulevard past Chandler Airport to Kearney Park . . . circle through park leaving by south exit and turning east on California Avenue . . . see cotton and grain fields, dairies, orchards, and vineyards . . . return to Fresno on California Avenue and Fresno Street.

SUN MAID RAISIN PLANT . . . Largest raisin packing plant in the world . . . south on Van Ness Avenue to Hamilton and East Avenues . . . visitors welcome but telephone appointment advisable.

ROMA WINE COMPANY . . . Largest winery in the world . . . south on Highway 99 to Church Avenue . . . turn east . . . visitors welcome but telephone appointment advisable.

Or Into The Foothills

FRIANT DAM AND MILLERTON LAKE . . . Fourth largest concrete dam in the world controlling the San Joaquin River and backing up its waters to form Millerton Lake . . . drive north on Highway 41 (passing Ratcliffe Stadium, home of the West Coast Relays) to Friant Road, turning northeast and continuing to Friant. Observation point maintained by the U. S. Government.

PINE FLAT DAM . . . Drive east on Ventura Avenue (Hwy. 180) to Centerville . . . northeast on Trimmer Springs Road to dam and observation point.

Or Up in the Magnificent Sierra

BASS LAKE . . . 75 minutes (56 miles). Drive north on Highway 41 through Coarsegold and Oakhurst to Yosemite Forks . . . turn east to Bass Lake. Return via North Fork, Wish-i-Ah, Auberry, and Clovis.

DINKEY CREEK, MCKINLEY GROVE, HUNTINGTON AND SHAVER LAKES . . . Two hours to Dinkey Creek (65 miles). Drive north on Highway 41 to Shaw Avenue . . . east on Shaw (past site of new Fresno State College under construction) to Clovis . . . Highway 168 through Academy and up Tollhouse Road beyond Pine Ridge and Ockenden to Music Creek, turn east to Dinkey Creek and McKinley Grove giant redwoods. Return to Music Creek and turn right to Shaver Lake, elevation 5,400 feet. Huntington Lake, 7,000 feet, is 45 minutes from Shaver. Return via Alder Springs, Indian Mission, and Auberry to Clovis and Fresno.

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At the organ and piano
nightly (except Sunday)

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Featuring Prime & Choice Grades
Of Eastern Corn Fed Beef

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I could afford it."

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Tamales Tostadas
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BUZZIN' ABOUT

THE
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126 NORTH 1ST ST.

STORE HOURS
WEEK DAYS—10A.M. TO 10P.M.
FRI. & SAT.—10A.M. TO 12P.M.
SUNDAYS—10A.M. TO 10P.M.



SOUTHEAST CORNER
PALM AND SHIELDS AVES.
FRESNO, CALIF.

"THE HOUSE OF GOOD CHEER!"

KINGS CANYON NATIONAL PARK—GENERAL GRANT GROVE . . . 91 minutes to Grant Grove (52 miles). Drive east on Ventura (Hwy 180) to Squaw Valley to General Grant Grove, elevation 6,500 ft . . . continue north to Kings Canyon, Cedar Grove, and Roaring River for rugged splendor of mountain peaks, canyons, rivers, and streams.

SEQUOIA NATIONAL PARK—GIANT FOREST . . . Three hours to Giant Forest (86 miles). Drive east on Ventura (Hwy 180) to Grant Grove, turn south to Highway 198 for General Sherman Tree (world's tallest) and Sequoia National Park.

YOSMITE NATIONAL PARK . . . 91 minutes to park entrance (65 miles). Drive north on Highway 41 through Coarsegold and Fish Camp to park entrance. Turn right to Mariposa Big Trees, return and continue through Wawona. At Chinquapin turn right to Glacier Point for spectacular view of Yosemite Valley . . . return and continue to valley floor through tunnel for beautiful waterfalls and scenic views.

In Fresno, as in all California, more people are saying, "take a break" with . . . **"Burgie"**

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CO.

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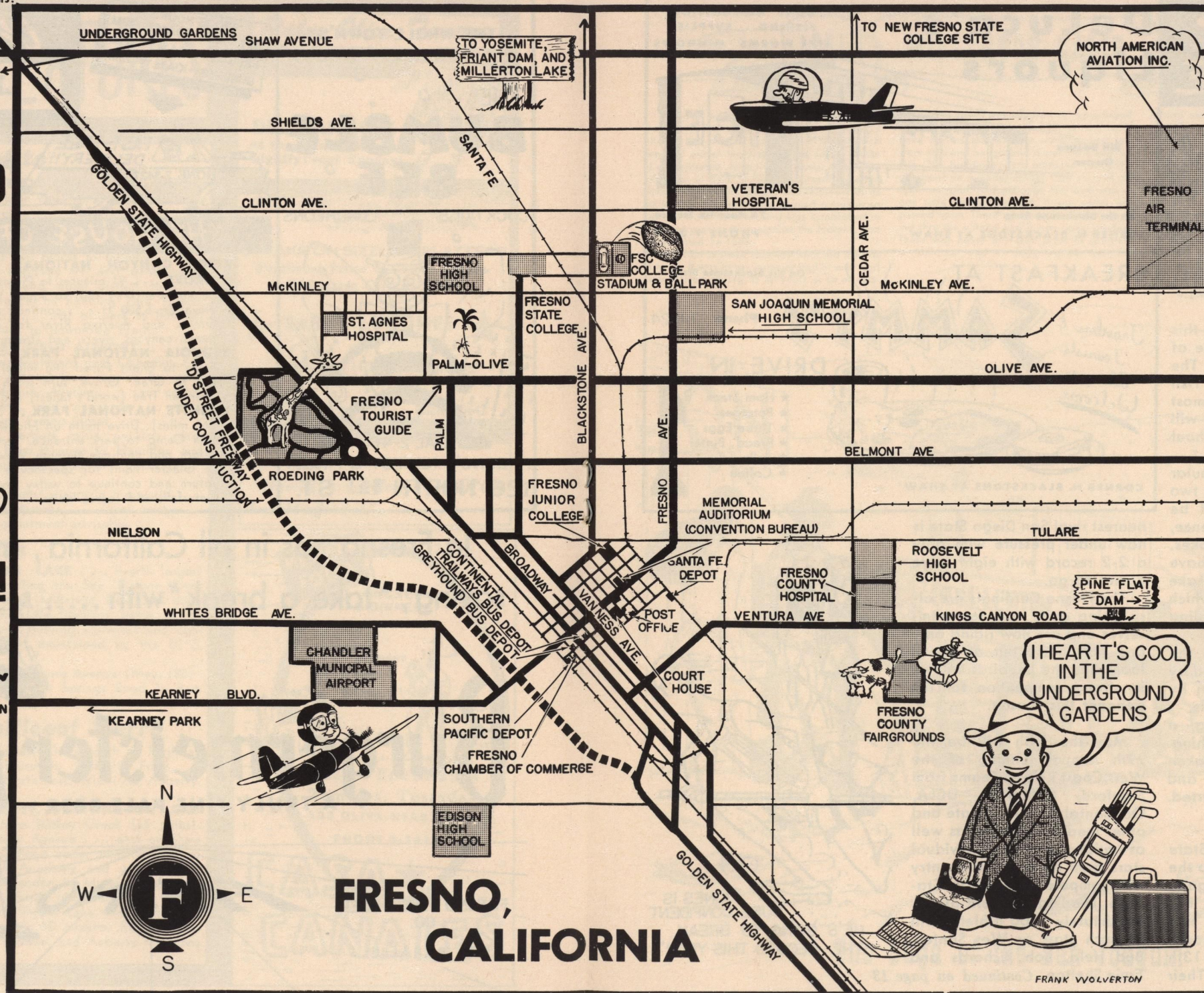
THE LIVING QUARTERS of the "Human Mole."

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and Two National Forests

Sierra National Forest

Huntington Lake
Shaver Lake
Dinkey Creek
Florence Lake
Mono Hot Springs
Bass Lake

Sequoia National Forest

John Muir Trail
Big Stump
Windy Cliff

Tule River Indian Reservation

Hume Lake
Indian Basin
Mineral King

Yosemite National Park

**El Capitan
Half-Dome
Mirror Lake
Glacier Point
Badger Pass
Waterfalls
Mariposa Big Trees**

For reservations in Yosemite National Park write:
Yosemite Park and Curry Company
Yosemite National Park, California

Sequoia National Park

Mt. Whitney Moro Rock
 Indian Pot Holes Fallen Giant
 Giant Forest General Sherman Tree
 Hospital Rock Sunset Rock
 Crescent Meadow Kern Canyon
 Crystal Cave Tharp Log
 Castle View Muir Grove
 Admiration Point Tokopah Valley
 President Grove Sequoia Trees

Kings Canyon National Park

**Cedar Grove
Nation's Christmas Tree
Tehipite Dome
Roaring River Falls
Evolution Valley
Centennial Stump
Big Stump Basin**

Paradise Valley
General Grant Grove
Boyden's Caves
Kings River Canyon
John Muir Trail
Enchanted Gorge
Panoramic Point
Redwood Mountain Grove

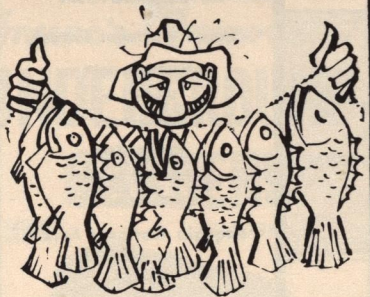
For reservations in Kings Canyon
and Sequoia National Parks write:

**Sequoia and Kings Canyon
National Parks Company,
Sequoia National Park, California**

Fresno's Backyard

FRANK WOLVERTON

SPORT GUIDE



From reports gathered, this trout season should be one of the best in recent years. The California Department of Fish and Game have planted most of the local stations and will replant at intervals throughout the season.

Some of the most popular spots during the first two weeks of this month will be Huntington, Shaver, Florence, Hume, Bass and Sequoia Lakes. Already good catches have been produced from Bass Lake and Pine Flat Reservoir which opened to year around angling April first.

Many of the roads to the back country are still closed by snow, but should be open by the 15th if weather permits.

Millerton Lake is rising, a sure sign of better fishing. Many Croppie are being taken and fair catches of bass and blue gill have been reported.

This month the Fresno State College nine should sew up the CCAA championship again. The Bulldogs have a 8-2 league record with only two games left, a double header against Cal Poly on the 13th in the FSC ball park. Their

DeLuca's Liquors

GUNS AMMUNITION
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LIVE WORMS MINNOWS

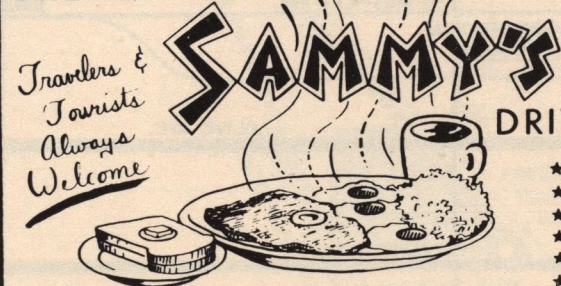


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"On the Blackstone Strip"

Phone 7-1924

- ★ Ham Steak
- ★ Potatoes
- ★ Three Eggs
- ★ Bread, Butter
- ★ Jelly
- ★ Coffee

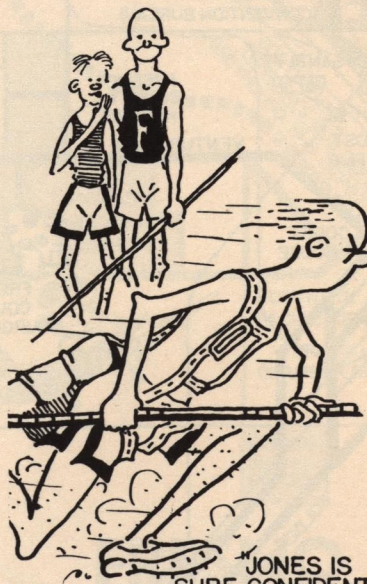
\$1

CORNER N. BLACKSTONE AT SHAW

nearest rival San Diego State is now under pressure with only a 2-2 record with eight more games to go.

The Fresno Cardinals are also doing quite well for themselves and are now riding only one half game out of 1st. It looks like the Redbirds will be in strong competition for the pennant this season.

May the 14th will be the 29th annual running of the West Coast Relays. Teams from Stanford, California, UCLA, Occidental, San Jose State and other leading colleges, as well as nationally known individual stars from all over the country will compete in Ratcliffe Stadium. Leading the field of approximately 1400 athletes will be such stars as Wes Santee, Bud Held, Bob Richards and Ernie Shelton. *Continued on page 13*



JONES IS
SURE CONFIDENT
HE'S GOING TO BREAK
THE RECORD THIS YEAR



Millerton was one of the earliest of the San Joaquin Valley's gold camps and many thousands of dollars worth of gold were washed out of the river, along whose banks it was situated. Today it lies under many feet of water in back of Friant dam and Millerton lake is its only monument and reminder of its existence. Fort Miller was located a mile or so upriver from the town and was established in 1851 as a protection against the Indians, and abandoned in 1863.

Millerton seemed doomed from the start as a town. It was never incorporated or ever had any officers during its 20 years or so of exis-

tence. The town was situated on unsurveyed government land and although no one could have ownership, buildings were erected, lots were sold and bought and leases were entered into. The buildings were scattered along the riverbank in a helter-skelter fashion with no apparent plan and although the town was at one time the county seat, it was never improved upon. There was only one street winding thru the village and it was never named. There was never any civic pride or progress in Millerton and it's little wonder that the

county seat was moved to Fresno in 1874.

Millerton was first and last, a rude and wild frontier town with all the accompanying vices of those early days. Gunfights were frequent enough to keep things lively and gambling and drinking were indulged in by nearly everyone. Twice the town was nearly wiped out by floods.

Today Millerton is but a dim memory, a few words in a few dusty, county history books. Yet Fresno was born and raised in its shadow and the contrast of the years, only serves to remind us of our heritage of the past.

— Bill Secrest



The Saga of the San Joaquin

Fresno's Backyard

SEQUOIA NATIONAL PARK

In 1858, Hale D. Thorpe, a pioneer Cattleman, was the first white man to set eyes on the oldest living things in the world. He returned for many summers to graze his cattle in the park's mountain meadows, living in the hollow trunk of a fallen giant Sequoia which he had converted to a snug cabin.

King of these giants is the General Sherman tree which is about 3,500 years old and measures 36 1/2 feet in diameter at the base and is 272 feet tall or as high as a 25 story building. There is enough lumber in this gigantic tree to build 29 six room houses.

In 1890, 604 square miles of this beautiful timber was set aside to form the park. For many tourists the beautiful, mountain scenery and the fishing are the park's attractions, but now, as in 1858, people come to see the wonder and the beauty of California's big trees.



GOLD MINE INN

DANCING WITH THE GOLDMINERS
WED. THRU SUN.
9-1:30

PHONE 8-1992

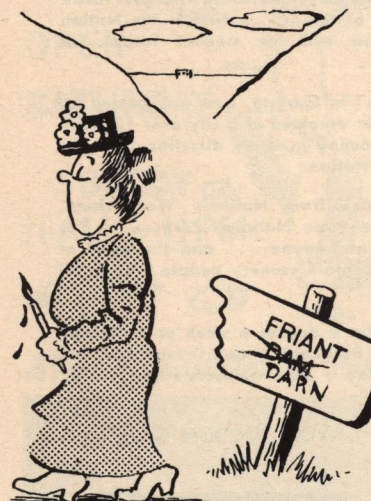
STEAK DINNERS
FILLET-NEW YORK
CLUB-SIRLOIN-RIB
\$1.50

HIGHWAY 99 AT SHIELDS

MILES FROM
FRESNO

Bakersfield	108
Florence Lake	89
Friant (Millerton Lake)	20
General Grant Grove	60
Huntington Lake	67
Kings Canyon Nat. Pk.	90
Los Angeles	219
Oakland	174
Pine Flat Dam	33
Sacramento	166
San Francisco	184
Shaver Lake	51
Yosemite	96

It will be old home week when the pros and amateurs meet for the 35th California Open at the Sunnyside Country Club. Competition starts the 4th and ends the 8th with the 72 hole Open beginning on the 6th. The list of entries shows that 5 champs will be back; Zell Eaton, Art Bell, Smiley Quick, Tal Smith, and Elly Vines.



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LODGE
SANTA CRUZ
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Telephone 5-9963

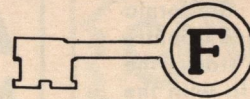
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Bethel Southern Baptist Church	
3941 Mono	Ph. 5-6250
St. John's Cathedral (Catholic)	
2814 Mariposa	Ph. 2-7311
First Christian Church	
1362 N Street	Ph. 2-3111
Christian Science Church	
1362 N Street.....	Ph. 2-5052
First Congregational Church	
2131 Van Ness Blvd.....	Ph. 7-8489
St. James Episcopal Cathedral	
1209 N Street.....	Ph. 3-4524
Church of Jesus Christ of Latter Day Saints	
388 N. First.....	Ph. 4-2006
Lutheran Church Emanuel	
Mariposa & U Street	Ph. 2-4823
First Methodist Church	
1350 M Street.....	Ph. 4-3055
Trinity Church of the Nazarene	
Tuolumne & O Streets.....	Ph. 4-1844
First Presbyterian Church	
1550 M Street.....	Ph. 2-3189
Armenian Holy Trinity Apostolic Church	
Ventura & M Street.....	Ph. 4-3784
Temple Beth Israel (Jewish)	
N Street & Calaveras.....	Ph. 2-5228

WELCOME



FRESNO, The convention center of California extends a very cordial welcome to you with the hope that your stay here is most enjoyable and memorable . . .

PERHAPS you might be interested in knowing that Fresno is one of the highest per capita income cities over 50,000 people in the USA . . . is first in the nation in the production of wine, figs, raisins, grapes, turkeys . . . is the home of the world's largest winery and the world's largest raisin plant, and to top off all of this . . . is first in the Nation in agricultural production with an annual income of \$313,490,000 in 1953 . . .

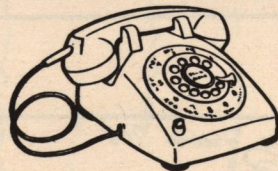
FRESNO means "ash tree" in Spanish, and was named by them long before men ever dreamed of a city over 100,000 people would be mushrooming in every direction from the original Southern Pacific station.

LOCATED just 91 minutes from Nature's Wonderland, Fresno is the gateway to three National Parks . . . Yosemite, Sequoia, and Kings Canyon . . . and the miles of picturesque lakes and mountain scenery people will travel thousands of miles to see . . .

WHETHER you are here for a day or a week or a lifetime, you will find Fresno and its people proud, hospitable, and anxious to make your stay a more enjoyable one. . . .

MAYOR GORDON G. DUNN

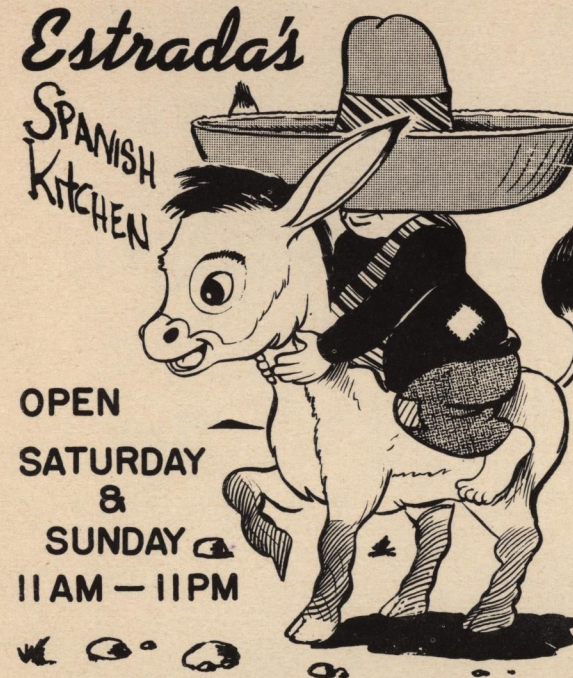
EMERGENCIES



Fresno Community Hospital		Fresno Fire Dept—3-7291
1234 S St.....	4-4641	Fresno Police Dept.—6-8331
Fresno County Hospital		Fresno County Sheriff's Office
4475 E. Ventura.....	5-3001	Ph. 6-8151
St. Agnes Hospital		Calif. Highway Patrol
1451 N. Fruit.....	6-9551	Business—2-6154
U.S. Government Veterans		Emergency—Zenith 1-2000
2615 Clinton	7-2961	

TRANSPORTATION

Fresno City Air Terminal	
Shields Avenue	5-1487
Continental Trailways Bus Depot	
1923 Mariposa	2-7181
Fresno City Lines	
758 Broadway	2-0331
Pacific Greyhound Bus Depot	
Mariposa & H St.....	4-2901
Santa Fe Bus Depot	
1923 Mariposa	2-7181
Southern Pacific Railroad	
Mariposa & H St.....	3-2241
Santa Fe Railway Co.	
Tulare & Q St.....	3-6221
Fresno Chandler Airport	
Tehama & Kearney ..	2-1810



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&
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11 AM — 11 PM

370 Blackstone Fresno, Calif.

BROWSING WITH ★ ★ BONNE ★ ★ ★

With the blossoming of spring a young woman's thoughts turn naturally to the shop windows where she sees displayed a cheerful, frothy array of crisp, cool cottons so necessary for that warm weather pick-up.

Among the latest in the fashion world today we find the torso dress and the middy blouse. Both running neck and neck for popularity with the young and old alike.

For those long days of traveling during our warm, shiney summers, remember the new dacron and nylon dresses and suits. These are a must for those fashion conscious women who don't want to look like the proverbial rose on arrival at their destination.

If you're looking for a gift or card to take or send to that friend or member of the family who stayed home, visit McCall's Gift Shop in the Plaza Shopping Center. You'll find a charming selection of contemporary ceramics by Odofer plus many paper products, unusual nicknacks, and fine paintings by local artists.

The teenage daughter of the family will be especially interested in seeing the terrific selection of sports clothes including scads of the brightest and most comfortable cotton tee shirts possible at Kirks, 1115 Fulton St. For those lazy days of sunning you'll want to see what is new in the bathing suit world and you'll find just what you're looking for at Cahns, the store with the best in dress at 1328 Fulton St.

That's all for now. I'll have more news for you next time.

"fresh up"

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