



WEINSTOCK'S—A galaxy of shimmering lights on the North First Street side silhouettes the one-gift-box-atop-another architectural design of Weinstock's Department Store which opens tomorrow in Fresno's Fashion Fair Shopping Center. The \$8 million, three-story, 160,000 square

foot store has structural steel frame which eliminates interior columns. A special section highlighting the new store at Shaw Avenue and First Street is included in today's Bee.

Ceremony Tomorrow Will Open Weinstock's Doors To Valley Trade

Ribbon-cutting ceremonies, marking the opening of Weinstock's department store in Fashion Fair shopping center at East Shaw Avenue and North First Street will be held at 10 a.m. tomorrow.

Participating in the brief ceremonies will be J. Hart Lyon, president; William Schang, manager; Mayor Ted C. Wills; Philip C. Weigand, Chamber president; and city, county and civic officials. Jack Oliver, division commercial manager of Pacific Telephone Co., will be master of ceremonies, and Susan Zaninovich, Miss Fresno County, will snip the opening ribbon.

The store will open immediately after the ceremonies, climaxing 12 months of construction.

The \$8 million structure, with a merchandise inventory of \$3.5 million, will employ 450-500 full- and part-time persons. It has

160,000 square feet in a three-story concept.

It was designed by Charles Luckman Associates of Los Angeles and is described as one of the most advanced designs in the West. The exterior is designed in a series of protruding levels and planes which give a dramatic play of light and shadow in the bright California sun.

The general contractor for the department store building was Johnson & Mape while Tri-Central Construction Co. of Fresno had the general contract for the auto center. Mel Ward of Clovis was the project superintendent and Richard L. Hood was the project engineer for Broadway-Hale.

The store's interior is designed as innumerable stores within a store, reflecting the specialty shop concept, with shop effects devoted to all areas of the department store business.

Each area, or shop, has been designed with its own individuality in color and decorative de-

tailing. The men's shop, for instance, encompasses bold plaids and rich, wood paneling, while the children's shop is bright with fanciful colors and trim. The designer shop and fur salon reflect elegance and fixtures.

Among the store's specialty areas are the restaurant and coffee shop, gourmet shop with specialty food and liquor items and the Cookery, a department

featuring utensils and accessories for gourmet cooking.

The store is the first unit to open in Fresno's first climatically controlled shopping center where customers may walk the entire length of the 65-store mall in constant temperatures throughout the year.

Weinstock's will be open Monday through Friday from 9:30 a.m. to 9:30 p.m., and specialty food and liquor items from 9:30 a.m. to 6 p.m. Saturday.

WHITE FRONT

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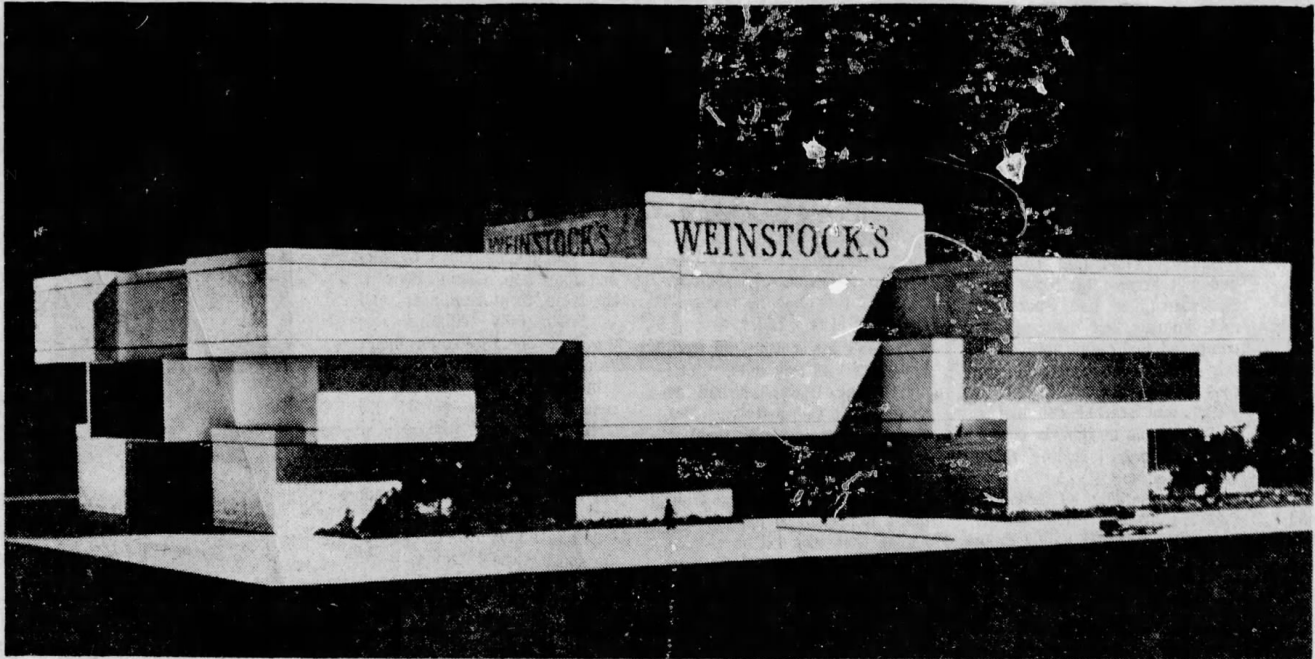
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City Planners Will Air Zoning Fee Hike Plan

The City Planning Commission has scheduled a work session with the staff and members of various interest groups to review a proposal to nearly triple zoning application fees.

The hike was suggested by the City Council to more nearly reflect the cost of providing staff service.

Arthur Brittain, vice president of the Fresno Apartment House Owners Association, said increasing the fees would discourage private enterprise. He said the city should not discourage development of rundown or vacant property.

Processing Costs

Gail Brown, manager of the Homebuilders Association of the San Joaquin Valley, said fees might be reduced if the department could cut its processing costs.

The commission agreed additional discussion on the matter would be helpful and set up a work session for Sept. 15. The City Council has requested a recommendation on the change before it takes up the matter next month.

In other business, the commission requested its staff to meet with the County Planning Staff to study the possibility of drawing up a zoning ordinance amendment to permit "family care homes" in residential districts.

The State Department of Social Welfare requested the amendment to allow a family to care for up to four mental patients in a residential district subject to a conditional use permit.

Commissioner Dr. Orrin D. Wardle said city fire standards permit only four patients in a city home while in the county as many as six patients could be cared for. He then suggested

See Zoning Page 11-D

Building Blocks

A series of planes and angles form a geometric pattern in the design of the \$8 million Weinstock's department store which will be built in Fresno's Fashion Fair Shopping Center. J. Hart Lyon, Weinstock's president, and other executives from the firm and its parent company, Broadway-Hale, Inc., will attend groundbreaking ceremonies at 4 p.m. tomorrow. Fresno civic and business leaders have been invited to the groundbreaking and to a reception which will follow in the Ramada Inn. The store, designed by Charles Luckman Associates, will encompass approximately 160,000 square feet on three floors. Opening is planned for September 1970.

Welfare Recipients Will Be Case Aides

McClatchy Newspapers Service

SACRAMENTO—Welfare recipients will be hired in Fresno and seven other California cities to help provide social service to others in a year's experimental program to be started this fall by the community services division of the State Social Welfare Department.

Only a few recipients will be hired in each city as part of the pilot project but if the experiment proves successful the program will be expanded.

Mrs. Rosa Gillespie, a psychiatric social worker with the division for 12 years and recently a consultant to the Sacramento Area Mental Health Association, was named project coordinator by John C. Montgomery, department director, who announced the program.

Each of the welfare recipients who will be hired as case aides

will be paid \$395 a month to work with clients of the community services division. Montgomery noted the division's case load includes a high percentage of mentally handicapped welfare recipients, some of whom have language problems.

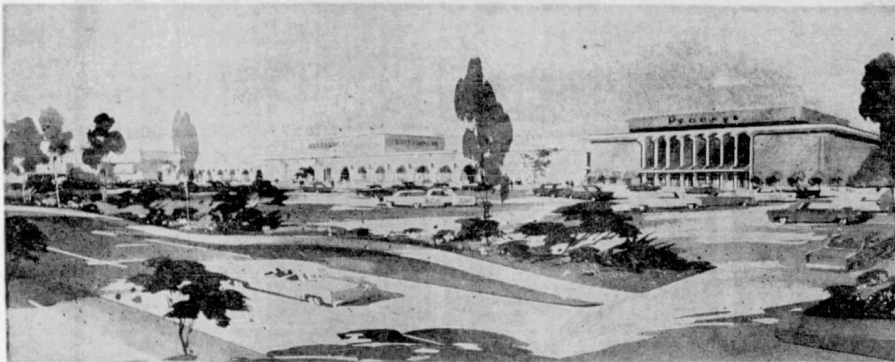
"These people are often social isolates, unable to avail themselves of agency services that would be helpful to them," said Montgomery.

"Case aides will be used to help these people by interpreting for them, apprising them of services and providing transportation when necessary. In this way, professional social workers can be used more efficiently by

Reagan Signs County Sheriff



BUILDING and DEVELOPMENT



SHOPPING CENTER—This is an artist's sketch of the \$20 million Fashion Fair Shopping Center on a 55-acre site at North First Street and East Shaw Avenue. Inclement weather has interrupted

the site preparation but the actual construction of some of the perimeter buildings is expected to start in 90 days. The completion target is 1970.

Weather Slows Work On Shopping Center

Inclement weather has interrupted the site preparation for the \$20 million Fashion Fair Shopping Center at North First Street and East Shaw Avenue but actual construction of the perimeter buildings is still expected to start in 90 days. The completion target for the 55-acre development is 1970.

Charles Merritt, executive vice president of Gordon L. MacDonald Investments, Ltd., Santa Barbara, owners and developers, said that when completed the center will have 675,000 square feet of retail space plus an enclosed, air conditioned mall of 50,000 square feet.

Project architect for the center is the firm of Mazzetti, Leach, Cleveland & Associates, Santa Barbara and Los Angeles, which in the past has had similar design responsibility for two other MacDonald-developed projects — The \$20 million Huntington Beach Shopping Center in Huntington Beach, and the \$15 million Buena Ventura Plaza in Ventura.

For Fashion Fair, the architects have developed a design theme which is based on the warmth and mood of early California. It will be carried out in colors, construction materials, and an extensive use of arches.

The development will focus around three major department stores — Broadway-Hale, which will be designed by Charles Luckman Associates, a branch of Gottschalk's, a San Joaquin Valley department store chain, and a branch of the J. C. Penney Co.

Approximately 60 smaller retail shops and service outlets will comprise the balance of the center, along with parking which will be provided for 4,000 cars. A 30-foot perimeter of landscaping will surround the center.

The general contractor will be the MacDonald Corp., General Contractors, of Santa Barbara, except for the Broadway and Penney stores for which the contractors have not been announced.

The entire center is expected to open at the same time with the exception of Penney's which may open a short time later.

Ron Cleveland, A.I.A., said three Los Angeles firms — Samuel Schultz, Norm Levinson and Hellman and Lober — had been retained for structural, electrical and mechanical engineering services, respectively, while the firm of Hanna and Preble, Fresno, will provide civil engineering.

R. G. Glim Will Head Teachers Credit Union

Robert J. Glim, a vocational instructor in agriculture, was elected chairman of the board of directors of the Fresno County Teachers Credit Union at the annual meeting. He succeeds Robert M. Clark, a counselor at Reedley College.

All Fresno County school employees are eligible to participate in the credit union. Glim said share holders have again been given a 5½ per cent dividend and the \$20,000 limit on deposits has been removed.

Heating Dries Air

Static electricity is probably the most obvious sign that your home is too dry during the heating season. However, dryness is also responsible for itchy skin, irritated nasal and throat passages and shrinking woodwork.

Most homes are drier during the heating season than famed Death Valley, where the relative humidity seldom drops below 15 per cent. The solution is to put moisture into the air with a humidifier.

For the sake of both health and comfort, a home heated to 70 degrees should have a relative humidity around 35 per cent.

Fast-service direct line to place Bee Want Ads, 233-0992. All other departments, dial the regular Fresno Bee number, 268-5221.

Contrary to popular belief warm-air heating is not the only type system to require moisture. The properly installed hydronic system needs it too because it is "closed" and there is no escaping moisture.

There are humidifiers available for every type of heating. For example, one type is for use with free-standing radiators. Twin troughs are concealed in loops inside the radiator sections. On "hot water" radiators, water for the humidifier can be taken from the radiator itself. A constant water line is maintained automatically in the troughs by a float-controlled valve mounted on a "reservoir." Evaporator pads are located 3 inches above the water line. On steam radiators, water is taken from the nearest supply.

Insurance Firm Names New Vice President

Bert F. Frazzini has been named resident vice president and manager of the Fresno branch office of Fireman's Fund - American Insurance Companies. He succeeds Richard T. Lawrence, who will continue in an advisory capacity pending retirement in March.



Frazzini has been with Fireman's Fund since 1946. He started as a special agent in the Denver branch and advanced to casualty superintendent there. He later was a casualty underwriter at San Francisco, special agent in Oakland and on the sales staff of the Pacific department in San Francisco.

Frazzini moved to the Fresno branch in 1964 where he has been casualty manager and assistant branch manager.

Frazzini attended the University of Denver and retired from the Air Force Reserve with the rank of colonel. He is a member of the Insurance Fieldmen of the San Joaquin Valley, Insurance Forum of Fresno and Kiwanis Club of North Fresno.

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