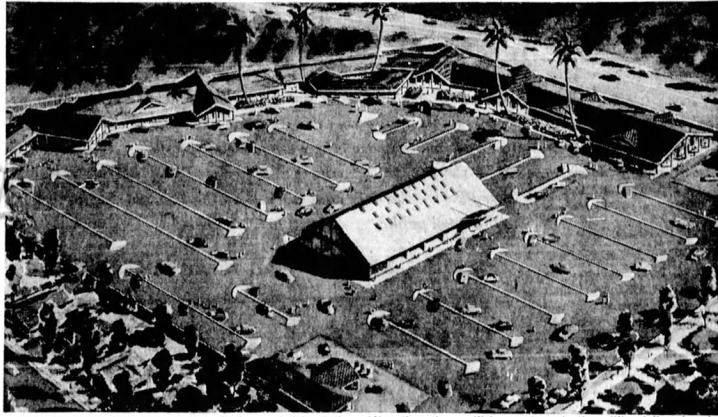


Linda Mar Shopping Center

What Linda Marans Have Been Waiting For



COMING ATTRACTION: This is a preliminary sketch of the new Linda Mar Shopping Center, which will start going up in 90 days. Note how the Purity Market is an "island," surrounded by stores, with oodles of parking space (for 700 cars) in between.

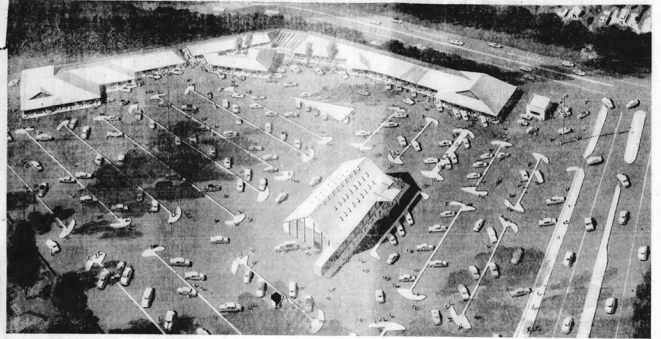
Altogether, there will be 31 stores in the million-dollar shopping center, plus provision for a bank and a post office. The center is being built by Henry Doelger, developer of Westlake, who purchased the site from Homes by Sterling.

Doelger to Start Center in 90 Days; 31 Stores, All Built Around Purity *Drive Opened For Backstop; Study District*

Linda Mar Grand Opening - Thurs., June 28, 1956

GRAND OPENING

SATURDAY JUNE 30TH
FRIDAY JUNE 29TH
SATURDAY JUNE 20TH



Linda Mar Shopping Center

IN LINDA MAR. JUST OFF HIGHWAY 1. PEDRO VALLEY

24 STORES - MEDICAL DENTAL BUILDING - PARKING FOR THOUSANDS OF CARS

Prior to the Linda Mar Shopping Center, there was only one large shopping center in what was to become Pacifica, and that was on the other end of town, in Pacific Manor. Originally a giant artichoke field, the land where the Linda Mar shopping center now sits was first owned by Andy Oddstad, who sold it to Ray T. Higgins so that he could finance his other building projects. Pedro Valley was a growing community, and Higgins could see that residents needed a shopping center where they could conveniently shop in their own community. The center took an entire lumber mill in its construction, with over 500,000 board feet of pine, redwood and other lumbers and the floor space topped Kezar Stadium. The initial 21 shops covered over 64,000 square feet of space, while plans were in the works to add on a post office and more.

The center, its largest in the area - still is - would eventually attract not only Linda Mar residents, but shoppers from other parts of the coastside. Henry Doelger designed and built the center for \$1.5 million. Purity owned its own land in the center - it was the first store built, and its center-point - while Ray T. Higgins owned the rest. Purity opened in March 17, 1955, 15 months prior to the center's own grand opening. There were separate openings for many of the businesses, some before the center's grand opening, which was held over three days - on June 20th, 29th, & 30th, 1956. Initially, there were 24 stores and a medical building in the complex, all centered around Purity Market. The number of businesses mushroomed over time. Businesses signed leases, and all were happy to do so. Local businesses were chomping at the bit to be part of the new shopping center - ribbon-cuttings were rife through the decades, as new merchants were added. From 1956-1960, the merchants and services included:

Linda Mar Radio & TV (Val- King TV)
Linda Mar Paint Center
Self-Service Launderette
Linda Mar Cleaners
Linda Mar Variety
Jennell's... for Style reduced-price clothing store
Terroll's Infants and Children's Wear clothing store
Dan's Shoes
Linda Mar Shoe Repair
Linda Mar Pharmacy
Linda Mar Liquors (free delivery)
Jacques Ice Cream
Linda Mar Barber's
Linda Mar Chinese Food
Town & Country Beauty Salon
Hunt's Quality Donuts (which also sold "Stanburgers")
Linda Mar Camera Shop
Linda Mar Pet Shop
Todd Toys
Linda Mar Hardware & Nursery
Lou's Flying A. (owned by Lou Nannini)
Linda Mar Lodge
Medical Dental offices
Bank of America



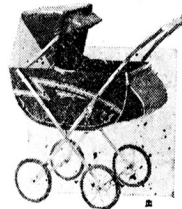
RAY T. HIGGINS

He Put the Coastside on Map



HENRY DOELGER
Built \$1,500,000 Center

Your little girl
will love
playing mama



DOLL CARRIAGES from 3.98 Strollers, from 2.98
AMSCO METAL BEDS 5.95 to 7.95
DOLL HIGH CHAIRS 2.98 to 3.95

FREE GIFT WRAPPING

HALL MARK
Christmas Cards

Imprinted 50 for 30

Todd Linda Toys
Mar
SHOPPING CENTER

NOW OPEN SUNDAYS 10 TO 1:30

No matter how high you stack 'em

You never
get enough

HUNT'S QUALITY DONUTS

Made with pure
vegetable shortening
and the finest ingredients
we can find...

Fresh every single day.



TRY OUR DELICACIES
Stanburgers

A full quarter-pound
of choicest beef, with
lettuce, tomato,
mayonnaise,
ketchup, pickle,
French fries...

"A Meal in Itself..."

PLAIN CAKE
DONUTS, dozen 60c
RAISED DONUTS,
dozen 70c
FANCY FROSTED
DONUTS, dozen 70c
DONUT HOLES,
dozen 18c
Also French, Jelly,
Custard Maple Bars,
Bunsicles, Cinnamon Rolls

Hunt's Quality Donuts

Linda Mar Shopping Center

Linda Mar Center, p.2

The medical building in the center advertised the "Dental offices of Dr. O.N. Obuhoff." There was plenty of parking space at the center, a real plus. Businesses were continually offering free prizes and contests to lure in new customers. Often, the businesses got together and the shopping center held contests and give-aways throughout the rest of the 1950s-70s. By the 1960s, more businesses and services were added or changed hands. Those were:

- Grant's Linda Mar
- Mode O' Day Dress Shop
- Linda Mar Dress Shop
- Linda Mar Jeweler
- Linn's Do-Nut Ranch
- Dale Fox Dress Shop
- Laber's Shoes
- Carl's Men's and Boy's Wear
- Avenue Appliance
- Kerri's Coffee Shop
- Diamond's Variety
- Ross Department Store
- Fred's Shoe Repair
- Linda Mar Florist
- Wells Fargo Bank
- County Library
- Ralph's Chevron
- Marie's Bake Shop
- Sears
- Marianne's Fashion Fabrics

WEDNESDAY, THURSDAY AND FRIDAY

DONUTS

Cake, Fancy Cake, Old Fashioned, Raised, Glazed and Sugar

doz. **90¢**

KERRI'S COFFEE SHOP
Mike Kennedy, Owner

CHRISTMAS LINGERIE

One and two piece
Wide variety of styles

from **\$3.99**

LINDA MAR
MODE O'DAY

ORDER EARLY for Christmas

Just Phone 355-7121

Bakery GOODIES
SWEETEN THE HOLIDAYS

Enjoy the Old World Holiday Favorites ...

MARIE'S BAKE SHOP
In The Linda Mar Purity Store

Grants
KNOWN FOR VALUES

EARLY SANTA COUPON VALUES

THURS., FRI. AND SAT. - NOV. 6, 7, 8

Please bring coupons needed for any purchase on this page.

1 POUND BAG OF DRESSING FOAM
Sale **48¢**

FINE QUALITY KNITTING WOOLSTED
Sale **74¢**

MINI PLASTIC SEWING CHEST
Sale **96¢**

VALENTINES SPECIAL

20% OFF
ON ALL LINGERIE

at
mode o'day
LINDA MAR

BANKAMERICARD — MASTER CHARGE
359-4399
Open Friday Nights 'til 9

CHRISTMAS MEMO: FOR THE MAN OF YOUR HOUSE

MacGregor
Jackets -- Wool Shirts
Alpaca Sweaters \$19.95
Rough Rider Slacks \$12.95
Pendleton Wool Shirts \$29.95
Kennington Ivy Shirts \$5.95
Vest \$5.95
Special Washable Wool Shirts \$7.95
Lots of Sweaters \$10.95

CARL'S Men's & Boy's Wear
Linda Mar

By the 1970s (in addition to, or instead of, previously-named) merchants and services included:

- Linda Mar Scotch Jewelers
- Strom's Boots n' Shoes
- The Briar Patch Indoor and Outdoor Plants
- Del Mar Salon
- Ernie's Liquors
- Grande's Shoes
- Grant City (formerly Grant's)
- Jade Dragon Jr. Kitchen
- Potpourri Hallmark Card Shop
- United Travel Service
- Real Estate Offices
- Sanchez Library
- Optometrist
- Jason's Fine Imports
- Beneficial Finance
- Henderson Travel
- Western Auto
- Sharon's Fashion & Notions
- Cralum's Bathroom Accessories
- Amick's Gifts
- Founders Title Co.
- Linda Mar Lounge

Henderson Travel



BLANCA THE JACK

GRAND OPENING

OF OUR BRANCH OFFICE (Our Third)
in the
Linda Mar Shopping Center
Friday, September 12



RUBERTA PEARCE Manager MARILYN LOWART Travel Consultant

Henderson Travel

LINDA MAR SHOPPING CENTER
BAYHILL CENTER 873-2813 **355-5110** TANFORAN PARK 873-4352

LINDA MAR **Grant City SALE** ASSISTANT MANAGERS

3 System Modular Stereo \$166

STEREO PLAYER, 2 SPEAKERS \$188

PLUS These SUPER BONUSES Priced to Give You Super Savings:

- Freezer Chest \$176.66
- Double Oven \$346.66
- 8 ft. Compact Freezer \$136.66
- Frost-Free Freezer \$346.66
- 30" Gas Range \$246.66
- 20" Electric Range \$136.66

the more for your moneyworth store
LINDA MAR SHOPPING CENTER - PACIFICA

By the 1980s, (in addition to, or instead of, previously-named) merchants and services included:

- Funny Farm Pet Shop
- First National Bank
- Great Pacific Savings & Loan
- The Rooster Crows (jewelry, plants, tea & spice gift sets)
- Round Table Pizza
- Action Shoes
- Donut Time
- Safeway (replaced Purity Market)
- Foot Fantasies
- Ben Franklin Store
- Jay R. Adams, O.D.
- Denny's restaurant
- Cheers Bar
- Dolphin Real Estate
- Sam's Delicatessen
- Stephen Prevost D.D.S.
- Thrifty Drug Store
- Linda Mar Video
- Coming Attractions Boutique
- Beneficial Finance

IN PACIFICA IT'S:

Action Shoes

ATHLETIC & CASUAL FOOTWEAR FOR THE ENTIRE FAMILY

- ADIDAS
- BROOKS
- CONVERSE
- ETONIC
- HUSH PUPPIES
- VANS

- KANGAROOS
- NIKE
- PEAKS
- PUMA
- SAKO

WE CARRY A LARGE SELECTION OF CHILDREN'S TENNIS & CASUAL SHOES

1339 LINDA MAR CENTER
355-1851

Come Crow With The Rooster!

Special Sale

One Day Only - June 22
Only One Hour to Shop... 8 - 9 am

EVERYTHING 50% OFF

Includes Collectibles:

THE ROOSTER CROWS

New Owners...Donut Time

Every Time A Great Time A Happy Time

Freshest Donuts Everyday - Muffins

ESPRESSO • CAFE LATTE • CAPPUCCINO • CAFE MOCHA

Open 7 Days 5am-6pm

1235 Linda Mar Center, Pacifica
(650) 738-9888

Linda Mar Center, p.3

By the 1990s, (in addition to, or instead of, previously-named) merchants and services included:

- Mailboxes. Etc.
- The Toybox
- James Miller Insurance
- Patty's Hallmark
- Nail Touche'
- Farmer's Insurance
- Jewels Forever
- Taqueria Los Toros
- Starbuck's
- California Video
- Radio Shack
- Wendy's

Happy Holidays

Thank you for your continued Patronage
In celebration of our 7TH ANNIVERSARY,
starting December 10th, enter to win
a beautiful gift basket from Jewels Forever

10% - 40% Holiday Savings

Extended Holiday Hours:
Starting Dec. 19, 1997, Weeknights Till 7:30pm.
Open Sun. & Mon. 11am to 5pm

Jewels Forever

1339 Linda Mar Shopping Center
355-4886

Treat Mom
Taqueria Los Toros

Mother's Day Special
Buy 2 Tacos
& Get the 3rd
Free
bring in this ad
offer expires 5/11/97

Hours: Mon-Sat - 11am-9pm
Sun. 11am - 8pm

Taqueria Los Toros
1357 Linda Mar Shopping Center
738-1633

In 1995, businesses were hit hard by the closure of Devil's Slide. Many of the businesses in Linda Mar Shopping Center, both large and small, report substantial drops in business. Restaurants, gas stations and other tourist-serving businesses had seen the greatest decline, while businesses like banks and video stores, which depend on local customers, had seen less of a shift. The Super Safeway, which historically attracted a lot of customers due to its size and specialty fish, deli and bakery sections, had to reassign employees on a temporary basis in response to the decline. During that time, Pacifica had become a dead-end, and merchants noticed a sharp decline in the number of tourists who used to stop on their way down the Coast. Luckily, this only lasted until the slide was re-opened.

In 1997, the shopping center was remodeled, a huge project that most, if not all, merchants agreed upon. The new look was expected to be more attractive and functional, while expanding the number of shops in the complex. The \$8 million improvement significantly upgraded the center, which was 41 years old in 1997. By that time, the shopping center was owned by a group of investors out of Boston, Massachusetts named: "Fifty Associates", as well as Louis D. Martini & Associates out of Larkspur, CA. (today it is owned and run by the Kimco. corp). The renovation plan included expansion of the Safeway store, replacement of the existing retail/office space with new retail, expansion of the First National Bank and new facades, fascia and roof. Plans also called for a redesigned parking lot with added spaces, improved vehicular circulation, a new traffic signal on Linda Mar Boulevard, new medians on the boulevard, added landscaping, renovation and redesign of driveways, new master sign program and a wall along the Highway 1 side of the building. Although a request for an additional building along Linda Mar Boulevard for a restaurant or bank was initially rejected by the Planning Commission, the City Council gave conceptual approval, including added space for future growth. From 2000-2019, there were more businesses that changed hands, or were new, including:

- Palm City Restaurant
- Copy Mill
- Great Clips
- Rite Aid (formerly Thrifty's)
- General Nutrition Center
- California Video
- Linen Outlet
- Obsessions Salon & Spa
- AT&T
- Bodywork by the Beach
- Check into Cash
- Cigars Plus
- McDonald's
- Gamestop
- H&R Block
- L&L Hawaiian Barbecue
- Linda Mar Fabricare
- Payless Shoesource
- Subway
- Taqueria El Gran Amigo
- The Postal Annex
- Dr. John Acosta, D.D.S.
- Butterfly Life Healthy Living Solutions
- Goodwill
- One Dollar Store
- Pacifica Lion's Club
- Rockaway Beach Optometry; Jennifer Quirante, O.D. & Yolanda Scheer, O.D.
- Sunrise Grill & Cafe

Super Spring Savings!

Linda Mar
SHOPPING CENTER

Conveniently Located at Highway 1 and Linda Mar Boulevard, Pacifica

With Over 35 Stores, Restaurants & Services

AT&T	Linda Mar Fabricare
Bank Of America	Linda Mar Florist
Bodywork By The Beach	Linda Mar Laundrette
Butterfly Life	Linda Mar Pet Supply
California Video	McDonald's
Check Into Cash	Nail Touche
Cigars Bar of Pacifica	Obsessions Salon & Spa
Cigars Plus	Palm City Restaurant
Coastside Deli & Grill	Patty's Hallmark
Cold Stone Creamery	Payless Shoesource
Denny's	Quizno's Subs
Donut Time	Radio Shack
First National Bank	Rite Aid
Gamestop	Rockaway Beach Optometry
Great Clips	Ross
H&R Block	Round Table Pizza
Jewels Forever	Safeway
Kerr's Coffee Shop	Starbuck's
L&L Hawaiian Barbecue	Taqueria El Gran Amigo

Feel Great in 2008

The Ultimate Concept in Women's 30-Minute Workout and Weight Loss Program

Offer Ends Wednesday April 30, 2008

PACIFICA
1379 Linda Mar Shopping Center
Pacifica, CA 94026
650-359-5211
www.butterflylife.com

bodywork by the beach
Detox Healing Center, Inc.

Your detox specialists for:

- Colon Hydrotherapy
- Clinical Hypnotherapy
- Mineral Slimming Body Wrap
- Massage • Ion Foot Bath

1359 Linda Mar Shopping Center
359-9100
bodyworkbythebeach.com

Happy Easter
from Linda Mar Shopping Center

Bank of America 738-4522	I. & L. Hawaiian Barbecue 355-9988
Butterfly Life 359-5211	Old Republic Tale 355-4910
California Super Video 359-7719	Palm City Chinese Restaurant 738-1899
Cheers 359-1225	Patty's Hallmark 357-9711
Check Into Cash Inc. 357-9711	Payless Shoe Source 359-6663
Coastside Deli 355-1826	Quiznos 738-1881
Cold Stone 355-6419	Radio Shack 359-1001
Denny's 355-0874	Real Estate 359-5000
Donut Time 738-9888	Rite Aid Pharmacy 359-6522
El Gran Amigo 738-1633	Ross Store 359-5322
First National Bank 359-5811	Round Table Pizza 355-4638
GNC 355-5902	Safeway 359-4707
Great Clips 738-9070	Rockaway Beach Optometry 738-2205
Jewels Forever 355-4886	Starbucks 738-1652
Kerr's Coffee Shop 359-3811	Quality Cellular 355-4485
Linda Mar Cleaners 359-0359	Super Snacks 355-5792
Linda Mar Florist 355-9777	
Linda Mar Pet Supplies 355-2117	
McDonald's Nail Touche 738-1112	

Shop Locally

Today, Linda Mar Shopping Center is a 168,000 square foot grocery-anchored center located directly off Hwy. 1. Anchored by Safeway, this center features a variety of everyday retail, fitness dining and service tenants. At any time, spaces are open for merchants to rent. Turnover of businesses is ongoing. The center just recently lost Nancyland Kids and Baby (toy store) but eateries have been added relatively recently, including Sourdough & Co., Luigi Italian Restaurant, and the newly-opened Must be Dumping.