

EUREKA SQUARE SHOPPING CENTER



Sharp Park Center, which was the main shopping center in Sharp Park for decades, until it had to be removed to make way for the freeway. Red Robin Market is on the far left in the photo.

When the old Sharp Park Shopping Center was slated to be replaced by the freeway, plans were made to relocate many of the shops to a new Oddstad-built Sharp Park location. Named “**Eureka Square**”, construction began in September, 1961. The Red Robin Market and Eureka Federal Savings were the first to move into the new complex. Bob Kidwell, manager of Eureka Federal Savings, said that his firm chose the center because of its central location. Owner of Red Robin Market, George Nutter said that the new planned 18,000 sq. foot market was more than triple the size of the old market, with a lot of parking space.



EUREKA SQUARE SHOPPING CENTER

When the old Sharp Park Shopping Center was slated to be wiped out by the freeway, plans were made to relocate many of the shops to a new Oddstad-built Sharp Park location. Named "Eureka Square", construction began in September, 1961. Manager of Eureka said that his firm chose the center because of its central location. The Red Robin Market and Eureka Federal Savings were the first to move into the new complex. Owner of Red Robin Market, George Nutter said that the new planned 18,000 sq. foot market was more than triple the size of the old market, with a lot of parking space.

Eureka Square Grocers

Red Robin was the first market to open in Eureka Square. Red Robin moved to Eureka Square from its other Sharp Park location, in May, 1962. George Nutter was owner of Red Robin Market.

In November of 1962, Red Robin became Super-X Market (Morris & O'Brien owners); there was another Super-X Market in Pacific Manor..

In 1964, Ray Douglass bought Super-X Market and re-named it Pacific Market.

In May of 1970, Douglass re-named Pacific Market to Prime Market. Unfortunately, that market didn't last out the year, closing its doors in October 1970.

In 1971, Starlite Super opened up in that location.

In 1975, QFI took over Starlite Super (called "Cala/QFI in 1978)

In 1986, Ron Rehn opened Foodtown Market in that location.

In 1999, Rehn sold Foodtown to Vasu Narayanan.

In 2000, Vasu re-named the business: Oceana Market. Narayanan. has had the most successful, longest-lasting market in that location.

Eureka Square. Sharp Park, Pacifica



EUREKA SQUARE: This is the architect's drawing of the new Eureka Square shopping

center in Sharp Park, under construction. Apartments in rear are scheduled for construction.

In time, many other shops and services were added to the new complex, including Farber's Pharmacy, Edsell Realty, Alexander's Home Furnishings, Eureka Square Barber Shop, Park Variety and Hardware, and Eickele's Bakery. PG&E station, Coastside Scavenger Co., and American Express Station.

Eureka Square Grocers

Red Robin was the first market to open in Eureka Square. Red Robin moved to Eureka Square from its other Sharp Park location, in May, 1962. George Nutter was owner of Red Robin Market.

In November of 1962, Red Robin became Super-X Market (Morris & O'Brien owners); there was another Super-X Market in Pacific Manor..

In 1964, Ray Douglass bought Super-X Market and re-named it Pacific Market.

In May of 1970, Douglass re-named Pacific Market to Prime Market. Unfortunately, that market didn't last out the year, closing its doors in October 1970.

In 1971, Starlite Super opened up in that location.

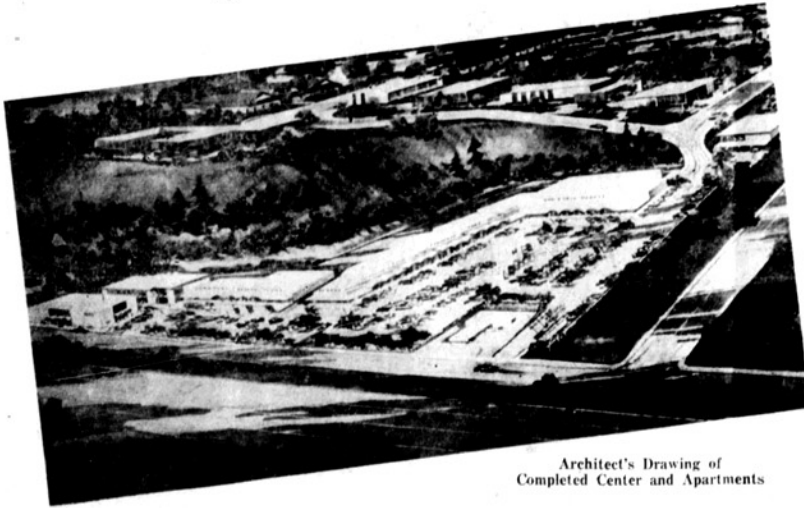
In 1975, QFI took over Starlite Super (called "Cala/QFI in 1978)

In 1986, Ron Rehn opened Foodtown Market in that location.

In 1999, Rehn sold Foodtown to Vasu Narayanan.

In 2000, Vasu re-named the business: Oceana Market. Narayanan. has had the most successful, longest-lasting market in that location.

A City Grows . . .



Architect's Drawing of
Completed Center and Apartments

Oddstad Homes

IS PROUD TO ANNOUNCE THE FORMAL OPENING OF
THE FIRST UNIT OF

Eureka Square Shopping Center

A COMPLETELY NEW HOMETOWN SERVICE FOR
RESIDENTS OF THE CITY OF PACIFICA AND COASTSIDE

"In the Heart of Pacifica"



ANDY ODDSTAD



1962 ads for Eureka Square

The First Haircuts



FIRST HAIRCUT in new Eureka Square barber shop went to two well-known Eureka Square men, Ancel Minshew of Park Variety,

left, being trimmed by Hank Ebert, and Harry Mitchell, manager of the center, right. Proprietor Ed Houg works on Mitchell.

Professional precision safeguards your health

Your registered pharmacist works hand in hand with your physician for the protection of your health . . . fills each prescription with the utmost precision so that you may enjoy the full benefit of your doctor's skill.

FARBER'S PHARMACY

EUREKA SQUARE SHOPPING CENTER
Open Every Day — 9:00 A.M. to 9:00 P.M.
FL 5-4135

Let Us Fill Your Next Prescription



TV PERSONALITY "Mayor Art" is welcomed to the new Eureka Square Shopping Center in Pacifica by center manager Harry R. Mitchell. The \$1.3 million center, one of the largest in the Bay Area, was the scene of a three-day grand open-

ing last weekend. Top city officials and thousands of shoppers attended formal opening ceremonies Saturday afternoon and other activities of three-day affair.

THOUSANDS AT NEW EUREKA SQUARE FETE

The new Eureka Square \$1.3 million shopping complex just south of the Sharp Park district of Pacifica on State Highway 1, opened Friday with a three-day festive celebration which included gifts, prizes and personal appearances by television personality "Mayor Art" and the Pacifica Sweethearts marching band.

Thousands turned out for the affair.

Taking part in the ribbon-cutting ceremonies which formally opened the center, one of the largest in the West Bay, were Karl Baldwin, city manager of Pacifica, Lloyd Sitts, president of the Pacifica Chamber of Commerce, Mrs. Jean Fassler, first mayoress of Pacifica and present city councilman, George Mason, mayor of Pacifica and Andres Oddstad, developer of the center and president of Oddstad Homes.

The opening celebration of the center started Friday and continued through Sunday.

Included in the festive pro-

gram, along with special opening values at all participating stores, was a personal appearance of Mayor Art, star of KRON-TV's afternoon children's show.

On Friday evening the Pacifica Sweethearts marching band performed. On Saturday the Pacifica Clowns entertained and gave away gifts of balloons, Indian war bonnets and other awards to everyone attending the opening festivities Saturday. Various Boy Scouts of America exhibits and demonstrations were held in the Square's parking lot over the

(Please See Page 2A, Column 1)

Mayor Art and Clown Friends



MAYOR ART who thrilled hundreds of kids at Eureka Square Shopping Center opening Saturday, talks over the gentle art of clowning with two homegrown clowns, who also added

to the fun: Mr. and Mrs. J. Craw, members of the Pacifica Clown Club. Mayor Art was a feature attraction at opening of new \$1,300,000 Eureka Square.

Lights On in Eureka; Grand Opening Set

Pacifica's newest shopping center—Eureka Square—was open for business in several spots this week and scheduled its grand opening for May 18-20.

Park Variety and Hardware, Farber's Pharmacy, Eureka Square Barber Shop, Alexander's Home Furnishings, and Eureka Federal Savings and Loan Association were the stores opening in advance of the formal shopping center opening. Farber's opens Mon-

day and Alexander's Saturday. Harry Mitchell, general manager of the Oddstad-built center in Sharp Park, announced that plans for the formal grand opening had been pushed back because of inclement weather which delayed construction work earlier.

Red Robin Market will open May 18, Mitchell said, date of the center-wide celebration. Mitchell said a "gold rush drawing" will offer many val-

uable prizes during the opening.

Other special features include appearance of well known show personalities and specialty favors for all visitors.

"We're going to put on a real show," Mitchell said.

Mitchell said announcement of "numerous" other store openings will be made shortly. Work will start shortly on a second building, a combination retail store-office building, two stories high, to the north

of the present Eureka Federal office.

Tenants will include Alexander's, which will be located in temporary quarters when it opens Saturday.

Work is progressing on a medical building and plans are progressing for construction of the San Mateo County library in the center. Oddstad also has announced a Chamber of Commerce headquarters will be built in the office building. A Shell oil station is planned also in the front portion of the center.

Brentwood Super X: Changes Merge With Pacifica Traditions

The new owners of Super X Market have set out to preserve the friendly traditions of Pacifica's first supermarket while adding the latest food retailing innovations.

So says Guy Babcock, general manager of Brentwood Markets, which recently purchased the local Super X market and others in San Francisco.

Babcock, Store Supervisor Don Ruiz and Store Manager Manuel Costa are now at work synchronizing the Super X and Brentwood styles of operation.

Changes are planned such as addition of some new gondolas, elimination of a center aisle, and the addition of numerous new lines including soft goods, hardware items, a party rack, stationery, school supplies and others.

But, Ruiz and Babcock said: They will retain the established name of Super X, pioneered in this area. The local store opened under the management of Costa who remains as manager here. In fact, officials said, all staff personnel in the local store are continuing in their jobs.

"All our plans are with customer convenience in mind," said Babcock, who has been with Brentwood since 1949 when it opened the original Brentwood Market in South San Francisco.

The firm is headed by John Benetti. His brother, Fred, is secretary-treasurer. Bart Tucori is vice president.

Babcock, a Southern California native, lives in Los Altos, has two married children, has been in the food business most of his life.

Ruiz, 28, who started as a bagger with Brentwood 10 years ago, grew up and lives in South City, is married, has two children.



TWO MEMBERS of the new Brentwood Super team, Brentwood Markets general manager Guy Babcock and Pacifica Store Supervisor Don Ruiz.

(TRIBUNE Photo)

DISCOVER A WIDE ASSORTMENT OF SERVICES FOR YOU



OCEANA BLVD.--SHARP PARK DIST.

Eureka Square Merchants 1970-1980:

ALEXANDER'S HOME FURNISHINGS	FARBER'S PHARMACY	STATE FARM INSURANCE
EUREKA FEDERAL SAVINGS AND LOAN ASSOCIATION	FIRST NATIONAL BANK	EUREKA SHELL
PACIFICA VACUUM & SEWING CENTER	MUFFIN MINE PRIME MARKET	GLADYS' HOUSE OF CHARM
	EUREKA CLEANERS	WIG PALACE

- | | |
|--------------------------------|---------------------------------|
| 1. JULIES BEAUTY SALON | 11. RADIO SHACK |
| 2. STATE FARM INSURANCE | 12. EUREKA SQUARE CLEANERS |
| 3. THE DIET CENTER | 13. PERIWINKLE PRINTS & POSTERS |
| 4. CASA NAVA | 14. FARBER'S PHARMACY |
| 5. PG&E | 15. ERNIE'S BAR |
| 6. MARC REALTY | 16. MUFFIN MINE RESTAURANT |
| 7. ALEXANDER'S FURNITURE | 17. FOOD TOWN |
| 8. PERIWINKLE ART GALLERY | 18. FIRST NATIONAL BANK |
| 9. EUREKA SQUARE LIQUOR & DELI | 19. EUREKA FEDERAL SAVINGS |
| 10. PACIFICA MACHINE & PARTS | 20. FOTOMAT |