

PACIFIC MANOR SHOPPING CENTER



Pacific Manor Shopping Center a.k.a. Coastside Shopping Center - was the very first large shopping center on the coastside. Prior to that, small markets servicing the coastside were Dick Plate's County Road Market in Sharp Park, the Sharp Park Food Market, Anderson's Store, and Louise's Rockaway General Store, among others.

The growing bedroom community needed a larger, more diverse option for shoppers. Homes were going up all over the coastside, babies were being born in record numbers, and they needed more than what the small markets could provide. Having a variety of shops and services in one location was just the ticket, the firm of Morris & O'Brien, which owned the land and built the Sea Vue theater 3 years prior), had a project in mind. Plans were drawn up for what was to be named "Manor Plaza Square" To sell the project, Pacific Development company Perry Bygdnes was the main spokesperson for the proposal. The architects who were hired for the project, Hurt, Trudell and Berger intensively researched shopping habits before a final layout was decided upon. The Super-X market owned the property from 1953-on; it was the anchor store (as Purity Market would be three years later, for the Linda Mar Shopping Center). Designed in a rustic, western-theme, very popular in the 1950s, the shopping center has not changed much from its original design, which distinguishes it from the larger Linda Mar Shopping Center, which underwent significant renovations in 1997.

As happens, the idea had a few minor roadblocks; this was a \$5,000,000 project that, in 1953, was almost doomed from the start by the state division of highways, who planned to realign the coast highway. The state's plan was that the highway would pass through the area of the proposed shopping center.

1953 aerial shot of the plot reserved for the Pacific Manor Coastside Shopping Center



Harold Sommers, advance planning engineer, warned that if the Pacific Development company succeeded in building the center that the state could start condemnation proceedings on the center at any time. When told that their project was threatened, Sommers was told by Perry Bygdnes, the development company secretary-treasurer, that the general plan for the entire \$15,000,000 residential and commercial Pacific Manor project were already approved by the county and state in 1946. The state highway division indicated tentatively earlier this year, that the highway would not pass through the site, but that a revised plan would cut away a large part of the building site and parking area, Bygdnes, responded that: "...the project cannot be moved, because a \$3,000,000. theater had already been constructed, a \$200,000. supermarket has been planned, and commitments have been made for a \$300,000 motel."

By late 1953, with those issues resolved, the shopping center was a "go". Anchoring the center was the very first supermarket in San Mateo County, named Super-X. Owned by the firm of Morris & O'Brien, Super-X was touted as "The most modern in all Northern California." The shopping center was surrounded by sand on the west, the Seavue Theater, built in the early 1950s and opened on May 23, 1951 on the north, and east of the lot - across the street - was Owl Rexall Drugs and Pacific Manor Hardware Store. Super-X was a \$200,000 market with parking accommodations for 300 autos, and was flanked on the left by Pacific Plaza Furniture and on the right by Coast Variety, owned by Larry Laber, Joseph and Phillip Karp. Other stores soon followed: Laber's Shoes, owned by Larry Laber, run by Tom Laber; Mode O' Day Frock Shop, Jenell's for Style, Save More Meat Market, O'Brien's Clothing for Men and Boys, Pacific Manor Hardware (which moved from across the street), Weldon's Ladies and Children's Apparel, Manor Laundromat, and Jimmy Washington's Chevron Service (full-service gas station).



The Sea Vue was a stand-alone theater in 1951 when it opened, but eventually became a part of the Pacific Manor Coastside Shopping Center .

Other stores soon followed: Laber's Shoes, owned by Larry Laber, run by Tom Laber; Mode O' Day Frock Shop, Jenell's for Style, Save More Meat Market, O'Brien's Clothing for Men and Boys, Pacific Manor Hardware (which moved from across the street), Weldon's Ladies and Children's Apparel, Manor Laundromat, and Jimmy Washington's Chevron Service (full-service gas station).

Super-X had 4 days of its Grand Opening, with a "soft" opening on December 2, 1954. Ads for the new supermarket boasted: "We have 20,000 square feet of the newest most convenient shopping area you've ever had the pleasure of using. Extra wide aisles, roomy stock shelves designed to add to your enjoyment of shopping in this completely modern one stop shopping center located right here on the coastsides. Only minutes from your home and no parking worries to vex you. That frustrating standing in line at the check stand has been shortened by one third with the installation of automatic turntable check stands. Just unload your cart onto the stand and your purchases are carried automatically to the checkers hands, speeding the registering of the sale." The shopping center itself included the Sea Vue building, which at that time included George Lee's Save More Meat Market - which is still in business and Mar-Clif Photography Studio. From 1955-today, other businesses have come and gone in the Pacific Manor/ Coastside Shopping Center, Through the years, many shops changed hands or were replaced. The center expanded, allowing for medical and dental offices, a liquor store, and more. In 1967, Super-X Market was replaced by Brentwood, and in 1986, Brentwood was replaced by Safeway, which is still in business Pacific Manor Plaza shopping center.



Pacific Manor Plaza/Coastside Shopping Center, in progress: prep for Super-X Market

Two New Stores For Pacific Manor

(Times County News Service)

PACIFIC MANOR, May 13.—A "Super X Market" will be in operation here soon. The large, new market building will be constructed west of the Sea Vue theatre parking lot, with adequate space in front of the market to accommodate shoppers.

Negotiations have been signed in Pacific Manor for a furniture and appliance store to be located next to the market.

E. C. Sidelle and Company, realtors, report that the first house on the hill, a continuation of Manor drive, toward Skyline boulevard, is almost completed and will be opened as a model home for this new addition.

May 13, 1953

COAST ORGANIZES MERCHANTS' GROUP

(Times County News Service)

PACIFIC MANOR, April 12.—North Coastside now has a merchants association which was organized in Pacific Manor, to be called The Pacific Manor Business and Professional association, a non-profit corporation.

The aim of the new group will be to promote business within the area, and civic improvement. Its

membership will be open to businessmen in Edgemar, Manor Village and Pacific Manor.

A temporary steering committee of five was elected to draw up by-laws. They are Larry Laber of Coast Variety; Mrs. Carl Wood of Manor House restaurant; Jimmy Washington of Washington's Chevron Gas Station; Hal Honore, manager of the Sea-View theater, and Julian Cohn, attorney. Cohn will draw up the by-laws and articles of incorporation that will establish the group as a non-profit corporation.

The next meeting of the new association will be held Wednesday at 8 p. m. in the Earle C. Sidelle realty office in Pacific Manor.

April 12, 1955

GROWING CENTER

9-23-54

Manor Plaza already houses the Plaza Furniture store, the Mar-Cliff Photo Studio, a real estate office, and a cleaner. A huge Super X Market is now being built, and will be open by the end of the year. A variety store is expected to open there early in 1955, and a bank is also being eyed as among the occupants of the shopping center.

SUPER X MARKET



The San Mateo county Coastsiders' first super-market in history will throw open its doors to shoppers tomorrow morning at 9 a.m. on the Pacific Manor Plaza, new north coast shopping

district. The \$300,000 market with parking accommodations for 300 autos was built, and will be operated, by the Super X Market chain, which now has five stores in the bay area.

COASTSIDE TO HAVE FIRST SUPERMARKET

(Times County News Service)

PACIFIC MANOR, Nov. 20.—The Super X market that has been awaited by North Coastsiders will open its doors tomorrow.

At 9 a.m. the doors will open in Pacific Manor on Manor Plaza square, in the newly established shopping district. The new Super X market has over 20,000 square feet, huge enough, reported company officials, to store five full railroad freight cars of merchandise within its 8,000 square feet of storage space.

The \$300,000 market is described by its owners, the firm of Morris & O'Brien, as the most modern in all Northern California. Among its special features are wide, roomy aisles, automatic turntable check-out system, pint-sized shopping carts for kiddies and even special lights to properly age and tenderize meat.

The new market is the fifth and largest of the 20-year-old Super X chain, all of them located in the Bay Area. Its owners expect it to sell \$1,500,000 worth of products in a year. Its shelves are already stocked with \$200,000 worth of merchandise, according to Emanuel Costa, manager of

the market.

Costa explained that "self-service" will be the rule in the entire market, but special cuts will be made in the meat department upon request. To assure maximum accessibility, architects Hurt, Trudell and Berger made an intensive research study of shopping habits of patrons of other Super X markets before deciding upon the layout for this one.

The firm of Morris & O'Brien purchased the property over a year ago but the actual building of the market was delayed until determination of the routing of the new unit of Coast highway was established. For awhile there was danger that a projected widening or realignment of the present highway would cut through the parking space, where facilities are now provided to care for 300 cars.

Watch for our Grand Opening



the Welcome Mat will be out
for YOU at the . . .

NEW
COASTSIDE

SUPER X MARKET

20,000 square feet of the newest most convenient shopping area
you've ever had the pleasure of using.

Extra wide aisles, roomy stock shelves designed to add to your
enjoyment of shopping in this completely modern one stop
shopping center located right here on the coastside. Only
minutes from your home and no parking worries to vex you.

That frustrating standing in line at the check stand has been
shortened by one third with the installation of automatic
turntable check stands. Just unload your cart onto the
stand and your purchases are carried automatically to
the checkers hands, speeding the registering of the sale.



The Super X refrigerators are
stocked with huge quantities of
beef, pork, lamb, fish and fresh
poultry in readiness for the
air-conditioned cutting and
wrapping room which keeps
the self service meat counters
full to overflowing. You're as-
sured of the most complete
selection of quality meats for
your table. Special cuts will be made for you upon
request. Super X already famous for their out-
standing meat departments have outdone them-
selves for you at the new coastside super mart.

IT'S JUNE IN JANUARY - in our frozen food dept.

stocked with every imaginable vegetable and
fruit. Whole packaged meats, pastries, ice
creams, sherberts, to say nothing of fresh frozen
clams, shrimp and prawns. This Super X
department, with its gleaming chrome and
white self service cases features frozen
specialties at all times and is designed to
offer real help in meal planning and cut
preparation to the minimum.

NOTIONS and TOILETRIES are here
in widest possible selection. Featured
are soft goods — name brands at low
prices — sheets, pillowcases, child-
rens clothing, towels, dish cloths,
everything. Your new Super X
is truly a one stop shopping
center. A dream come true for
coastside.



Everything that's grown —
that's the aim and accomplish-
ment of the produce depart-
ment. Carefully selected by
our buyers, minutes fresh from
the garden and orchard to you,
the pick of the crop available
at all times on our refrigerated
cases. No hold overs, thus crisp
and fresh vegetables and fruits
await you always at Super X
Market.



milk, cream, cheese, butter,
ice cream, cottage cheese

OUR DELICATESSEN is a
sure bet to start your palate
palpatin' with its selections
of domestic and imported
meats, cheeses, salads, pickles,
canned and smoked fish. The
most modern refrigerated self
service cases assist your selec-
tion at Super X Market.

Everything for your household needs under one roof, arranged entirely for
your convenience and shopping pleasure at the new . . .

SUPER-X

in Pacific Manor Plaza

Quality Liquors

TOBACCOS

Holiday Wines

TOILETRIES

TOYS & GAMES



While-U-Wait

Now In Pacific Manor

To thank you for your won-
derful support of our new
shoe repair shop . . .

SHOE REPAIR SERVICE

APPRECIATION SPECIALS — Fri. and Sat.
Children's Heels . . . 50¢

FREE Heel Plates With Every Pair of New Shoes

Expert Repair
Orthopedic Work

Lowest Prices
Dyeing

Laber's Shoes & Repair

MANOR PLAZA

PACIFIC MANOR

Toys and Games

A huge new shipment of toys just arrived. Toys for the
young-uns, games for adults, fun-makers for young
and old, at the Coastside's largest variety store—Coast
Variety.

This year, shop for Christmas early—start your
layaway plan today.

For Boys . . .

Trucks, Cars, Steamshovels

For Girls . . .

Cake Mix Sets, Dishes, Dolls

For Adults . . .

MONOPOLY	\$2.98
SCRABBLE	\$3.00
SKIP-A-CROSS	\$2.00

Also ROOK, PIT, PLAYING CARDS, SCORE PADS

You get PURPLE STAMPS with every purchase

Coast Variety

Coastside Shopping Center

Pacific Manor

Open Fridays 'Til 9—Sundays 10-3—Other Days 9-6

Come to the PET PARADE

. . . and while your pet is looking his best



Have his picture
snapped at

**Mar - Clif
Studio**

Remember, a fine
photo lives forever

THIS IS HYPO, the most photo-
graphed cat on the Coastside. He'll
be here all day Saturday.

Ask about our Pet Parade Special
Saturday Only

MAR-CLIF STUDIO

Open 1 to 8 p.m. Daily—Closed Sunday & Monday
92 W. MANOR DRIVE, PACIFIC MANOR FL 5-6006
Coastside Shopping Center



From our
new fall
line.
Typically
California
. . . typi-
cally you.
100% wool,
box
jackets,
Three
different
styles.

\$24.98

Charge
Accounts
Purple
Stamps

Jenell's
Coastside Shopping Center
Pacific Manor

Coastside Tribune

MANOR VILLAGE — SHARP PARK — VALLEMAR — ROCKAWAY BEACH — PEDRO VALLEY — SAN PABLO MAR

SUPERMARKET TO OPEN SUNDAY; MANOR PLAZA BOOM PREDICTED

Golf Links To Stay in New City

A bit of San Francisco territory will become part of the city of Linda Mar if incorporation is approved by voters.

That became certain this week as the county Board of Supervisors turned thumbs down on a plea by San Francisco officials to have the San Francisco-owned golf course excluded from the boundaries of the proposed city.

These boundaries were approved by the Supervisors last week. When San Francisco officials were informed their golf course was included, they yelled bloody murder.

TOO LATE

But the supervisors said that it was too late to do anything about it, since the required legal notification had been given through a Coastside Tribune legal notice.

Meanwhile, incorporation leaders announced that persons wishing to run for City Council must file nominating papers with County Clerk John A. Brunning in Redwood City before noon on Dec. 1. The necessary forms also may be obtained from Brunning.

To be eligible, a nominee must be a qualified voter and obtain the names of 40 qualified voters on petitions. The law stipulates that a qualified voter must have lived in the state one year, in the county 90 days and in the precinct 54 days by the date of the election.

The election date is Jan. 11—when Linda Mar and some Rockaway residents will vote both on incorporation and on candidates for the five-man City Council. If incorporation wins, the candidate

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Bus Booths Due; No More Smoking

People waiting for the bus at Linda Mar and Rockaway Beach will have a chance to get in out of the rain, beginning next week.

Andy Oddstad, president of Homes by Sterling, developer of Linda Mar, announced that Sterling would build waiting booths this week at Linda Mar Blvd. and Coast Highway, the entrance to the development, and at Hewitt Ave. and Coast Highway in Rockaway.

The booths will accommodate both children waiting for the school bus, and adults who take the Greyhound.

'Strike' Talked By Mothers on Manor Drive

Thirty-two Pacific Manor mothers from upper Manor Drive this week threatened to keep their children home from school unless direct bus service to their homes is restored.

In a petition filed Monday, the mothers, led by Mrs. Harry Greenfield of 448 Manor Drive, said: "We all agree that until some form of permanent transportation is provided for our children to and from school, they are going to be kept home."

STAND SOFTENED

But subsequently, the mothers modified their stand because, as Mrs. Greenfield said, "We didn't want to penalize the children for something decided at the school."

The School Board decided last week that it would be dangerous to run a school bus via Manor Drive because of the steep hill, and cancelled the route. The children must now walk, either down to Miller Ave. or up to Westview to catch the bus.

"It's not so bad when the weather is all right," said Mrs. Greenfield. "But on stormy days, these youngsters arrive home exhausted and soaked to the skin."

MEETING TO RECONSIDER

In notes distributed this week, Mrs. Greenfield urged all the signers of the petition to attend the School Board meeting next Tuesday night, when the board again will consider the matter.

"Until then," read Mrs. Greenfield's note, "you will, of course, use your own judgment in deciding whether to send your child to school or not."

"I'm not trying to criticize the people at the school," Mrs. Greenfield told the Tribune, "because they've been very cooperative."

"But," she added, "it seems ridiculous to me that the bus can't at least drive up Manor Drive. Then it could go down any way they wanted it to."

Mrs. Greenfield is the mother of two—Ethan, 10, and Lance, 4½.

Previously the bus had been travelling both up and down Manor Dr., which the School Board considered dangerous. The present bus route takes it up North Lane to Spindale, thence to Westview, and back down South Lane.

The 22 signers represent mothers of 60 children, both present and future school attendees.



Daly Endorsed By Democrats

Coastside Democrats this week re-endorsed James B. Daly of Vallemar as candidate for Assemblyman from this district.

At the same time, Democrats said that Assemblyman Daniel J. Creighton, who was elected despite his avowal to resign and become a liquor lobbyist immediately thereafter, might be disqualified—with Daly, runner-up in the election, automatically taking his place.

The Democrats say that Creighton automatically would be disqualified if they can prove Creighton knew he would become a liquor lobbyist at the time he ran in the primaries last spring.

Otherwise, a special election will have to be held sometime in March, to determine who will fill his post. This election would be non-partisan, which means that anyone who presents a petition containing names totaling 3½ of the votes cast Nov. 2 could run again.

Daly has said he would run again. The support of the North Coastside Democratic Forum, claimed by its president, Mrs. Edna Laurel Calhoun as "the biggest organized block of votes in San Mateo County," would be a big help.

Mrs. Calhoun commended chairman of special committees for their work during the campaign. They were Michael Hughes, Mrs. Alice Johnson, Dr. E. Kenneth Harris, Mrs. Doris Egan and Elmer Geppert.



ONLY THREE DAYS AWAY: A freshly lettered Super-X sign gleams in the sun (top) behind a 300-car parking lot in Manor Plaza. Bottom: Everybody pitches in, including Manager Emanuel Costa (left) in a rush to stock the shelves for the opening.

Variety Store Opens Too-With Sale, Santa

The Coastside got a new variety store today—right next to the new Super-X market.

The store is called Coast Variety, and it's the first variety store in rapidly growing Manor Plaza in Pacific Manor. The three partners in the enterprise—Larry and

Tom Luber, brothers, and Leonard Cordini, say that its 4000 square feet of selling space will be stocked with 10,000 different items.

SANTA COMING

Today is opening day, and the store is running a big sale through Sunday, with prizes for the ladies and a special Christmas grabbag for the kiddies. And on Saturday, Santa Claus in person will be present to discuss Christmas plans with Coastside children.

Coast Variety has been planned since last January. The building, on the northern side of the market, has been waiting since then for the area to develop.

"We saw a growing, progressive community and we wanted to become a part of it," said Larry Luber. "And we want to make it easy for Coastside to get what they need, close to home."

The Labers, Cordini and Irving Mezgerthal, who will be manager of the store, have been associated with San Francisco variety stores.

(Continued on Page 8)

Super-X Sees Huge Volume

The Coastside's long-awaited first supermarket, a huge Super-X will throw open its doors at 9 a.m. Sunday in Manor Plaza Square in Pacific Manor.

For 10 days a crew of 40 has been working day and night so Coastside can "come in and get acquainted" in time for Thanksgiving dinners. A grand opening sale will be staged a few weeks hence.

TURNABLE CHECKOUT

The \$300,000 market is described by its owners, the firm of Morris & O'Brien, as "the most modern in all Northern California."

Among its features are wide and roomy aisles, an automatic turntable checkout system that Super-X officials say will cut checkout time by a third below

other systems, pint-sized shopping carts for kiddies, and even germ lamps to properly age and tenderize meat.

Super-X floor space is over 20,000 square feet. And its storage space is 8,000 square feet—huge enough, reported company officials, to store five full railroad freight cars worth of merchandise.

"The big storage space lets us buy in tremendous lots," said Manager Emanuel Costa. "We can buy at real savings, that way, and we pass the savings along to the shopper."

BOON TO BUSINESS

The market has been eagerly awaited not only by housewives but by other businessmen in the Manor Plaza area. One new store, Coast Variety, is opening today right next door (see other story on page for details). And other businessmen see the market as a powerful stimulant to all business and feel that Manor Plaza soon will become a complete shopping center.

There are parking facilities in the Plaza for 300 cars.

The market is the fifth and largest of the 20-year-old Super-X chain, all the others of which are located in the Bay Area. Its owners expect it to sell \$1,500,000 worth of products in a year.

Its shelves already are stocked with \$200,000 worth of merchandise, according to Super-X officials. And they estimated that

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for Skyline Link--Date Still Mystery



1 would begin remains a mystery.

2 Demands for its rapid construction arise almost every winter when slides make Coast Highway impassable and force residents onto narrow "Hot Ranch Road in Edgemoor" or onto Sterling Manor Drive. Last winter was the first one in years that Coast Highway wasn't washed out.

3 Actual construction of the Skyline-Coast Highway link has not been scheduled, according to assistant state highway engineer d R. W. Booker, because of "other critical highway deficiencies in San Mateo County."

4 He said it could be expedited if further slides on Coast Highway become critical.

5 A four-mile bypass at Half Moon Bay on Coast Highway.

6 A slide-correction project on Route 1 at Tunitas Creek.

7 Construction of a new bridge over San Pedro Creek at Linda Mar, to take care of increased water runoff from the project.

8 A survey of the relocation of Coast Highway between the Santa Cruz-San Mateo County line north to Lake Lucerne. This is scheduled as the next step in improvement of Route 1.

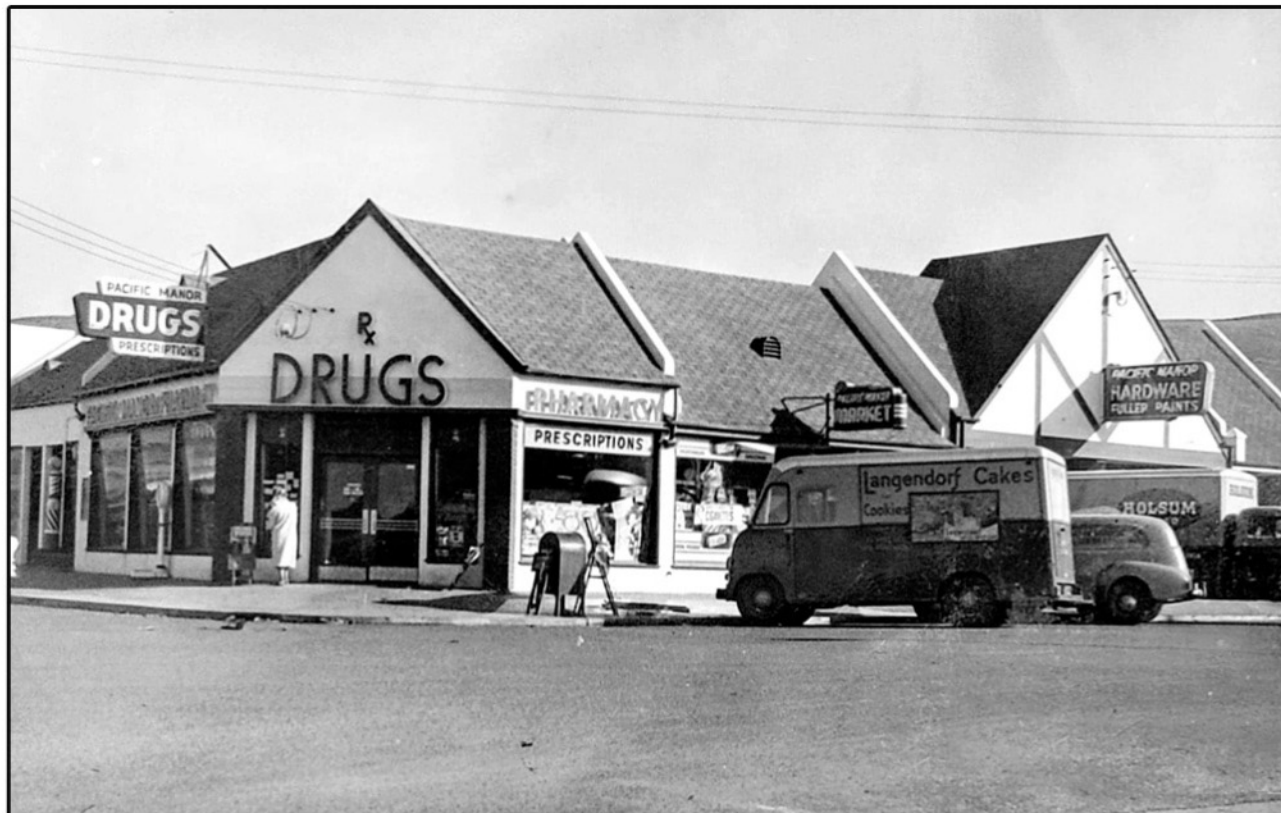
9 The overall plan calls for traffic interchanges at Alemany, San Pedro Road and Edgemoor Road, as well as grade separations at Westridge Ave. in Westlake.

10 Booker added that plans are near completion for improvement by San Francisco and the state of the existing three-lane pavement from Alemany Blvd. north to Lake Merced Blvd. into a four-lane divided highway. Construction will start next year.

11 This means that, once the Edgemoor link is completed, Coastside will be able to drive all the way into the heart of San Francisco on four-lane divided highways.



READY FOR THE OPENING of their new Coast Variety store next to Super-X in Pacific Manor, Larry Luber, Irving Mezgerthal and Leonard Cordini, pose for the cameraman beside a counter they've just finished stocking. The Grand Opening is today through Sunday.



Owl Rexall Drugs , prior to its move to the Pacifica Coastside Shopping Center in 1957.

6A Pacifica Tribune — 2 The Wave Dec. 31, 1986

Super X, Brentwood, Safeway

Eda Molinari is Retiring From Behind the Counter

Eda Molinari has been the friendly lady on the other side of the grocery checkout counter in Pacifica for nearly a quarter of a century.

She's made a lot of friends, many of whom do not know her name, but will remember her kindnesses and courtesies and casual, warm approach.

Today (Wednesday) is her last day at work after 18 years at what is now the Safeway Store in Pacific Manor Village Shopping Center but which prior to that was Brentwood Market. Eda started in the food business in 1962 at the Super X Market in Eureka Square (now Foodtown) and has seen a lot of changes not only in foods, prices and people, but also in the configuration of supermarkets in Pacifica. The Manor Safeway Store was originally Super X and owners Morris and O'Brien later put a second store in Eureka Square and hired Eda.

She began her retail career in the mid 50s, shortly after she and her late husband moved to Pacifica, as a clerk in Larry Labor's variety store, later owned by Joe Karp and then located where Pacifica Pharmacy is now, just north of the market.

"I'm happy and I'm sad," said Eda. "I love my job and I always

have. I know I'm going to miss it. I've made a lot of friends." She expects to have trouble adjusting away from her 4 a.m. reporting time, which began when Safeway went to 24-hour operation. "I'm a night person; I liked the hours." Her husband, Dave, a teamster, died seven years ago while they were residing in San Bruno.

She recently moved back to Pacifica. Her daughter, Jackie Benge, and her husband, Gerald, live in Sharp Park. She has two granddaughters, Davina Lynch, formerly of Pacifica, now of Fresno; and Shauna Benge, Pacifica.

Eda grew up in San Francisco, met her husband, from Butte, Mont., there, and they visited the Coastsides "while we were dating," moved here in 1952 after they were married.

The store Christmas party at the Moose Lodge on Dec. 6 featured a cake big enough to say both "Merry Christmas" and "Happy Retirement," for Eda. "What a big surprise," she said. Everybody at the store, including customers who'd heard she was leaving, had nice things to say about Eda this week.

"We all call her momma," said Theresa Coyle. "She's always looking out for the other person. We'll really



Eda Molinari...last day today

miss her."

Eda had things to say, too; "Carlo (Calderoni, store manager now) is the best manager ever. Well, wait, there was my friend, Don Ruiz (former manager of Brentwood Market), he's simply great, too. And,

Snowy Snodgrass, can't forget him (Snodgrass was Super X manager at Eureka Square). There are so many nice people, including Frank (Camilleri, now assistant manager), he's so nice to work with. I wish I could mention everybody."