



# 60th Anniversary

## Reflections

**T**here is just something very cool about looking at old photos. Black and white. Aerial Shots of new neighborhoods being created. Vintage automobiles. Ramblers, classic Chevys and Ford station wagons parked in front of grocery stores. Men in silk suits and women shopping in their Sunday finest.

The old photos that have been published and displayed throughout our 60th Anniversary are just a small part of this year as we've been reflecting on the great legacy of Roy Sims and Greenlaw Grupe - the two visionary businessmen who founded Lincoln Center in 1951.

During the 60th Anniversary of Lincoln Center, amazing stories, old photos with crinkled corners, and dusty Chronicle newspapers of days gone by kept showing up in the marketing office - all so interesting, and a gentle reminder of how Lincoln Center has been a part of the community for so many years.

Throughout this celebration we have featured stories written by current and previous merchants, shoppers, and community

members - often followed by phone calls from shoppers who wanted to tell us about their experiences at Lincoln Center. An example was an elderly gentleman who told us about the great day when he watched as the Big L was put into place, and the sweet lady who called to let us know she was here when Lincoln Center opened - and that the 'first store in that space was actually someone else', as we had inappropriately reported! It has been an enjoyable year celebrating with the entire Lincoln Center community!

From these black and white photos, to color photos, to now viewing them online, Lincoln Center has kept evolving. The facades have changed, merchants have retired with new business owners stepping in, and there are more restaurants to choose from than ever before.

But what hasn't changed is store front parking, one-on-one customer service, and many unique shops and boutiques that are privately owned. These business owners are members of our community. They live locally. Often times they are personal friends. And we thank the community for these past 60 years of supporting the Lincoln Center merchants, for shopping local and being part of the history that we've celebrated this year.

As we wrap up our anniversary, and 2011 winds down during this month of holiday celebrations, let's all embrace the tradition of our

families, of our community. We'll still keep taking photos, although not in black and white. We will continue to create memories for you, our shoppers. And what could be a better memory than the traditional Christmas photo with Santa? He's been faithfully showing up at Lincoln Center every year! Hope to see you too.

*You can read the Chronicle 60th Anniversary stories and view many of the old photos online at [www.LincolnCenterShops.com](http://www.LincolnCenterShops.com).*

## Here's to the Next 60

**W**hen Lincoln Center opened 60 years ago, there were 12 stores. Today we have more than 100. Over the years we've watched people in their 20's open shops here - as well as watched as others in their 70's retire ... or pass their business on to their children. Each business has its own unique story. Each is an integral part of the Center. And so many continue to evolve, as mentioned below. Cheers to the next 60!

**BEST WISHES** has recently remodeled and added a kitchen section called "The Kitchen Side." It includes an assortment of items for every chef, including salt and pepper grinders, barbeque accessories, glass storage containers, Nordic Ware, bake ware, kitchen gadgets, stock pots and Swiss Diamond non-stick cookware, cookbooks, cutting boards and more!



**C.R. PORTER** recently underwent a major remodel! The space features many more architectural elements from the "new kind of built in shelving" to rock and wood beams. All changes exemplify what customers can do in their own homes. They've also brought in many new products. The earthy, distressed, Tuscan elegance remains but they've gone a little more eclectic and contemporary by adding in reclaimed wood furniture, vintage pieces and unique art.



The **TRADER JOE'S** expansion is officially complete! The store is approximately 4,400 square feet larger. With the additional space, they've been able to bring in many more products.



*(continued on page 28)*

**THANK YOU FOR SHOPPING LOCAL FOR 60 YEARS**  
 Shopping local is beneficial in so many ways - and because of you, these local organizations have been supported by Lincoln Center Merchants through events, donations and volunteerism. Our community thanks you!

- |   |   |
|---|---|
| American Cancer Society                                   | One Charter School  |
| American Heart Association                                | P.A.L.S. Organization                                       |
| Assistance League of Stockton                             | Peace and Justice Network                                   |
| Bear Creek Community Church                               | Pharmacy Foundation of California                           |
| Bethel Church   | Pixie Woods Park  |
| Boy Scouts of America                                     | Podesta Ranch Elementary School                             |
| Brookside Elementary School                               | Pregnancy Resource Center                                   |
| Campus Crusade For Christ                                 | Presentation School   |
| Cathedral of the Annunciation School                      | Red Rhino Orphanage Project                                 |
| Central California School of Italian Language and Culture | Saint Basil's Greek Festival                                |
| Central Methodist Nursery School                          | Salvation Army  |
| Charterhouse Center for Families                          | San Joaquin A+  |
| Child Abuse Prevention Council                            | San Joaquin AIDS Poker Run                                  |
| Children's Guardian Fund                                  | San Joaquin County Historical Society and Museum            |
| Children's Home of Stockton                               | San Joaquin County Housing Authority Scholarship Foundation |
| Children's Museum of Stockton                             | San Joaquin County Sheriff S.T.A.R.S.                       |
| Children's Organ Transplant Association                   | San Joaquin Delta College                                   |
| Club All Star Baseball                                    | San Joaquin Sheriff's Association                           |
| Coats for Kids  | St. Anne's School   |
| Community Center for the Blind                            | St. Basil Preschool   |
| Concerts in the Park                                      | St. Joseph's Foundation                                     |
| Creative Child Care, Inc.                                 | St. Jude Children's Research Hospital                       |
| Dameron Hospital  | St. Luke Catholic Elementary School                         |
| Don Riggio School   | St. Mary's High School                                      |
| East Union High School                                    | St. Mary's Interfaith Dining Hall                           |
| Easter Seals  | St. Peter Lutheran School                                   |
| Emergency Food Bank                                       | Stockton Earth Day Festival                                 |
| First Baptist Church                                      | Stockton Jr. Colts Hockey Club                              |
| Franklin High School                                      | Stockton Leadership Foundation                              |
| Geweke Caring for Women Foundation                        | Stockton Police Youth Activities                            |
| Girl Scouts of the USA                                    | Stockton Portsmen   |
| Girl Scouts- Lincoln Service Unit                         | Stockton Rotary   |
| Give Kids a Smile   | Stockton Shelter for the Homeless                           |
| Goodwill Industries International, Inc.                   | Stockton Storm  |
| Haggin Museum   | Stockton Swim Club  |
| Holy Cross Church   | Stockton Symphony   |
| Hoover Tyler Little league                                | Stockton Thunder  |
| Hospice of San Joaquin                                    | Stockton Unified School District                            |
| Ironstone Concours d'Elegance                             | Stockton Unified SECA                                       |
| Italian Catholic Federation                               | Stockton Women's Network                                    |
| Jim Elliot High School                                    | Sunflower Presents Inc.                                     |
| Job's Daughters   | Sunrise Little League                                       |
| Julia Morgan Elementary School                            | Sunset Little League  |
| Junior League of San Joaquin County                       | Susan G. Komen for the Cure                                 |
| Kiwanis Club  | Temple Baptist Church                                       |
| Knights of Columbus                                       | Temple Israel   |
| Lakewood Elementary School                                | Tiger Aquatics  |
| Lambda Theta Phi  | United Cerebral Palsy                                       |
| Lincoln High School                                       | United Way  |
| Lincoln Unified School District                           | University of the Pacific                                   |
| Linden High School  | Vinewood Community Church                                   |
| Lodi Christian School                                     | Vineyard Christian Middle School                            |
| Lodi Mexican American Lions Club                          | Visionary Home Builders of California                       |
| Mable Barron School                                       | Waverly Elementary School                                   |
| Make-a-Wish Foundation                                    | Women's Center of San Joaquin County                        |
| March Of Dimes Foundation                                 | World Vision  |
| Marine Toys for Tots Foundation                           | YMCA  |
| Morada Little League                                      |   |
| Omega Nu charities  |   |



# 60th Anniversary

**VIP SALON & SUPPLY** remodeled the back half of their salon last year, adding eight more hair stations. This fall, they remodeled the front of their space, adding one more station and updating the floor, lighting, walls and cabinets.



**FLEET FEET SPORTS** recently moved to a larger space on North side of Lincoln Center. With the increased square footage, they're now able to carry more men's and women's apparel and host more events. Their new store is modern, spacious and fun.





# SHOP LOCAL AT Lincoln Center

COME TO  
*Lincoln Center*  
FOR PERSONALIZED SERVICE & STOREFRONT PARKING.

**EXTENDED HOLIDAY HOURS  
START DECEMBER 9TH**

OPEN WEEKNIGHTS UNTIL 8PM,  
SATURDAYS 10AM – 6PM & SUNDAYS 12-5PM

STOCKTON'S PREMIERE SHOPPING & DINING DESTINATION  
AT PACIFIC AVENUE & BENJAMIN HOLT | STOCKTON  
[www.LincolnCenterShops.com](http://www.LincolnCenterShops.com)

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Available for purchase at Campbell's and the Marketing Office

