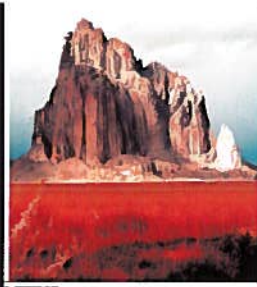


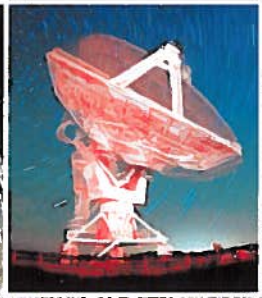
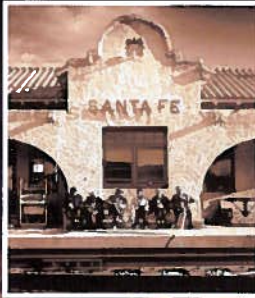
ALBUQUERQUE JOURNAL



NEW MEXICO



100 YEARS OF STATEHOOD



SHOPS GALORE

The Duke City has long been the center of the state's restaurant and retail scene — from Old Town to Nob Hill to major malls.

BY RIVKELA BRODSKY
JOURNAL STAFF WRITER

By the time New Mexico became a state, the shopping and restaurant hub in the Duke City had moved from Old Town to Downtown.

The reason for that in the early days of statehood: the Santa Fe Railway.

"The railroad built Albuquerque," says Randy Sanchez, the general manager of Coronado Shopping Center and chairman of the New Mexico Retail Association. "Retail and restaurants catered to the railroad."

And as the largest city in the state, Albuquerque offered — and continues to offer — more shopping options for the state's residents, ranging from Old Town to three major malls to the upscale ABQ Uptown.

In other communities, old Main Street merchants were the mainstays for retail until they started to struggle to compete with Walmart, Home Depot, Lowe's and other national chains. The large merchandisers changed the face of retail and downtowns everywhere.

"It's no secret that small towns in New Mexico saw mom-and-pops close when national retailers moved in," Sanchez says.

Small communities in New Mexico have held on to some locally owned businesses. Tiny San Antonio, for example, is home to the Owl Cafe and other local retail operations, says Rowena Baca. She is the co-owner of the Owl Cafe, which started as a grocery store in San Antonio in 1939 and continues to thrive, as its green chile cheeseburgers lure visitors from all over.



COURTESY OF ALBUQUERQUE MUSEUM/PA1992.5.74

A big crowd attends the opening of J.C. Penney in 1929 Downtown.



PAT VASQUEZ-CUNNINGHAM/JOURNAL

ABQ Uptown brought more high-end shopping to the area near Winrock mall in 2006.

But the presence of the national chains that sprang up during the 20th century has grown tremendously in the state.

Roots in Old Town

Old Town "is where everything (retail) started," says Marie Coleman, the president of the Old Town Merchants

Association.

After the business hub moved to Downtown, Old Town became largely residential, Coleman says. However, as tourism grew, the area around the plaza sprouted stores and restaurants — all independently owned and operated.

Coleman remembers shopping at the Covered

Wagon in Old Town in the 1970s when her family made trips to town from Cuba, N.M. That was one of the first retailers to open in the area, she says. Coleman also remembers the opening of La Placita and the Basket Shop (now called the Aceves Old Town Basket and Rug Shop). All three are still in Old Town.

Coleman purchased an old hacienda at 2111 Church St. in 1993, which is now Church Street Cafe. In the remodeling process, she discovered newspaper clippings from the 1930s.

Coleman and the Journal browsed through them, looking at ads for companies that were big during that time. Many brought back memories for her of shopping as a child in Downtown, including at Maisel's, a jewelry store, and at Paris Shoe Store.

The clips also included ads for the KiMo theater; Sunshine Movies, now the

Sunshine Theater; Strong-Thorne Mortuary; Sears Roebuck and Co.; Galles Motor Co.; Montgomery Ward; Albuquerque Lumber Co. and others.

Sanchez also has memories of shopping — and eating — Downtown.

He recalls shopping as a child with his family at J.C. Penney and Sears and eating at the Royal Fork restaurant off Central with his family.

"We'd go there at least once a week," he says. "It was all you could eat and free ice cream."

Growth of malls

Winrock, an open-air mall, was built in 1962 (named after Winthrop Rockefeller) on farmland east of the city's center, Sanchez says.

In 1964, Sears Homart Development Co. built Coronado. In 1972, Coronado was purchased by Hahn, a San Diego-based company that expanded and covered the shopping center.

"That was about the time retailers migrated from Downtown to shopping centers," Sanchez says, and Albuquerque's Uptown area with its two malls became the "retail mecca" for Albuquerque and the state.

The city's third mall, Cottonwood Mall on the West Side, opened in 1996.

Uptown now also includes ABQ Uptown, an upscale, outdoor mall that opened in 2006.

Nob Hill has also established itself as a retail destination in Albuquerque.

And Downtown continues to undergo revitalization efforts, which have included new restaurant, nightlife and retail offerings. **NM**

SNAPSHOTS IN NEW MEXICO RETAIL HIST

DILLARD'S

Entered New Mexico in 1972 in Albuquerque at Winrock Center. There are six stores currently operating in the state.



ROB MATSON/JOURNAL

MCDONALD'S

The first McDonald's in Albuquerque opened in 1959 at 5900 Menaul Blvd. NE. McDonald's currently has 107 restaurants throughout New Mexico.

WALMART

The first store in New Mexico opened in Hobbs in 1983. There are currently 32 Supercenters, three Discount Stores, two Neighborhood Markets, seven Sam's Clubs and a Distribution Center in the state.



JIM THOMPSON/JOURNAL

TARGET

Opened its first two locations in Albuquerque in 1988 at 11120 Lomas Blvd. NE and 8710 Montgomery Blvd. NE. It has since added new stores in Albuquerque, Roswell, Farmington, Las Cruces, Santa Fe and Rio Rancho.

KMART

The first location opened in Albuquerque at 2100 Carlisle Ave. NE in 1966. There are currently 15 Kmart locations across the state.



COURTESY OF GALLES MOTOR CO.

GALLES MOTOR CO.

The family-owned dealership was founded in Albuquerque in 1908. It is the oldest continuously operating auto dealer in Albuquerque, according to the New Mexico Automotive Dealers Association.



ROSE PALMISANO/JOURNAL

LA PLACITA DINING ROOMS

Opened in 1935 in the heart of the historic Old Town Plaza.

ACEVES OLD TOWN BASKET AND RUG SHOP

Opened in 1956 in Old Town in a building that was built in 1875.

FRENCH FUNERALS CREMATIONS

Family-owned company founded by Chester T. French in 1907 at Fifth Street and Gold Avenue in Downtown Albuquerque and continues today at four locations across the city.

KISTLER-COLLISTER

Opened as J.H. Collister in 1909 in Downtown Albuquerque. By the 1950s it carried fabric, bridal wear and clothing. It moved to San Mateo in the early 1960s, by then becoming the place to go for high fashion. Doug Collister, third-

generation owner, lamented the store's closing in the mid-1990s as a sign of the times.

PARIS SHOE STORE

Founded in 1904 by Italian immigrant Pompilio Matteucci, it opened first as a shoe repair shop, but later became a full-service shoe store. By the 1950s, the store moved to Third and Central, with a second location in Nob Hill. Paris Shoes was a nationally known and respected company. Eventually it had six locations, but they closed by 1995 or 1996, said Bob Matteucci, the great-grandson of Pompilio, who opened Shoes on a Shoestring in 1990 and sold it in 2003. He is now a family law attorney.



ROBERTO E. ROSALES/JOURNAL

BUTTERFIELD JEWELERS

In 1945, the Butterfield family moved to Albuquerque and opened its store across from the University of New Mexico. Ernest Bernard

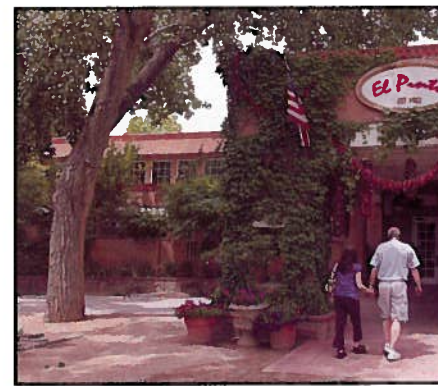
Butterfield Jr. (Bernie) joined his father in business after graduating from Albuquerque High School. Bernie took over the operation of the family business upon the death of his father in 1954. The store moved in 1975 to its current location on San Pedro Boulevard, and Bernie acquired and renamed the center Butterfield Plaza.

LA POSTA DE MESILLA RESTAURANT

Opened in 1939 by Katy Griggs Camunez; it occupies 10,000 square feet of the La Posta Compound. After Katy passed away, the property and business were acquired by a great-niece, Jerean Camunez Hutchinson, and her husband, Tom, aka "Hutch." The restaurant serves dishes from recipes handed down over the years from the Fountain, Chavez and Griggs families.

DION'S

Bill Scott and John Patten opened the first location in 1978 at Juan Tabo and Montgomery NE. There are now 17 Dion's locations: 10 in Albuquerque, one in Rio Rancho, one in Bernalillo, one in Los Lunas, one in Santa Fe, one in Las Cruces and two in Lubbock, Texas, according to the company's website.



MAT

EL PINTO

A one-room restaurant was opened in 1900 by Connie Thomas. The Thomas family still runs the eatery that now seats more than 1,000. It serves recipes from the Thomas children's grandmother, Ernestine Chavez-Griggs. She is part of the Chavez-Griggs family, whose recipes are used by La Posta restaurant.

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