

BIBLIOGRAPHICAL NOTE

Scholarly studies of subjects central to this book—retail architecture, outlying business centers, and Los Angeles—are relatively few. My research had to rely primarily on a wide range of period accounts, most of them very limited in nature. The process, then, in large part entailed gathering small particles of information in sufficient number and scope to gain an accurate perspective on the complex shift from city center to regional mall.

Under the circumstances, offering a subject guide to the hundreds of sources cited in the notes seems a more useful instrument of reference than the conventional form of bibliography. The subject categories entail some overlap. I have erred on the side of redundancy where I thought it was useful. References to major department stores in southern California shopping centers, for example, are listed under both “department stores” and “shopping centers,” but not under “commercial architecture, miscellaneous” or “retailing.” Citations addressing material in locations outside southern California as well as in the nation generally are grouped under “U.S.” in the listings. Roman numerals refer to chapters; the following arabic numerals refer to individual notes.

Identifying key material proved a challenging task in its own right. Subject headings one might first think of as points of departure—“shopping center,” for example—yield almost nothing for the period in question. The probe had to proceed incrementally, for some time without a clear sense of the extent, nature, or range of publications that would be essential to consult. Only through what seemed like an almost random path could the search become systematic and conclusive.

Among the wide array of sources examined, trade periodicals proved some of the most informative, chronicling then current tendencies in considerable detail. Beyond business magazines aimed at a broad audience, such as Business Week and Fortune, are numerous specialized ones for retailers (e.g., Chain Store Age, Department Store Economist, Super Market Merchandising). Women's Wear Daily is perhaps the single most valuable in this latter category, offering abundant insight on stores, companies, retailing concerns, and trends in urban development. Journals produced for advertisers (Printer's Ink, Tide), appraisers (Appraiser Journal), property owners (Building Investment), and real estate developers (National Real Estate Journal, Freehold), among other fields, add necessary perspectives. Likewise, periodicals directed to architects (e.g., Architectural Forum, Progressive Architecture), builders (e.g., Building Age), and planners (e.g., American City) add essential pieces of the picture.

Periodicals with a regional focus are substantially fewer. Among the most informative for the subject are Architect and Engineer of California, Los Angeles Realtor, and Southwest Builder and Contractor. Two newsletters, Eberle Economic Service and the Security-Pacific Bank's Monthly Summary of Business Conditions, provide important statistical data and analysis.

The other principal source for this study is local newspapers. Among the city papers, the Los Angeles Times gives the most extensive coverage to architectural, retailing, and urban development matters. Neighborhood papers (e.g., Hollywood Daily Citizen, Southwest Wave, Valley Times) as well as those of satellite communities (e.g., Beverly Hills Citizen, Glendale News Press) afford a wealth of detail not found elsewhere.

Many other sources were tapped as well, including municipal reports, city and telephone directories, Sanborn fire insurance atlases and other maps, photographic collections, and company archives, as well as interviews with a number of retired architects, planners, real estate developers, and retailers.

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