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Sourisseau Academy

Smith-Layton Archive presents:

Let's Shop!

by Heather David

Les Amis (The Friends)
May 2017

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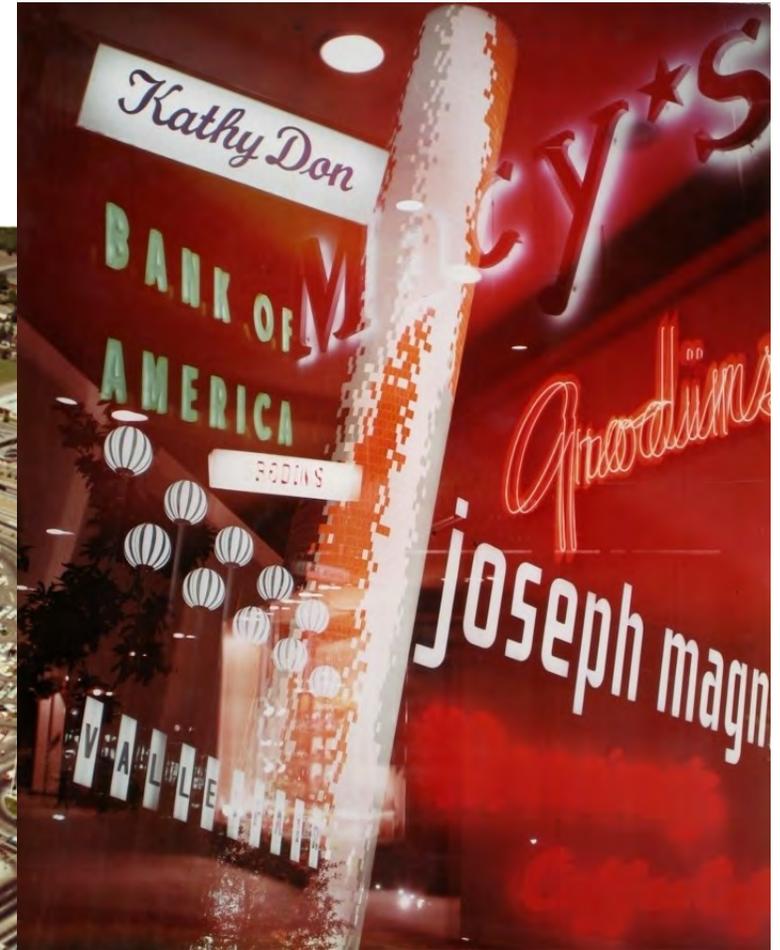
[57] **Downtown San Jose – The Valley’s Shopping Destination.** For well over a century, the Santa Clara Valley’s destination for *Shopping Delight* was Downtown San Jose. From local shops like Hart’s, Hartfield’s and Hale’s, to national chain stores like Sears, Wards, and J. C. Penney, Downtown San Jose was THE place for back to school supplies, wedding gowns, and baby shower gifts.



[58] **Hart's Department Store.** The corner of Market and Santa Clara Streets was once home to Hart's Department Store. Founded by Leopold Hart in 1866, Hart's quickly developed a reputation for excellent merchandise and outstanding customer service. This reputation carried Hart's through the Great Depression and two world wars. Sadly, it could not stand up to the forces of suburban expansion. (Photo by Arnold Del Carlo)



[59] **Hart's Shoe Department.** *Girls who go places* shop at Hart's. This circa 1950 photo celebrates one of the many departments at Hart's downtown store – the shoe department. An atomic display fixture showcases a variety of flats for the young miss, as a salesgirl models sneakers that match her dress. (Photo by Arnold Del Carlo)



[60] **Valley Fair Shopping Center.** Following World War II, mirroring a nationwide population migration, people traded the urban for the suburban shopping experience. Post-War economic prosperity created a new breed of shoppers – customers that shopped for sport, not just necessity. In 1956, the South Bay’s first modern suburban shopping mall arrived on the scene – Valley Fair. (Photos by Arnold Del Carlo)



[61] **Macy's Valley Fair.** Anchored by a Macy's department store and featuring some 50 smaller shops, Valley Fair offered its patrons a *real cool shopping experience*. There were fashion shows for the ladies and a rooftop carnival for the kiddies. All stores were air-conditioned and there was parking for over 3,000 cars. (Photo by Arnold Del Carlo)



[62] **Stevens Creek Plaza.** In 1957, the glamorous Valley Fair received some healthy competition from another shopping center, built right across the street – Stevens Creek Plaza. Stevens Creek Plaza was anchored by the largest Emporium department store between San Francisco and Los Angeles. (Photos by Arnold Del Carlo)

Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
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[63] **Emporium Ladies.** Like its neighbor Macy's, the Emporium held special events - including fashion shows. These lovely ladies model looks for Fall 1963. Outfits such as these, and more, were just a few steps away. (Photo by Arnold Del Carlo)



[64] **Magnin.** In 1964, the Emporium at Stevens Creek Plaza was joined by the ultra chic I. Magnin. High fashion had arrived in the South Bay. From designer labels to personal shopping services, *Madame* no longer had to travel for the latest fashions. (Photo by Arnold Del Carlo)



[65] **Women's Personal Shopping.** I. Magnin took shopping to an entirely new level, with in-house professional stylists. "Please have a seat, Madame, and your personal consultant will be with you shortly. Our mannequins are outfitted with the latest fashions. Coffee or tea?" (Photo by Arnold Del Carlo)



[66] **Town & Country Village.** As if the Valley's shoppers didn't have enough options with two malls within walking distance, yet another shopping center was constructed in the late 1950s across Stevens Creek Boulevard! Drawing design inspiration from a Spanish hacienda, San Jose's Town & Country Village opened in 1960, with a variety of specialty stores, covered walkways, and ample parking. (B&W Photo by Arnold Del Carlo)



[67] **Eastridge Shopping Center.** The year 1971 marked the grand opening of the largest enclosed shopping mall on the West Coast – which happened to be located in San Jose. The mighty Eastridge, with FOUR anchor department stores, was an immediate tourist attraction. The four anchors were Macy's, Sears, Liberty House, and J. C. Penney. Eastridge had three levels and a *Grand Court* featuring a metal sculpture called *Stainless Steel Tubes* by the artist Stephanie Scuris. (Photo by Arnold Del Carlo)

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Shopping Center Country

The Soul of Suburbia

By Rick Carroll

They are big by anybody's standards, except perhaps Pharaoh's.

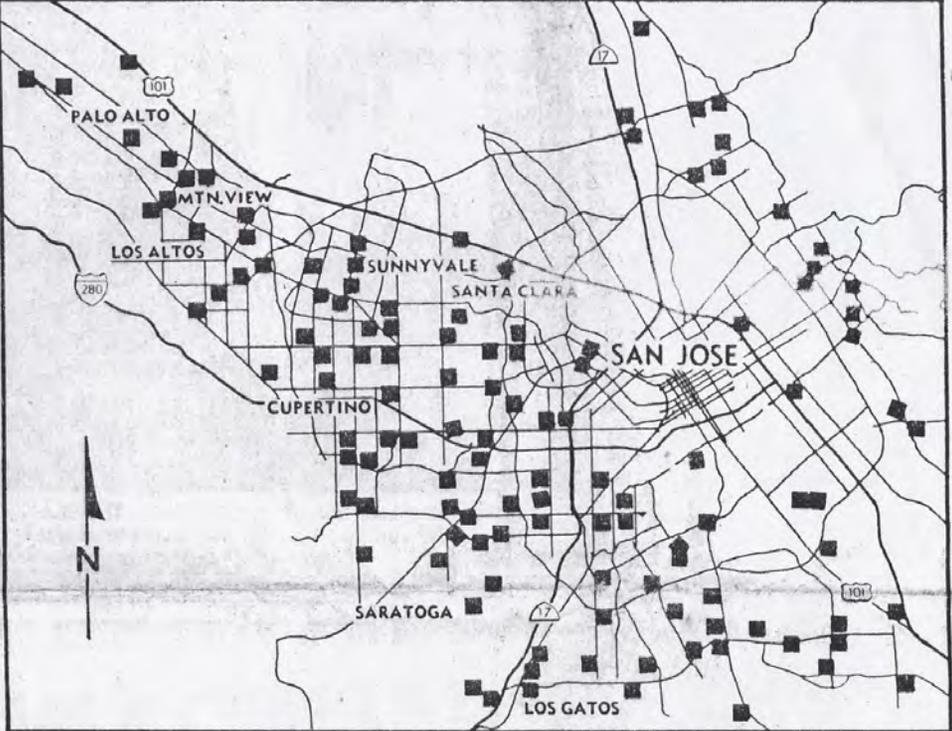
More plentiful than the pyramids, more costly to build, they are visited daily by more people than will ever gaze upon the Sphinx and wonder about ancient Egypt.

They are the shopping centers, a suburban phenomenon which, along with the freeways, rank as true monument of California's civilization.

And nowhere are shopping centers so concentrated as in the in the long, wide Santa Clara Valley.

Where orchards once stood there are now these new landmarks with fanciful names—Blossom Valley, Valley Fair, The PruneYard, Oakridge Plaza, Seven Trees—spelled out in neon lights, success—

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Map showing the concentration of shopping centers in the Santa Clara Valley

[68] **Shopping Center Country.** By 1976, the Santa Clara Valley was being referred to as *Shopping Center Country*. This nickname was not inaccurate. Over the course of two decades, the *Valley of Heart's Delight* had replaced numerous orchards with dozens of shopping malls and commercial strips. With names such as *Blossom Valley*, *The Pruneyard*, and *Seven Trees*, these modern meccas hardly resembled anything their names implied.



[69] **The Shopping Evolution Continues...** The 1980s marked the grand opening of a new and improved Valley Fair. The original Valley Fair Mall and Stevens Creek Plaza were combined in 1986 to form a significantly larger, enclosed mall. And following the Valley Fair metamorphosis, in the late 1990s, Town & Country Village was razed to make way for an entirely new concept – living and shopping combined – the *lifestyle shopping center*. (Photo by Arnold Del Carlo)