

PEARL CHASE AND THOMAS MORE STORKE:
TWO COMMUNITY BUILDERS IN TWENTIETH-CENTURY
SANTA BARBARA, CALIFORNIA

by

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DISSERTATION

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ABSTRACT

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Pearl Chase (1888-1979) and Thomas More Storke (1876-1971) are the main protagonists in this dissertation which analyzes Santa Barbara, California, and its twentieth-century development. These two individuals dedicated their lives to improving, maintaining, and preserving their unique city, as they supported—and often led—many architectural, civic, educational, environmental, and infrastructural projects. Chase and Storke were selected to headline this dissertation because they were excellent examples of community builders whose prolific endeavors resulted in many achievements. Some of these accomplishments have become Santa Barbara icons for which the city is known, such as its picturesque architectural style and a University of California campus (UCSB). Chase and Storke were also chosen because their adult lives spanned almost three-quarters of the twentieth century, and thus, this analysis could

examine the impact that many of the era's major events had on the Santa Barbara area. In addition, these two Santa Barbarans offered an opportunity to examine this topic from varying perspectives, due to Chase and Storke's differences in career, marital and family choices, as well as gender, origin, and heritage.

The results of Chase and Storke's efforts still exist today—from those projects that can be seen, such as Lake Cachuma or the Santa Barbara Airport, to those ventures that cannot be visible because they were prohibited to exist, like garish commercial signage or an overly industrial economic base. Chase and Storke's memories in Santa Barbara are also reflected in ways that might expected of such involved citizens, such as awards, honors, and landmarks bearing their names. However, these two dedicated people also left behind a legacy of civic commitment, as they encouraged others by example—and by recruitment—to be community- and philanthropic-minded, qualities that are important elements to the character of Santa Barbara.

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INTRODUCTION

Cradled between the picturesque Santa Ynez Mountains and the Pacific Ocean, Santa Barbara, California is renowned for its beautiful beaches, stunning vistas and enviable Mediterranean climate, which boasts “an average daytime temperature that ranges from the mid-60s to the mid-70s.”¹ As nineteenth-century journalist Charles Nordhoff complimented: “Santa Barbara is on many accounts the pleasantest of all the places I have named.”² Nordhoff (1830-1901) was effusive in his praise for Santa Barbara, which he visited in the winter of 1872. Afterwards, he chronicled his travels, as a “series of descriptive articles for Harper’s Magazine” which in turn, became a best-selling book of that era, *California: For Health, Wealth and Residence, A Book for Travellers and Settlers*, published in 1873.³ Praise and popularity for Santa Barbara existed long past Nordhoff’s era—and has still continued, as writer Freda Moon’s 2019 *New York Times* article complimented: “With its Mission-style facades and showy tropical foliage, Santa Barbara could be a commercial for the California good life.”⁴

¹ “Santa Barbara Weather,” Santa Barbara, The American Riviera, <https://santabarbaraca.com/plan-your-trip/know-before-you-go/weather/>. This website also mentions Santa Barbara’s “300+ days” of sun every year. In his article, “5 Places Where the Weather is 75 Degrees and Sunny All Year Long,” author Peter Lane Taylor claims that the city has “283 days of sun, 36 days of rain, and brief winter lows in the high 40s.” See: Peter Lane Taylor, “5 Places Where the Weather Is 75 Degrees and Sunny All Year Long,” *Forbes*, October 31, 2016, <https://www.forbes.com/sites/petertaylor/2016/10/31/winteriscoming-guess-where-the-weather-is-75-degrees-and-sunny-all-year-long/#5f50e1a24c96>.

² Charles Nordhoff, *California: For Health, Pleasure, and Residence, A Book for Travellers and Settlers* (New York: Harper and Brothers, 1873), 111. According to writer Dan Bagott, this book of Nordhoff’s “is credited by some historians as the strongest force attracting Americans of that time to California.” More specifically, “Nordhoff extolled Santa Barbara above everywhere else.” For both quotes, see: Dan Bagott, “What’s in a (Street) Name? Plenty,” *Los Angeles Times*, January 30, 2000, <https://www.latimes.com/archives/la-xpm-2000-jan-30-me-59371-story.html>.

³ Kevin Starr, *Material Dreams: Southern California Through the 1920s* (New York and Oxford, Oxford University Press, 1990), 246-247.

⁴ Freda Moon, “36 Hours in Santa Barbara County” *The New York Times*, August 15, 2019, <https://www.nytimes.com/2019/08/15/travel/what-to-do-36-hours-in-santa-barbara-county.html>. Santa Barbara’s population in 1870 was 2,970, while by 1880 it reached 3,460. See: “Timeline,” City of Santa Barbara,

However, the region's natural charm is not the focus of this dissertation. Rather, this project aims to highlight twentieth-century Santa Barbara and its development via the lives of two iconic community builders, Pearl Chase (1888-1979) and Thomas More Storke (1876-1971).⁵ Their stellar efforts helped to champion the area's architectural, civic, cultural, environmental, and infrastructural evolution and growth during that era. And, in doing so, this project also serves to emphasize some of the reasons why Santa Barbara is special or unique.

Chase and Storke, who gave tirelessly to Santa Barbara throughout their lives, will be the main protagonists of this twentieth-century story of the city. These two, with their dedication and love for their town, helped to facilitate the city's enhancement and development during this era. Chase and Storke spearheaded initiatives, crafted solutions, led movements and rarely took 'no' for an answer when it came to Santa Barbara and the quality of life of its people. They were not just small-town players, as either of them could have easily parlayed their extensive civic knowledge and influence into a state or national political office. If they did venture out of town on business, it was often on behalf of Santa Barbara, perhaps to gain support for an important infrastructure project or to bring wider knowledge back home. (It must be noted, however, that Storke did serve very briefly as a United States Senator but returned promptly to his beloved Santa Barbara.)

<https://www.santabarbaraca.gov/services/community/historic/historysb/timeline.asp#Expansion>. In 2020, the city's population was 88,665. See: "Quick Facts: Santa Barbara city, California; Santa Barbara, California," United States Census Bureau, <https://www.census.gov/quickfacts/fact/table/santabarbaracitycalifornia,santabarbaracountycalifornia/PST045221>

⁵ In the preface of *California Editor*, Walker A. Tompkins referred to Storke as a "community builder," among many other titles. Thomas M. Storke, *California Editor*, in collaboration with Walker A. Tompkins (Los Angeles: Westernlore Press, 1958), 1. Chase most definitely deserves this distinction, as well.

Why were Chase and Storke selected to be the main protagonists for this project? In addition to being prolific and effective civic supporters, they were also chosen for an important similarity—their lives spanned a large part of the twentieth century, the primary timeframe of this dissertation. Chase and Storke lived through the Progressive Era, the Great Depression, the major military conflicts of that century, the post-World War II growth of California, and more. They experienced these eras and they helped Santa Barbara to navigate them, too. Regarding the state’s massive post-World War II expansion, one source noted: “On the eve of the war, California's population had already doubled since the 1920s, to 3.4 million. By 1962, California had become the most populous state in the union and had grown to 19.95 million by 1970.”⁶ In contrast, Santa Barbara embraced a much more controlled growth pattern, as its 1940 population of 34,438 evolved into a relatively measured gain of 58,768 by 1960.⁷ Chase and Storke supported positive, enriching development, but not an uncontrolled flood of getting bigger. For example, while they both played a part in convincing the prestigious University of California to open a Santa Barbara campus, they also agreed that the area’s business focus should not be overly industrial.

The differences between Chase and Storke have also provided interesting comparisons and added depth to this project. She never married or had children of her own, while he married two times and had multiple children in a traditional—for his generation—family environment. Additionally, Chase and Storke had different origin stories, with the former an East Coast native

⁶ “California After The War: Urban Growth Boom,” California State Capitol Museum, <https://capitolmuseum.ca.gov/special/ww2/after-the-war/urban-growth-boom>.

⁷ “Timeline,” City of Santa Barbara, <https://www.santabarbaraca.gov/services/community/historic/historysb/timeline.asp>. “1970 Census of Population, Issued April 1973, Part 6, Section 1, California,” U.S. Department of Commerce, 6-14, https://www2.census.gov/prod2/decennial/documents/1970a_ca1-01.pdf.

who fell in love with her new town, and the latter a long-time Santa Barbaran whose maternal line descended from José Francisco de Ortega, who became the first commandant of the Royal Presidio of Santa Barbara in 1782. As had Chase, people have continued to arrive, become enamored with the area, and stayed. Other residents, like Storke, are locals who grew up and remained in town, while some might have left for college or jobs, and eventually made their way back to the area.

Chase and Storke were dissimilar in other aspects, too. While they both gave freely of their time and talents to Santa Barbara, for Chase it was her life's work. After departing from her career in education in the early twentieth century, she embraced the life of a full-time volunteer with the same zest and skill as if she was a corporate executive. Her background in teaching provided a solid foundation on which she was able to instruct and guide others, as she did first with her public health endeavors. As she continued to expand her philanthropic interests, she branched out and devoted herself to many, many other ventures including unified architecture, housing, historic preservation, and environmental conservation. Chase paid attention to the smaller requests too, from lending her Victrola to a junior high to offering career advice to a former president of the University of California.

On the other hand, Storke was a long-time newspaper editor, publisher and businessman who even served as the local postmaster for a while. While he and Chase shared enthusiasm for some tasks or perspectives, Storke's focus tended to be on improving the infrastructure. As such, he championed such programs as bringing a passenger airport to Santa Barbara and a modern water system with Lake Cachuma.

Chase and Storke's lives as prominent Santa Barbarans were well-suited to providing a framework for highlighting the city's twentieth-century story and what makes it unique.

Additionally, their extensive experiences, far-reaching personal and professional networks, and varied interests also allowed further study of related ideas, institutions, and people, as discussed throughout this dissertation.

The twentieth-century viewpoint of this much smaller city allows a different perspective from much of the existing literature on urban history that focuses on larger Midwestern municipalities, such as Chicago, in the nineteenth century. Interestingly, Santa Barbara and Chicago both had limited populations during the first part of the nineteenth century. While the former had 900 “non-native inhabitants in the Santa Barbara area” in 1840, “Chicago was a wilderness outpost of just 350 residents” in 1833.⁸ That parallel population growth was short lived, however, as the California town remained small (just 6,587 people by 1900), but Chicago’s population soared, with 1.7 million residents by the turn of the century.⁹ Midwestern city boosters often saw this growth as a key to economic prosperity. As Chicago grew exponentially, it became “known the world over for its dense web of railroads, cruelly efficient slaughterhouses, fiery blast furnaces, and soaring skyscrapers.”¹⁰ This expansion had consequences, of course, as the metropolis struggled with the inevitabilities of problems, such as pollution, crowded tenement housing, and unhygienic conditions.

⁸ “Timeline,” City of Santa Barbara, <https://www.santabarbaraca.gov/services/community/historic/historysb/timeline.asp#Secularization>. Joshua Salzmann, “How Chicago Transformed from a Midwestern Outpost Town to a Towering City,” *Smithsonian Magazine*, October 12, 2018, <https://www.smithsonianmag.com/history/how-chicago-transformed-from-midwestern-outpost-town-to-towering-city-180970526/>.

⁹ “Timeline,” City of Santa Barbara. Salzmann, “How Chicago Transformed from a Midwestern Outpost Town to a Towering City.”

¹⁰ Salzmann, “How Chicago Transformed from a Midwestern Outpost Town to a Towering City.”

Smaller Santa Barbara, on the other hand, did not contend with the same scope of industry and its accompanying obstacles. For example, while Chicago had rail connections in the mid-nineteenth century, Santa Barbara did not get its first train until 1887.¹¹ Even when Santa Barbara had rail service, it was a relatively uncomplicated system with tracks just in two directions—north and south. This was very different from Chicago’s complex network. As described in 1877, “the railways which radiate from Lake Michigan and run like lattice-work throughout the West, gather up business and centering at Chicago pour it by train-loads on to the through lines to the East.”¹²

The California city did address some public health issues, such as Chase’s local crusade to clean up the city’s slaughterhouses (as discussed in Chapter Two), but it was on a much more minor scale. And, as this project will explain, Santa Barbara never had high-rise buildings.

As Santa Barbara community builders such as Chase and Storke accepted that their town’s geographic and size limitations would allow different kinds of industry than larger cities, they also saw it as a choice—and an opportunity to make their town a special kind of place. In Santa Barbara, they saw a city that was full of exquisite natural beauty, stunning architecture, and a multitude of other amenities, as well as lively community energy and a philanthropic spirit. In choosing to concentrate on developing and preserving these attributes, Chase and Storke’s ‘qualitative’ approach with carefully controlled growth differed from some of the nineteenth century Midwestern city boosters, whose expansion theories often centered around economics.

¹¹ Jay Kozlarz, “Transportation that Built Chicago: The Importance of the Railroads,” Curbed, September 21, 2017, <https://chicago.curbed.com/2017/9/21/16344608/transportation-chicago-railroad-cta-union-station-history>.

¹² Nimmo, Joseph J., *Report on the Internal Commerce of the United States* U.S. Treasury Department, Bureau of Statistics, Washington D.C., 1877, 24, quoted in William Cronon, *Nature’s Metropolis: Chicago and the Great West* (New York and London: W.W. Norton and Company, 1991), 90.

For example, Toledo, Ohio, booster Jesup W. Scott “believed that cities grew principally for economic reasons: their main activity was to serve as marketplaces for their regions.”¹³

Chase and Storke were also chosen to headline this dissertation because a side-by-side account from this perspective on Santa Barbara has apparently not been extensively covered to date. There is an important consideration to mention, however. While Chase and Storke are worthy protagonists for this dissertation, it must be acknowledged that there are many others who have contributed significantly to Santa Barbara in a multitude of ways over the years.

A successful and memorable city is created by its community. Many Santa Barbarans helped to develop their town, putting in endless efforts and contributing to the community in many ways. It is a mutually supportive environment, as non-profit leader and consultant, Dr. Cynder Sinclair pointed out: “Like many communities, we have come to depend on the non-profit sector for our comfort, health, safety, enjoyment, and well-being. All of us—government, business, public, non-profit, and individuals—play a critical role on the team to keep our community vibrant.”¹⁴ Although Sinclair’s comments were from March 25, 2020, as the whole world was in the midst of the terrible COVID-19 pandemic, Santa Barbara’s reputation as a philanthropic force was in place for years beforehand. And it was not just an endeavor for the wealthy. For example, as writer William Overend emphasized in a 2003 *Los Angeles Times* article: “Philanthropy isn’t just an activity here. It’s what defines you as a member of the community, whether millionaire donor or working-class volunteer.”¹⁵ In the same article, the late

¹³ Cronon, *Nature’s Metropolis*, 39-40.

¹⁴ Cynder Sinclair, “Nonprofits Heroically Navigate the Choppy Coronavirus Waters,” *Noozhawk*, March 25, 2020, https://www.noozhawk.com/article/cynder_sinclair_nonprofits_heroically_navigate_the_choppy_coronavirus_water

¹⁵ William Overend, “Charity Must Be in the Water,” *Los Angeles Times*, September 12, 2003, <https://www.latimes.com/archives/la-xpm-2003-sep-12-me-charity12-story.html>.

Naomi Schwartz, a former County Supervisor, agreed with the importance of volunteerism to the culture of Santa Barbara: “Philanthropy accounts for a tremendous part of the well-being of the entire Santa Barbara area... For a small community, the amount of giving is amazing. It’s probably off the charts.”¹⁶

Nordhoff’s promotion of Santa Barbara’s mild weather (“I think there is no doubt that Santa Barbara has the most equable climate...on this coast.”), mineral springs, and unique coastal location “brought an immediate influx of health-seekers...despite the lack of a direct train connection.”¹⁷ Regarding the latter trait, he made a point of highlighting Santa Barbara’s south-facing position:

If you will examine a map of California, you will see that, while the general “trend” of the coast-line is from north-north-west to south-south-east, at Point Conception it makes a sharp and sudden turn, and runs to Rincon Point, below Santa Barbara, nearly due east and west. Thus, Santa Barbara faces directly south.¹⁸

Nordhoff explained the benefits of this location:

¹⁶ Naomi Schwartz quoted in Overend, “Charity Must Be in the Water.”

¹⁷ Starr, *Material Dreams*, 247. The first train to Santa Barbara from Los Angeles arrived in 1887, while the train connection from San Francisco commenced around 1901. Before the train, transportation to Santa Barbara usually involved a stagecoach or a steamship. Regarding the former, Thomas More Storke pointed out that such travel from Ventura, California often required “a Wells Fargo stagecoach, drawn by six horses changed at regular intervals at established relay stations, about eight hours to cover the 30 miles.” From points north, trips by land were usually “by the wagon road over San Marcos Pass, or by El Camino Real—now U.S. Highway 101—via Gaviota Pass.” Today, the San Marcos Pass route is the much safer, but still mountainous, California State Route 154, although it is still known colloquially by its original name. For both quotes, see: Thomas M. Storke, *I Write for Freedom* (Fresno, California: McNally and Loftin, 1962), 20-21.

¹⁸ Nordhoff, *California: For Health, Pleasure, and Residence*, 112.

The harsh and foggy north and north-west winds...are entirely cut off from Santa Barbara by the high coast range...Santa Barbara lies on a narrow strip of land, with the sea and some lovely islands to the south, and a picturesque mountain range...about one and a half miles back to the north.¹⁹

In this passage, Nordhoff was referring to the Santa Ynez Mountain Range and the Channel Islands, geographical features that essentially sheltered Santa Barbara and provided not only a buffer from fog and wind, but also stunning visuals.

¹⁹ Nordhoff, *California: For Health, Pleasure, and Residence*, 112.

Figure 1: Map of California



Source: National Atlas of the United States, via Wikimedia Commons, January 1, 2004, https://commons.wikimedia.org/wiki/File:Map_of_California_NA-2004-compact.png.

“They call it the ‘American Riviera,’ as its beaches resemble and rival those of coastal France, but to see Santa Barbara is to see colonial Spain.”²⁰

This seaside city is also world-famous for its distinctive architectural style, featuring red-tiled roofs, white stucco walls, courtyards, arched doorways and much more. Although the roots of the city’s charming building design existed long before the twentieth century, it was a tumultuous 1925 earthquake that shook Santa Barbara—crumbling much of its downtown—that provided a catalyst for rebuilding in a unified architectural mode, borrowing heavily from Spanish Colonial and Mediterranean styles.

Besides geography, weather and aesthetics, Santa Barbara’s appeal is further enhanced by an abundance of arts, and a wide variety of dining, entertainment, shopping, and sporting options. Additionally, the area boasts excellent educational institutions, including a major research university, the University of California, Santa Barbara (UCSB) and a highly ranked community college, Santa Barbara City College (SBCC). As another example of the area’s altruistic spirit, the SBCC Foundation, which “has provided Santa Barbara City College with private philanthropic support since 1976,” grants “all local high school graduates with the opportunity to attend SBCC full-time free of charge, for up to two years.”²¹

Easy access to the city via car, train or plane make it a popular weekend getaway or vacation spot, as it’s about a two-hour drive from Los Angeles or a short one-hour flight from

²⁰ Stacey Leasca and Chris Abell, “14 U.S. Cities That Offer a Taste of Europe Close to Home,” *Travel + Leisure*, January 31, 2022, <https://www.travelandleisure.com/trip-ideas/city-vacations/most-european-cities-in-america>. Leasca and Abell continued: “Breathtaking, Mediterranean-like landscapes and charming pedestrian malls, like Paseo Nuevo, make the European feel undeniable.”

²¹ “About the SBCC Foundation,” SBCC Foundation, <https://www.sbccfoundation.org/about-the-sbcc-foundation/>. “SBCC Promise,” SBCC Foundation, <https://www.sbccfoundation.org/sbcc-promise/>.

San Francisco. Passengers do not arrive in a typical utilitarian airport, but instead fly into SBA, an attractive structure that was created in Spanish Colonial Revival style.

A summary of the structure of this project will help to guide the reader. Chapter One, “*Californio* Roots Provided the Foundation for Thomas More Storke’s Lifelong Dedication to Santa Barbara,” concentrates on Storke and his impact on the region. The first section dives deep into the heritage that he was so proud of throughout his life. On Martha More’s side (his mother), relatives José Francisco de Ortega, Rafaela Ortega, Daniel Hill, T. Wallace More and Susana Hill, are discussed in detail, followed by coverage of Thomas’ father, Civil War veteran, Charles Albert Storke. This chapter also provides some background on Santa Barbara (and, to an extent, California in general) in the late eighteenth and nineteenth centuries by incorporating Storke’s relatives, with topics including the mission and presidio systems, land grants and ranches, the hide-and-tallow trade, and the 1849 Gold Rush.

Subsequently, Chapter One follows Storke’s life as he grew up, graduated from Stanford, and embarked on his career as an editor and publisher. Still, it was not only newspapers for him, as he was involved in other enterprises, such as boosting tourism by helping to bring the resort-style Potter Hotel to Santa Barbara, serving as the local postmaster and briefly as a United States Senator, and successfully bringing New Deal funds to the area for a variety of programs. Next, this chapter analyzes the urban growth strategy of ‘qualitative versus quantitative.’ Storke was a huge proponent of the former, which was different from expansion trends elsewhere. This concept of ‘quality’ allows a foundation for further discussion of three major initiatives that benefited from Storke’s strong support, the Cachuma project, the Santa Barbara Airport, and UCSB.

Chapter Two begins to look at the twentieth-century Santa Barbara story via the life of Pearl Chase and is titled, “An East Coast Transplant and the Beginnings of a Philanthropic Life.” Chase’s background as the daughter of Hezekiah and Nina (Dempsey) Chase gave perspective to elements that affected her whole life. For example, her decision to assume care of her father and management of the family home after her mother’s tragic passing in 1913 was a strong statement that she would likely remain unmarried—which she did. Except for a time as a teacher, Chase never again took up a salaried job. Her career became supporting her cherished Santa Barbara as a full-time volunteer and encouraging others to engage in charitable activities, as well.

Chase’s time at the University of California, Berkeley and the Santa Barbara Normal School of Manual Arts and Home Economics not only earned her an education, but also put her in contact with many people who would become profound influences in her life, such as conservationists and future National Park Service directors, Horace M. Albright and Newton B. Drury, and educators Anna Sophia Cabot Blake and Ednah Rich Morse. During this first phase of adulthood, Chase became involved in various local Progressive Era public health and social work duties, including compelling local dairies to improve their hygiene practices. These early experiences would give solid roots to her philanthropic career.

In Chapter Three, “Pearl Chase and the Development of a Santa Barbara Style,” she embraced some new challenges as she promoted a unified architecture for the city, as well as accessible housing via the Small Homes Program. Discussions about the City Beautiful Movement, Charles Mulford Robinson and his plan for the city, the Panama-California Exposition, and Spanish Colonial Revival architecture and some of its practitioners add context to why and how Santa Barbara adopted a signature architectural style. The Plans and Planting Committee (part of the Community Arts Association), in which Chase was heavily involved, was

extremely influential in Santa Barbara from pushing for building guidelines to lending tremendous support to post-1925 earthquake reconstruction. Bernhard and Irene Hoffmann's contributions to Santa Barbara were also substantial, and the couple is discussed in this chapter. Bernhard was the first chairman of the Plans and Planting Committee and a close colleague of Chase's.

Chapter Four, "Pearl Chase and the Preservation of Santa Barbara," covers her later life, examining her drive for historic preservation and environmental conservation. For example, Chase helped to establish the Santa Barbara Trust for Historic Preservation in 1963, a remarkable institution that still exists today, and offers exhibits, lectures, events, and a research center, along with supporting restoration projects. This chapter also includes her work with the Citizens Planning Association (CPA) of Santa Barbara County and Santa Barbara Beautiful (SBB). Chase was a member of the first board of the CPA and a founding member of the SBB, established in 1960 and 1965, respectively. She continued to be involved with her organizations and strived to support her city until very late in her life, even lending her help in the aftermath of the 1969 Oil Spill—when she was in her eighties.

Of course, beaches, mountains and beautiful weather are wonderful. Anyone who has been to Santa Barbara can attest to the gorgeous seaside, the stunning clarity of the Santa Ynez mountains and the thrill of an almost constant mild climate that permits months of outdoor activity (and limited indoor heating and air conditioning requirements).

However, it is important to show that it is the people who make the place special, by treating it—and each other—with care and consideration, not being afraid to set limits and boundaries, and sometimes be demanding and relentless, like Chase and Storke. This dissertation endeavors to tell the reader a story about twentieth-century Santa Barbara and what makes it

unique via the lives and accomplishments of these two distinguished community builders. Chase and Storke supported their city throughout their lives, toiling incessantly to enhance, improve, conserve, and preserve throughout the area. Many of the features that make Santa Barbara special, from the distinctive architectural style seen throughout the town to significant infrastructure programs, like Lake Cachuma, benefited from the determined perseverance of Chase and Storke. Additionally, some of what makes Santa Barbara memorable is what it does *not* have, such as smoke-spewing factories, unrestrained growth, and towering skyscrapers. Chase and Storke played a part in keeping those elements away, too. Not only did they work diligently, but they also encouraged and recruited others to engage in civic and philanthropic activities, thus ensuring that their achievements would endure long into the future.

CHAPTER 1

Californio Roots Provided the Foundation for Thomas More Storke's Lifelong Dedication to Santa Barbara

For almost three-quarters of a century, Thomas More Storke (1876-1971) made his hometown of Santa Barbara a better, more livable community. He was deeply involved in many local causes and endeavors from education to media to infrastructure to even the postal service. As a seventh-generation Californian, he was especially proud of his local roots and intensely dedicated to his hometown. Storke began the twentieth century by purchasing a local newspaper, the *Daily Independent*, with a \$2,000 loan in 1900, and proceeded to work toward his vision for Santa Barbara for the next seventy-plus years. This included giving a speech in 1969 at age ninety-two at the dedication of the namesake Storke Tower, a landmark on the University of California at Santa Barbara campus.²²

Storke had a privileged background, considerable professional experience and success, and an extensive network of influential connections. With these advantages, he could have easily enjoyed a life and career in the spotlight at the national level. Although he did dabble very briefly in national politics as a senator, he always returned to his cherished hometown. Why? Perhaps because he thought that there was no place as special as Santa Barbara and, as a local with generations of *Californio* ancestry, he believed that he had a duty to his town. Not only did he keep the city informed via his newspapers, but he also served Santa Barbara by supporting its development through his extensive civic endeavors. Storke knew that the city could not exist and properly serve its populace based on its beautiful aesthetic alone, so he was also practical by

²² Lexi Pandell, "The Legacy of Thomas M. Storke," *Daily Nexus*, May 31, 2011, <https://dailynexus.com/2011-05-31/legacy-thomas-storke/>.

Figure 2: Thomas More Storke



Source: "Thomas M. Storke," Congressional Portrait, via Wikimedia Commons, <https://commons.wikimedia.org/wiki/File:ThomasMStorke.jpg>.

working to bring important foundational projects, such as a modern airport and an improved water supply system, and a world-class university to the area, too.

Moreover, as the first part of this chapter illustrates, Storke's family history reflected that of Santa Barbara, and it was a connection that emphasized his strong attachment to his heritage. Tracing the history of his ancestors, whose experiences reflect those common to many early Californians, will place Storke in this context, as well as help to explain many of his experiences and decisions.

Early Life, Heritage, and Family

Storke was born in 1876 to Martha ("Mattie") More and Charles Albert Storke. His childhood was highly influenced by his mother and her family's Hispanic roots, as he pointed out that his "earliest family influences were more Spanish than American," with this part of his mother's heritage leaving a significant impression.²³ (He also said that this was a result of his father often being away tending to business.) Growing up, Storke and his sisters Alice and Martha ("Minita") spoke fluent Spanish, but later he lamented that his language skills disintegrated from lack of use. Throughout his life, he maintained a sentimentality for this "California-Spanish atmosphere," as he called it, harboring a "lifelong hope and desire to see preserved the glamorous Hispanic traditions" that made Santa Barbara special, including the local architecture and even the Spanish place names of streets and landmarks.²⁴

²³ Storke, *I Write for Freedom*, 18.

²⁴ Storke, *I Write for Freedom*, 20.

José Francisco de Ortega

His mother, Martha More, was a *Californio* descendant of the famed Captain José Francisco de Ortega (1734-1798), whom Storke referred to as “the illustrious Spaniard” and “founder of his maternal line.”²⁵ Ortega was born in Mexico in 1734, joined the military in 1755 and quickly ascended the ranks. After a few years in the armed forces, he decided to leave and try a career in mining, which he did for ten years, rising to the level of supervisor of these camps in southern Baja California. By the time Ortega finished his mining pursuit, he had married Maria Antonio Carrillo and they had several children.²⁶

Ortega returned to the military in 1768 and was selected by Captain Gaspar de Portolá to be the lead scout on the 1769 Portolá Expedition. The goal of this quest was to explore Alta California and to establish an overland route from San Diego to Monterey, as commissioned by King Carlos III of Spain. Securing California as a buffer zone for the rest of New Spain was also an important objective. As the group proceeded on their journey, they inadvertently bypassed Monterey Bay and reached San Francisco Bay on November 1, 1769. The route this expeditionary party took through California is still known as “El Camino Real,” and became the foundation of one of the state’s main transportation arteries, Highway 101.²⁷

²⁵ Storke, *California Editor*, 3.

²⁶ Storke, *California Editor*, 16. Tom Modugno, “Who was El Capitán?” Goleta History, February 9, 2019, <https://goletahistory.com/who-was-el-capitan/>.

²⁷ For information about the Portolá Expedition, see: Theodore E. Treutlein, “The Portolá Expedition of 1769-1770,” *California Historical Society Quarterly* 47, no. 4 (1968), 291–313. Regarding “El Camino Real, see: “The California Missions Trail,” California Department of Parks and Recreation, https://www.parks.ca.gov/?page_id=22722.

Ortega was also the first commandant of the Royal Presidio of Santa Barbara (1782-1784), where he established infrastructure and an irrigation system, which helped to set up foundation industries in livestock, orchards, and farming.²⁸ During his service career, Ortega also lead the Presidios at San Diego (1773-1781), Monterey (1787-1791) and Loreto (1792). Some careless accounting while in charge at Loreto left him in deep debt to the Mexican army and, as a result, he was forced to retire after a military career of more than three decades.²⁹

Upon his retirement, either Ortega or his son, Sergeant José María Ortega, appealed to Governor Diego de Borica for a land grant just north of Santa Barbara.³⁰ However it was acquired, the land had a storied history which likely enhanced Storke's sense of belonging to the area. Ortega wanted to ranch, specifically to raise cattle, which he hoped would allow him to pay off his debt to the military. However, due to a Spanish law that kept the land in trust for the Native people, Ortega was able "to *live* on a ranch at Refugio Cove, but [the] actual *title*" was not in his possession.³¹ Thus, in 1795, he was able to settle and had 'grazing rights' to 26,529 acres of prime real estate, including twenty-five miles of beautiful coastline. This land grant, the first of its kind in what is contemporary Santa Barbara County, was free for Ortega to use, but he did not own it. Years later, in 1834, the Ortega family would be given title to the land. Named Nuestra Señora del Refugio (Our Lady of the Refuge), this ranch was also known as Rancho

²⁸ Modugno, "Who was El Capitán?"

²⁹ Walker A. Tompkins, *Santa Barbara History Makers* (Santa Barbara: McNally and Loftin, 1983), 10.

³⁰ Some sources said that Ortega himself petitioned for the land grant, while others, including Storke himself in his autobiography (*California Editor*), surmised that his son, Sergeant José María Ortega, asked for the ranch on behalf of his father "to serve as a bonus for his father's many years of military service." However, Storke acknowledged due to the lack of written records before 1834, "historians are unable to determine" whether father or son made the request. Storke, Tompkins, *California Editor*, 17.

³¹ Tompkins, *Santa Barbara History Makers*, 10-11. Italics are Tompkins's.

Refugio. Sadly, Ortega passed away in 1798 after falling from a horse, so he did not have many years to enjoy retirement on this stunning land. However, the rest of the Ortegas stayed on, with some of his grown children settling nearby with their families. They became a renowned *Californio* family, growing wealthy “with grain, grapes and illegal trade,” with American and British ships.³² This activity was against the law because trade was only permitted with Spanish vessels at that time. Moreover, the smuggling was facilitated by the ranch’s coastal access and isolated location. Being well-known for its affluence, the ranch attracted some unwanted attention, however, as Admiral Hippolyte Bouchard, a Frenchman sailing as a corsair under the Argentine flag, raided the Refugio property on December 4, 1818. Fortunately, most people and portable goods had been evacuated safely to Mission Santa Inés in the valley over the mountains before Bouchard arrived. Unfortunately, he and his crew ransacked and burned buildings and slaughtered the animals. The *Californios* managed to take a few of Bouchard’s men hostage, and they became leverage to prevent another attack.³³

Regarding the economic benefits of ranching cattle at that time, the most valuable items to trade were cattle hides and tallow. The former was used for everything from bed mattresses, furniture, and fences, and the latter was important for cooking (*manteca*) and candles and soap (*sebo*). The beef itself was considered worthless for bartering in the pre-refrigeration era as it could not withstand a ship’s long journey without spoiling, so it was common for the meat to be left to rot on the ground. In fact, in this often-fenceless, pre-barbed wire era of ranching, travelers

³² Modugno, “Who was El Capitán?”

³³ Storke *California Editor*, 19.

in search of a meal would sometimes be allowed to choose a head of cattle to butcher and barbeque, if they left behind the most important part—the animal’s hide.³⁴

Daniel Hill, Rafaela Ortega and Susana Hill

According to Storke’s own recollection—and an important clue to his connection to the area—Daniel Hill (1797-1865), one of his great-grandfathers, “brought the first American strain to my maternal blood line,” and ended up becoming an important part of the Santa Barbara community.³⁵ Born in 1797 in Billarica, Massachusetts, a small town near Boston, Hill grew up on a farm, but eventually felt called to the sea, working on various vessels, and traveling around the world. In 1823, Hill, employed as first mate on a ship called the *Rover*, landed at Refugio Bay, just north of Santa Barbara.³⁶ He immediately fell in love with the area, but even more significant, he became completely enamored with Rafaela Ortega y Olvera (1809-1879), whom he met when he visited the nearby Rancho El Refugio. Daughter of rancher José Vicente Ortega, and granddaughter of José Francisco Ortega, the former Presidio commandant, Rafaela was only thirteen or fourteen years old when she met the twenty-six or twenty-seven-year-old Hill.

Deciding to wait until Rafaela was old enough to marry him, Hill gave up his seafaring career to stay in the area, where he rode a mule almost weekly out to Refugio to pay a visit to the young

³⁴ Michael Redmon, “Living: What was the hide and tallow trade?” *Santa Barbara Independent*, November 8, 2007, <https://www.independent.com/2007/11/08/question-what-was-hide-and-tallow-trade/> The ‘hide and tallow’ trade started to decline in the late 1840s, but the demand for beef exploded, as it was needed to feed California’s population surge because of the 1849 Gold Rush. Later, terrible floods, followed by ruinous drought, all but ended the *Californio* cattle industry. Redmon, November 8, 2007.

³⁵ Storke *California Editor*, 19-20.

³⁶ Tompkins, *Santa Barbara History Makers*, 33. By the time Hill’s ship landed at Refugio, the Spanish trade restrictions had been lifted, so foreign vessels could openly call at other ports, including Santa Barbara. Tompkins, 33.

lady. He learned Spanish, converted to Catholicism from Protestantism, renounced his American citizenship, and became a naturalized Mexican citizen, all in order to marry Rafaela, which he did in 1826 at Mission Santa Barbara.³⁷ While the romantic story is compelling, Hill may have had additional reasons for embracing so much change; in 1821, Mexico gained its independence from Spain, with this news reaching Alta California a year later. With this change in government, land ownership was opened to foreigners, if they converted to Catholicism and obtained Mexican citizenship. In addition, more property was allotted for individuals under the Mexican government, compared to most land titles being held by the crown under Spanish rule.³⁸

Since he was no longer a sailor, Hill needed a new occupation, so he set up a general store near Mission Santa Barbara. This was followed by a prolific career in the building trades, as Hill was a skilled carpenter, stonemason, and creator of irrigation systems. Hill was known for the quality and efficiency of his work and, as a result, “was easily the busiest contractor in Alta California.”³⁹ He also gifted his wife and future family with his professional skills, for in the 1820s, he built them a beautiful adobe home that had glass windows imported from Boston and one of the first wooden floors in the area.⁴⁰ Later, in the 1830s, the Hills “moved to a ranch in Goleta,” and their former home was owned for a time by the well-known Carrillo family, hence

³⁷ Michael Redmon, “Pioneer Past,” *Santa Barbara Independent*, October 6, 2010, <https://www.independent.com/2010/10/06/pioneer-past/>. Tompkins, *Santa Barbara History Makers*, 34.

³⁸ “Collection, California as I Saw It: First- Person Narratives of California’s Early Years, 1849-1900, Mexican California,” Library of Congress, <https://www.loc.gov/collections/california-first-person-narratives/articles-and-essays/early-california-history/mexican-california/>.

³⁹ Walker A. Tompkins, *Santa Barbara History Makers* (Santa Barbara: McNally and Loftin, 1983), 34.

⁴⁰ Redmon, “Pioneer Past.” Regarding the novel wooden floor, Storke pointed out its relative luxury: “Up to Hill’s time, even the wealthiest Don walked on floors of rammed earth hardened with steer’s blood.” Storke, *California Editor*, 20.

its name, the Hill-Carrillo Adobe.⁴¹ Although this dwelling was no longer owned by his relatives, Storke would have been aware of its historic importance, both to Santa Barbara and his family. This landmark is located at 11-15 East Carrillo in Santa Barbara and has been designated as a California Historic Landmark and is on the National Historic Register.

Mexico's independence had great consequences that exceeded those that affected the Hill-Ortega union. In 1834, Mexico started to secularize the California missions, which "was supposed to liberate tribal peoples from the theocratic bondage of Franciscan missionaries," while associated goods, property, holdings, records and libraries were to be divided between the Native people, the Mexican government and the Catholic Church, as deemed appropriate.⁴² Instead, much of the land, some say between eight and ten million acres, ended up in the hands of private owners, farmers and ranchers, in "one of the great land grabs in history."⁴³ Aiming to prevent the local mission from being secularized, Hill and Nicholas Den, his son-in-law, were allowed by Governor Pio Pico to rent it in 1845. A proud Storke noted that "Santa Barbara's mission altar candles have never been extinguished since Padre Lasuen lighted them in 1786," and that "my maternal great-grandfather helped save Mission Santa Barbara for posterity."⁴⁴

⁴¹ Paul Gonzalez, "Hill-Carrillo Adobe reopens after \$1 million restoration," *Santa Barbara News-Press*, February 7, 2020, <https://newspress.com/hill-carrillo-adobe-reopens-after-1-million-restoration/>.

⁴² Nick Welsh, "How Irish Immigrants Saved Santa Barbara," *Santa Barbara Independent*, March 12, 2015, <https://www.independent.com/2015/03/12/how-irish-immigrants-saved-santa-barbara/>. "Timeline," City of Santa Barbara, <https://www.santabarbaraca.gov/services/community/historic/historysb/timeline.asp#EconomicGrowth>. Christopher Reynolds, "A history of California's missions," *Los Angeles Times*, September 6, 2014, <https://timelines.latimes.com/missions-timeline/>.

⁴³ Welsh, "How Irish Immigrants Saved Santa Barbara." Nicholas Den obtained ownership of the 15,000-acre Dos Pueblos Ranch, while his brother Richard, got the 35,000 San Marcos Ranch.

⁴⁴ Storke, *California Editor*, 21.

In 1846, Pico gave Hill a 4,400-acre land grant that spanned from the foothills to the coast, including much of today's picturesque city of Goleta, as well as Santa Barbara's elegant Hope Ranch development. He named it Rancho La Goleta, as part of the property included a slough by the coast where a few schooners (*goletas* in Spanish) had run aground. Hill built another stunning, sturdy adobe for his family on that property where he lived until he passed away in 1865. He was the father of fifteen children, including Storke's maternal grandmother, Susana.

T. Wallace More, Susana Hill and Martha More

Thomas Wallace More, Storke's maternal grandfather, came to California from Ohio in 1849 for the Gold Rush, along with his brothers: Andrew, A.P. and Henry. The More brothers were among the many newcomers to California who realized that there was a lot of money to be made in supplying the hopeful miners with necessities, including food. Specifically, these men profited greatly from selling cattle products to the 'Forty-Niners,' especially since these prices rose tremendously in the 1840s. For example, in 1846, cattle received about four dollars a head in California, in comparison to 1849, when the price was approximately \$500 dollars each in Sacramento.⁴⁵ Santa Barbara cattle did not quite earn that much, but it was enough to improve the rancher's—and the local community's—wealth. The More brothers took advantage of the surplus of beef and “for five years they moved beef north and carried gold south.”⁴⁶ Then, they

⁴⁵ James C. Williams, "Cultural Tension: The Origins of American Santa Barbara," *Southern California Quarterly* 60, no. 4 (1978), 355.

⁴⁶ Storke, *California Editor*, 24.

parlayed their wealth into land, accumulating massive amounts of property in Ventura County, and modern-day Lompoc, California, and even Santa Rosa Island, which is now part of the Channel Islands National Park. In 1853, T. Wallace married Susana Hill, Storke's maternal grandmother.⁴⁷

Unfortunately, T. Wallace had a tragic demise, as he was killed, Storke said, "defending his property rights" on Rancho Sespe in Ventura County on March 24, 1877.⁴⁸ Settlers invoking the Homestead Act of 1862 and T. Wallace disputed bitterly over some of the land's ownership, and even Storke opined that the title on the land "was cloudy."⁴⁹ After T. Wallace's death, his Ventura County property was distributed among his heirs and his daughter, Martha, sold her portion to the Sespe Land and Water Company. In turn, this organization divided up segments of the rich agricultural land, and in collaboration with the Southern Pacific Railroad, essentially created the new town of Fillmore.⁵⁰ Hoping to entice potential buyers, an 1887 newspaper advertisement boasted that these parcels benefited from "The finest fruit land in the State," included always-valuable water, and had access to the best transportation of its era, being located near the Southern Pacific Railroad.⁵¹

⁴⁷ Walker A. Tompkins, *Goleta: The Good Land* (Goleta, California: Goleta Amvets Post No. 55, 1966), 53.

⁴⁸ "Elijah Parish Lovejoy Journalism Award, 1962 Fellow Thomas More Storke, Convocation address," Colby College, <https://www.colby.edu/lovejoyaward/past-recipients/1962-fellow-thomas-more-storke/>

⁴⁹ Also, complicating the land dispute was a disagreement over water rights, which was exacerbated by a drought. Moreover, a "fledgling legal system" proved "slow and ineffective" to try to solve the conflict. Tom Pedersen, "The Thomas Wallace More Murder," *The Fillmore Gazette*, April 8, 2009, <http://www.fillmoregazette.com/front-page/thomas-wallace-more-murder>. Storke, *California Editor*, 24.

⁵⁰ "The Early History of Our Area," Fillmore Historical Museum, www.fillmorehistoricalmuseum.org.

⁵¹ "How Sespe Land & Water Company Created Fillmore," *The Fillmore Gazette*, May 20, 2020. Inserted into this article is an advertisement from the *Los Angeles Herald* from September 22, 1887, as well as an 1888 map/plan of Fillmore. The town and the local depot were both named after Jerome A. Fillmore, a West Coast superintendent for Southern Pacific. Kathleen Williams, "Landmarks/County Historical Sites: Depot Preserves Town's Railroad Origins," *Los Angeles Times*, January 17, 1991, <https://www.latimes.com/archives/la-xpm-1991-01-17-me-355->

Charles Albert Storke

Storke's father, Charles Albert Storke, was born on November 19, 1847, in Branchport, New York. At a young age, he moved to Wisconsin, grew up there, and started working as a typesetter and printer while still in his teens. In February 1864, with the Civil War raging, Charles joined the Wisconsin Volunteer Infantry, fighting with that regiment until he was captured by the Confederates at the Second Battle of Bull Run. He spent eleven months in the harrowing Andersonville prison camp, where "it was a fight against tremendous odds to survive."⁵²

After his honorable discharge from the military, Charles began studying at Kalamazoo College in Michigan, before transferring as "the very first student to enroll" at the new Cornell University.⁵³ He graduated summa cum laude in 1870. Charles had just finished a year of teaching at Adelphi College in Brooklyn when he was recruited in 1872 to work at the newly created Santa Barbara Teachers College. Up for an adventure, Charles left the big city for the small seaside town, which had yet to even procure a train connection. Thomas Storke's recounting of his father's initial impression suggests the extent to which Thomas, as homegrown son, had developed local favoritism. Reportedly, the elder Storke was not initially impressed when he arrived in Santa Barbara in 1872, as he felt it was "incredibly primitive."⁵⁴ Storke, in

story.html. Fillmore's motto, according to its city website, is: "the last best small town in Southern California." "Homepage," City of Fillmore, California, <https://www.fillmoreca.com/>.

⁵² "Elijah Parish Lovejoy Journalism Award, 1962 Fellow Thomas More Storke, Convocation address," Colby College.

⁵³ Tompkins, *Santa Barbara History Makers*, 187.

⁵⁴ Storke, *California Editor*, 26.

contrast, raved “that its beauty baffled description,” and proclaimed: “No wonder the Spanish had called Santa Barbara ‘*tierra adorada*—the Adored Land!”⁵⁵

Whatever his initial impression of Santa Barbara’s attractions, Charles Storke soon found reason to stay. He was only there for one year when he became enamored with one of his students, Martha More, who also happened to be the daughter of one of the school’s directors, T. Wallace More, and the two were married in September 1873. Shortly thereafter, the newlyweds departed from Santa Barbara—fortified with a \$4,500 financial investment from Martha’s father—with the goal of starting a newspaper in Los Angeles. As a result, Charles started the *Los Angeles Herald* the same year he married. Not long after, however, in the throes of the financial Panic of 1873, he sold the newspaper—even though its circulation “was the largest...in Los Angeles County”—and retreated to Santa Barbara where he studied and then began practicing law.⁵⁶ A couple items of note about the *Herald* during the Charles Storke era: it had the first steam printing press in Los Angeles and the paper was bought by William Randolph Hearst.⁵⁷

Charles spent some of his first law earnings to purchase a working ranch. He also bought 123 acres of land in Santa Barbara’s Mission Ridge area at a bargain price of \$1.25 per acre. Although it eventually developed into today’s Riviera, a beautiful and highly desirable hillside neighborhood, at that time this location was barren, lacked infrastructure and was relatively far from the downtown commercial district, given the absence of serviceable roads and

⁵⁵ Storke, *California Editor*, 26. Italics are Storke’s.

⁵⁶ “Charles Albert Storke,” Media Museum of Northern California, http://www.norcalmediamuseum.org/?page_id=392.

⁵⁷ Starr, *Material Dreams*, 251. “Hall of Fame: Charles Albert Storke,” California Press Foundation, https://cal-press.wildapricot.org/hall-of-fame_charles-albert-storke.

transportation. Thus, it earned the nickname Storke's Folly.⁵⁸ Charles built two houses there, including the home where Storke was born November 21, 1876. However, when his father went to the official agency to register his son's birthday two days later, on November 23, that was the date placed on the books. One could imagine that Storke laughed: "To avoid confusion arising from this clerical discrepancy, I have celebrated my birthday two days late ever since."⁵⁹

Charles expanded his interests into the political arena as the nineteenth century concluded, and as a Democrat, he was elected to the California State Legislature in 1882 for two terms (1883-1884 and 1889-1890). In 1889, father invited son to Sacramento to see the Legislature in action. This experience had a lasting impact on Storke: "I believe that my life-long interest in politics stemmed from that boyhood contact."⁶⁰ Later, Charles became the Santa Barbara District Attorney in 1898, as well as the city's mayor from 1900 to 1902.

By 1914, Charles, then sixty-seven years old, filled in as an editorialist for Thomas, at his son's *Daily News and Independent*.⁶¹ Thomas, also serving as Santa Barbara's postmaster during that time, felt that he would be too busy to tackle all of his newspaper assignments, so he asked his father to take over his editorial duties for the duration of the war. As a former newspaperman himself, Charles was up to the task and his son seemed pleased with the results, saying that his father's editorials "were widely quoted up and down the state," and "that he leavened his barbed writings with wit."⁶² Charles signed his editorials as 'Old Man' or 'Old Crab,' seemingly a bit of

⁵⁸ Storke, *California Editor*, 27. Later, Charles Storke sold this land for a large profit. The Riviera neighborhood will be discussed further in another chapter.

⁵⁹ Storke, *California Editor*, 28.

⁶⁰ Storke, *I Write for Freedom*, 22.

⁶¹ Storke merged the two papers, the *Daily News* and the *Independent*, in 1913. Storke, *California Editor*, 218.

⁶² Storke, *California Editor*, 220.

self-deprecation. He took advantage of his new platform to incite his son's rival, the *Santa Barbara Morning Press* and its leader, Reginald Fernald, via print. The Fernalds and the Storkes had a longstanding feud that started between Charles Fernald, Reginald's father, a prominent citizen who had served as a judge, lawyer, mayor, and sheriff, and Charles Storke. The elder Fernald, who had passed away in 1892, had considered the relative newcomer Charles Storke to be "a crass, overly ambitious, even dangerous arriviste," who "returned the contempt" to Fernald."⁶³ The vitriol went back and forth between the two newspapers, as they exchanged name-calling, accusations, and vilification. Ultimately, Charles Storke had the last word. After the *Morning Press* printed the transcript from a messy, scandalous 1891 divorce between Storke and his second wife, journalist Yda Addis, he sued the rival paper for \$6,000 and won.⁶⁴

Charles served on the California State Board of Education, after being appointed by Governor Friend W. Richardson in 1923. In his later years, he helped to manage his two ranches in Santa Barbara and Ventura Counties. Regarding his family life, Charles was married three times, to Martha More and Yda Addis, and finally to Mary Emeline (Gregory) Webb in 1917. He was very "much in demand for July Fourth speeches," as Santa Barbara's "most vocal and visible Civil War veteran, he never missed a chance to don his brass-buttoned blue uniform and lead parades."⁶⁵ Charles A. Storke passed away on December 6, 1936, at age 89.

⁶³ Starr, *Material Dreams*, 289.

⁶⁴ Tompkins, *Santa Barbara History Makers*, 191.

⁶⁵ Tompkins, *Santa Barbara History Makers*, 191.

*College, Adventures and A Taste of Journalism: "I Drifted Into the Newspaper
Profession Almost by Accident."*⁶⁶

Storke grew up in Santa Barbara and had just completed his junior year of high school when his father decided during the summer that his son would be heading to college that fall. So, Storke left to study at Stanford University a year early, although he wished he had been allowed to finish high school. He felt woefully unready for college and lamented "what a serious mistake it is for a parent to allow any boy or girl to enter a university without sufficient preparation."⁶⁷ He also admitted that he might have joined the majority of his Santa Barbara friends at the University of California, Berkeley, if the decision had been his own. One wonders why Charles was so adamant that Storke start college early and why he did not allow his son to pick his own school. Neither Charles nor Martha were alumni of Stanford, which had just opened a few years earlier in 1891. In college, Storke crossed paths with future president Herbert Hoover, when the former was a freshman and the latter was a senior. Storke graduated with a Bachelor of Arts in Economics from Stanford in 1898. Although he said that his four college years seemed to "whisk by very pleasantly" and that he made "friends easily," he seemed ambivalent about the experience, calling it an "interlude... [that] was quite average and relatively uneventful."⁶⁸ Decades later, perhaps he regretted the lost year of high school that might have prepared him to create more memorable and productive college years.

⁶⁶ Storke, *I Write for Freedom*, 25.

⁶⁷ Storke, *I Write for Freedom*, 23.

⁶⁸ Storke, *I Write for Freedom*, 23.

After Stanford, Storke returned to Santa Barbara with a prestigious college degree, but lacked business or professional experience or even an inkling on which direction to take, as he remarked: “I was as woefully unprepared as I had been for the competition of college life four years earlier.”⁶⁹ Storke got a tiny taste of the journalism business after a family friend, *Santa Barbara Daily News* editor Frank Sands, asked him to cover a city council meeting for his paper. Storke joked that he “was greener than any cub reporter that I have ever hired since,” but Sands was gracious, and the men remained friendly, which helped when Storke purchased the *Daily News* about fifteen years later.⁷⁰

Storke completely pivoted direction shortly after his brief foray into journalism when, at the behest of his father, he went to manage a sheep ranch on rustic Santa Rosa Island that had been owned for fifty years by a maternal uncle, A.P. More. Charles, it seemed, wanted his son to be his eyes and ears across the channel and “represent him and the estate” on this 65,000-acre ranch that at times carried over 100,000 sheep.⁷¹

After his stint on Santa Rosa Island, Storke returned to his hometown and became an entry-level reporter for the *Santa Barbara Morning Press*. The hours were long and the pay, at six dollars a week, was minimal. After about six months on this job, Dr. and Mrs. Seward Webb asked Storke to tutor their teenage sons during their stay in Santa Barbara. After tutoring in town, the Webbs suggested that Storke continue teaching their sons as they journeyed back to New York. He agreed, excited to travel outside of California for the first time and, accompanied them

⁶⁹ Storke, *I Write for Freedom*, 25.

⁷⁰ Storke, *I Write for Freedom*, 25.

⁷¹ Storke, *I Write for Freedom*, 26. Charles A. Storke was often involved in managing the estates of various family members. Santa Rosa Island is now part of the Channel Islands National Park.

back east via private train. Upon returning to Santa Barbara, Storke felt that his hometown was superior in many aspects, including in beauty, climate, hospitality and future potential, than “any of the wonderful places I had seen on my road trip across America.”⁷² After two very different experiences—working on a rustic sheep ranch and embarking on a posh private transcontinental train trip—he happily returned to Santa Barbara, his favorite place.

Editor and Publisher

“It was my first step in what I had set out to do the day I became an editor and publisher—to make my newspaper a vehicle of community betterment.”⁷³

If the first part of Storke’s life was heavily influenced by his family, his next act was strongly affected by his professional path, which, in turn, guided his participation in many civic endeavors. With Stanford and his post-college adventures behind him, Storke was ready to seriously launch his career. From his beginnings at the *Morning Press*, he held strong beliefs about the responsibilities the press has to the community: “It was at this early stage of my newspaper career that I was fast becoming conscious of the obligations of an editor and publisher to the people served by this newspaper.”⁷⁴ As time passed, it was not just his readers who benefited from his commitment, but Santa Barbara as a whole.

⁷² Storke, *I Write for Freedom*, 28.

⁷³ Storke, *I Write for Freedom*, 47.

⁷⁴ Storke, *I Write for Freedom*, 29.

Storke arrived home from his travels and resumed work at the *Morning Press*, soon advancing to night editor at twelve dollars a week, double his previous salary at the newspaper. Setting his sights higher, however, Storke “purchased the plant, equipment, circulation and goodwill” of the struggling *Santa Barbara Daily Independent* with a business partner and fellow journalist, A.S. Petterson, on December 29, 1900. Focusing on their strengths, Storke would oversee publishing and business management, and Petterson would be the editor. This endeavor was made financially possible by a \$2,000 loan from Henry J. Finger, a friend and retired pharmacist.⁷⁵ Storke noted that Finger not only “had faith in my ability,” but also wanted a newspaper unencumbered from “the control of the utilities and other special interests” that they felt plagued other local periodicals.⁷⁶

Reality set in when Storke realized that his family connections and friends in town did not mean that they were all rushing to subscribe to his paper. He came to understand that there would be no handouts and that “there [was] little room for sentiment in business.”⁷⁷ Another challenge emerged when Petterson quit a few months after starting this endeavor, which meant that Storke had to take over as editorial duties, as well. Despite these obstacles, he was determined to be self-reliant and successful: “Left all to myself to sink or swim, I vowed to pull out of the distressing abyss into which Petterson’s withdrawal had plunged me.”⁷⁸

⁷⁵ Storke, *California Editor*, 114. Storke did not want to ask his father for a loan to buy the *Santa Barbara Daily Independent*, as he said that Charles “was already financially involved with his ranches and his law practice, the latter supporting the former.” Storke, *California Editor*, 113.

⁷⁶ Storke, *California Editor*, 113-114.

⁷⁷ Storke, *I Write for Freedom*, 36.

⁷⁸ Storke, *I Write for Freedom*, 37.

However, the *Independent* eventually started to prosper as its circulation and advertising numbers outdistanced the competition, the *Daily News*, and the *Morning Press*. More subscribers equaled a broader audience, which meant that Storke could use his newspaper as a platform to inform the populace and, in his words, to be “a power for Santa Barbara’s good.”⁷⁹ Therefore, in one of his first *Independent* editorials and subsequent columns, Storke promoted the idea of Santa Barbara becoming a year-round resort city, supporting a concept that had already been encouraged by local leaders. Tourism had been a big draw for the city since the 1870s, but mostly as a destination for winter visitors. With a beautiful year-round climate, Storke believed that truncating the tourist season was not smart business. Plus, Santa Barbara was not maximizing the appeal of some of its prime visitor attractions. For example, the waterfront area, flanked by miles of flat, broad beaches, was then bordered by “little more than a horse trail.”⁸⁰ The city did not have the money to build or upgrade the infrastructure and aesthetics necessary to create a sizeable and profitable tourism industry. Also, even though the town had plenty of hotels by the turn of the twentieth century, enough so that California historian Kevin Starr called Santa Barbara “one of the hotel capitals of the country,” these were smaller properties.⁸¹ The city needed a big draw that would not only attract plenty of visitors, but also generate the massive amounts of tax dollars necessary to create and maintain substantial tourism. Of course, a town with great aesthetics and infrastructure would also prove valuable to attracting thousands of new permanent residents, too.

⁷⁹ Storke, *I Write for Freedom*, 44. In this sentence, Storke referred to the *Independent* as “my vehicle of influence,” which may not be interpreted as positive for the contemporary reader.

⁸⁰ Storke, *I Write for Freedom*, 46. Eventually it transformed into stunning Cabrillo Boulevard, a major tourist draw with lots of palm trees and sidewalk art shows.

⁸¹ Starr, *Material Dreams*, 256.

Therefore, what Santa Barbara required was a large deluxe hotel, a true resort with plenty of amenities, along the lines of the luxurious Hotel Del Coronado, adjacent to San Diego, California. But who could bring such a grand, upscale vision to fruition? According to Storke, the person who could make this happen was Milo Potter, an acquaintance, and “the leading hotel man in Southern California.”⁸² Storke claimed that, at the request of the Chamber of Commerce, he reached out to Potter, while Starr pointed out that the Chamber proposed the project directly to the hotelier.⁸³ Either way, Potter did not need much convincing, as he recognized a prime opportunity when he saw one. A new train connection that finally united Santa Barbara with San Francisco in 1901 helped to sell the idea of the hotel, which took

⁸² Starr, *Material Dreams*, 256.

⁸³ Storke, *California Editor*, 46. Starr, *Material Dreams*, 256.

Figure 3: "Hotel Potter, Santa Barbara, Calif."



Source: The Miriam and Ira D. Wallach Division of Art, Prints and Photographs: Photography Collection, The New York Public Library, New York Public Library Digital Collections, <https://digitalcollections.nypl.org/items/510d47da-86ad-a3d9-e040-e00a18064a99>.

only one year to build and opened in January 1903. The oceanfront Potter Hotel, built and furnished in Mission Revival style, boasted 600 rooms that could shelter about 1,000 guests in luxurious accommodations year-round. Patrons enjoyed the sprawling thirty-six-acre property, full of beautiful gardens and a zoo, or they could be shuttled to the Potter Country Club in nearby Hope Ranch to play tennis, golf, or even polo. To offer the best in quality and service to its customers, the Potter also maintained its own post office, rail spur and depot, power plant, farms, and ranches, the latter two in the neighboring Goleta Valley area. After changing owners—and names—a couple of times, the former Potter Hotel burned down on April 13, 1921, while known as the Ambassador Hotel. Fortunately, the guests and staff escaped unharmed. The cause of the blaze was unknown.⁸⁴

Storke was incredibly pleased that the Potter Hotel project was such an immediate success, proudly pointing out that this hotel venture offered “a turning point in the destiny of our little city,” and seemingly energized the town.⁸⁵ Plans for new schools, parks, streets, and more improvements soon followed. Of course, Storke also appreciated the extra business that the Potter generated for the *Independent*.

Oilman and Postmaster

During this first third of the century, Storke had a few occupational excursions out of those associated with periodicals, including a foray into the oil business in the Bakersfield,

⁸⁴ Michael Redmon, “Q: What is the story behind the Potter Hotel Fire?” *Santa Barbara Independent*, August 3, 2006, <https://www.independent.com/2006/08/03/q-what-is-story-behind-potter-hotel-fire/>.

⁸⁵ Storke, *I Write for Freedom*, 47.

California area in 1910, which he called “one of the most interesting interludes of my life,” but was ultimately “financially...a failure.”⁸⁶ In 1914, he was appointed Santa Barbara’s postmaster, which he considered a decent salary and “a considerable honor in the community.”⁸⁷ He would hold that position until almost 1921. As World War I broke out soon after Storke took this job, he realized that it would involve much more than the mail, as he was the lone federal agent in the city. Therefore, he was called upon to engage in various governmental tasks, including helping the draft board, which was located in the post office building.

Under Storke’s leadership, the post office was moved from the 600-block to the 1100-block of State Street, at the corner of Anapamu Street. State Street was and is the main thoroughfare of the commercial area of Santa Barbara. This move allowed the newly constructed Spanish Colonial style post office to be a centerpiece in this important district, thus being a catalyst for nearby businesses to mimic its architectural design. As Storke noted: “The new site gave impetus to a progressive movement in that part of the city. The campaign to unify architecture to harmonize with our Spanish history and scenic background got a big boost.”⁸⁸

A Single Newspaper

While in his twenties and thirties, Storke bought, sold, and eventually merged two of Santa Barbara’s newspapers, the *Daily Independent* and the *Daily News*. In 1932, he acquired the languishing *Morning Press*, and in 1938, the compilation of these newspapers became the *Santa*

⁸⁶ Storke, *California Editor*, 205, 211.

⁸⁷ Storke, *California Editor*, 219.

⁸⁸ Storke, *California Editor*, 219. This former post office building has housed the Santa Barbara Museum of Art since 1941.

Barbara News-Press officially. This publication still exists today, although under different ownership. It is Southern California's oldest daily newspaper. As he did with the *Daily News*, Storke based the *News-Press* on a foundation of seven principles, listed on the editorial page:

“1. Keep the news clean and fair 2. Play no favorites; never mix business and editorial policy 3. Do not let the news columns reflect editorial content 4. Publish the news that is public property without fear or favor of friend or foe 5. Accept no charity and ask no favors 6. Give ‘value received’ for every dollar you take in 7. Make the paper pay a profit if you can but above profit keep it clean, fearless and fair.”⁸⁹

Of course, it is the people who bring an organization to life. With Storke's *News-Press*, it was a wide range of individuals from the young newsboys in the paper's earlier days to the journalists, editors, printers, delivery staff, and many more vital personnel who brought it into existence. Storke's ear was not only available to the executive staff of the *News-Press*, as exhibited by a story from 1948 when a newsboy met the publisher himself to air the grievances of his fellow paper sellers. Ten-year-old Raul Navarro heard that the *News-Press* and another locally distributed newspaper, the *Los Angeles Herald*, were increasing their costs from five to seven cents per paper, but that the newsboys would not receive any raise in pay. So, citing unfairness, Raul was chosen by his young colleagues to ask for a meeting with the big boss, Storke himself. Accompanied by the newsboys' manager, Raul met with the publisher in the *News-Press* office, which was “unheard of for a newsboy,” and asked the then-seventy-two-year-old Storke for a raise from two-and-a-half cents to three cents per paper sold.⁹⁰ Storke approved

⁸⁹ Storke, *California Editor*, 340-341.

⁹⁰ David Minier, “Letters: Opinion: The Great Santa Barbara Newsboys' Revolt,” *Santa Barbara News-Press*, July 21, 2019, <https://newspress.com/letters-opinion-the-great-santa-barbara-newsboys-revolt/>.

the pay increase, maybe “impressed by the audacity of the 10-year-old sitting across the desk, or worried about a newsboy strike. Or perhaps both.”⁹¹ A year later, when the *Herald* and the *News-Press* increased their prices again, Storke automatically raised the newsboys’ commission—no meeting needed.

Storke often referred to himself as a ‘newspaperman,’ and by doing so he was not downplaying his roles as editor and publisher. Rather, he was making the point that his profession also allowed him to be very well connected and informed. (His deep California roots boosted his network, too.) Storke emphasized: “Because I was born here and had been a continuous resident since 1876 and because I was by profession a newspaperman, I knew every corner of the State and thousands of its citizens.”⁹² His influence, knowledge and support reached way beyond his newspaper, for example, whether he was meeting renowned civic leader Pearl Chase or lending his opinion on Santa Barbara’s architectural style. Chase was a frequent visitor to the *News-Press* office, usually to see City Editor John Ball, but sometimes to see Storke. Barney Brantingham, a veteran journalist who spent forty-six years at the *News-Press*, commented that “Pearl’s word was TM’s [Storke’s] command,” and even if it seemed that Storke might have acquiesced “just to get her out of his office,” they were two of Santa Barbara’s most ardent supporters and “taken together, they were a mighty force in those days.”⁹³ Although staffers did not want to be called into the boss’s office, Storke probably knew when to step aside and let his staff do the talking—or writing—with some exceptions, as Brantingham remarked: “I

⁹¹ Minier, “Letters: Opinion: The Great Santa Barbara Newsboys’ Revolt.”

⁹² Storke, *California Editor*, 370.

⁹³ Barney Brantingham, “Eccentrics in the Newsroom,” *Santa Barbara Independent*, March 18, 2010, <https://www.independent.com/2010/03/18/eccentrics-newsroom/>. The inimitable Pearl Chase will be discussed in other chapters.

never heard from him. But a couple of times I wrote about his friends, and I heard about that. I stepped on some toes.”⁹⁴

Storke’s *Santa Barbara Daily News* was based in a stunning Spanish Colonial structure bordering Plaza de la Guerra that was designed by famed architect George Washington Smith and completed in 1922.⁹⁵ After Storke consolidated the various city newspapers, this edifice became known as the *News-Press* building. Later, when the 1925 earthquake struck Santa Barbara, Storke continued to push for architectural consistency and was “beating the drum for unified architecture on the Mediterranean motif that has made Santa Barbara so unique among American cities.”⁹⁶ In 1951, Storke’s son, Charles II, supervised construction as a tower and another wing were added to the *News-Press* building in the same design style.

New Deal Projects and Senator Storke

As the Great Depression wracked the country during the 1930s, Santa Barbara was also affected. To help his hometown, Storke pushed for the acquisition of over twenty-two million dollars in funding for National Industrial Recovery Administration (NIRA), Public Works Administration (PWA) and Works Progress Administration (WPA) projects. To obtain this support for Santa Barbara, Storke admitted that he “did ‘apply a little pressure’ in Washington

⁹⁴ Nick Welsh, “Barney Brantingham Retires,” *Santa Barbara Independent*, November 17, 2017, <https://www.independent.com/2017/11/17/barney-brantingham-retires/>.

⁹⁵ Michael Redmon, “Plaza de la Guerra: Santa Barbara’s Social Center,” *Santa Barbara Independent*, April 19, 2018, <https://www.independent.com/2018/04/19/plaza-de-la-guerra-santa-barbaras-social-center/>.

⁹⁶ “Hall of Fame, Thomas M. Storke,” *Santa Barbara Daily Independent, 1876-1971*, California Press Foundation, https://cal-press.wildapricot.org/hall-of-fame_thomas-m-storke.

where it would do the most good.”⁹⁷ Also helpful was “a combination of [Storke’s] consolidated editorial power and personal friendship” with California Senator William McAdoo, a Santa Barbara resident himself. ⁹⁸ Storke and McAdoo had become acquainted when the latter visited Santa Barbara in 1918 during his time as Secretary of the Treasury and the former was still postmaster. The city benefited from approximately seventeen New Deal projects, including the Santa Barbara County Bowl, the Sheffield Reservoir Water Filtration Plant, a sewer system for the Mesa area, the Los Baños del Mar Pool and Bathhouse, a baseball stadium, and the Highway 1/101 enhancement. Some of these sites are still in use today, such as the County Bowl, an outdoor amphitheater. When it opened in 1936 for the city’s famous Fiesta celebration, all the seats were full, quite a feat, considering that Santa Barbara’s population in the 1930s was less than 34,000 people.⁹⁹ Regarding infrastructure, the Highway 1/101 project allowed traffic to flow on six miles of new freeway and replaced the need to traverse the city on busy commercial streets to get across town.

The WPA also funded a California National Guard Armory, later known formally as the Major General Charles A. Ott Armory. The namesake was a World War II and Korean War veteran and a Santa Barbara native. Storke had a direct role in bringing the Armory into existence as he was “credited with wrangling” \$110,000 for the project, which was over half of

⁹⁷ Storke, *California Editor*, 348.

⁹⁸ Starr, *Material Dreams*, 294.

⁹⁹ Indy Staff, “Santa Barbara Bowl Timeline,” *Santa Barbara Independent*, July 28, 2011, <https://www.independent.com/2011/07/28/santa-barbara-bowl-timeline/>. The County Bowl was originally named the Will Rogers County Bowl, then the Santa Barbara County Bowl, and today, the Santa Barbara Bowl. See also: Santa Barbara Bowl, <https://sbbowl.com/>.

the funds necessary for the \$176,495 construction cost.¹⁰⁰ The Armory, a compilation of three WPA projects (#4256, #7013, #9073), took twenty months to build and employed around 281 people. It encompassed almost five acres on a whole city block of prime real estate in between Santa Barbara Junior High and Santa Barbara High School. It was designed in Spanish Colonial Revival style by the renowned architectural firm of William Edwards and Joseph Plunkett and “defied Art Deco trends of the 1930s.”¹⁰¹

Another New Deal-era project involved building a larger post office for the city, as Santa Barbara had outgrown its mail facility at State and Anapamu Streets due to a large population growth between 1914 and 1934. At first, the federal government allotted \$175,000 for an addition to the existing structure, which if built, according to Storke, would have been an unattractive annex resembling “a three-story shoe factory.”¹⁰² However, the city wanted more than just an extra wing, as that post office also lacked convenient access, especially considering the increased auto traffic in the past twenty years since its relocation. So, Storke left for Washington, D.C. and reached out to various officials, including James A. Farley, the Postmaster General (1933-1940), and Rear Admiral C. Joy Peoples to plead Santa Barbara’s case for a modern and aesthetically pleasing post office. Not only was the original plan discarded, but Peoples approved \$485,000 for a new building *plus* an additional \$100,000 for land for a different location. Peoples was a bit more insistent regarding the post office’s design, as he

¹⁰⁰ Keith Hamm, “School Bond Measures Include Armory Purchase,” *Santa Barbara Independent*, September 22, 2016, <https://www.independent.com/2016/09/22/school-bond-measures-include-armory-purchase/>.

¹⁰¹ Keith Hamm, “School Bond Measures Include Armory Purchase.” The Santa Barbara Unified School district “took final action to approve a \$11.6 million purchase” of the Armory. “Purchase of the National Guard Armory Advances,” *Santa Barbara Unified*, October 25, 2018, <https://www.sbunified.org/2018/10/25/purchase-of-the-national-guard-armory-advances/>.

¹⁰² Storke, *California Editor*, 358.

wanted the project to stay on the drafting board of a government architect. Storke remained firm and implored that his town's new post office required the skill of an especially talented designer who "could interpret the elusive sentimentality of Santa Barbara."¹⁰³ And that is how city did not have to settle for a 'shoe factory,' but instead enjoyed a beautiful Spanish Colonial Revival style post office (with some Moderne design elements) by famous architect Reginald D. Johnson. Storke called and offered him the job and Johnson accepted, designing it for free and only requesting that his draftsmen be paid for their services.¹⁰⁴ The new post office, located downtown on Anacapa Street, opened in May 1937.

In the 1930s, Storke took his government involvement to the national level when he was appointed by California Governor Frank Merriam to serve in the United States Senate upon the resignation of Senator McAddo. Being a senator was brief stint for Storke, lasting only from November 1938 until January 3, 1939, when the winner of the 1938 election, Sheridan Downey, took office. Earlier in the decade, Storke also helped a "hopelessly deadlocked" Democratic party by encouraging the California delegation to support Franklin D. Roosevelt.¹⁰⁵ Even though Storke was a lifelong registered Democrat, he often supported Republican candidates, including

¹⁰³ Storke, *California Editor*, 359.

¹⁰⁴ Storke, *California Editor*, 360. Reginald D Johnson designed the famous Biltmore Hotel in Santa Barbara and many luxury estates. After 1935, Johnson switched his focus and worked as the Chief Architect for public housing in the Los Angeles area. Jocelyn Gibbs, Jillian O'Connor, and Chris Marino, "Finding Aid for the Reginald Johnson Papers, circa 1912-circa 1950," Online Archive of California, http://pdf.oac.cdlib.org/pdf/ucsb/uam/146_JohnsonReginald_EAD.pdf.

¹⁰⁵ Nick Welsh, "Santa Barbara Boss T.M. Storke Built the UCSB Tower to Support Journalism," *Santa Barbara Independent*, May 8, 2019, <https://www.independent.com/2019/05/08/santa-barbara-boss-t-m-storke-built-the-ucsb-tower-to-support-journalism/>.

a very long stretch—almost fifty years—of backing GOP contenders for California governor. Nevertheless, he claimed that he voted “for the man rather than for the party.”¹⁰⁶

On the communications front, Storke expanded his reach farther by establishing a radio station with his initials, KTMS, that went on air on October 1, 1937.¹⁰⁷ The station was the NBC affiliate at that time in the area before shifting to other frequencies and owners over the years.

Quality over Quantity

As when he held firm for an architect to design the new post office according to the city’s unique architectural standards, Storke advocated for a specialized growth strategy for Santa Barbara—one that would promote quality over quantity. While a qualitative approach encouraged smaller scale development and supported historical preservation and conservation, quantitative enlargement emphasized “continuous economic and territorial expansion,” like the Los Angeles growth model.¹⁰⁸ A qualitative position was unique in a World War II and post-war era in the West that usually pressed for maximum expansion and elected leaders who would advance this agenda. For example, by 1945, Southern California housed up to seventy percent of the American aerospace industry.¹⁰⁹ Similarly, in the Northern California region, San Jose grew from seventeen to 136 square miles in area and from 95 to 450 thousand residents between 1950

¹⁰⁶ Storke, *California Editor*, 126.

¹⁰⁷ Storke, *California Editor*, 357.

¹⁰⁸ Michael R. Adamson, “The Makings of a Fine Prosperity: Thomas M. Storke, the Santa Barbara News-Press, and the Campaign to Approve the Cachuma Project.” *Journal of Urban History* 30, no. 2 (January 2004), 189.

¹⁰⁹ “The Southern California Aerospace Industry,” Hughes Industrial Historic District, <https://www.hugheshistoricdistrict.com/southern-california-aerospace-industry/>.

and 1970. Heavily promoted by A.P. Hamann, San Jose's city manager from 1950 to 1969, the formerly agricultural, orchard-filled region, once known as the "Valley of Heart's Delight," eventually transformed into what would become part of today's densely populated technology hub, Silicon Valley.¹¹⁰ In contrast to these massive urban/suburban centers, Storke and like-minded citizens saw Santa Barbara "as a place congenial to 'smokeless' small scale and decentralized manufacturing firms, scientific laboratories, craft-oriented enterprises and university life."¹¹¹ A February 25, 1949, editorial from his *News-Press* supported this small-scale business trend and cited a few well-known sources as emphasis, including an article in *Kiplinger Magazine*: "The case for smallness is powerful. Technology is clearly on its side; economics tends to be. Despite obstacles, it looks as though the U.S. is moving gradually into a 'small business' era."¹¹² This editorial also highlighted a corroborative opinion from then-president of General Electric, Charles E. Wilson, who pointed out: "With fewer people we find management can do a better job of organizing facilities and personnel. This means lower manufacturing costs and better production control."¹¹³

¹¹⁰ Rachel Myrow, "Why San Jose Is Barely in the Black Despite the Tech Boom," KQED, July 7, 2015, <https://www.kqed.org/news/10580994/why-san-jose-is-barely-in-the-black-despite-the-tech-boom>.

¹¹¹Michael R. Adamson, "The Makings of a Fine Prosperity," 193. In contrast to this Santa Barbara mindset of business and growth that supported (and still supports) a high quality of life for its residents, historian Maureen A. Flanagan pointed out that a circa-1910 Chicago male middle-class believed that "livability was a by-product rather than the objective because they believed that if business profited the city would benefit in return," and that they "saw the city primarily as a business." In contrast, however, the middle-class Chicago women "tended to see the city as a shared home, so they promoted policies to make the city more livable for all," a perspective shared by Storke and like-minded Santa Barbarans. See: Maureen A. Flanagan, "The City Profitable, The City Liveable: Environmental Policy, Gender and Power in Chicago in the 1910s," *Journal of Urban History* 22, no. 2 (January 1996), 181.

¹¹² "A Trend in Business that Seems to Favor Santa Barbara Opportunities," editorial, *Santa Barbara News-Press*, February 25, 1949.

¹¹³ "A Trend in Business that Seems to Favor Santa Barbara Opportunities."

Storke knew his community, however, and he was savvy enough to realize that appealing only to the economic, manufacturing, or technological aspects of a business trend would not satisfy a city that also valued the health and wellbeing of its populace and the environment. Nor would Santa Barbara want an industry of any size if it could possibly jeopardize its aesthetic or the very important tourism industry. Therefore, in this same editorial, another trend was mentioned: “plant beautification,” which was a departure from urban factory-like facilities in favor of “handsome new suburban park developments,” with “scientifically designed floor space and lighting...adequate parking...and landscaping which is a boon to both those in the surrounding area and plant personnel.”¹¹⁴ Examples of these ‘plants’ included some of the aerospace and technology firms located in today’s Goleta where there was plenty of space to build. (Formerly part of Santa Barbara, Goleta was incorporated as a city in 2002.)

Another *News-Press* opinion piece (February 22, 1949) featured more ‘smokeless’ businesses that followed the qualitative approach and relocated to Santa Barbara: two cut-flower growers and a small science laboratory. The flower enterprises, fleeing Los Angeles’ crowds and “smog [that] sticks to the petals of flowers,” had already invested in the community by relocating employees and their families and by purchasing land near the airport—a Storke-supported transportation hub—for product distribution.¹¹⁵ In addition, the scientist “chose Santa Barbara [for his lab] because its location and conditions are an inspiration for the living and thinking needed by workers in creative science.” As demonstrated by these two very different industries, the city attracted qualitative enterprises with the expected perks, such as fertile land, accessible

¹¹⁴ “A Trend in Business that Seems to Favor Santa Barbara Opportunities.”

¹¹⁵ “An Industry and Activities That Will Add to More Than One Kind Of Income,” editorial, *Santa Barbara News-Press*, February 22, 1949.

transportation, an inviting place to relocate families, and a clean, smog-free environment. Santa Barbara also offered some intangibles, like the inspiration and motivation that employees could gain from breathing in clean air, walking along a beach, or greeting each day with a stunning mountain view.

Just a few weeks later, Storke's *News-Press* ran an editorial that reinforced some of these Santa Barbara values regarding any possible incoming businesses:

Those who understand how this community can prosper best welcome everyone who can add to the real foundation of our prosperity and welcome every business and commercial activity that can add to the all important attractiveness of this place. Those who understand do not welcome an industry that can destroy home values for miles around it. They do not welcome an industry...that would cut down shade trees for lumber or fire wood. They do not welcome a beach development undertaken by someone who for profit would cut unbroken, public beach into hundreds of 20 foot lots for cabin shacks for parttime occupation.¹¹⁶

Storke recognized the responsibility that all residents, whether they be longtime locals or new arrivals, had to embrace to maintain the quality of their town, including its aesthetic foundation: "Santa Barbarans set high standards for their city largely because they cannot ignore the high standards that nature has set here... Those who work and build in Santa Barbara always have the challenge of natural beauty they should try to honor and never should be guilty of covering or destroying."¹¹⁷

¹¹⁶ "All These are Welcome to Santa Barbara," editorial, *Santa Barbara News-Press*, March 8, 1949.

¹¹⁷ "Some Success But No Place To Rest," editorial, *Santa Barbara News-Press*, March 9, 1949.

The Cachuma Project

One of the challenges that Santa Barbara faced was access to water, but here too, Storke thought toward the future rather than simply for short-term profits. He pushed for infrastructure improvements including a solution to a consistent water shortage problem that continued to worsen as the twentieth century marched on. He believed that implementing “water conservation in great [water] storage projects...held the key to California’s destiny,” and he was interested in such a program that would benefit Santa Barbara for many years.¹¹⁸

This lack of water was exacerbated by a gradual but steady population influx to an area that was historically classified as semi-arid desert, and whose native vegetation, such as mesquite, live oaks, sagebrush, and chaparral, did not require a lot of water. However, other agricultural products, imported to Santa Barbara, such as eucalyptus, olives, oranges, and walnuts, were native to sub-tropical environments and required more water than the native vegetation. (The latter three were introduced by the Spanish to the Franciscan missions in California in the nineteenth century.) Periodic droughts and forest fires that caused erosion and siltation did not help the situation, and this combination of factors placed further burden on an already overextended water supply that relied on inadequate delivery systems.

Back in 1888, Santa Barbara City Engineer, George F. Wright, hinted at a possible solution to the water dilemma, as he completed a survey pointing out that the Santa Ynez River dumped “millions of acre feet” of water into the Pacific Ocean, but was “benefiting nobody.”¹¹⁹ Subsequent years brought moderate solutions, including the Cold Springs Tunnel (1897), the

¹¹⁸ Adamson, “The Makings of a Fine Prosperity, 194.

¹¹⁹ Storke, *California Editor*, 447.

Mission Tunnel (1912) and the Gibraltar Dam (1920), but none provided sufficient water in the long term. Although a 1938 report requested by the Santa Barbara County Board of Supervisors confirmed a serious need for this new water source, it took ten years of “political wrangling,” especially by Storke and Charles Leo Preisker, a County Supervisor himself.¹²⁰

Preisker (1885-1966) was known as Leo and sometimes as “Mr. Politics” in his hometown of Santa Maria, California, a city in northern Santa Barbara County.¹²¹ He was a lawyer who graduated from the esteemed Hastings Law School in San Francisco and then joined his father in the family law firm in 1908 in Santa Maria. In 1910, Preisker, a Republican, was elected to the California State Assembly, followed by an appointment by California Governor Hiram Johnson to fill the Fifth District position on the Santa Barbara County Board of Supervisors upon the retirement of Fremont C. Twitchell. In response to this selection, however, the *News-Press* sent out “howls of protest, calling it a political ploy.”¹²² This might explain why various sources say that Preisker and Storke were long-standing adversaries. In *California Editor*, however, Storke did not relay any sense of conflict between the two men, as he simply explained their stances and interactions regarding the Cachuma proposal. In fact, when they were both in Washington, D.C., in 1940 and met with Oscar Chapman, the Assistant Secretary of the

¹²⁰ Michael Redmon, “The History of Lake Cachuma,” *Santa Barbara Independent*, November 2, 2017, <https://www.independent.com/2017/11/02/history-lake-cachuma/>.

¹²¹ Shirley Contreras, “Heart of the Valley: The mighty force of Leo Preisker, ‘Mr. Politics,’” *Santa Maria Times*, October 12, 2015, https://santamariatimes.com/lifestyles/columnist/shirley_contreras/heart-of-the-valley-the-mighty-force-of-leo-preisker/article_4a892650-312e-55bc-990f-f5c10adb5f2b.html

¹²² Shirley Contreras, “As a young man, Twitchell decided to go West,” *Santa Maria Times*, June 8, 2014, https://santamariatimes.com/lifestyles/columnist/shirley_contreras/as-young-man-twitchell-decided-to-go-west/article_00f670e4-eea3-11e3-b44f-0019bb2963f4.html. Preisker served on the County Board of Supervisors for twenty-seven years, including a period as Chairman. In addition to his work on the Cachuma project, he was also influential in campaigns to build roads, a highway, a hospital, and the famous Santa Barbara County Courthouse, among other initiatives. Preisker retired in 1943.

Interior, Storke seemed pleased with the grit of Preisker who “wanted the bureau to deal directly with the county authorities most concerned” with the Cachuma plan, an unusual request, as reclamation projects were handled at the state level or higher.¹²³ Chapman approved this streamlined path and agreed that the Bureau of Reclamation could work directly with Santa Barbara County. Perhaps Preisker’s bold ask was to be expected of him, as historian Michael Redmon pointed out: “Preisker rarely allowed the niceties of proper procedure and going through channels to concern him.”¹²⁴ Of course, it did not hurt that Storke was already acquainted with Chapman, reaching back to the newspaperman’s days as a senator. Storke and Preisker joined forces for greater good of their county to advocate for the Cachuma program.

Clifford “Brad” Bradbury and T.A. “Cap” Twitchell, also County Supervisors, helped to support this endeavor as well, making many trips to Washington, D.C. to ensure that Cachuma and Vaquero, another water venture, were given the attention they deserved. Twitchell subsequently led the efforts on the Santa Maria Project, from which the Vaquero/Twitchell Dam and Reservoir resulted. The goals of this operation “were to recharge the critically-depleted groundwater reservoir underlying the basin and to eliminate the future flood threat to valley lands.”¹²⁵ Sadly, Twitchell passed away in 1957 and the dam and reservoir’s name was changed the same year to honor him, even before the new facility opened on June 28, 1958. In 1971,

¹²³ Storke, *California Editor*, 453-454. In this sentence, the ‘bureau’ refers to the Bureau of Reclamation, which would oversee water-related projects. The Bureau of Reclamation is part of the Department of the Interior.

¹²⁴ Michael Redmon, “Charles Preisker: A Controversial Potentate of County Politics,” *Santa Barbara Independent*, February 12, 2011, <https://www.independent.com/2011/02/12/charles-preisker/>.

¹²⁵ Thomas A. Latousek, “Cachuma Project,” Bureau of Reclamation, 1995, <https://usbr.gov/projects/pdf.php?id=91>, 2, 8, 10.

Cachuma Dam's name was altered to Bradbury Dam to acknowledge Clifford Bradbury's diligent efforts to bring water to the area.

The Secretary of the Interior, Harold L. Ickes, authorized the Cachuma project on March 4, 1948, after years of due diligence. This meant that harnessing and storing the Santa Ynez River floodwater for a more fruitful and reliable water supply for Santa Barbara was closer to becoming a reality.¹²⁶ With a serious drought burdening the area by late 1947 and strict water rationing implemented in 1948, a new solution was desperately needed. The project still had to be approved by Santa Barbara County voters, however, since they would be footing the bill for its municipal components. Via the *News-Press*, Storke helped to inform the populace about Cachuma by linking “a technical proposal [Cachuma] to [realizing] the future of a community whose residents valued small-town values, the coastal and marine environment, and an economy based on tourism, resort living, and ‘clean’ industry.”¹²⁷ A *News-Press* editorial pointed out how businesses could be initially very attracted to establishing in Santa Barbara, but then reverse a decision to relocate due to the lack of local water resources, as in the case of a potential orchid exporting business whose owner ultimately decided to go elsewhere “because he could not be sure of enough water soon enough to make his investment safe.”¹²⁸ Storke's newspaper warned that the economic dangers of not having sufficient, stable water resources meant being non-competitive in attracting the right kind of industries and jobs. Despite earlier pushback by certain

¹²⁶ “History and What We Do,” Cachuma Operation and Maintenance Board, <https://www.cachuma-board.org/history-and-what-we-do..> Latousek, “Cachuma Project,” 6.

¹²⁷ Adamson, “The Makings of a Fine Prosperity, 190.

¹²⁸ “Water Means Business and Wages as well as Flowers and Trees,” editorial, *Santa Barbara News-Press*, n.d. This editorial was likely circa 1948-1949 as it mentions “Two cut flower growers...set up...farms...within the last year.” A previously cited February 22, 1949 *News-Press* editorial mentioned two such business relocating to Santa Barbara.

individuals, some who were “tauntingly sneezing its name rather than enunciating it,” Cachuma was handily approved by over seventy-five percent of voters on November 22, 1949.¹²⁹

Construction on Cachuma began in 1950 and it was “not a moment too soon,” as the drought had worsened to the point that some neighborhoods, like Ocean Terrace and UCSBC (now, UCSB)—adjacent Isla Vista resorted to bringing water in by barrel and bucket.¹³⁰ Of Cachuma’s main elements, the Bradbury Dam, Cachuma Reservoir, South Coast Conduit, and Tecolote Tunnel, the latter was considered the most difficult to build. Workers endured extensive heat up to 117 degrees, methane gas, and flooding, plus the challenge of boring through the Santa Ynez Mountain Range to construct the tunnel, which was almost six and a half miles long and seven feet in diameter. Tecolote was completed in 1955 and the entire Cachuma enterprise was finished in 1956, costing over forty-three million dollars. This immense water project became a catalyst for the area’s mid-twentieth century population growth, especially in the Goleta Valley, which increased from 19,000 people in 1960 to 60,000 in 1970. Cachuma, more widely known as Lake Cachuma, developed into a popular area for camping, fishing, and boating, with its forty-two miles of shoreline and thousands of acres of associated land. Santa Barbara County Parks, via a long-term lease from the Federal Bureau of Reclamation, oversees the recreation aspect of that area.¹³¹

¹²⁹ Latousek, “Cachuma Project,” 6. Redmon, “The History of Lake Cachuma.”

¹³⁰ Barney Brantingham, “What if There Wasn’t a Cachuma?” *Santa Barbara Independent*, April 7, 2016, <https://www.independent.com/2016/04/07/what-if-there-wasnt-cachuma/>.

¹³¹ Latousek, “Cachuma Project.” “Welcome to Cachuma Lake Recreation Area,” Santa Barbara County Parks, <http://countyofsb.org/parks/cachuma.sbc>.

Cachuma was not an immediate success though, and detractors jeered as the area endured a dearth of rainfall in the mid-1950s that made a minimal impact on filling the lake. However, the rains came in 1958 and spectators even traveled to witness the first bits of water spilling over Cachuma, which signified that “Santa Barbara had more than 206,000-acre feet of water,” that would provide enough water for eighteen years, “even if another drop of rain never fell.”¹³² Storke celebrated by publishing the headline, “CACHUMA SPILLS,” in the *News-Press*, which he called “the most triumphant headline I had written in my nearly 60 years as an editor and publisher.”¹³³

Santa Barbara Airport

As the mid-twentieth century approached, many Santa Barbarans, including Storke, also wanted the area to have a commercial airport, since there were no such facilities at that time—only two airfields for small planes, with one located in Carpinteria, a small town about eleven miles south of the city. Storke remembered the “semi-isolation” of being passed up by the train until 1887 and he did not want Santa Barbara to lag behind in air travel as well.¹³⁴ Planning on going to Washington, D.C. to campaign for federal aid to build an airport, Storke went first to Chicago in July 1940 for the Democratic National Convention, where he happened to encounter Assistant Secretary of Commerce, Robert C. Hinckley, exactly the person he needed to speak to

¹³² Storke, *California Editor*, 466.

¹³³ Storke, *California Editor*, 466.

¹³⁴ Storke, *California Editor*, 413.

about this potential aviation project.¹³⁵ This chance meeting proved fruitful, as Santa Barbara was included in a federal program to build 250 airports in forty-eight states. Originally slated as new airports that would serve larger populations, Storke's hard sell for his hometown led Hinckley to agree "to do his best to 'squeeze in Santa Barbara,'" which he did.¹³⁶

Cradled by a mountain range and an ocean, there was not an abundance of suitable sites for the new airport that also fell within the city's budget constraints. One potential parcel of land was in the Santa Ynez Valley, which was about thirty miles away. Another possibility, geographically closer to Santa Barbara, was about 450 acres in an adjacent town, Goleta. However, a significant part of this location was comprised of "marshy mud flats threaded with saltwater sloughs or lagoons" that could face "submersion by the ocean tides."¹³⁷ This parcel would necessitate land reclamation to make it a satisfactory site for the airport.

Storke's *News-Press* pleaded with local citizens to approve a bond issue for airport construction, saying it was a "now or never" situation and that Santa Barbara needed this facility to sell its most abundant and lucrative 'product'—"its charm, climate and scenery"—to bring its "customers" or visitors to the area.¹³⁸ Moreover, these tourists would seek out the most efficient and modern travel method, the airplane. A combination of the bond issue that was passed overwhelmingly by voters in February 1941, plus grants from the federal government, funded

¹³⁵ Civil Aeronautics Authority matters were under the jurisdiction of the Secretary of Commerce at that time. Storke, *California Editor*, 412.

¹³⁶ Storke, *California Editor*, 413.

¹³⁷ Storke, *California Editor*, 411. The owners of these "tide flats" were Peter Cooper Bryce and Harold Chase, noted by Storke as "two of our leading and progressive citizens." They offered to sell the land for the airport at cost. Also, Harold Chase was the brother of Pearl Chase.

¹³⁸ "An Editorial: Now or Never," *Santa Barbara News-Press*, February 2, 1941, 13.

most of the airport. United Airlines helped with the remainder, as their president and “old friend” of Storke’s, William “Pat” Patterson allowed \$40,000 to be contributed for an administration building and control tower.¹³⁹ These were built in Spanish-California style and designed by Edwards and Plunkett, renowned architects whose sensational creations also included the Arlington Theatre on State Street, as well as schools, a fire station and the aforementioned National Guard Armory.¹⁴⁰

In 1942, the airport was ready for its first passengers. Soon afterward, however, with World War II underway, the Navy took over the facilities and rented it until 1947, along the way investing over eleven million dollars to create an adjacent Marine Corps Base to train fighter pilots. The military allowed United Airlines to remain, and they even shared the control tower. After the base was completed, around 2,240 men were stationed there. With its beautiful seaside location, amenities, and nearby beaches, it was “an open secret in the Marine Corps that the air station at Goleta was the plushiest assignment.”¹⁴¹ However, it was also perilous, with about one hundred training accidents taking place, as pilots tragically collided midair or crashed into the ocean or the Santa Ynez mountains. Plus, for most of these soldiers, “Goleta was the last stop” before they were sent to fight in the dangerous Pacific Theater.¹⁴² In 1948, street names near the

¹³⁹ Storke, *California Editor*, 414. Those United Airlines-funded facilities returned to the city of Santa Barbara in 1960. Storke reached into his extensive network and asked that the first airmail contract be awarded to United Air Lines, which was approved.

¹⁴⁰ Michael Redmon, “Architect Joseph J. Plunkett: Designed Gems from Arlington to the Airport,” *Santa Barbara Independent*, March 2, 2017, <https://www.independent.com/2017/03/02/architect-joseph-j-plunkett/>.

¹⁴¹ Tompkins, *Goleta: The Good Land*, 308-309, quoted in Lanny Ebenstein, Ph. D., “The Rise of UCSB,” *Noticias: Journal of the Santa Barbara Historical Museum* 54, no. 3 (2015), 130. Per Ebenstein’s article, in the 1951 war movie “Flying Leathernecks,” John Wayne’s character was stationed at Goleta.

¹⁴² Tom Modugno, “Marines Invade Goleta: World War II Brought Big Changes to the Goodland,” *Noozhawk*, February 25, 2016, https://www.noozhawk.com/article/marines_invade_goleta_world_war_ii_and_training_base_brought_big_changes.

airport were changed to honor local military pilots fallen in World War II, such as Frederick Lopez Road and James Fowler Place.

The Marine Base and airport were also deemed necessary for local security after a Japanese submarine shelled the Ellwood Oil Fields on February 23, 1942, just over two months after the tragic Pearl Harbor attack. Ellwood, near Goleta and located just twelve miles northwest of Santa Barbara, was one of the larger oil fields in California at that time and a prolific oil producer in the 1930s. It was also unprotected, which made it vulnerable to this attack. Eyewitnesses claimed that the incident lasted about twenty minutes and only about fifteen shots were fired, even though the submarine came within a mile of the coastline. Fortunately, there were no casualties, only one injury and very minimal (mostly splintered wood and shrapnel damage) consequences to the oil facility. A *News-Press* article claimed, however, that an oil well suffered a “direct hit” and was “blasted to bits.”¹⁴³

The military returned the airport back to the city and eventually the base was closed. Even though it has enlarged a bit over the years, Santa Barbara Municipal Airport (SBA) remains a charming and unique aviation facility that offers a beautiful gateway to the area.

University of California, Santa Barbara

Among his many accomplishments, Storke noted: “Two things have been outstanding in my life, in terms of personal satisfaction”: efforts to get Cachuma Dam built and for the Santa

¹⁴³ Vic Cox, “Submarine Shelling of Ellwood Oil Field in 1942,” *Santa Barbara Independent*, October 2, 2011, <https://www.independent.com/2011/10/02/submarine-shelling-ellwood-oil-field-1942/>. “Submarine Shells Ellwood Oil Field,” *Santa Barbara News-Press*, February 24, 1942, Front Page.

Barbara State College to become the University of California, Santa Barbara (UCSB).¹⁴⁴ UCSB had several iterations before it became a member of the University of California (UC) system, including being a manual arts and home economics school, a teachers college, and part of the California State College system. Although Storke was very proud of Santa Barbara State College, he was keen on having it be an affiliate of the UC system, as he “believed there should be a place for us in the University,” because “the cultural background of Santa Barbara offered a real asset to the university family; that no community in the west had so much to give.”¹⁴⁵ Getting the local state college into the prestigious UC system was not an easy or quick task, with efforts starting in 1935, the year it first became part of the state college organization. The UC Regents, including the system’s president, Robert Sproul, were not convinced that a Santa Barbara location was needed, as they thought that the existing campuses for general education and research—at that time, Berkeley and UCLA—were sufficient.¹⁴⁶ Not only did this Santa Barbara school have to convince the UC of its worthiness, furthermore, the State College organization did not want them to leave and tried unsuccessfully to engage in a lawsuit to prevent a departure.¹⁴⁷ At first, even the local college’s administration and faculty did not support this drive to join the University of California.

¹⁴⁴ Storke, *California Editor*, 431.

¹⁴⁵ Storke, *California Editor*, 434.

¹⁴⁶ Ebenstein, “The Rise of UCSB,” 128. In addition to opposing additional UC campuses at that time, Sproul, UC President from 1930-1958, viewed Berkeley and UCLA as “essentially one university on two campuses.” At that time, there was also a University Farm School at Davis, founded in 1905, as well as a Citrus Experiment Station at Riverside, established in 1907. Both schools eventually evolved into academic UC campuses.

¹⁴⁷ Bill Norrington, “UCSB and the Department of Geography,” UCSB Geography, <https://geog.ucsb.edu/in-the-beginning-ucsb-and-the-department-of-geography/>.

Despite the pushback, Storke and other proponents, including California State Assemblyman Alfred W. Robertson, State Senator Clarence C. Ward, and Santa Barbara civic leader, Pearl Chase, worked hard on this endeavor. Robertson was a seven-term Assemblyman who made the realization of UCSB a focal point of his legislative career. The son of a Santa Barbara High School teacher, he was integral to the passage of multiple pieces of legislation that approved the local school's admission to the State College System, and subsequently, its acceptance to the UC organization. Robertson Gymnasium on the university's campus honors its namesake. Ward, a State Senator in the 1940s and 1950s, also worked hard and resolutely pursued the objective of bringing a UC campus to Santa Barbara. The freeway spur leading to the main entrance of UCSB, Ward Memorial Boulevard/California State Route 217, bears his name. Chase, as discussed elsewhere in this dissertation, was relentless when it came to achieving goals that would benefit Santa Barbara, and the establishment of UCSB was no exception. So skillful in her approach, Storke praised Chase's "able presentation to the [UC] Board of Regents which brought about their acceptance" as a key to victory.¹⁴⁸ He also acknowledged the steadfast efforts of other supporters, including Robertson and Ward, whom he recognized as: "Two Santa Barbarans in the State Legislature...[who] deserve major credit."¹⁴⁹

Becoming part of the UC system on July 1, 1944, the school was then known as the Santa Barbara College of the University of California (UCSBC), and it was the third 'general education' campus along with Berkeley and UCLA. From 1944 to 1954, it operated out of two locations, mostly out of its Riviera site, and to a lesser extent, in a neighborhood known as the

¹⁴⁸ Storke, *California Editor*, 434.

¹⁴⁹ Storke, *California Editor*, 434.

Mesa (specifically, Leadbetter). Both areas are exquisitely picturesque. The Riviera campus was in the hillside north of the city's downtown that was traversed by steep roads and offered spectacular views of the entire area, even all the way to the Channel Islands. A 1946 architectural drawing showed a Mesa campus whose athletic fields were a stone's throw from the Pacific Ocean, adjacent to "beach sports" and "yachting," and only separated by a road.¹⁵⁰ This plan contained a string of tennis courts bisecting the campus and two- and three-story buildings and dormitories whose varying elevations provided stunning sea views. While the Mesa campus was newly built specifically to be part of this UC branch, the Riviera campus had been the site of the Santa Barbara State College and several of its antecedents.

Eventually, a larger, cohesive space that could accommodate future expansion was needed, and neither the Mesa nor Riviera campuses fit the bill. The former Marine Base in Goleta, however, had a 410-acre parcel adjacent to the Santa Barbara Municipal Airport, previously acquired for the war effort by the government from many local landowners, including a ranch owned by the Storke family.¹⁵¹ This location came equipped with paved roads, over one hundred buildings, an Olympic-sized swimming pool, and extensive infrastructure such as electrical, telephone and sewer systems that had already been built for its previous resident, the Marine Base. Some of the buildings are still in use on campus. The UC Regents accepted the site and in 1954, it became the university's new location. The previous Mesa location became the

¹⁵⁰ "Soule and Murphy, architects, "Santa Barbara College of the University of California—Mesa Campus Master Plan," August 1946, *UCSB ADC Omeka*, <http://www.adc-exhibits.museum.ucsb.edu/items/show/159>. "The football stadium had been built in 1940, and other athletic buildings were added to the area below the mesa, along with beach sports on west beach, and yachting in the harbor."

¹⁵¹ Storke, *California Editor*, 435. Tom Modugno, "Marines Invade Goleta." Carl Zytowski, "The Music Department Through the Years," UC Santa Barbara Department of Music, <https://www.music.ucsb.edu/about/history>.

new home of Santa Barbara City College, a community college. In 1958, the school embraced an official new name, the University of California, Santa Barbara, and status as a “general campus of the University of California system.”¹⁵²

As California’s population and economy grew, from 5.7 million people (1930) to 10.6 million (1950) to 20 million (1970), so did UCSB. Although the university enrolled only 1,883 students in 1954, it steadily expanded, from 3,981 (1961) to 13,300 (1969-1970). UCSB also added many programs and enhanced its infrastructure, including plenty of new buildings, from the late 1950s through the 1960s. As a Regent of the UC from 1955 to 1960, Storke was in a favorable position to continue to guide and support his beloved hometown university, and sounding like a proud father he affirmed: “I am not alone in believing that the Santa Barbara Campus of the University of California is probably the most pleasing spectacle in the world...The impact of this institution on the culture of Santa Barbara, and its role in our future, can hardly be overestimated.”¹⁵³ Storke’s assessment of UCSB’s potential was correct, as it has grown into a major university and research institution with over 200 majors, more than 26,000 students, and many esteemed honors earned by alumni and faculty, such as Academy and Emmy Awards, Guggenheim Fellowships, Pulitzer Prizes, and Nobel Laureates.¹⁵⁴

Sources claim that Storke deserves considerable acknowledgement for not only championing Santa Barbara State College’s acceptance into the UC System, but also facilitating

¹⁵² “History of UC Santa Barbara,” UC Santa Barbara, <https://www.ucsb.edu/about/history>.

¹⁵³ Storke, *I Write for Freedom*, 157.

¹⁵⁴ “Facts and Figures,” UC Santa Barbara, <https://www.ucsb.edu/about/facts-and-figures>. Jim Logan, “Pulitzer Prize Winner,” *The Current*, UC Santa Barbara, April 15, 2019, <https://www.news.ucsb.edu/2018/019193/invisible-giant>. Ebenstein, “The Rise of UCSB,” 168, 170.

its transition to its new location in 1954. Although this project had many proponents, “it was Storke who made that dream a reality.”¹⁵⁵ In 1960, the UC Regents awarded Storke an honorary Doctor of Laws Degree. Curiously, he donated the bulk of his personal papers to UC Berkeley, not the local UC campus that he had supported so diligently, nor his alma mater, Stanford University.¹⁵⁶ Perhaps Storke wanted his papers to ‘go’ to Berkeley, since he was not allowed to do so, under the mandate of his domineering father.

He has long been memorialized on the UCSB campus due to the 175-foot Storke Tower that emerges from the Storke Student Communications Building, home to the *Daily Nexus*, the student newspaper, and to KCSB 91.9 FM, a community and student radio station, as well as the university’s yearbook. He also helped to fund the tower’s construction. Dedicated in 1969, it features a sixty-one-bell carillon that rings hourly, is the tallest building on campus and the tallest cement and steel structure in Santa Barbara County.¹⁵⁷ Although it was built in the Brutalist style of architecture, the ground level building features archways that hint at Storke’s dedication to Spanish style construction. UCSB Associate Campus Architect Dennis Whelan pointed out that Storke Tower “was intended by patron and architect to symbolize the aspirations of the campus and the arrival of an outpost of the intellectual and cultural world to a historically relatively isolated community.”¹⁵⁸

¹⁵⁵ Welsh, “Santa Barbara Boss T.M. Storke Built the UCSB Tower to Support Journalism.”

¹⁵⁶ There are some of Storke’s letters at the Special Research Collections, UCSB Library.

¹⁵⁷ “Storke Tower-Student Publications Building,” 1969, *UCSB ADC Omeka*, <http://www.adc-exhibits.museum.ucsb.edu/items/show/152>. “Storke Tower- Student Publications Building,” Art, Design and Architecture Museum, UCSB.

¹⁵⁸ Michael Aushenker, “Tall Tales of UCSB’s Storke Tower,” *Santa Barbara Independent*, July 28, 2016, <https://www.independent.com/2016/07/28/tall-tales-ucsbs-storke-tower/>.

Family Man, Rancher, Pulitzer Prize winner

Regarding his personal life, Storke married Elsie Smith from Sacramento in 1904 and together they had three children, Jean, Margaret, and Charles II. Smith passed away in 1918. A couple of years later, he married Marion Day of Sioux City, Iowa, in 1920, and they had one son, Thomas Jr. Storke acknowledged the important role of his wives, “whose love patience, and understanding have made my path easier and my vistas more pleasant.”¹⁵⁹ He also had ten grandchildren and nine great-grandchildren. Like his father, Charles II (1911-1998) graduated from Santa Barbara High School (1928) and then, his paternal grandfather’s alma mater, Cornell University (1932). Shortly after graduation, Charles II followed in his father’s footsteps and started to work for his newspaper, assuming increasing responsibility. Even though Storke sang Charles II’s praises as a highly accomplished newspaperman, the son was apparently getting weary of waiting for his father to relinquish control of the paper. Therefore, in 1959, Charles II left Santa Barbara for Mexico City to work in advertising, “apparently having despaired that his father would ever retire and turn the *News-Press*’s reins over to him.”¹⁶⁰ Also, Charles’ II’s wife was not keen on their own children joining the family business.

Storke’s daughter, Jean (1904-1993), was his oldest child with his first wife, Elsie Smith. Jean was a Phi Beta Kappa graduate from Vassar College and was the first woman to earn a master’s degree in Physics from Stanford University. Professionally, she taught physics, at Vassar and at a school in San Francisco, and was also a journalist, including writing for the *News-Press*. Despite Jean’s own high achievements, Storke’s comments in *California Editor*

¹⁵⁹ Storke, *California Editor*, 474.

¹⁶⁰ Brantingham, “Eccentrics in the Newsroom.”

seemed to focus on her potential as a support system for her brother's career ("I am confident she would prove a great asset to Charles in his future work.") and identity as a wife, as he noted her married name in parentheses after her first name ("Mrs. Ernest Menzies").¹⁶¹ Likewise, when discussing his other daughter, Margaret, he invoked the achievements of her husband, E. Morris Cox, who was a prominent San Francisco financier. His younger son, Thomas Jr. was apparently chronically ill. Even regarding his grandchildren, Storke had his hopes pinned on the boys to perpetuate the family business. Storke was unabashed about this male-centric viewpoint: "The Storke family, by long tradition, has been a patriarchal family."¹⁶² In other words, Storke was still a man of his era.

Storke continued to be a highly involved citizen throughout his entire life. In the mid-twentieth century, while already in his seventies and eighties, he was also a member of the California Crime Commission (1951-52) and a member of the Board of Regents of the University of California (1955-1960). Outside of his business and civic engagements, he was also a rancher and a citrus farmer, still riding a horse at age eighty-two.

In 1962, he was awarded the Pulitzer Prize for Editorial Writing for "his forceful editorials calling public attention to the activities of a semi-secret organization known as the John Birch Society."¹⁶³ One of these *News-Press* editorials condemned the "destructive

¹⁶¹ Storke, *California Editor*, 477. Jean married Ernest Menzies in 1937 and moved to Kolkata (then known as Calcutta), India. Her husband, a native of England had already lived in India for seventeen years when they married. In 1939, the couple's daughter was born there, too.

¹⁶² Storke, *California Editor*, 477.

¹⁶³ "The Pulitzer Prizes: The 1962 Prize Winner in Editorial Writing," The Pulitzer Prizes, <https://www.pulitzer.org/winners/thomas-m-storke>. Executive editor, Paul Veblen, and reporter Hans Engh also both wrote on the John Birch Society for the *News-Press*. In one article, journalist Barney Brantingham called Veblen "a key factor in...Storke's 1962 Pulitzer Prize." Barney Brantingham, "Paul Veblen, Former News-Press Editor, Dies" *Santa Barbara Independent*, February 21, 2008, <https://www.independent.com/2008/02/21/paul-veblen-former-news-press-editor-dies/>

campaign of hate and vilification that the John Birch Society is waging against national leaders who deserve our respect and confidence. How can anyone follow a leader absurd enough to call former President Eisenhower ‘a dedicated conscious agent of the Communist conspiracy’?”¹⁶⁴ Chief Justice Earl Warren, a longtime friend of Storke’s, was also a target of the John Birch Society, which did not sit well with the newspaperman either. As his grandson, Thomas Storke Cox, said: “My grandfather was basically a very kind and gentle man. However, he did not suffer fools gladly and he could only be pushed so far before striking back. That is what happened in the case of the John Birch Society. ... Once the Birchers went after his close friend ... he decided to return the favor and go after them.”¹⁶⁵

Also, because of his John Birch editorials, Storke was granted Harvard University’s Lauterbach Award of the Nieman Foundation for Journalism in 1961 for “outstanding work in the defense of civil liberties.”¹⁶⁶ President John F. Kennedy, a Harvard alumnus, congratulated Storke for this accolade, praising him for his “enviable record as an independent editor and publisher” and his “sturdy conviction and judgment.”¹⁶⁷ Storke also earned the Elijah Lovejoy Fellowship for heroic journalism in 1962 and an honorary Doctor of Laws degree in 1963, both from Colby College.

Not long afterward, he sold his beloved *News-Press* to Robert McLean, the publisher of the *Philadelphia Bulletin*, in 1964 for between \$8,000,000 and \$10,000,000. Storke was selective

¹⁶⁴ Pandell, “The Legacy of Thomas M. Storke.”

¹⁶⁵ Thomas Storke Cox quoted in Lexi Pandell, “The Legacy of Thomas M. Storke.”

¹⁶⁶ “Editor Honored for Birch Expose: Storke of Santa Barbara Gets Lauterbach Award,” *New York Times*, November 6, 1961, 31.

¹⁶⁷ “Editor Honored for Birch Expose: Storke of Santa Barbara Gets Lauterbach Award,” 31.

when choosing his newspaper's buyer, and McLean won over the Santa Barbaran by "purchasing the paper for himself, not for the Philadelphia Bulletin Co," as well as agreeing to live locally at least part time.¹⁶⁸ Storke wanted someone who would be personally, not just financially, invested in Santa Barbara and its newspaper. He stayed on with the *News-Press*, perhaps in an unofficial advisory capacity, and earned an honorarium.

In his autobiography, *California Editor*, Storke revealed his three-part personal philosophy: "I *believe* that the first obligation of a newspaper editor is to his own community, and the area directly influenced by his newspaper. I *believe* that an editor and publisher, better than any other single force, can form and develop character for his community. I *believe* that with few exceptions, this is a lifetime job, because the development of a community is the slow development of people."¹⁶⁹ Storke did not claim that he successfully fulfilled all of these goals, but rather that was to be determined by future generations. These aspirations declared over sixty years ago, were sweeping, bold and perhaps showed a bit too much patriarchy, especially the second sentence about forming and developing community character. And not everyone was a fan, as Walker A. Tompkins, a regional historian and Storke's autobiographical collaborator on *California Editor*, noted in the book's preface: "He is revered by many, hated by some, but respected by all."¹⁷⁰

¹⁶⁸ "How to Retire in Santa Barbara," *Time*, Vol. 83, Issue 13, March 27, 1964, 44. At the time of its sale, the *News-Press* had a circulation of approximately 35,000.

¹⁶⁹ Storke, *California Editor*, 479. Italics are Storke's emphasis.

¹⁷⁰ Storke, *California Editor*, 8.

Storke achieved much and was certainly dedicated to bettering Santa Barbara. Besides his brief stint as a United States senator, he focused his efforts locally. Although he was willing to go to Washington, D.C. to advocate for his city, but he always returned to his cherished hometown.

Storke passed away from a stroke on October 12, 1971, at the age of ninety-four. There is no denying how much he loved Santa Barbara. Although his prime occupation was as an editor and publisher, he stepped up and championed his town tirelessly and in many ways over his long life, announcing: “I saw my Native State grow from the Ox Cart Era to the Space Age.”¹⁷¹

¹⁷¹ From the book jacket/front cover of Storke’s autobiography, *California Editor*.

CHAPTER 2

Pearl Chase: An East Coast Transplant and the Beginnings of a Philanthropic Life

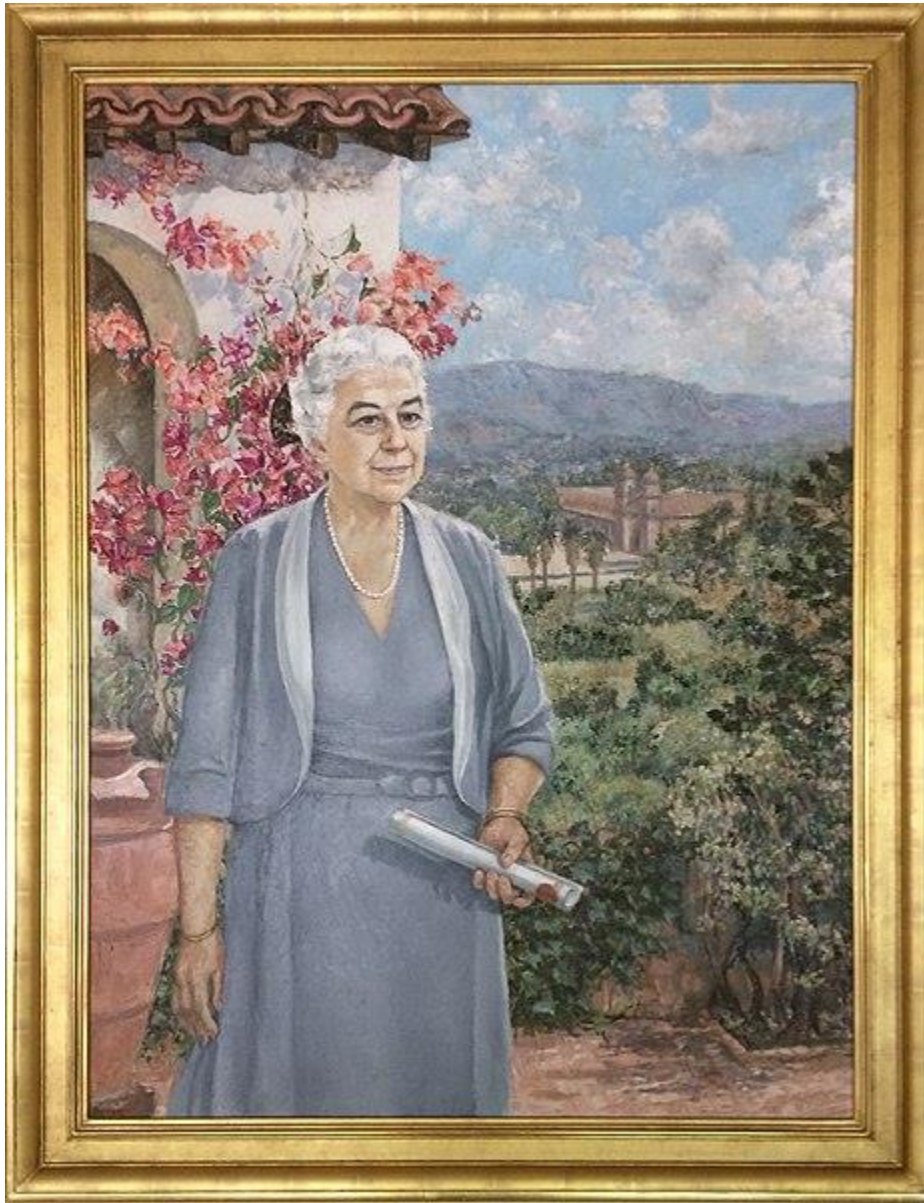
Throughout most of the twentieth century, Pearl Chase (1888-1979) dedicated her adult life to her adopted hometown of Santa Barbara, California. With endless and diverse efforts, Chase was a woman whose ideas, motivation, and tireless hard work underscored a century of civic improvement and community support.

Unlike some other influential ‘Community Builders,’ like Thomas More Storke, Chase did not have the generations of lineage in a *Californio* family that would have automatically conferred local roots, and perhaps, an innate dedication to one’s hometown. Rather she was a New England transplant who, although she arrived in Santa Barbara at a relatively young age, *chose* this city and never looked back. She came of age during the Progressive Era of the late nineteenth and early twentieth centuries, which influenced her commitment to betterment. Chase was quite the Progressive and immersed herself in related causes early on, including demanding that local dairies adopt hygienic standards and helping to craft California’s first Pure Milk Laws.

As a testament to her devotion to her city, she is known as “The First Lady of Santa Barbara,” despite never having held elected office.¹⁷² Although Chase was not the first local leader to model and encourage philanthropism, she gave endlessly of her time and talents, and mentored and inspired countless others to engage in volunteerism, as well. Her legacy has undoubtedly inspired many people, as Santa Barbara County has had a remarkably high number

¹⁷² “Pearl Chase 1888-1979,” Pearl Chase Society, <https://www.pearlchasesociety.org/pearl-chase>.

Figure 4: Pearl Chase



Source: "Portrait from the Santa Barbara community center," Babbage, via Wikimedia Commons, July 17, 2015, https://commons.wikimedia.org/wiki/File:Portrait_of_Pearl_Chase.jpg.

of nonprofit organizations per capita, a unique and admirable quality.¹⁷³ This chapter will focus primarily on the first few decades of Chase’s life, her Progressive Era influences and mentors, and her own endeavors in education and public health, thus revealing her commitment to Santa Barbara via her unceasing dedication, robust networking, allying with national causes, and her personal choices.

Early Life

Pearl Chase was born on November 16, 1888, in Boston, Massachusetts to Hezekiah Griggs Chase (1861-1951) and Nina Dempsey Chase (1859-1913), with ancestry tracing back to the Mayflower.¹⁷⁴ The family expanded when her brother, Harold Stuart Chase (1890-1970), joined them two years later. He would be Pearl’s only sibling. Chase spent the early part of her childhood on the East Coast before the family first ventured to Santa Barbara in the early 1900s on a vacation, where they “promptly succumbed to the charms of the little Spanish village,” which had about 6,500 people at that time.¹⁷⁵ The Chases moved to Santa Barbara to help Hezekiah, who was in delicate health after suffering from an accident, hoping that he could benefit from the year-round, mild coastal climate. After the trip, the family returned East so that

¹⁷³ According to an article by Cynder Sinclair, “Santa Barbara has the second highest number of nonprofits per capita of any county in California.” See: Sinclair, “Nonprofits Heroically Navigate the Choppy Coronavirus Waters.”

¹⁷⁴ Cheri Rae, *Pearl Chase: First Lady of Santa Barbara*, 17.

¹⁷⁵ Tompkins, *Santa Barbara History Makers*, 265.

Hezekiah could wrap up his business dealings before they moved to Santa Barbara permanently. The Chases settled into a stately Craftsman-style home, built in 1904, on Anacapa Street.¹⁷⁶

Nina Dempsey Chase

Pearl's mother, Nina, was born in Maine, came from a "socially aristocratic Boston family," and continued to be "prominent socially" in her new town of Santa Barbara.¹⁷⁷ She was also very involved in charitable work, especially with Cottage Hospital, where she was vice-president and chairman of the building committee. Nina's civic and philanthropic endeavors undoubtedly helped to provide a foundation for her daughter's future career. Sadly, however, in 1913, Nina left her family too soon. After returning home from an evening at the Potter Theatre, she and her husband had a freak accident, as their car's brakes failed, and the vehicle crashed through a garage wall. Hezekiah survived, as the steering wheel absorbed the impact of the collision, but Nina sustained mortal injuries. Both of her children were out of town when the incident occurred, with Pearl on a trip to Alaska. Nina was remembered fondly in a local newspaper: "Her loss to the city will be keenly felt and her splendid influence will obtain long beyond the memory of these days."¹⁷⁸

¹⁷⁶ "City of Santa Barbara Designated Landmarks as of November 10, 2020," 5, <https://www.santabarbaraca.gov/civicax/filebank/blobdload.aspx?BlobID=17356>. This document refers the house as the "Hezekiah G. and Pearl Chase Home." However, the dwelling has also been called the "Pearl Chase House." See: "City of Santa Barbara, Council Agenda Report, September 29, 2015," https://services.santabarbaraca.gov/CAP/MG125453/AS125457/AS125464/AS125465/AI129860/DO129861/DO_129861.pdf. The house still exists today and was designated as a City of Santa Barbara Landmark in 1991.

¹⁷⁷ Tompkins, *Santa Barbara History Makers*, 265. "Death Suddenly Beckons Noble Worker for Charity," *Santa Barbara Morning Press*, July 13, 1913.

¹⁷⁸ "Death Suddenly Beckons Noble Worker for Charity," *Santa Barbara Morning Press*, July 13, 1913.

Hezekiah Griggs Chase

Hezekiah, Pearl's father, grew up in Boston, the son of a shoemaker. Although he was an honors graduate of Boston Latin High School, Hezekiah did not pursue formal higher education and did not earn a college degree. Rather, he credited his "abundant knowledge" as a byproduct of reading classic literature daily to his elderly father who was losing his eyesight.¹⁷⁹ Although a 1959 Santa Barbara news article claimed that Hezekiah was a shoe manufacturer, he was known primarily as a local real estate powerhouse, establishing H.G. Chase Real Estate Company on State Street.¹⁸⁰ Hezekiah thought Santa Barbara was extraordinary, even boasting on his firm's envelopes: "Sun-kissed, Ocean-Washed, Mountain-Girded, Island-Guarded Santa Barbara Enjoys the Most Equable and Delightful Climate on Earth!"¹⁸¹ He was so prolific in this business that a source noted: "At one time or another, H.G. Chase had a hand in buying or selling half of Santa Barbara County" and "was the city's leading subdivider in the 1910s and 1920s."¹⁸² Hezekiah was involved in many important real estate projects over the years, including having the foresight to see potential in various Santa Barbara neighborhoods, including the Mesa and the Riviera. For example, the Mesa was mostly farmland for years. Then, Hezekiah established the Fairacres subdivision in that area, which would eventually become a coveted neighborhood to live in, as it sits high on a flat hilltop (hence, the name *mesa*, meaning table in Spanish) and

¹⁷⁹ Tompkins, 263.

¹⁸⁰ "Miss Chase Busy with Civic Work," *Santa Barbara News-Press*, n.d., Master Box 771, Box 1, Community Development and Conservation Collection (CDCC), Special Research Collections, UCSB Library, University of California, Santa Barbara (UCSB).

¹⁸¹ "H.G. Chase Real Estate, Santa Barbara, Calif., 1012 State Street," Envelope, Master Box 29, Box 3, CDCC, Special Research Collections, UCSB Library, UCSB.

¹⁸² *Santa Barbara News-Press*, 1951, cited in Tompkins *Santa Barbara History Makers*, 263. Lee M.A. Simpson, *Selling the City: Gender, Class, and the California Growth Machine, 1880-1940* (Stanford: Stanford University Press, 2004), 135.

boasts stunning sea views, along with parks and beach access. However, the development of Fairacres was stalled for over twenty years, as oil was discovered in the vicinity in 1922. Oil wells became a common sight there, but the actual commodity was considered to be of inferior quality and was produced at a low volume.¹⁸³

Regarding the Riviera, Hezekiah was the sales agent for various Hawley Heights properties in that area. He had the insight to realize what had formerly been a barren hillside that lacked infrastructure and was difficult to access would become more desirable with the opening of the new campus of the California State Normal School of Manual Arts and Home Economics in 1914. Hezekiah proclaimed: “I knew the State Normal School was about to open a campus there and that land values in the vicinity would skyrocket. They did. My clients tripled their money in a year.”¹⁸⁴ The institution was built on land provided by local banker C.A. Edwards. The state accepted this donation on the condition that the city extend its streetcar system up the hillside to service the school’s faculty, staff, and students. This trolley addition was finished in 1911.

Hezekiah was also involved in a collaboration with a group of businessmen who purchased and held onto a marshy zone known as ‘El Estero’ or the ‘Salt Pond’ until the city was ready to turn it into park-like open space. Eventually, it transformed into the beautiful Andrée Clark Bird Refuge, a scenic forty-two acres that offers birdwatching, walking, and biking, thanks to a \$50,000 donation from heiress Huguette Clark in 1928.¹⁸⁵ (The landmark was named in

¹⁸³“The Mesa,” Santa Barbara Historical Museum, <https://www.sbhistorical.org/the-mesa/>.

¹⁸⁴ Tompkins, *Santa Barbara History Makers*, 266.

¹⁸⁵ “The Bird Refuge,” Santa Barbara Historical Museum, <https://www.sbhistorical.org/the-bird-refuge/>. “Andree Clark Bird Refuge,” Santa Barbara Parks, <https://santabarbaraparks.com/parks/andree-clark-bird-refuge/>.

honor of Clark's older sister who had passed away.) Hezekiah's real estate dealings also reached beyond the city limits and included transactions in Lompoc, Santa Maria, and the Santa Ynez Valley. In addition, he helped to establish a Santa Barbara Real Estate Board in 1905, which was intended "to keep a rein on any shady characters who might attempt to swindle the public and give Santa Barbara a bad name," and which also "set standards for commissions, rental prices, and loan rates [to help] preserve property values and the upper-class character of the city."¹⁸⁶ He was elected president of this Board in 1908. Hezekiah was also a founding member of both the California Real Estate Federation and the Santa Barbara Rotary Club.

After Nina passed away in 1913, Hezekiah was distraught, so Chase promised to take care of her father and to manage their house. In that era, it was expected that a dutiful daughter would take over the reins of familial responsibility, so she "decided very quickly that her father's needs took precedence over any personal aspirations for the future."¹⁸⁷ At that time, Chase was in her mid-twenties and assuming this role in the absence of her mother had a strong impact on her own future family life. She seemed to accept her duty: "I couldn't take care of my father and marry anyone else. I mean you just don't do it. So that was that."¹⁸⁸ Her stance on this issue never changed, as she lived a very long life as a single woman without a spouse or children of her own. Chase's choice to assume these family obligations in lieu of marrying had precedent, according to historian Lee Virginia Chambers-Schiller, who noted: "As oldest daughters or last remaining unmarried daughters, some were consigned to family caretaking on the death of the

¹⁸⁶ Tompkins, *Santa Barbara History Makers*, 265. Simpson, *Selling the Cit*, 143.

¹⁸⁷ Rosanne Marie Barker, "Small Town Progressivism: Pearl Chase and Female Activism in Santa Barbara, 1909-1929," Ph.D. diss., UCSB, 1994, 112.

¹⁸⁸ Rae, *Pearl Chase*, 26.

mother, sister, or sister-in-law.”¹⁸⁹ Although Chase’s initial decision to remain unmarried was the result of the expectations she had to accept after her mother’s passing, as the years went by—and she became more involved in her philanthropic work—perhaps she embraced her status as a positive that allowed her to be fully dedicated to Santa Barbara. Thus, Chase’s singlehood evolved from an obligatory duty to an aid in her lifelong passion in “a sphere of public usefulness.”¹⁹⁰

Hezekiah was in his seventies when his children started to overshadow the patriarch, according to Santa Barbara writer and historian Walker A. Tompkins: “By the 1920s [he] was being upstaged in Santa Barbara by his aggressive crusading daughter Pearl...and his soft-spoken but talented son Harold.”¹⁹¹ By that time, Pearl was (or had been) fully engaged with her teaching, philanthropic, and civic endeavors, while Harold was busy with his own real estate career. As the 1920s dawned, Pearl’s interest turned to include Santa Barbara’s architecture and the city, under her guidance, began winning Better Homes and Garden contests (to be discussed more in the next chapter). The national publicity from these awards attracted potential residents—and future clients of the Chase family business. Historian Lee M.A. Simpson pointed out this advantage: “Indeed, there is no doubt that Chase’s volunteer civic work indirectly affected her father’s real estate business.”¹⁹² Before Hezekiah passed away in 1951, he handed over ownership of the family home on Anacapa Street to his daughter in 1949. Several years

¹⁸⁹ Lee Virginia Chambers-Schiller, *Liberty, A Better Husband: Single Women in America: The Generations of 1780-1840* (New Haven and London: Yale University Press, 1984), 2.

¹⁹⁰ Chambers-Schiller, *Liberty, A Better Husband*, 207.

¹⁹¹ Tompkins, *Santa Barbara History Makers*, 266. In this same sentence Tompkins lauded Chase as “well deserving of the title of Santa Barbara’s ‘woman of the century.’”

¹⁹² Simpson, *Selling the City*, 143.

later, Storke included him in *California Editor* on a list of “community benefactor[s]” who “worked with great zeal to promote Santa Barbara as America’s ideal residential city”: “H.G. Chase, father of two of Santa Barbara’s most important citizens, Harold and Pearl Chase.”¹⁹³ Hezekiah was regarded as a highly accomplished real estate professional, but likely remembered primarily as the father of the ‘First Lady of Santa Barbara.’

High School and College

Chase attended Santa Barbara High School, where she excelled as a student and participated in various activities, including as a captain on the girls’ basketball team and an editor of the school’s literary publication. In 1901, she attended West Denver High School in Denver, Colorado for her sophomore year. Chase was definitely advanced academically, as she graduated early from high school in 1904, at age fifteen.

Because she was so young, she had to wait a year before she could begin college.¹⁹⁴ So, in 1905, Chase enrolled at the University of California, Berkeley where she majored in history and minored in English and sociology. Studying history also informed her interest in historical preservation, which would become a cornerstone of her future career. She also said that her interest in history (and California) was influenced by the two years she spent working with Professor Henry Morse Stephens in the University’s Bancroft Library.¹⁹⁵ During the devastating

¹⁹³ Storke, *California Editor*, 146-147.

¹⁹⁴ In her brief resume for an AAUW award (ca. 1974), Chase inserted “Post graduate one year S.B.H.S” in between her notations about her high school graduation (1904) and her college years (1905-1909). Tompkins remarked that Berkeley “refused to admit her because of her tender age; so she marked time for a year” before starting college. Tompkins, *Santa Barbara History Makers*, 415.

¹⁹⁵ Pearl Chase: Secretary, “Letter to the Editor of the California Historical Society Quarterly,” January 6, 1947, Master Box 759, Box 16, CDCC, Special Collections, UCSB Library, UCSB.

San Francisco earthquake and fire of 1906, Chase “accompanied...Stephens and the male cadets to the city where they recovered the library’s contents,” instead of staying “in Berkeley with the majority of female students who were assigned to cook” for those displaced by this disaster who were residing temporarily on the campus.¹⁹⁶ At that time, the Bancroft Library was located in San Francisco.

She pledged Kappa Alpha Theta in college and remained an involved alumna of her sorority throughout her life. Chase liked to be social and had her share of suitors, even being engaged to marry at one point. Her fiancé was fellow Berkeley student, future financier, and a founder of an eponymous investment firm, Dean Witter.¹⁹⁷ Chase graduated from Berkeley in 1909 with honors and was also a member of the Torch and Shield Senior Honor Society.¹⁹⁸

While in college, Chase counted among her friends and classmates Earl Warren (1891-1974), a future governor of California and United States Supreme Court Chief Justice, as well as conservationists and future National Park Service directors, Horace M. Albright (1890-1987) and Newton B. Drury (1889-1978). Likewise, Chase was also very interested and active in conservation throughout her life. Therefore, these individuals would prove to be important

¹⁹⁶ Chase Diary, November 14, 1910, Chase Family Papers, CDCC, Special Collections, UCSB Library, UCSB. Cited in Roseanne M. Barker, *Small Town Progressivism: Pearl Chase and Female Activism in Santa Barbara, California, 1911-1918*, *Southern California Quarterly*, Vol. 79, No. 1 (Spring 1997), 88.

¹⁹⁷ Rae, *Pearl Chase*, 19.

¹⁹⁸ Sources differ on whether Chase graduated cum laude, summa cum laude, or magna cum laude. Therefore, it is noted here as ‘with honors’; The Torch and Shield was formed in 1908 as an honor society for senior women, “rivaling the Golden Bear senior honor society” for men at Berkeley. See: “Torch and Shield New Coed Society,” *San Francisco Call*, February 24, 1908. In the California Digital Newspaper Collection, Center for Bibliographic Studies and Research, University of California, Riverside, <https://cdnc.ucr.edu/cgi-bin/cdnc?a=d&d=SFC19080224.2.60.5&e=-----en--20--1--txt-txIN-----1>.

influences on Chase, as she embraced environmental conservation as one of her most important focuses.

Albright graduated from Berkeley in 1912 and earned a law degree from Georgetown University. He served as the Assistant Director of the newly formed (in 1916) National Park Service and then, as the Acting Director from 1917 to 1919, taking over while Director Stephen Mather was ill. Subsequently, Albright fulfilled other important posts including being the Superintendent of Yellowstone National Park from 1919 to 1929 and the Director of the National Park Service from 1929 to 1933. Not only did he help to establish this park system, but Albright was also credited with other important policies within the organization, such as the “expansion of national park areas throughout the states east of the Mississippi River and introduction of historic preservation into the National Park Service.”¹⁹⁹

Drury was also a 1912 Berkeley graduate, as well as student body president and “a leader of the campus progressives.”²⁰⁰ After finishing college, he taught at his alma mater before founding an advertising and public relations firm with his brother, Aubrey, in 1919. Sometime between those two endeavors, Drury served as an aerial observer in the Army Balloon Corps in World War I and “later said that the destruction he witnessed had motivated him strongly toward conservation.”²⁰¹ Shortly afterwards, the Save the Redwoods League, an organization whose

¹⁹⁹ Marian Albright Schenck, “Horace Marden Albright, 1890-1987,” National Park Service, https://www.nps.gov/parkhistory/online_books/sontag/albright.htm.

²⁰⁰ Joseph H. Engbeck, *State Parks of California from 1864 to the Present*. Portland, Oregon: Graphic Arts Center Publishing Co., 1980, cited in “Newton B. Drury: League Leader, Conservation Hero,” Save the Redwoods League, <https://www.savetheredwoods.org/about-us/mission-history/newton-drury/>.

²⁰¹ Gladwin Hill, “Newton B. Drury, Conservationist Who Led Redwood Drive, Dies,” *New York Times*, December 16, 1978, <https://www.nytimes.com/1978/12/16/archives/newton-drury-conservationist-who-led-redwood-drive-dies-park-named.html>. Notable in his own right, Hill was a World War II correspondent (“the first reporter to fly aboard an American bomber on a raid into Germany”), had a forty-four-year career with the *New York Times*, and was considered a pioneer of environmental journalism. See: Richard Perez-Pena, “Gladwin Hill Dies at 78; Times

mission is to “protect and restore California redwoods and connect people to the peace and beauty of the redwood forests,” hired Drury and Aubrey “to manage the league.”²⁰² Drury soon became the Executive Secretary, which was actually more of an Executive Director position at that time. He also worked hard to support the establishment of a California State Park system, and, in the late 1920s, he was selected to be its Land Acquisitions Officer. Years later, in 1951, his Berkeley classmate, then-California governor Earl Warren picked Drury to be the Chief of the Division of Beaches and Parks.²⁰³ Under Drury’s guidance, the California park system grew immensely— to 150 “parks, beaches and historical monuments— by the time he left this position in 1959.”²⁰⁴

During his long and esteemed career, Drury also served as the Director of the National Park Service (1940-1951), as well as President (1971-1975) and Chairman of the Board (1975-1978) of the Save the Redwoods League. In addition, Drury was recognized for his achievements by earning two Pugsley Awards for conservation and public park development from the American Academy for Park and Recreation Administration, as well as an honorary Doctorate of Law from Berkeley. His legacy was further acknowledged in the form of open spaces and, of

Reporter 44 Years,” *New York Times*, September 20, 1992, <https://www.nytimes.com/1992/09/20/us/gladwin-hill-dies-at-78-times-reporter-44-years.html>.

²⁰² “Mission and History,” Save the Redwoods League, <https://www.savetheredwoods.org/about-us/mission-history/>. Between 1918 and 2018, this organization saved over 200,000 acres of redwood forest and helped to create over sixty redwood parks and preserves, “protecting most of the old-growth redwoods that remain on Earth.”; Engbeck, *State Parks of California from 1864 to the Present*, cited in “Newton B. Drury: League Leader, Conservation Hero,” Save the Redwoods League. This source says that the Drury brothers were hired “to manage the league.” However, a California State Parks article on Drury says that the men were hired as the League’s public relations firm. See: “Newton B. Drury,” California Department of Parks and Recreation, http://150.parks.ca.gov/?page_id=27510.

²⁰³ Today, this position would be called the Director of the Department of Parks and Recreation.” “Newton B. Drury,” California Department of Parks and Recreation.

²⁰⁴ Engbeck, *State Parks of California from 1864 to the Present*, cited in “Newton B. Drury: League Leader, Conservation Hero,” Save the Redwoods League.

course, his beloved redwoods, through the naming of two redwood groves (the Drury Brothers Grove and the Newton B. Drury Grove) and a scenic parkway (Newton B. Drury Parkway) in Humboldt County, California, and a mountain peak (Drury Peak) in Riverside County, California. For a man who dedicated his career to environmental conservation and the establishment of natural areas and parkland for the public to enjoy, perhaps these eponymous areas were “the most fitting honors.”²⁰⁵

Chase and Drury remained in contact long after their college days, seemingly in both professional and friendly connections, as exhibited in correspondence between the two from April 30, 1932. For example, in this letter from San Francisco–based Drury to Chase, he said that he would stop and see her in Santa Barbara because “There were so many things I wanted to talk over with you.”²⁰⁶ He also expressed his—and his wife, Elizabeth’s—best wishes for a “speedy recovery” from Chase’s serious car accident that could have been even worse were it not for “the large [tree] stump” that “from all indications...was responsible for keeping your machine from going over the bank.”²⁰⁷ Despite this unfortunate auto incident (and it was not the first one), Chase was apparently not a novice driver, as Tompkins pointed out that she was one of “the earliest women to drive horseless carriages” in Santa Barbara.²⁰⁸

²⁰⁵Newton B. Drury,” California Department of Parks and Recreation.

²⁰⁶ Newton B. Drury, Letter to Miss Pearl Chase, April 30, 1932, Master Box 755, Box 12, Special Research Collections, UCSB Library, UCSB. Drury also referred to “Hal” in this letter. This was likely Chase’s brother, Harold, who was also a 1912 Berkeley graduate. Similarly, it appeared that Drury and Harold/Hal also had friendly and professional connections, as one paragraph mentioned both a court case (“Goleta sand spit case”) and the two men’s twentieth college reunion.

²⁰⁷ Newton B. Drury, Letter to Miss Pearl Chase, April 30, 1932, Master Box 755, Box 12, Special Research Collections, UCSB Library, UCSB.

²⁰⁸ Walker A. Tompkins, *The Yankee Barbareños: The Americanization of Santa Barbara County, California 1796-1925*, ed. Barbara H. Tompkins (Ventura, California: Movini Press, 2004), 439.

Return to Santa Barbara, Teaching, and Progressive Influences

Post-college, Chase eventually joined an existing legacy of women who had already been engaged in civic improvement, in Santa Barbara and other places, including Atlanta, Philadelphia and New York City, for years. As historian Daphne Spain noted: “The end of the nineteenth century marked the first time women played an active role in creating the urban spaces they occupied.”²⁰⁹ These pioneering “women volunteers were critical to this process,” and they supported the creation of a wide assortment of community services from “boarding houses...vocational schools, hotels for transients, playgrounds, and public baths.”²¹⁰ Similarly, Chase and like-minded Santa Barbarans would work hard to provide similar amenities, as detailed in this chapter (for example, the Margaret Baylor Inn) and elsewhere in this project.

In 1909, Chase came back to Santa Barbara and began what would be about a decade of focus on “education, public health and social welfare organization interests...[that] she never lost.”²¹¹ She attended the Santa Barbara Normal School of Manual Arts and Home Economics, earning a certificate in teaching secondary education in 1912. (In the early twentieth century, teacher training schools were referred to as ‘Normal’ schools.) Although both her Berkeley diploma and her Normal School degree prepared Chase “for the inevitable occupation of teaching,” a career path common for her gender in that era, she felt that the education she received at the latter “was to be the fundamental formal educative experience of her life,” and that it was “practical” training, “one that went right to the heart of her developing social

²⁰⁹ Daphne Spain, *How Women Saved the City* (Minneapolis: University of Minnesota Press, 2001), 3.

²¹⁰ Spain, *How Women Saved the City*, 3.

²¹¹ “Pearl Chase’s public service scanned in library collection,” unnamed newspaper—probably the *Santa Barbara News-Press*, January 11 or 12, 1973, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

consciousness.”²¹² The curriculum at the Normal School was quite comprehensive and included classes in cooking, chemistry, carpentry, first aid, nutrition, printing, sewing, sheet metal, teaching methods, among many other topics. A student’s actual course of study depended on whether they were on the Home Economics or Manual Arts track. Chase’s path at this school was in Home Economics.

After Chase earned her certification at the Normal School, she taught home economics (sometimes called domestic arts or domestic science) in local schools, including Santa Barbara High School. As noted above, home economics coursework could be quite rigorous, and by the beginning of the twentieth century, this academic track carried a certain prestige, as it “was the most important feature of the new high school curriculum for women.”²¹³ Moreover, as John L. Rury highlighted, some educators believed that home economics was elevated above being a vocation, and could be considered “a cornerstone of the modern social order,” and even “one of the general Progressive reforms of the time aimed at eradicating the overcrowding, poverty, disease and potential for social unrest associated with rapid industrialization and urbanization.”²¹⁴

Having played basketball herself in high school, Chase agreed to coach the girls’ basketball team, too. As athletics gradually became more common for women, this sport acquired quite a following, as Nancy Theriot observed: “In fact, for the first twenty years of its

²¹² Roseanne M. Barker, “Small Town Progressivism: Pearl Chase and Female Activism in Santa Barbara, California, 1911-1918,” *Southern California Quarterly* 79, no. 1 (Spring 1997), 50. Michael Heskett, “The First Lady of Santa Barbara: Pearl Chase,” *Soundings: Collections of the University Library* 4, no. 2, (December 1972), 7. According to author Michael Heskett, Chase expressed these sentiments to him, as noted in this journal article.

²¹³ John L. Rury, “Vocationalism for Home and Work: Women's Education in the United States, 1880-1930,” *History of Education Quarterly* 24, No. 1 (Spring, 1984), 22.

²¹⁴ Rury, “Vocationalism for Home and Work, 23.

existence, basketball was so dominated by girls and women that few men would play it.”²¹⁵ Senda Berenson, considered “the mother of basketball for women,” saw the sport as an excellent, all-around activity, as she believed “the game...has helped to develop the athletic spirit in women more than any other, that has given us the best results, and aroused the greatest enthusiasm.”²¹⁶

Later, she spent time working at the Normal School as a Supervisor of Practiced Teaching and was tasked with training home economics teachers. The efforts of two women in particular, Anna Sophia Cabot Blake and Ednah Rich, would prove invaluable to establishing and nurturing this functional, hands-on training in Santa Barbara that Chase found so important.

The Santa Barbara Normal School of Manual Arts and Home Economics had deep Progressive Era roots, as well as being one of the antecedents, albeit through several iterations, of the University of California, Santa Barbara (UCSB). Interestingly, Chase would also have a deep connection to the latter, as well, as she worked diligently to bring a UC campus to Santa Barbara decades later.²¹⁷

²¹⁵ Nancy Theriot, “Towards a New Sporting Ideal: The Women's Division of the National Amateur Athletic Federation,” *Frontiers: A Journal of Women Studies* 3, no. 1 (Spring, 1978), 2. Most sources note that basketball was invented in 1891. See, for example: Tucker C. Toole, “Here’s the history of basketball—from peach baskets in Springfield to global phenomenon,” *National Geographic*, March 27, 2021, <https://www.nationalgeographic.com/history/article/basketball-only-major-sport-invented-united-states-how-it-was-created>.

²¹⁶ H. Grace Shymanski, “Battling for the Hardwood: The Early History of Women's Basketball at Indiana University, 1890-1928,” *Indiana Magazine of History* 114, no. 1 (March 2018), 44. Senda Berenson, *Physical Education* III, no. 7 (September 1894), 106. Berenson is cited in Shymanski’s article.

²¹⁷ Chase’s connection to UCSB is also discussed further the chapter on Thomas More Storke.

Anna Sophia Cabot Blake and Mary A. Ashley

The original version of UCSB was brought to fruition by Anna Sophia Cabot Blake (1844-1899). She was a Boston native who benefited from the advantages of being born into a prosperous family, such as having an education and enjoying European travel. During her transatlantic adventures, Blake spent time in Sweden where she became aware of the Hus Slöjd method of manual education, a hands-on curriculum that emphasized “learning by doing.” In the United States, this program would become known as ‘Sloyd.’ Stateside, it continued the emphasis on manual training, as well as being “linked to European folk-art traditions and the Arts and Crafts movement.”²¹⁸

Blake suffered from ill health and, in search of a milder climate, came to Santa Barbara in 1885. Like so many others of this era, including Hezekiah Chase, she hoped that the coastal city would improve her well-being. Blake built a beautiful home, but her “principal monument in her adopted hometown” was the building on Santa Barbara Street that would house her school.²¹⁹ She believed that manual instruction could be an important “adjunct of public education,” by alleviating boredom from the traditional academic routine and allowing students to experience “the enlivening influence of association with tangible objects, which they not only studied, but

²¹⁸ “The Anna S.C. Blake Manual Training School: The Remarkable Antecedent of UC Santa Barbara,” UCSB Library, Events and Exhibitions, <https://www.library.ucsb.edu/events-exhibitions/anna-s-c-blake-manual-training-school-remarkable-antecedent-uc-santa-barbara>.

²¹⁹ Tompkins, *Santa Barbara History Makers*, 233-234. Tompkins called Blake’s home “El Mirador.” According to Michael Redmon, the name was “Miradero.” See: Michael Redmon, “Santa Barbara Girls School,” *Santa Barbara Independent*, January 10, 2018, <https://www.independent.com/2018/01/10/santa-barbara-girls-school/>. After she passed away, Blake’s home would be repurposed as the Miradero Sanitarium for a period. See: “Photo Record, Miradero” Santa Barbara Historical Museum, <https://sbhistorical.pastperfectonline.com/photo/442E0939-6892-4D80-88C3-328463133911>. And also, as a new home for the Santa Barbara Girls School in 1919. See: Redmon, Tompkins.

learned to plan and make.”²²⁰ Therefore, Blake established the Santa Barbara Sloyd School in 1892. Local students attended weekly. Younger children worked on simpler tasks in co-educational classes, while older pupils focused on more complicated projects, for the most part, in gender-separated classes, with the girls concentrating on cooking and sewing, and the boys, carpentry. There were some exceptions, however, for in a group photo of about twenty students with their projects, it looks like four females had selected carpentry.²²¹ In another example, Atwell Westwick, a future Superior Court Judge, was granted permission to participate in the cooking course and completed the requisite “graduation cake,” even if, as he admitted, it “was only good for a door stop.”²²²

Throughout the years, Blake assumed financial responsibility for the school, as she paid for supplies, building maintenance, and teachers’ salaries. Eventually, the funds started to evaporate. Also, sadly, Blake became ill with cancer. This combination of unfortunate circumstances forced her to hand over the leadership of the Sloyd School to her superintendent/principal and protegee, Ednah Rich, and to deed the institution itself, including the land and all facilities, to the Board of Education.²²³

Under Blake’s tenure, the Sloyd School grew more than five-fold, to just under 400 students. She passed away on March 21, 1899, at the age of fifty-five. To honor its founder and

²²⁰ Editorial, *Santa Barbara Morning Press*, n.d. Cited in Tompkins, *Santa Barbara History Makers*, 234.

²²¹ “Group Portrait of Students with Completed Projects, Blake Manual Training School,” circa 1891-1917, University Archives Photographs Collection, UArch 112, UCSB. Surmising that the wooden containers in the photo are toolboxes, since “the boys had to fabricate a good tool-box” to graduate from the school, according to the spouse, Byron Abraham, of one of the school’s long-time registrars, Jane Cushing Miller. See: Tompkins, *Santa Barbara History Makers*, 234.

²²² Tompkins, *Santa Barbara History Makers*, 234.

²²³ Tompkins, *Santa Barbara History Makers*, 234-235.

visionary, the school's name was subsequently changed to the Anna Blake Manual Training School. Even with its new title, the institution remained faithful to its Progressive roots and emphasized "that all students should have access to a holistic education emphasizing both intellectual and practical knowledge in order to develop educated citizens."²²⁴

Blake also was involved in other civic projects in Santa Barbara, including the founding of Cottage Hospital, an important local institution that still exists today as a collection of hospitals, clinics, and care facilities serving Santa Barbara, Goleta, and the surrounding areas. Blake joined Mary A. Ashley (1819-1905), who was the leading crusader in the efforts to establish a modern hospital in town. Ashley was Vermont native and the daughter and spouse of physicians, which informed her interest in improving access to medical facilities. Ashley and her husband, Dr. James Ashley, traveled cross country in search of a better climate for the latter, who suffered from ill health. They arrived in Santa Barbara in 1869 but spent less than a decade in town before James passed away in 1876.

With its mild climate and local hot springs, the area was becoming well-known as a health tourism destination in the 1870s, and with an influx of wellness seekers, Mary Ashley thought it was "a community disgrace that there was no hospital to accommodate them."²²⁵ So, in 1888, at age sixty-nine, she championed this cause, leading a group of fifty like-minded women to fundraise for this venture. The original idea for the hospital, and hence the name, was for it to be a collection of cottages, each holding a different department. Not only would this

²²⁴ "The Anna S.C. Blake Manual Training School: The Remarkable Antecedent of UC Santa Barbara," UCSB Library. Also, according to this source, the connection between Blake's school and UCSB is sometimes dismissed, but that does not diminish that the former "was a significant institution in its own right."

²²⁵ Tompkins, *Santa Barbara History Makers*, 246.

configuration separate the medical specialties, but “the theory being that they [the cottages] allowed for better air circulation,” and therefore, a healthier environment.²²⁶ Unfortunately, this type of construction project proved too expensive, so a three-story, Victorian-style, redwood building with a twenty-five-bed capacity was erected instead. However, the name remained: “It has such a cozy sound,” Ashley reportedly said.²²⁷ The hospital opening on December 8, 1891, was a festive community event attended by a large percent of the local populace, many bearing gifts of plants, food, and drink. Its first superintendent was a female physician, Dr. Jane E. Spaulding.

In addition to civic and health-care related work, Ashley was a suffragist, a member of the Women’s Christian Temperance Union, and “an ardent feminist long before the term was coined.”²²⁸ She provided a legacy for countless others, including Chase, to engage in civic improvement. In fact, Tompkins compared the two women, calling Ashley “a human dynamo with a capacity later exemplified by Pearl Chase.”²²⁹

²²⁶ Nick Welsh, “Homeless Issues Then as Now: Cottage Hospital Celebrates 125 Years of Healing,” *Santa Barbara Independent*, December 8, 2016, <https://www.independent.com/2016/12/08/homeless-issues-then-now/>.

²²⁷ Julia McHugh, “Cottage Hospital’s beginnings in Santa Barbara,” *Santa Maria Times*, October 13, 2020, https://santamariatimes.com/lifestyles/columnist/julia_mchugh/julia-mchugh-cottage-hospital-s-beginnings-in-santa-barbara/article_3cdd59d6-cc92-552b-987d-85282ddb2318.html. In 1913, a new, more modern hospital replaced the wooden Victorian building. Today’s Cottage Hospital is a “519-bed acute care teaching hospital and trauma center, the largest of its kind between Los Angeles and the San Francisco Bay Area.” See: “Santa Barbara Cottage Hospital,” Cottage Health, <https://www.cottagehealth.org/locations/locations-profile/santa-barbara-cottage-hospital/>.

²²⁸ Welsh, “Homeless Issues Then as Now.” Quote attributed to freelance historian Elizabeth Gilbertson.

²²⁹ Tompkins, *Santa Barbara History Makers*, 246.

Ednah Rich Morse

The Sloyd/Blake School's director, Ednah Rich (later Rich Morse) (1871-1945), was quite an accomplished educator herself, even though she was not actually a high school graduate. Struck by blindness for about four months, some say from overwork, Rich lamented: "Nature extracts a toll for too much work and no play, so one day I was led home from high school quite blind. ... I held the record for the longest sustained highest 'high marks' but I lost the game."²³⁰ As a result, she missed her graduation, due to her illness. Fortunately, Rich had taken the County teachers' test before becoming temporarily blind. She earned the highest score on this exam and, at age eighteen, was awarded a teaching certificate. Once Rich recovered her sight, she was able to teach her own students, which she did locally at the Cold Spring School and Washington School.

After gaining some teaching experience, Rich decided to attend college, but before starting her own journey into higher education, she "received an urgent telegram from Miss Blake" to study at the Sloyd School in Boston.²³¹ It was unclear exactly how these two women became acquainted, but one source mentioned that Rich had a neighbor who was a teacher at Blake's school.²³² Therefore, perhaps Rich was introduced to the Sloyd method by this instructor. At any rate, she was very interested in this hands-on educational system and soon found a mentor in Blake. After studying in Boston, Blake proceeded to send her protegee to

²³⁰ Michael Redmon, "Ednah Rich Morse," *Santa Barbara Independent*, November 29, 2010, <https://www.independent.com/2010/11/29/ednah-rich-morse/>.

²³¹ Tompkins, *Santa Barbara History Makers*, 238.

²³² Redmon, "Ednah Rich Morse."

Europe, where Rich studied in Sweden with Otto Salomon, one of Sloyd’s leading experts. She also studied in other locales, such as Amsterdam, Copenhagen, Hamburg, and Leipzig.

Rich returned to Santa Barbara from her European adventures full of expertise about the Sloyd method and she put her knowledge to work immediately, as she assumed the position of principal of this school. After Blake’s passing, and in full control of the Anna Blake Manual Training School, Rich shepherded the institution’s growth—and a change in focus, by pushing “hard for its next iteration as a training school for teachers of manual education. And she succeeded.”²³³ Moving this establishment to a new, larger location on West Victoria Street in 1909 accompanied this transformation. During this same year, the state chose Santa Barbara to be the home of the California State Normal School of Manual Arts and Home Economics, which offered a two-year teacher training program. (The Blake School was assimilated into the Normal School.) The practicality and usefulness of a career teaching vocational education was emphasized in the School’s July 1916 *Bulletin*, which boasted that “Over 90 percent of Our Graduates [are] in good teaching positions,” with “\$100 to \$150 per month” in starting salaries.²³⁴ In becoming a teacher training institute, one of Rich’s main goals was realized.

Under Rich’s leadership, the Normal School continued to thrive and soon it was time for another new site to accommodate its growth. Therefore, with the support of local government, the school moved to Mission Ridge in the Riviera neighborhood. Perched in the hills above Santa Barbara, it opened in 1914. A beautiful campus on Alameda Padre Serra, it boasted elegant

²³³ Shelly Leachman for UCSB, “News Releases: UCSB Exhibit Explores Anna C. Blake School,” *Noozhawk*, August 14, 2018, https://www.noozhawk.com/article/ucsb_exhibit_explores_anna_c._blake_school.

²³⁴ Santa Barbara Normal School of Manual Arts and Home Economics, Santa Barbara, California. *Bulletin: Statement of Requirements for Admission and Graduation; Description of Courses of Study and Announcements, July 1916* (Sacramento: California State Printing Office, 1916), page not numbered.

archways, red tile roofs, and other stunning architectural details. It “embraced the city’s emerging bent toward Spanish-style architecture,” plus its higher elevation allowed “unsurpassed” city, mountain, ocean and (Goleta) valley views which allowed “the students [to] find their surroundings conducive to the production of work of a high order.”²³⁵ Hezekiah Chase was right when he projected that the Normal School’s new location would be a catalyst for that area’s development.

As the first female president of a State Normal School and the first woman selected to the California State Board of Education, Rich was a trailblazer.²³⁶ She also taught summer school at the University of Chicago in 1907, as well as serving as a delegate from the United States to the International Art and Industrial Congress in London in 1908 and 1912.²³⁷ These were outstanding accomplishments by any standard, but even more impressive considering that she did not hold any formal diplomas, except for the teaching certificate she earned at age eighteen. Rich was a member of the local Women’s Club, and regarded as an educational expert, was often a speaker at their meetings, too. She was also involved with the Neighborhood House, an organization that “provided enrichment, social and athletic activities for youth.”²³⁸ Chase shared these interests in common with Rich, as she was a member of the Women’s Club and worked

²³⁵ Leachman for UCSB, “News Releases: UCSB Exhibit Explores Anna C. Blake School.” Santa Barbara Normal School of Manual Arts and Home Economics, *Bulletin: Statement of Requirements for Admission and Graduation*, 9.

²³⁶ Julia McHugh, “Normal School, the forerunner of Santa Barbara’s junior college, university,” *Santa Maria Times*, October 20, 2020, https://santamariatimes.com/lifestyles/columnist/julia_mchugh/julia-mchugh-normal-school-the-forerunner-of-santa-barbara-s-junior-college-university/article_07f0d89f-cf02-5c32-aa0d-f6ab04670883.html.

²³⁷ Santa Barbara Normal School of Manual Arts and Home Economics, *Bulletin: Statement of Requirements for Admission and Graduation*, 8.

²³⁸ Redmon, “Ednah Rich Morse.”

with the Neighborhood House, as well. Perhaps most significantly, though, was the connection the two shared through the Normal School. Chase considered Rich to be a “friend and mentor.”²³⁹

Rich led the Normal School until 1916, finishing her tenure there by delivering a commencement address called “Ideals.”²⁴⁰ She left in July to marry and move back East, because her husband, lawyer Lewis Kennedy Morse, had accepted a position as the treasurer of Wellesley College in Massachusetts. Years later, in 1934, she was awarded an honorary doctorate from the State of California. It is fair to surmise that Rich considered the creation of the Normal School her greatest achievement: “My fondest hopes are realized. My work is done. I have truly carried Miss Blake’s dream in my heart and now I see the whole picture spread before me.”²⁴¹ Interestingly, after she passed away in 1945 due to a medical emergency in Reno, Nevada, Rich was brought to Santa Barbara to be buried near Blake—not with her husband, to whom she was married until he died in 1930.

Unfortunately, Chase had a car accident in February 1916 which caused her severe back injuries. This incident was also the catalyst that encouraged her to reconsider her career and life’s focus to the point where she decided to leave her teaching position and “happily relinquish her role as an educator” after a few short years.²⁴² Although Chase found her Normal School *training* to be extremely substantive, she found working as a classroom instructor to be boring and “a

²³⁹ Barker, “Small Town Progressivism,” 52.

²⁴⁰ Santa Barbara Normal School of Manual Arts and Home Economics, *Bulletin: Statement of Requirements for Admission and Graduation*, 52.

²⁴¹ Tompkins, *Santa Barbara History Makers*, 239.

²⁴² Barker, “Small Town Progressivism,” 50.

yearly repetition of nearly the same routine (with) very little chance for self-development.”²⁴³

Despite the positive influence that Chase must have had on her students, she sought a different way to continue to expand her knowledge and experience, so that her talents and determination were even more impactful. Furthermore, since Rich left her post at the Normal School, any sense of obligation Chase might have felt toward her mentor to continue teaching “was removed with [Rich’s] move back East.”²⁴⁴

A “New Woman”

Chase was not all work, however, and she filled her post-teaching hours with a wide variety of social and sporting events, such as golfing, traveling, driving, going to the theater, swimming, horseback riding, bridge, billiards, and attending lectures and meetings at her clubs. As historian Roseanne Barker noted: “Her leisure time was filled with activities that reflected the life of a ‘New Woman.’”²⁴⁵ A response to society’s existing educational, professional, social (and more) restrictions on females, this movement began in the late nineteenth century. It supported the freedom of women by encouraging educational and occupational opportunities, along with championing women’s suffrage.²⁴⁶ Postponing marriage was also a characteristic of the New Woman. In Chase’s case, she chose not to get married at all. Although the initial reason for her decision was to assume family duties and offer support to her grieving father after her

²⁴³ Pearl Chase comment in Heskett, “The First Lady of Santa Barbara,” 6-7.

²⁴⁴ Barker, “Small Town Progressivism,” 71.

²⁴⁵ Barker, “Small Town Progressivism,” 52.

²⁴⁶ Amy Rudersdorf, “The New Woman,” Digital Public Library of America, 2016, <https://dp.la/primary-source-sets/the-new-woman>.

mother's untimely death in 1913, one might deduce that Chase eventually also found her single lifestyle more complementary to her career and civic dedication. Schiller wrote of some of the "values and objectives that confirmed [the women] ...in their singlehood" in her book, *Liberty, A Better Husband*, which covers the period from 1780 to 1840.²⁴⁷ Interestingly, some of these intentions could be applicable to Chase. According to Schiller, these aspirations included: "(1) a combination of ambition and service orientations, which took the form of a desire for a life of high purpose devoted to glorious and good deeds; (2) the desire to expand the intellect; (3) a desire to explore, to come to understand, to cultivate, and to revere the self; and (4) a desire to be free and independent."²⁴⁸ Chase's life of dedicated volunteerism could be compared to above item number one. Also, she surely embraced at least parts of numbers two through four, as being able to explore and be independent were surely welcome enhancements of being unmarried in that era.

Sometimes she deftly combined civic and social activities. For example, in 1919, Dr. Aurelia Henry Reinhardt (1877-1948), the President of Mills College in Oakland, California, came to Santa Barbara to speak at a Chamber of Commerce dinner and was a houseguest of Chase's. Shortly afterwards, the two women took a road trip further south, and attended the Rose Bowl football game, as well as a meeting with the California Council of Social Agencies. (Dr. Reinhardt was the Council's chairperson then.)²⁴⁹ They likely had a lot to discuss during their time together, with such mutual interests as education, environmentalism, and city planning. The

²⁴⁷ Chambers-Schiller, *Liberty, A Better Husband*, 207.

²⁴⁸ Chambers-Schiller, *Liberty, A Better Husband*, 207.

²⁴⁹ "Woman's Page: Will Motor South Tomorrow," *Santa Barbara Daily News and The Independent*, December 30, 1919.

latter would become a much larger part of Chase's community interests, especially after the 1925 earthquake. Reinhardt, as the chairperson of the City Planning Commission of the Oakland Chamber of Commerce, probably had a lot of relevant insights on this topic to give to Chase, who was eleven years her junior.

Involvement in Clubs

As with many of her contemporaries, club membership was a significant part of Chase's life. Although these organizations were usually established as "literary and social clubs...[however] by 1910 all California women's clubs had shifted their focus to civic issues," nurturing "powerful civic players," and providing a counterpart to the often male-dominated Chamber of Commerce.²⁵⁰ In Santa Barbara, women established the Fortnightly Club in 1889 and the Santa Barbara Women's Club in 1892. Acknowledging the importance of the coastal city's role as a tourist destination, the latter even offered some memberships to temporary residents who lived in the area "only during club season—October to May" as "half members."²⁵¹ Chase joined the Santa Barbara Women's Club after she graduated from Berkeley and returned home. Along with the inherent philanthropic, social, and informational activities of club life, these groups also provided a workshop for Chase to enhance the networking, organizing, and leadership skills that would be so important to her career. Barker emphasized the extreme value of these associations to Chase's future endeavors: "Probably the single most important factor in her life in the years immediately following college was her club

²⁵⁰ Simpson, *Selling the City*, 43, 40.

²⁵¹ Neal Graffy, "The Santa Barbara Women's Club: The First Forty Years," *Noticias* 38 (Autumn 1992), 41-42. Cited in Simpson, *Selling the City*, 44.

affiliations.”²⁵² The Women’s Club also benefited from Chase’s talents, as a 1922 thank you note from the group acknowledged how, at a luncheon, they “enjoyed [her] clever toastmistress-ship” and were “truly grateful for the pleasure [she] gave each and all.”²⁵³

Along with the Women’s Club, Chase’s affiliations also included being a charter member of the Santa Barbara chapter of the American Association of University Women, and a Director of the American Indian Defense Association (which later became the Association on American Indian Affairs), as well as a member of both the local Association of Collegiate Alumni and the Santa Barbara Garden Club.²⁵⁴ With the latter group, her involvement was long and varied. For example, she led garden tours and fundraising efforts for the Save the Redwoods League, supported tree planting projects to enhance the city’s aesthetic, and helped with the Club’s conservation workshops. Chase’s tours—and the gardens themselves—must have been extraordinary, per the praise from Mary Daggett Lake, a Fort Worth, Texas – based officer (Chairman of the Conservation Committee) of the National Council of State Garden Club Federations: “I recall my sister’s enthusiasm over one of your Santa Barbara Garden Tours that she was privileged to take three years ago. She is a widely traveled person and she declares the Santa Barbara gardens are equal to any in the world. I am naturally eager to come to Santa Barbara for such an occasion.”²⁵⁵

²⁵² Barker, “Small Town Progressivism,” 50.

²⁵³ “Thank you note from Santa Barbara Women’s Club to Pearl Chase,” May 22, 1922, Master Box 752, Box 9, CDCC, Special Research Collections, UCSB Library, UCSB.

²⁵⁴ Pearl Chase, “Letter to Mr. Donald Biggs,” January 13, 1954, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB. See also: “The American Indian Defense Association, Inc.,” memo/letterhead, Master Box 19, Box 12, CDCC, Special Research Collections, UCSB Library, UCSB.

²⁵⁵ Mary Daggett (Mrs. William Fletcher) Lake, “Letter to Miss Pearl Chase,” March 28, 1932, Master Box 95, Box 7, Special Collections, UCSB Library, UCSB. Lake was also a noted botanist, writer, and editor, serving as the

Limiting Billboards

In 1949, the Garden Club also “went on record as sponsoring” a California State Senate Bill (S.B. 510) which aimed to put restrictions on freeway billboard placement, forbidding them “within 500 feet of any landscaped freeway” or one with pending landscaping.²⁵⁶ Years later, in 1957, billboard-banning legislation was proposed at the federal level, with an officer from the national Garden Club of America speaking to the Senate in support of such a law. Chase and Elizabeth de Forest, a noted landscape architect and another prominent Santa Barbaran, led the local Garden Club’s efforts to help their national organization by sending letters and telegrams to Thomas H. Kuchel, a Senator from California, in endorsement of this potential legislation. The law, which would “prohibit billboards on new federal highways,” was passed and one media source acknowledged the efforts of the Garden Club in this achievement (albeit in a rather condescending tone by modern standards) by announcing that “Garden Club Gals Out-lobby the Billboard Lobby.”²⁵⁷

Along with the many accolades that Chase earned during her career, she was awarded the Frances K. Hutchinson Medal from the Garden Club of America in 1949 “for service in conservation by far-reaching and inspirational leadership.”²⁵⁸

garden editor of the *Fort Worth Star-Telegram* from 1937-1955. See: Abby Hardy Moran, “Lake, Mary Sabina Daggett (1880-1955),” *Handbook of Texas*, <https://www.tshaonline.org/handbook/entries/lake-mary-sabina-daggett>.

²⁵⁶ Alice Van de Water, “The Garden Club of Santa Barbara: A Centennial History,” *Noticias: Journal of the Santa Barbara Historical Museum* 55, no. 1 (2016), 24.

²⁵⁷ Van de Water, “The Garden Club of Santa Barbara,” 27-28.

²⁵⁸ Van de Water, “The Garden Club of Santa Barbara,” 24.

Social Work and Public Health

Chase's departure from her career in education was a monumental change that would signify a start to over a half a century of full-time voluntary endeavors, starting with social work. Chase herself even pointed out on a brief resume circa 1974: "No further paid teaching or social service experience. Served as Volunteer thereafter 1916 to date."²⁵⁹

To boost her knowledge about social service-related issues, Chase returned briefly to her alma mater, Berkeley, to study public health and psychology in summer school in 1916, with specific topics including food sanitation and community programs.²⁶⁰ This newly acquired information, combined with her Normal School background, provided a strong base for her to embark on her social service endeavors. Her food-and-hygiene-related coursework was especially useful as Chase spearheaded a drive to close, then relocate, a particularly foul-smelling slaughterhouse. The effect of the City Beautiful Movement likely had an influence, too. As historian William H. Wilson wrote, this crusade, famous for promoting "beauty and utility," sometimes "edged into more functional concerns such as sewerage and water supply."²⁶¹ Or in this case, perhaps, a filthy slaughterhouse. Although it had operated within the law for years before zoning ordinances were created, it was "an unsightly, unsanitary eyesore."²⁶² Known locally as the "*abbatoir*," this business did not stand a chance against Chase and her "committee

²⁵⁹ Pearl Chase, "A brief outline of educational training and experience for AAUW Award," ca. 1974, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB. In this case, "to date" means 1974 approximately.

²⁶⁰ Barker, "Small Town Progressivism," 71-72.

²⁶¹ William H. Wilson, *The City Beautiful Movement* (Baltimore and London: The Johns Hopkins University Press, 1989), 2.

²⁶² Frank J. Taylor, "Blue Ribbon Citizen: The Townswoman." *Survey Graphic* 29 (March 1940), 178. From Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

of irate college and club women she had organized [who] made such a hullabaloo that the health officials condemned the slaughterhouse.”²⁶³

Cleaning Up Local Dairies

Unhygienic dairies soon found themselves on Chase’s agenda and, along with her team of women crusaders, she demanded improvement there, as well. Dairies were perhaps not as overtly malodorous and dirty as slaughterhouses, but many were plagued with very unclean conditions that provided a dangerous breeding ground for bacteria—including tuberculosis—in milk. In turn, this was a health hazard that compromised the well-being of its consumers, and even contributed to infant mortality. To achieve the most positive outcome, Chase took a careful and calculated approach toward the redress of these situations. For example, she started by becoming well-informed on the case, which was surely assisted by her existing knowledge about food chemistry and sanitation. Then, Chase treated the local dairies collectively, approaching the “industry as a single entity.”²⁶⁴ This tactic would seemingly avoid too much resistance, as these businesses would be spared the embarrassment of being isolated as *the* guilty party, but rather could nobly work together for the greater good. Chase also utilized a similar team concept and sent her female collaborators in small groups, rather than individually. This tactic provided a ‘checks and balances’ type of accountability in investigation and data collection, as “the women

²⁶³ Heskett, “The First Lady of Santa Barbara,” 8. Frank J. Taylor, “Blue Ribbon Citizen: The Townswoman.” *Survey Graphic* 29 (March 1940), 178. From Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB, 178.

²⁶⁴ Barker, “Small Town Progressivism,” 75.

had a witness in each other.”²⁶⁵ Moreover, this strength in numbers method meant that there were more observers to support any discovered evidence and, subsequently, to plead the call for change to the authorities or the official decision makers. It was a strategy that Chase would employ over and over during her long career—and she encouraged others to do the same. Regarding the rehabilitation of the local dairies, Chase and company were successful, as these businesses were cleaned up and earned statewide recognition for their improvement. A Works Progress Administration book about the area proclaimed that “Santa Barbara County dairies are models of sanitation,” and that “Santa Barbara was the first city in California to require that its entire milk and cream supply be obtained from tuberculin-tested nonreacting cows and...to require that ice cream, ice milk, buttermilk, and cottage cheese be manufactured exclusively from Grade A milk and cream.”²⁶⁶ By confronting these unglamorous tasks, she decided early in her career “to tackle the jobs that everybody said somebody ought to do but which nobody did.”²⁶⁷ And, thus, Chase set an unwavering example of strong leadership and determination.

²⁶⁵ Barker, “Small Town Progressivism,” 75.

²⁶⁶ Southern California Writers’ Progress of the Works Progress Administration, *Santa Barbara: A Guide to the Channel City and Its Environs* (St. Clair Shores, Michigan: Somerset Publishing, 1974), 50. Originally published in 1941.

²⁶⁷Taylor, “Blue Ribbon Citizen,” 178. From Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

Other Progressive Interests

During the approximate era from 1910 to 1920, Chase was dedicated to many different Progressive causes. Not only did she lend her efforts to food sanitation, but she was also instrumental in establishing the Council of Social Agencies, the Santa Barbara Community Chest, and the local chapter of the American Red Cross. She worked with the latter during World War I and the 1918 Influenza Pandemic and served for a time as the organization's Executive Secretary in 1917, as well. The bulk of this pandemic lasted from around October 1918 to February 1919 in Santa Barbara and was accompanied by quarantine, closures, and mask wearing. There was also a rise in national demand for the area's lemons, as this fruit was falsely identified as a "prevenative [*sic*]." ²⁶⁸ With Santa Barbara's population around 19,000 at that time, 625 people became sick from this illness and nineteen passed away during the Fall of 1918. There was a short resurgence of this flu during the Winter of 1919. ²⁶⁹

Chase's career shift from education to social work was quite busy and marked with accomplishments. For example, she served as the president of the California Council of Social Work from 1917 to 1918. Additionally, she spent many years lending her efforts to the Neighborhood House Association in various positions including as a board member and volunteer sewing instructor from about 1912 to 1928. ²⁷⁰

²⁶⁸ "'Flu' Creates Big Demand for Lemons," *Santa Barbara Daily News and the Independent*, October 21, 1918.

²⁶⁹ Betsy J. Green, "History Happy Hour at Home: The Spanish Flu in Santa Barbara," online presentation via the Santa Barbara Historical Museum, August 19, 2020.

²⁷⁰ Pearl Chase, "A brief outline of educational training and experience for AAUW Award," ca. 1974, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

Chase and Dr. Winchester

In 1918, another troubling illness swept through the Santa Barbara area and Chase took charge to uncover a solution. One local doctor believed it was paratyphoid, but the city health officer, Dr. Robert F. Winchester, was not convinced of that diagnosis. As residents continued to die from this baffling sickness, Chase and a citizens' group insisted that Winchester ask the California State Department of Health for an epidemiologist to be sent to Santa Barbara to help. The doctor, in his seventies by that time, had had a long and distinguished career, and did not think outside assistance was necessary. Winchester started in medicine at age sixteen by apprenticing with a local physician in his native Maine. After the Civil War broke out, he followed his mentor into the Union Army. After the war, Winchester graduated from Bowdoin College and traveled to California, first, to San Francisco, and then farther south, to San Juan Bautista, where he successfully quelled a smallpox outbreak. He was soon named the physician of Monterey County, an area adjacent to San Juan Bautista's San Benito County. Not long afterwards, Winchester met wealthy sheep rancher "Colonel" William Welles Hollister who persuaded the doctor to come to Santa Barbara to be his personal physician.²⁷¹ Of course, 1,000 acres of choice ranch land deeded to him by Hollister made the deal even more attractive.²⁷² Eventually, though, Winchester decided that he did not really like country living, and as this was years before Highway 101 would have provided a relatively swift downtown commute, he moved into Santa Barbara proper to live and work. He established a busy medical practice in one of the most elegant downtown buildings and at some point, also served as the County coroner.

²⁷¹ "Colonel" was a family nickname, as Hollister was never in the military. A main thoroughfare in the Santa Barbara-Goleta area, a school, and a city south of San Jose, California are named for Hollister, among other entities.

²⁷² The area is still known as Winchester Canyon.

Therefore, with such an esteemed medical resume, Winchester considered the suggestion that he appeal to state experts to find an explanation to this troublesome public health situation to be an insult and refused to do so. So, to compel him to sign a telegram to Sacramento to ask for assistance, Chase and her committee “staged a sit-down strike in the doctor’s office,” which brought to light Winchester’s alleged morphine addiction, as he could not partake of his usual afternoon drug “fix” with this gathering of uninvited visitors present.²⁷³ The telegram was signed and sent, and the state epidemiologist came to town. The source of the illness was discovered to be salmonella bacteria in city water wells and the problem was soon solved.

Chase, Margaret Baylor, Caroline Hazard, and Julia Morgan

Chase wanted to support Santa Barbara, and, in the case of the Margaret Baylor Inn, that meant picking up the reins of leadership after its namesake no longer could. Margaret Baylor (1880-1924) was a Boston native, University of Chicago graduate, and social worker who was employed in various cities and engaged in high-profile projects, including the Anna Louise Inn in Cincinnati, Ohio which opened in 1909 to provide a home for single women. She was also considered to be “a major figure in the settlement house movement,” and had worked with Jane Addams at Chicago’s Hull House.²⁷⁴ Baylor journeyed to Santa Barbara in 1910 when she was

²⁷³ Tompkins, *Santa Barbara History Makers*, 195. Tom Modugno, “The Good Doctor Winchester,” *Goleta History*, December 12, 2017, <https://goletahistory.com/the-good-doctor-winchester/>. Tompkins noted that morphine addiction was “a common problem of early-day doctors.” He also pointed out that Winchester retired at age eighty, although he saw patients “on an informal basis for the rest of his life,” until he passed away in 1932 at age eighty-seven.

²⁷⁴ Michael Redmon, “What buildings did architect Julia Morgan design in Santa Barbara?” *Santa Barbara Independent*, November 3, 2009, <https://www.independent.com/2009/11/03/what-buildings-did-architect-julia-morgan-design-santa-barbara/>.

hired by the Neighborhood House to be its recreation director. Baylor and her new employer saw a need to provide wholesome activities for the area's youth, who were underserved in this aspect, especially in comparison to Santa Barbara's tourists and wealthy residents, who could choose from an array of monied sports, such as golf, polo, and tennis.

In 1911, Baylor spearheaded fundraising for a new activities center, and she was joined by Chase and other women to secure the necessary finances. Notably, the duo of Baylor and Chase "proved to be a powerful combination," and their "ability to find financial backers" to fund this "new facility was considered quite a feat by the local populace."²⁷⁵ Named the Carrillo Recreation Center, it was located downtown near the corners of Carrillo and Anacapa Streets and built in Craftsman-Prairie School style by noted architect J. Corbley Pool.²⁷⁶ Among its amenities, it had small and large rooms for gatherings, plays, lectures and concerts. Its large auditorium boasted "an innovative dance floor installed with metal springs underneath," which Baylor "correctly predicted would attract Santa Barbara youth and drastically reduce juvenile delinquency," presumably by offering participants a more wholesome environment than a commercial dance hall.²⁷⁷

²⁷⁵ Barker, "Small Town Progressivism," 60.

²⁷⁶ In 1913, Pool also designed the Flying A Studios (aka the American Film Company Manufacturing Company), which was a collection of twelve buildings constructed in Mission Revival style. In the early twentieth century, Santa Barbara was a moviemaking center. Flying A Studios "produced 600 Western movies and by 1916 was the second largest film making operation in the country." See: Nicole Hernandez, "City Landmark, 34 West Mission Street, Flying A Studio," City of Santa Barbara, Planning Division, February 6, 2018, https://www.santabarbaraca.gov/SBdocuments/Advisory_Groups/Historic_Landmarks_Commission/Archive/2019_Archives/04_Staff_Reports/2019-02-06_February_6_2019_Item_G_34_W_Mission_St_Memo.pdf: 2. Flying A Studio closed by 1920, and its buildings were torn down by 1948. Filmmaking had moved south to Hollywood.

²⁷⁷ Tompkins, *Santa Barbara History Makers*, 311. It still must be an impressive dance floor, as it has been called "one of the best dance floors in the western United States!" See: "Historic Carrillo Ballroom," City of Santa Barbara, <https://www.santabarbaraca.gov/gov/depts/parksrec/indoor/crc.asp>. Also, see Tompkins in Barker article, 61-62.

The Center also offered services for women, including temporary lodging at fifty cents per night, and employment and housing information. Later, it would be utilized to support the community in other ways, such as during World War I and after the 1925 earthquake. It was purchased by the city in 1944.²⁷⁸ This Center, now a historic landmark, still serves the community today with a wide assortment of activities, such as classes and events.

In addition to providing constructive leisure activities for the area's youth, a goal she met with the establishment of the Carrillo Recreation Center, Baylor also felt strongly that there should be reasonably priced, comfortable housing available for business and professional women, and she envisioned a separate, dedicated structure for this purpose. A site on Anacapa Street, adjacent to the Recreation Center, was selected, but sadly, Baylor was not able to see this project to fruition, as she passed away in 1924. Chase, Caroline Hazard, and others were "touched by Baylor's divine spark" and decided to bring this plan to realization, starting with the necessary fundraising.²⁷⁹ Chase had also collaborated with Baylor in the California State Council of Social Agencies in 1918, when the former was elected president of this organization and the latter was an executive committee member.²⁸⁰

Hazard (1856-1945) was a very impressive individual. She was an artist, author, educator, philanthropist, and former president of Wellesley College in Massachusetts (1899-1910). The latter achievement was even more remarkable considering that Hazard, although

²⁷⁸ Engineering Division, et al, "Joint Council and Redevelopment Agency Agenda Report. Contract for Construction for the Carrillo Recreation Center Rehabilitation Project," City of Santa Barbara, September 29, 2009, https://services.santabarbaraca.gov/CAP/MG81307/AS81311/AS81325/AI83560/DO83561/DO_83561.PDF, 2.

²⁷⁹ Tompkins, *Santa Barbara History Makers*, 312.

²⁸⁰ "Social Agencies' Conference Plans Topic of Meeting," *Santa Barbara Daily News and the Independent*, May 24, 1917.

educated, did not hold a formal college degree. (She was, however, was awarded several honorary diplomas.) While at Wellesley, she shepherded a great deal of growth, including doubling the enrollment, creating new academic departments, and promoting the construction of buildings on campus. Additionally, Hazard rehabilitated the financial status of the college via her fundraising knowledge, reaching out to her large philanthropic network, and giving “substantial donations from her own savings.”²⁸¹ A Rhode Island native, she was a frequent visitor to her family’s Santa Barbara estate, but not a full-time resident until 1923 when her health required a permanent change from the cold East Coast weather, like so many other transplanted residents. In addition to helping to launch Baylor’s project, Hazard’s experience and generosity were very useful in other ventures in town, such as establishing the existing campus of the Santa Barbara Museum of Natural History in 1923, along with her sister-in-law, Mrs. Rowland Gibson Hazard. In addition, Hazard led a campaign in 1926 to buy land near Mission Santa Barbara to create an open-space park and prevent homes from being built there. Today, this is part of Mission Historical Park.²⁸²

Esteemed architect Julia Morgan (1872-1957) was hired in 1925 to design the Margaret Baylor Inn, “a hotel for businesswomen.”²⁸³ Born in San Francisco, she earned a civil engineering degree from the University of California, Berkeley and “was the first woman to earn

²⁸¹ “Caroline Hazard,” WomensActivism.NYC, May 5, 2020, <https://www.womensactivism.nyc/stories/3726>.

²⁸² Michael Redmon, “Q: Can you give me a biography of Caroline Hazard?” *Santa Barbara Independent*, August 29, 2006, <https://www.independent.com/2006/08/29/q-can-you-give-me-biography-caroline-hazard/>.

²⁸³ Historic Landmarks Commission. “City Landmark Designation, Staff Report, Margaret Baylor Inn, The Lobero Building, 924 Anacapa Street, Santa Barbara, California, APN 029-291-018,” December 13, 2017, p. 1, https://www.santabarbaraca.gov/SBdocuments/Advisory_Groups/Historic_Landmarks_Commission/Archive/2017_Archives/03_Staff_Reports/2017-12-13_December_13_2017_Item_1_924_Anacapa_St_Landmark_Staff_Report.pdf.

an architecture degree from the L'École Nationale et Spéciale des Beaux-Arts in Paris."²⁸⁴

Morgan returned to California and launched her own architectural firm. Although she designed some 700 buildings in her prolific career, including San Francisco's elegant Fairmont Hotel, Morgan's most famous project was perhaps Hearst Castle, William Randolph Hearst's massive seaside estate in San Simeon, California. This commission "would engage her for 30 years."²⁸⁵

Although Morgan had completed prior architectural assignments in Santa Barbara, her arrival on June 29, 1925, to start work on the Margaret Baylor Inn was significant, as it was the day of the destructive 6.3 earthquake. In fact, she happened to be downtown when the earthquake struck and afterwards surveyed the damage, noting which buildings survived and which did not: "I spent hours among the buildings: it was a great practical experience."²⁸⁶ Opened in 1927, the four-story, Italian Mediterranean-style Margaret Baylor Inn boasted exquisite detailing, including terra cotta tile roofs, archways, and white stucco walls that complemented the city's recent adoption of cohesive architecture. Praise given to Morgan's creation acknowledged her "talent to create a special piece of architecture particularly suited to Santa Barbara."²⁸⁷

²⁸⁴ Historic Landmarks Commission. "City Landmark Designation, Staff Report, Margaret Baylor Inn"

²⁸⁵ Redmon, "What buildings did Julia Morgan design in Santa Barbara?"

²⁸⁶ Redmon, "What buildings did Julia Morgan design in Santa Barbara?" Per Redmon, Morgan also lent her talents to redesigning the earthquake-damaged city gymnasium (adjacent to the Carrillo Recreation Center) as a Spanish Colonial Revival-style structure.

²⁸⁷ Nicole Hernandez, "Designation of the Margaret Baylor Inn/Lobero Building, the Live Oak Dairy and La Arcada as City Landmarks," City of Santa Barbara, Council Agenda Report, March 6, 2018, https://records.santabarbaraca.gov/OnBaseAgendaOnline/Documents/ViewDocument/Council%20Agenda%20Report%20-%20DESIGNATION%20OF%20THE%20MARGARET%20BAYLOR%20INN_LOBERO%20BUILDING.pdf?meetingId=341&documentType=Agenda&itemId=10028&publishId=4252&isSection=false: 2. Today, it is known as the Lobero Building and primarily holds offices.

As for Chase, this Inn emphasized her commitment to bringing Margaret Baylor's dream—of providing safe, affordable lodging for businesswomen—to completion. This project also exemplified an intersection between Chase's Progressive Era endeavors of the early twentieth century and her subsequent efforts to promote unified architecture, the latter a topic to be discussed further in the next chapter. Chase's Progressive efforts were admirable not only for the support they gave to Santa Barbara and its people, but also notable because Chase herself was a young woman when she tackled many of these tasks and led others to follow her example. For instance, she was just about thirty years old when she demanded that local icon Dr. Winchester, a man in his seventies, put his ego aside and bring a state expert to town to resolve a public health issue. Despite not being as well-known as some other Progressive Era's activists, perhaps due to the relatively small size of Santa Barbara, Chase "was heralded as one of California's foremost progressives."²⁸⁸

²⁸⁸ Barker, "Small Town Progressivism," 47. Barker pointed out that Santa Barbara's population was approximately 20,000 people in 1920 and that Chase's "base of operation was not...a big West Coast city such as Los Angeles or San Francisco."

CHAPTER 3

Pearl Chase and the Development of a Santa Barbara Style

I remember alighting from the train at the old Victoria Street Station, coming home for the holidays [in 1907]...and how ashamed I was of Santa Barbara's shabby buildings, dusty streets and lack of landscaping. Then and there I resolved to dedicate myself to making Santa Barbara a more beautiful place to live in.²⁸⁹

A City that develops finely should delight the eye, feed the intellect, and lead people out of the bondage of the commonplace.²⁹⁰

-Pearl Chase

Pearl Chase grew up, completed her education, and started her career during the Progressive Era, and her spirit of community service was highly nurtured during this period. By the time she was thirty in 1918, she had already been a teacher and a public health advocate, as well as becoming an increasingly busy civic activist. As a new decade dawned, Chase brought her talents to concentrate on some other endeavors, including unified architecture, accessible housing, historic preservation, and environmental conservation—themes that would influence her work from the 1920s until she passed away in 1979. This chapter will focus mostly on her efforts with architecture and housing, while conservation and preservation will be covered in chapter four.

²⁸⁹ Rae, *Pearl Chase*, 24. In this quote, Pearl Chase was recalling, years later, her sentiments upon seeing Santa Barbara's downtown area when she came home on a school break from the University of California, Berkeley.

²⁹⁰ Erin Graffy de Garcia, *Old Spanish Days: Santa Barbara's History Through Public Art* (Santa Barbara: Erin Graffy de Garcia, 2014), 7.

Informed by the national City Beautiful movement, Chase led efforts to enhance and maintain an aesthetic that reflected Santa Barbara's heritage. Despite its earlier Spanish and Mexican roots, the town looked fairly typical of many mid-sized American cities—including clapboard homes and dome-topped courthouse—by the early 1900s. Chase was determined to change all of this—and she succeeded, by leading community groups, spearheading initiatives, and more—for over fifty years, creating a lasting legacy for others to continue her work.

Nineteenth Century Style and the Roots of a Unified Aesthetic

One of Chase's main focuses was Santa Barbara's twentieth-century transition to Spanish Colonial and Mediterranean architecture. Although the intense 1925 earthquake that destroyed many Santa Barbara buildings—including most of its downtown area—provided an undeniable catalyst for rebuilding, the roots of an architectural revitalization took hold decades beforehand. Just as the previous chapter highlighted several of Chase's Progressive Era mentors and inspirations, the following will provide some perspective on the influences that helped to shape her next act, including her efforts in architecture, housing, and civic aesthetics and improvement.

The second half of the nineteenth century brought about many changes for Santa Barbara. First of all, it became a part of the United States as California acquired statehood in 1850. American influence was apparent in the city's architecture, as it gradually transitioned from a village dotted with adobe buildings to one whose dwellings were primarily made of brick and wood, including a red brick city hall that was constructed in 1874. The last few decades of the nineteenth century brought about some local examples of "late Victorian eclecticism" design,

notably by architects Peter J. Barber (1830-1905) and Thomas Nixon (1846-1919).²⁹¹ Barber, an Ohio native with a diverse resume ranging from cabinet maker to gold miner to architect, was credited with designing the city's Arlington Hotel (1875), the aforementioned courthouse (1872), several churches and schools, and an assortment of notable private homes and mansions. He also served his adopted community with stints as mayor, postmaster and as a member of the city's Board of Health.²⁹² Nixon, originally from Nova Scotia, spent time working as a carpenter and was also involved in a lumbermill business. His familiarity with wood no doubt informed his decision to sometimes serve as both building contractor and furniture designer, as well as architect, on various projects. Barber "was particularly known for his Queen Anne style homes with Eastlake style details, and his home interior workmanship," as well as his use of redwood.²⁹³

During this era, Santa Barbara continued to grow, so construction picked up pace with the building of more homes, schools, and churches. Infrastructure improved, as roads became paved, and streetlights were added. Of course, none of this was inherently bad, it was just that the widespread results produced, except for a selection of showpieces as mentioned above, an *ordinary* appearance, as an 1874 *Santa Barbara Morning Press* editorial lamented:

²⁹¹ Starr, *Material Dreams*, 264.

²⁹² Tompkins, *The Yankee Barbareños*, 244-245.

²⁹³ Historic Landmarks Commission, "City Landmark Designation Staff Report, The George Edwards House, 1721 Santa Barbara Street, Santa Barbara, California, 027-111-005, October 19, 2016," 4, <https://services.santabarbaraca.gov/CAP/MG133901/AS133905/AS133919/AS133924/AI137567/DO137568/4.PDF>

The old landmarks and most charming characteristics of Santa Barbara are disappearing before the march of 'improvement,' and though our practical people cannot move the mountains...nor spoil the climate, they are doing all they can to despoil the quaint beauty of the place and make it just a commonplace American town.²⁹⁴

Thus, "began a conflict between the aggressive protagonists of metropolitan expansion and the idealistic defenders of Civic beauty," which would "flare up with intermittent frequency" for about fifty years.²⁹⁵ A 1941 Works Progress Administration writing project on the area claimed that this 'tug-of-war' "was finally resolved in favor of culture over commerce," in other words, aesthetics over average.²⁹⁶

However, in the long run, culture brought commerce, and tourism continued to grow over the years. Journalist Charles Nordhoff traveled to California and Santa Barbara in 1872, at the behest of Collis P. Huntington of the Southern Pacific Railroad to "produce a new, enticing description of the state," and to help dispel the state's reputation as "full of discomforts, and abounding in dangers to the peaceful traveller."²⁹⁷ Nordhoff's subsequent writings, including the popular 1873 book, *California: For Health, Wealth and Residence, A Book for Travellers and Settlers*, highly promoted the state and Santa Barbara.²⁹⁸ Regarding the latter, Nordhoff's praised

²⁹⁴ Editorial, *Santa Barbara Morning Press*, January 3, 1874, cited in Southern California Writers' Progress of the Works Progress Administration, *Santa Barbara: A Guide to the Channel City and Its Environs*, 43.

²⁹⁵ Southern California Writers' Progress of the Works Progress Administration, *Santa Barbara: A Guide to the Channel City and Its Environs*, 43.

²⁹⁶ Southern California Writers' Progress of the Works Progress Administration, *Santa Barbara: A Guide to the Channel City and Its Environs*, 43.

²⁹⁷ Henry Knight, *Tropic of Hopes: California, Florida, and the Selling of American Paradise, 1869-1929* (Gainesville: University Press of Florida, 2013), 26. Also, quoted in Knight, Nordhoff, *California: For Health, Pleasure, and Residence*, 18.

²⁹⁸ Starr, *Material Dreams*, 247.

the area as a burgeoning health resort, and more lavish attention followed. For example, an 1896 publication extolled Santa Barbara's exceptional weather: "When it comes to climate, however, not one of those Mediterranean resorts can compare with Santa Barbara."²⁹⁹ After making a name for itself as a destination for health tourism, Santa Barbara "evolved into the second phase of its identity, that of a hotel resort."³⁰⁰ To satisfy this market, the deluxe, ninety-room Arlington Hotel, designed by architect Barber, was built. Located about a mile inland on State Street, it opened in 1875 and boasted a fireplace in each room, "stocked with sweet-scented almond wood from" a local ranch.³⁰¹

Bolstering interest in local history, the 1886 celebration of Mission Santa Barbara's centennial also heightened the awareness of the town's heritage in the minds of its residents, encouraging them "to reenvision the city in terms of its Hispanic past."³⁰²

²⁹⁹ John Wesley Hanson, *The American Italy: The Scenic Wonderland of Perfect Climate, Golden Sunshine, Ever-Blooming Flowers and Always-Ripening Fruits*. (Chicago: W.B. Conkey Co., 1896), 176.

³⁰⁰ Starr, *Material Dreams*, 247.

³⁰¹ Starr, *Material Dreams*, 247. The original Arlington Hotel burned down in a 1909 fire and was rebuilt in 1911. The second time, it was designed by architect Arthur B. Benton and constructed in Mission Revival style. Sadly, the hotel was destroyed again, this time in the 1925 earthquake. Its next iteration was as the Arlington Theatre, planned by architects William Edwards and Joseph Plunkett, and keeping with the city's unified architecture initiative. (This time it was constructed in "Mission Revival and Spanish Colonial Revival styles.") The Arlington Theatre opened in 1931 and remains a popular entertainment venue. See: "The Arlington Hotel," Santa Barbara Vintage Photography, <https://santabarbaravintagephotography.com/the-arlington-hotel/>. "Arlington Hotel, Santa Barbara, California, 1916," SDSU University Library, <https://digitalibrary.sdsu.edu/islandora/object/sdsu:136724>. Chapter One on Thomas More Storke continues Santa Barbara's tourism story with details about the oceanfront Potter Hotel, which opened in 1903.

³⁰² Simpson, *Selling the City*, 135.

The City Beautiful Movement

In a much broader sense, another event that informed architectural revitalization in Santa Barbara—and all over—was the 1893 World’s Columbian Exposition in Chicago, where architect Daniel Burnham introduced the City Beautiful Movement. This campaign intended to encourage cities to deliberately create pleasurable aesthetics, which in turn would provide a foundation for a calmer, healthier living environment for their residents. In other words, it aimed to appeal to the well-being of the continually growing population and move past an era of unattractive and often unsafe urban environments that mostly intended to serve industrialization, not people. Factories, crowded tenement housing, dirty cities, and the accompanying pollution were often seen as sending urban areas down a negative, unsustainable trajectory. In contrast, the City Beautiful Movement pushed for an improved role for urban areas: “The fundamental idea expounded at the fair was that the city was no longer a symbol of economic development and industrialization, but could now be seen as enhancing the aesthetic environment of its residents.”³⁰³ The City Beautiful Movement also brought the idea of city planning—creating organized, thoughtful metropolitan spaces—to the forefront. Burnham, and others, including landscape architect Frederick Law Olmstead, “believed that the built environment held the power to permeate the urban psyche and foster a more civil society.”³⁰⁴

Many cities embraced the ideology of the City Beautiful Movement and put it into practice, including Dallas, Denver, New York, Seattle, and Washington, D.C. Of course, Santa Barbara was not of the size and scope of these large areas and the little coastal town did not

³⁰³ “City Beautiful Movement,” The New York Preservation Archive Project, <https://www.nypap.org/preservation-history/city-beautiful-movement/>.

³⁰⁴ IBI Insights, “What is the City Beautiful Movement?” April 4, 2019, IBI Group, <https://www.ibigroup.com/ibi-insights/city-beautiful-movement/>.

suffer from the same maladies as an urban behemoth. However, some Santa Barbarans embraced the City Beautiful Movement's idea of an aesthetically appealing atmosphere and emphasized the benefits it could bring—a pleasant living environment and a sense of civic pride for the city's residents, plus the solidification of a Santa Barbara 'look' that would bring widespread fame—and millions of tourists over the years. The income boost from the latter, of course, would pump up the town's economy and tax revenue, and therefore, support the infrastructure and services it could offer to its residents and visitors. Influenced by this movement, in April 1925, Chase coordinated the "Conference on City Beautiful," bringing together support from various groups such as the City Planning Commission, Park Commission, Plans and Planting Committee and local government leaders to educate people on "civic art and architecture, public buildings and institutions, parks and playgrounds, roads...and the impact of city planning and zoning laws."³⁰⁵ Chase's experience as a teacher and public health activist and coordinator surely helped her make this event, one of the first of its kind in Santa Barbara, a success.

Charles Mulford Robinson and Santa Barbara

In 1909, the newly formed local Civic League hired city-planning pioneer, journalist, author, and City Beautiful proponent—Charles Mulford Robinson (1869-1917)—to create a blueprint for Santa Barbara. Although he wrote relevant popular books—*The Improvement of Towns and Cities; or, the Practical Basis of Civic Aesthetics* (1901) and *Modern Civic Art, or the City Made Beautiful* (1903)—Robinson was not formally trained in the traditional sense as an architect or engineer. Still, he was very highly regarded as a city planning expert, and published

³⁰⁵ Simpson, *Selling the City*, 155.

on the subject prolifically, writing many related reports, magazine articles and other books.³⁰⁶

Later, Robinson became the initial Chair of Civic Design at the University of Illinois at Urbana-Champaign in 1913, a position considered to be the first of its kind in the country, and where he created a program “that integrated design, economics, and the study of local government.”³⁰⁷

Robinson presented his city planning suggestions for Santa Barbara to the mayor and the city council in February 1909. Among his many recommendations, he believed that the city “now needs nothing else so much as it needs better roads.”³⁰⁸ Therefore, Robinson proposed linking Santa Barbara with its outlying districts, such as Goleta, Hope Ranch and Montecito, with landscaped streets and, where applicable, following the area’s existing topography, such as “the natural contours of the hilly Riviera region [that rise] so commandingly along the northern rim of the city.”³⁰⁹ He also advised the city to highlight signature landmarks, such as Mission Santa Barbara and the Plaza de la Guerra. Regarding the former, he worried about how the Mission would find its place as a centerpiece in the city, admitting that “the approach to this structure has given me more concern than any other matter in Santa Barbara,” as it seemed off on

³⁰⁶ For example, Robinson wrote city planning reports for Binghamton, New York (1911), Fort Wayne, Indiana (1910), Ridgewood, New Jersey (1908), and Waterloo, Iowa (1910), among other publications.

³⁰⁷ Wilson, *The City Beautiful Movement*, 45. “History: 100 years of Urban Planning at Illinois,” Department of Urban and Regional Planning, College of Fine and Applied Arts, University of Illinois, Urbana-Champaign, <https://urban.illinois.edu/history/>.

³⁰⁸ Charles Mulford Robinson, *The Report of Charles Mulford Robinson Regarding the Civic Affairs of Santa Barbara California, Also the Report of the Committee of Eleven on the Improvement of the City Streets* (Santa Barbara: Printed for the Civic League by the Independent, 1909), 5.

³⁰⁹ Starr, *Material Dreams*, 263.

Figure 5: "Mission Santa Barbara, Established December 4, 1786."



Source: The Miriam and Ira D. Wallach Division of Arts, Prints and Photographs: Photography Collection, The New York Public Library, New York Public Library Digital Collections, <https://digitalcollections.nypl.org/items/510d47e0-31a5-a3d9-e040-e00a18064a99>.

its own and appeared “to be aloof and half out of town.”³¹⁰ Robinson felt it was important that the Mission be visible from various perspectives, offering both faraway glimpses and stunning close-up impressions. “Opening vistas of the mission from as many points as possible” required a collaborative effort, he believed, with “some tree cutting” on city streets and private property necessary to provide these views—the latter a call for citizens “to make personal sacrifice for the general good.”³¹¹ As an example of this suggested tree pruning or removal, Robinson specified taking away “a row of eucalyptus, planted on a private driveway leading to a barn on Pedregosa street, [that] completely shuts it [the Mission] off.”³¹² Pedregosa Street, even at its closest location to the Mission, is still blocks away, and thus, would have provided one of Robinson’s suggested ‘distant’ vistas.

In addition, other ideas mentioned in his report included beautifying the waterfront, implementing zoning regulations, planting extensive city-managed ‘street’ trees, and encouraging people to remove fences from their front lawns, with the latter intended to create open, park-like appearances, even on residential avenues. Robinson also urged steering clear of any significant industrialization.

A variety of theories exist on the impact of Robinson’s ideas, some of them (incorrectly) implying that its influence was minimal. A few historians claimed that the city tossed aside Robinson’s Santa Barbara plan, as Lee M.A. Simpson pointed out that it “was rejected by the city in 1909,” or maybe it was quietly ignored, as Kevin Starr noted that the “report was

³¹⁰ Robinson, *The Report of Charles Mulford Robinson Regarding the Civic Affairs of Santa Barbara California*, 20.

³¹¹ Robinson, *The Report of Charles Mulford Robinson Regarding the Civic Affairs of Santa Barbara California*, 20–21, 24.

³¹² Robinson, *The Report of Charles Mulford Robinson Regarding the Civic Affairs of Santa Barbara California*, 21.

accepted, filed, and forgotten—except by the local elite which comprised the Civic League.”³¹³ Or perhaps those who supported Robinson’s plan were likely business or private groups, such as “the Chamber of Commerce, Commercial Club, Realty Board, Oak Park Improvement Association, [and] the Civic League” who all “read, accepted and heartily endorsed” these reports.³¹⁴ In addition, the Plans and Planting branch of the Community Arts Association, founded in the 1920s, would help to bring many of Robinson’s visions to fruition. Chase was a major leader in this organization, as discussed later in this chapter.

Even if the city government did not formally accept Robinson’s proposal at that time, many—if not most—of these concepts eventually emerged in Santa Barbara in the following years, wherever the credit for the original ideas may have germinated. For example, local philanthropist Caroline Hazard led efforts to buy land near the Mission in 1926 to create an open-space park and prevent homes from being built there, which also helped to preserve the institution’s signature vistas. In addition, Robinson’s suggestion that the “salt marsh,” which he called a “singularly beautiful and gem-like little plat,” become a park eventually materialized. It is today’s Andree Clark Bird Refuge.³¹⁵

Publisher and community supporter Thomas More Storke echoed Robinson’s promotion of non-industrial, qualitative growth as evidenced in many of his *News-Press* editorials. And, of

³¹³ Simpson, *Selling the City*, 139. Starr, *Material Dreams*, 264.

³¹⁴ Robinson, *The Report of Charles Mulford Robinson Regarding the Civic Affairs of Santa Barbara California*, before title page/not numbered.

³¹⁵ Robinson, *The Report of Charles Mulford Robinson Regarding the Civic Affairs of Santa Barbara California*, 12. As discussed in a previous chapter, this salt marsh, also known as the Estero or the Salt Pond, was acquired by a group of businessmen, including Pearl Chase’s father, Hezekiah Chase, who held onto it until the city was ready to turn it into a park. Furthermore, Robinson recommended the possibility of also turning the salt marsh into an “inner harbor for pleasure yachts and small power boats” that would be connected to the ocean. (See: Robinson, 12) The harbor element, not surprisingly, did not happen.

course, Chase, who was still a few months away from college graduation when Robinson submitted his Santa Barbara report in February 1909, would eventually dedicate her career to realizing many of these ideals. For instance, she also wanted the area to avoid industrialization in favor of maintaining and “developing the regions’ natural and historical assets” on which the increasingly important tourism sector depended.³¹⁶ In addition, regarding an example that addressed Robinson’s suggestion of a widespread ‘street’ tree campaign, Chase “was a key figure in the [Garden] Club’s drive to beautify Santa Barbara through tree planting on city streets.”³¹⁷

Robinson was optimistic that many of his proposed projects would not be inordinately expensive or difficult to complete and would please the local populace and attract new residents and tourists alike. He was thoroughly impressed by “the wonderful natural beauty of Santa Barbara, [and its] exceptional advantages” and, in general, quite complimentary about the city and many of its amenities.³¹⁸ An exception to Robinson’s praise, however, was his criticism of the local school buildings, which he claimed “with an equal unanimity are hideous” and suggested that “Santa Barbara could get some lessons in school building from San Jose.”³¹⁹ However, Robinson might have had a different opinion of local school aesthetics had he seen some of the changes that occurred after his 1909 report. For example, versions of Santa Barbara High School (SBHS) and “the original Roosevelt Elementary School” “were constructed in the

³¹⁶ Simpson, *Selling the City*, 139. Starr, *Material Dreams*, 133.

³¹⁷ Van de Water, “The Garden Club of Santa Barbara,” 11.

³¹⁸ Robinson, *The Report of Charles Mulford Robinson Regarding the Civic Affairs of Santa Barbara California*, 24.

³¹⁹ Robinson, *The Report of Charles Mulford Robinson Regarding the Civic Affairs of Santa Barbara California*, 20. Robinson excluded his criticism from the local schools’ play areas and landscaping, however, as he said they were “generally so good.”

Spanish Colonial Revival style between 1922 and 1924.”³²⁰ Moreover, in 2005, SBHS became “an official California and City historic landmark.”³²¹

The Panama-California Exposition

Another significant influence on the road to the adoption of Santa Barbara’s renowned style was San Diego’s 1915-1916 Panama-California Exposition. This massive event was held to commemorate the opening of the Panama Canal and to celebrate that city’s honor as the first United States port-of-call for ships traversing this new engineering marvel. San Diego and San Francisco both competed for the privilege of hosting the Exposition and they each had different reasons for doing so. Despite its balmy weather and miles of sunny beaches, the former was a relatively small city at that time, with approximately 40,000 residents. It wanted the opportunity to attract the widespread attention that would inevitably bring tourists and new residents. In contrast, San Francisco boasted a much larger population—about ten times larger—in addition to being more famous with its “cable cars [and]...Gold Rush glamour.”³²² It also wanted to show off its post-1906 earthquake and fire comeback. Even though San Francisco had the backing of the federal government, and thus was the ‘official’ selection, each city held its own Exposition. Both events boasted massive amounts of visitors, but San Francisco’s nineteen million guests

³²⁰ “Appendix C: History of the City,” <https://www.santabarbaraca.gov/civicax/filebank/blobdload.aspx?BlobID=16916>, 101.

³²¹ “About,” Santa Barbara High School, <https://sbhs.sbunified.org/about-sbhs>. Established in 1875, it is one of the oldest schools in California.

³²² Christopher Reynolds, “How San Diego’s, San Francisco’s 1915 Expositions shaped them,” *Los Angeles Times*, January 3, 2015, <https://www.latimes.com/travel/california/la-tr-d-sd-sf-1915-panama-expos-20150104-story.html>. As Reynolds also mentioned, New Orleans wanted to host this Exposition, as well, and submitted a “vigorous” bid but was turned down.

vastly outnumbered San Diego's 3.8 million, an impressive feat especially considering that the Bay Area city's event opened later and closed earlier. (San Francisco's Exposition ran from February 20, 1915, to December 4, 1915, compared to San Diego's event, which lasted from January 1, 1915, to January 1, 1917.)

In the end, however, San Diego's Exposition left behind a more significant architectural legacy than San Francisco's event. Why? One reason is because the former built its Exposition mostly on public lands, while the latter constructed most of the necessary buildings on leased private property. So, when San Francisco's Exposition was over, "Buildings were leveled, materials were salvaged and sold for scrap" and most of borrowed land went back to its owners.³²³ In contrast, San Diego's Exposition was constructed on city property that would become known as Balboa Park, and it continues to exist as one of the city's most famous attractions.

In 1911, San Diego hired renowned architect Bertram Goodhue, who, along with esteemed colleagues such as Frank Allen, Clarence Stein, and Carleton Winslow, Sr., created a Spanish Colonial vision for this Exposition—an image which would also inform Santa Barbara's own quest for a signature style. The *Official Guide Book of the Panama-California Exposition* made the design choice clear: "Everything is Spanish Colonial, and variety is furnished by this general school of architecture."³²⁴ Also known as Spanish Colonial Revival, this mode, as exemplified at the Exposition, also included Spanish-Churrigueresque (Baroque), Mission

³²³ Reynolds, "How San Diego's, San Francisco's 1915 Expositions shaped them." Reynolds notes: "Among the significant structures, only one survived in its original location"—San Francisco's Palace of Fine Arts.

³²⁴ *The Official Guide Book of the Panama California Exposition San Diego 1915* (San Diego, California: National Views Company, 1914), 11.

Revival, Mediterranean, Mexican and Middle Eastern design influences. Some of these inspirations came from Goodhue’s world travels. Goodhue and his team concocted “a fairytale city in Balboa Park of cloud-capped towers, gorgeous palaces and solemn temples,” with a myriad of details including “arcades, arches, bells, colonnades, domes, fountains, pergolas...views through gates of shaded patios, and vistas exposing broad panoramas—”³²⁵ These architectural features would be carried up the coast to beautify Santa Barbara’s buildings, as well.

Besides his exceptional work at San Diego’s Panama-California Exposition and elsewhere, Goodhue (1869-1924) completed various projects in Santa Barbara, such as the clubhouse of the Santa Barbara Country Club (it eventually became the Montecito Country Club) in 1916 and an assortment of elaborate estates. Winslow, Sr. (1876-1946) also contributed his talents to this area, as he designed the Santa Barbara Museum of Natural History, the clubhouse of the Valley Club in Montecito, and a selection of elegant large homes.³²⁶

Spanish Colonial Revival Architecture

Why is it significant here to discuss the City Beautiful Movement and Charles Mulford Robinson, in addition to presenting an overview about Spanish Colonial Revival architecture and some of its designers? For one reason, it is meaningful—and respectful—to know its origins.

³²⁵ “Panama-California Exposition: Chapter One: The Making of the Exposition, 1909-1915,” San Diego History Center, <https://sandiegohistory.org/archives/americo/1915expo/ch1/>.

³²⁶ Many of Goodhue and Winslow, Sr.’s projects were very prestigious. For example, both men worked on the Los Angeles Central Library in the 1920’s. In addition, Goodhue led his architectural firm’s New York office circa-1902 after it was awarded the commission to build the United States Military Academy at West Point.

Furthermore, offering a background about the roots of Santa Barbara's architectural revitalization sets the stage for understanding the substantial work completed by Chase and her colleagues. Alongside others, she gave a voice and action to these ideas and worked diligently to achieve a signature style for her adored Santa Barbara.

The popularity of Spanish Colonial Revival architecture skyrocketed after San Diego's Panama-California Exposition, so much so that "by the end of the 1920's [it] had become *the* architecture of Southern California."³²⁷ Architectural historian David Gebhard emphasizes two primary phases of Spanish Colonial Revival. The first chapter, known as Mission Revival, experienced its most significant popularity from about the 1880s through the 1910s. Despite its name, Gebhard pointed out that Mission Revival "often had very little to do with the early Spanish ecclesiastical architecture of California," but was often influenced by the earlier adobe structures of the area.³²⁸ The second phase of Spanish Colonial Revival reflected more Mediterranean style elements and became increasingly common from the 1910s onward. Its popularity soared in the 1920s and waned somewhat during the Great Depression and World War II. However, it has remained a Southern California, and most significantly to this project, a Santa Barbara mainstay.

One of the most popular versions of Spanish Colonial Revival was "inspired by the provincial architecture of Spain (especially Andalusia) and Mexico," and "detailing, both within

³²⁷ David Gebhard, "The Spanish Colonial Revival in Southern California (1895-1930)," *Journal of the Society of Architectural Historians* 26, no. 2 (1967), 131.

³²⁸ Gebhard, "The Spanish Colonial Revival in Southern California, 131. Gebhard also noted that the Pueblo or Santa Fe Revival Style, "inspired by the provincial Spanish Colonial buildings found in and around the Rio Grande Valley of New Mexico," occurred during the Mission Revival timeframe. (Gebhard, 131-132). This type of architecture has enjoyed significant longevity and still many examples of 'Santa Fe style' buildings can be found in New Mexico and elsewhere.

and without, was simple.”³²⁹ Unpretentious, perhaps, in that it typically was not elaborately embellished like the more ornate Churrigueresque style, but extremely beautiful and striking, nonetheless. Architects such as James Osborne Craig, Mary McLaughlin Craig, Reginald Johnson, and George Washington Smith were all practitioners of this mode and made it part of their work.

Although Smith (1876-1930) had already dabbled in architecture training and practice, he came to Santa Barbara to continue his work as a painter. (In fact, a couple of his paintings were exhibited at San Diego’s Panama-California Exposition.) In 1917, Smith acquired some property in Montecito and designed a home for his family inspired by the Andalusian farmhouses he had seen on his European travels. The house featured thick stucco walls, grillwork, wooden beams, archways, and tilework throughout—a tile roof, glazed tile floors and decorative tile highlighting a doorway here, a fireplace there—and much more. These design elements would become part of the famous Santa Barbara style. Smith’s house was such a hit that others began asking him to create their homes: “I soon found that people were not really eager to buy my paintings, which I was laboring over, as they were to have a whitewashed house like mine.”³³⁰ And with that, Smith switched careers and became a very important contributor to Santa Barbara, not to mention widely renowned in the architecture world.

Spanish Colonial Revival was not specific to Santa Barbara, of course. Some communities, such as California’s San Clemente and Palos Verdes Estates, “were carefully laid

³²⁹ Gebhard, “The Spanish Colonial Revival in Southern California (1895-1930),” 137-138.

³³⁰ Lauren Beale, “27.5- Million Montecito Estate Embodies A Fine Artist’s Handiwork,” *Forbes*, December 8, 2020, <https://www.forbes.com/sites/laurenbeale/2020/12/08/275-million-montecito-estate-embodies-a-fine-artists-handiwork/?sh=46dd57bf5d0b>.

out in this single style,” while other, older towns, like Ojai and Santa Barbara, “sought to create a full-blown Spanish Colonial image,” and remake themselves in this vision.³³¹ In addition to being beautiful and functional, this kind of architecture, with its “concern for human scale and... [its] simplicity...often led to highly satisfactory urban planning,” according to Gebhard.³³²

The Community Arts Association

The Community Arts Association—one of the organizations to which Chase would dedicate endless efforts and many, many years—began as La Primavera Association in 1919. Formed by a group of citizens who saw a spring and summer gap in tourism, the festival was designed to recreate an “early Spanish and pioneer days of California” theme in hopes of attracting more than the typical winter season visitor.³³³ Its next adaptation, the Community Arts Association (CAA), founded in 1920, claimed an influential membership base from wealthy industrialists to local *Californio* families. Chase emphasized the important contributions that the CAA made not only in Santa Barbara (“it has satisfied the natural craving of the people for some form of artistic expression and...it has...afforded pleasant and profitable occupation for their leisure hours.”), but likely elsewhere, too (“Gradually other cities are learning of and perhaps benefiting in some slight degree from our experience.”).³³⁴

³³¹ Gebhard, “The Spanish Colonial Revival in Southern California (1895-1930),” 138-139.

³³² Gebhard, “The Spanish Colonial Revival in Southern California (1895-1930),” 139.

³³³ David DeSelm, “Our One-of-a-Kind Courthouse: A Santa Barbara Treasure (Part One),” virtual presentation via the Santa Barbara Historical Museum, April 21, 2021. “History of La Primavera,” Old Spanish Days—Fiesta, <https://www.sbfiesta.org/history-of-la-primavera-santa-barbara>.

³³⁴ Pearl Chase, “Community Arts Association of Santa Barbara Report of Activities, October 1st, 1924, to September 30th, 1925. In two parts and summary.” Master Box 138, Box 3, Folder 8, Page 1, CDCC, UCSB.

The CAA would ultimately be composed of four main committees—Art, Drama, Music, and Plans and Planting. Among other projects, the Art sector boasted an art school and a gallery, the Drama department put on theatrical productions, and the Music department taught youth choirs, fostered a city band, and sometimes even invited the Los Angeles Philharmonic Orchestra to perform locally. The CAA’s membership grew from 166 people in 1921 to 1,543 in 1923.

The Plans and Planting Committee

The Plans and Planting Committee, established in March 1922, was led at first by Bernhard Hoffmann (Chairman from 1922 to 1927) and Chase (Secretary), and it had “the biggest job of all, striving for a unified architecture and city beautification in general.”³³⁵ Chase was the chairman of the Plans and Planting Committee from 1927 until 1971.

With its command center in a refurbished Santa Barbara adobe, Plans and Planting’s endeavors were also supported by a Carnegie Foundation grant that lasted from the group’s beginnings in 1922 until 1930. Dr. Henry Smith Pritchett, a Santa Barbara resident (via the Midwest and East Coast) and president of the Carnegie Foundation at that time, helped to secure these funds for the CAA. Surely, Andrew Carnegie’s own familiarity with the city helped bring attention to that organization too. (Carnegie had frequented the Potter Hotel during the first part of the twentieth century.) A 1966 memo about Chase on Plans and Planting letterhead boasted about the group’s decades-long efforts to “achieve harmonious architectural design of public and commercial buildings, for better housing, and for the preservation and enhancement of scenic,

³³⁵ Frank J. Taylor, “Santa Barbara’s Pearl,” “Reprinted from *Reader’s Digest*; Condensed from *Survey Graphic*,” March 1940, Master Box 758, Box 15, CDCC, Special Research Collections, UCSB Library, UCSB.

recreational and historic areas in California...[and] sound planning, landscape design, and good gardening.”³³⁶

From its earliest days, the Plans and Planting committee was very busy and incredibly influential. For example, in 1923, the group successfully pushed for a City Planning Commission. In turn, this new government organization hired esteemed civic planner, Charles H. Cheney to craft a building zone ordinance. Known as Ordinance No. 1203 and accepted by the City Council in May 1924, it “gave the program of the Plans and Planting Committee the power of the law,” and required Cheney and his colleagues to treat this non-government group and the local government “as co-equal authorities.”³³⁷

Chase surely agreed with the rationale for this shared power, as she believed in the longevity of volunteer-run organizations, whose members could stay involved for years or decades, in contrast to the continual changes of elected councils. She pointed out: “Government officials are really temporary—they come and go—and this constant turnover means that many citizen organizations have far greater continuity and relative importance in community affairs.”³³⁸ Chase herself was a prime example of this uninterrupted flow of participation, as she maintained her influence for over sixty years, while certainly hundreds of local government officials cycled in and out of her orbit, as they were subject to the voters’ decisions and election results. Chase’s influence was enhanced by her “chief weapons [such as] public education and

³³⁶ “July 1966 Memoranda Re Civic Service, Dr. Pearl Chase, 2012 Anacapa Street, Santa Barbara, California 93105,” Master Box 771, Box 1, Community Development and Conservation Collection (CDCC), Special Research Collections, UCSB Library, UCSB.

³³⁷ Starr, *Material Dreams*, 279.

³³⁸ From Ronald Nye, “The Influence of the Chase Family on Santa Barbara History,” (Paper from the West Coast Symposium on Family History, UCSB, May 1, 1976), 4, quoted in Simpson, *Selling the City*, 140,193.

team play,” and, in an oft-quoted description of one of her tactics, “righteous indignation poured on thick.”³³⁹ Plans and Planting also encouraged the construction of several significant Spanish Colonial Revival Style projects, such as City Hall, the reconstruction of the circa-1873 Lobero Theatre and the renowned El Paseo, multi-use complex.³⁴⁰

With the CAA’s founding in the early 1920s, it tagged on to the end of the City Beautiful Movement, and as such, shared similar ideals (See: “striving for...city beautification” at the beginning of this section.) However, it surely had some detractors, as historian Kevin Starr questioned the influence of the CAA years later in his analysis: “The real power of the association...resided in an inner core of genteel Hispanicizing preservationists centered around activists Pearl Chase and Irene and Bernhard Hoffmann.”³⁴¹ Moreover, Starr challenged the objectives of the Plans and Planting section, commenting that its “vision...of Santa Barbara [was] as a Spanish dream city, beyond the gritty realities of American life.”³⁴²

Bernhard and Irene Hoffmann

A couple of Santa Barbara’s most tireless supporters—and Chase’s important colleagues—were Bernhard (1874 -1949) and Irene (? - 1960) Hoffmann. Like the Chase family, the Hoffmanns moved to Southern California in search of a health remedy for a family member

³³⁹ Frank J. Taylor, “Blue Ribbon Citizen: The Townswoman.” *Survey Graphic* 29 (March 1940), 178. Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁴⁰ “Appendix C: History of the City,” <https://www.santabarbaraca.gov/civicax/filebank/blobdload.aspx?BlobID=16916>, 101-102.

³⁴¹ Starr, *Material Dreams*, 279.

³⁴² Starr, *Material Dreams*, 280.

and became enamored of—and dedicated to—their new city. Sometimes Bernhard worked alongside his wife on projects to improve Santa Barbara; in other instances, he worked independently or with civic groups, often as the leader. The Hoffmanns' achievements were impressive, even if their names are not as widely recognized as others', such as Chase and Storke.

Bernhard, born in Stockbridge, Massachusetts in 1874, graduated with an electrical engineering degree from Cornell University. After college, he worked in various positions in the private and public sector, including with the United States Food Administration during World War I. After their daughter, Margaret, was diagnosed with juvenile diabetes, the Hoffmanns were desperate to find a cure, so they chose to relocate to Santa Barbara in 1919. (In addition to Margaret, they had at least one other child, a son named Harry.) In California, Margaret could be treated by the eminent specialist in the field at that time, Dr. Nathaniel Bowditch Potter, who had established an eponymous clinic locally that focused on the treatment of metabolic diseases. Sadly, Potter was very ill himself and he passed away the same year, but not before recruiting a Chicago endocrinologist, Dr. William David Sansum, to take over his clinic. Sansum, who arrived in Santa Barbara in 1920, was a pioneer in researching the use of insulin in diabetes treatment. In 1922, he “became the first American physician to manufacture insulin and administer it to a patient with diabetes: Charles Cowan, 51, who was previously diagnosed as terminally ill.”³⁴³ Cowan continued with a regime of insulin injections and lived to age 90. Margaret's health also improved from Sansum's insulin treatments.

³⁴³ Dave Mason, “Life: Milestone in diabetes,” *Santa Barbara News-Press*, June 4, 2019, <https://newspress.com/milestone-in-diabetes/>.

Even though they came to Santa Barbara primarily for their daughter's illness, the Hoffmanns decided to stay and became fully invested in the community. Disappointed that some of the city's historic adobes were being torn down and replaced by ordinary structures, they bought and guided the restoration of the iconic, circa-1820 Casa de la Guerra, originally built by Jose de la Guerra, a former *commandante* of the Santa Barbara Presidio. Their rejuvenation of other adobes soon followed. After the 1925 temblor, the Hoffmann's "renovated adobes had been among those buildings which had withstood the earthquake best," and thus offered function and stability to accompany the campaign of unified aesthetics.³⁴⁴

Furthermore, the Hoffmanns collaborated with several renowned architects, including James Osborne Craig, Mary McLaughlin Craig, Carleton Winslow, Sr., and Lulah Maria Riggs, to create El Paseo, a "complex of retail and office space surrounding the Casa [de la Guerra which] became a centerpiece to give Santa Barbara a unified architectural look."³⁴⁵ El Paseo was designed to look like a "Street in Spain," or more specifically "a unique achievement suggesting the narrow streets and terraced roofs of Seville," with plenty of "lofty white walls, upper story balconies, [and] iron grills."³⁴⁶

³⁴⁴ Heskett, "First Lady of Santa Barbara," 9.

³⁴⁵ Michael Redmon, "Bernhard Hoffmann: The Father of Architectural Planning in Santa Barbara," *Santa Barbara Independent*, May 1, 2014, <https://www.independent.com/2014/05/01/bernhard-hoffmann/>. James Osborne Craig completed the first designs for El Paseo before passing away from tuberculosis in 1922. His wife, Mary McLaughlin Craig, along with Carlton Winslow Sr. and Lulah Maria Riggs finished the designs. Winslow Sr.'s achievements have been mentioned previously in this project. Mary McLaughlin Craig designed over one hundred projects during her career, even though she was not technically a licensed architect. See: Pamela Skewes-Cox, "In the Company of the Craigs," *Noticias: Journal of the Santa Barbara Historical Museum* 54, no. 4 (2015), https://issuu.com/santabarbaramuseum/docs/134613_noticias_web. Lulah Maria Riggs, a graduate of the School of Architecture at Berkeley (California), was a frequent collaborator with famed architect George Washington Smith and "for more than half a century the only woman registered as an architect in the city." See: Kevin Starr, *Material Dreams: Southern California Through the 1920s* (New York and Oxford: Oxford University Press, 1990), 283.

³⁴⁶ "De la Guerra Mansion," author and date not specified, Master Box 154, Box 4, Folder, 14, CDCC, Special Research Collections, UCSB Library, UCSB, 6.

In addition to serving as the inaugural chairman of the Plans and Planting Committee, Bernhard established an Architectural Advisory Committee in 1921. He also fulfilled positions on the Architectural Board of Review (Secretary) and the Santa Barbara Relief Fund Committee (member). Years later, in 1956, Bernhard was honored as an Honorary Fellow of the American Institute of Architects.

Bernhard and Chase worked together over the years, enthusiastically sharing details with each other, as exemplified in a handwritten 1925 note about building costs, in which he wrote: “I hope you will be interested in the attached memo which is going out to day [*sic*]...Several buildings now about to go up have been figured on the specifications of a present code & proposed [code]. On each case the proposed code results in a better structure at slightly less cost!”³⁴⁷ They also seemed to have been friends, as Bernhard expressed concern for Chase being overworked from all her responsibilities: “I don’t like to think of you as being swamped.”³⁴⁸ In turn, Chase lavished praise of both of the Hoffmanns, highlighting their “initiative and influence...and their generous financial contributions for the improvement and beautification of Santa Barbara both before and following the earthquake,” in her detailed 1959 article, “Bernhard Hoffmann: Community Builder.”³⁴⁹

In the late 1920s, the Hoffmanns returned to Stockbridge, Massachusetts, as their primary residence, where they continued their philanthropic dedication. For example, in 1934, they

³⁴⁷ Note from Bernhard Hoffmann to Pearl Chase, September 19, 1925, Master Box 139, Box 4, Folder 6, CDCC, Special Research Collections, UCSB Library, UCSB. Underlined emphasis is Hoffmann’s.

³⁴⁸ Letter from Bernhard Hoffmann to Pearl Chase, October 23, 1931, Master Box 754, Box 11, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁴⁹ Pearl Chase, “Bernhard Hoffmann- Community Builder,” pamphlet, Plans and Planting Committee, 3. Originally printed in *Noticias* Summer Bulletin, 1959.

donated the fifteen acres for the Berkshire Garden Center (it eventually became the Berkshire Botanical Garden) in Stockbridge.³⁵⁰ Despite resuming their East Coast lives, the Hoffmanns left an impressive legacy in Santa Barbara.

Small Home Designs

One of Plans and Planting's projects focused on promoting less expensive housing by establishing the Small Homes Program in 1923. Chase oversaw this venture, which she envisioned as an opportunity to improve the housing options of Santa Barbara's poorer residents "through the construction of attractive, yet affordable, small homes," that would beautify "the lower-income neighborhoods of Santa Barbara that had been neglected by other improvement projects."³⁵¹ She also wholeheartedly supported homeownership and saw the Small Homes Program as a catalyst to achieve this goal. Therefore, she launched a competition for house designs that would not cost more than \$5,000.00 to build, excluding any landscaping and gardens. A typical entry would likely follow these guidelines: "A dwelling house, suitable for California, of not over five rooms, including living room, dining room, kitchen, two bedrooms and bath, (living room and dining room may be combined but will nevertheless be counted as two rooms)" on a lot of approximately fifty feet wide and 150 feet deep and with or without a one car garage.³⁵² Home plans included "Spanish California," as would be expected for a Santa

³⁵⁰ "History," Berkshire Botanical Garden, <https://www.berkshirebotanical.org/about-us/history>.

³⁵¹ Barker, "Small Town Progressivism," Ph.D. diss., 235. Simpson, *Selling the City*, 141.

³⁵² Library and Exhibit Committee, "Report of Competition on Designs for Small Houses by the Community Arts Association, Santa Barbara," October 1, 1923, Master Box 175, Box 24, CDCC, Special Research Collections, UCSB Library, UCSB.

Barbara-based design contest, in addition to “English Stucco,” “English Rural Stucco,” and “Wood Exterior” types.³⁵³ Submissions were also required to include a cost estimate, preferably detailed, probably to ensure that they stayed within the \$5000.00 price range.

The over one-hundred entries were critiqued by a panel of three professional and two non-professional judges, with one of the latter being Mrs. George Washington Smith, wife of the famed architect. Winners were awarded cash prizes, ranging from \$20.00 for honorable mention to \$500.00 for first prize. A subsequent display of these architectural designs at Paseo de la Guerra in September 1923 attracted over eight hundred people. This excellent turnout supported Plans and Planting’s “belief that there is a very vital interest in small house designs in this community.”³⁵⁴ To put these design ideas into practice, one set of blueprints and accompanying specifications sold for \$25.00 and a set of three blueprints and two specifications sold for \$35.00. In order to share this positive outcome with the rest of the country, a book highlighting some of these home designs was created and sold successfully nationwide.

Plans and Planting also had a “Home Planning Service Bureau,” which offered architectural advice to residents who could not afford the services of a professional, as well a group of architects who consulted on developing city aesthetics. Postcards were sent that asked people to “Do Good Deeds for Yourself and Your Community” and encouraged them to “Clean Up Some Place...Plant Something...Repair or Improve Some Property...[and] Always Prevent

³⁵³ “The Community Arts Association of Santa Barbara, California Offers a Collection of ‘Small House Designs’ in a Limited Edition,” Pamphlet, date not specified, Master Box 154, Box 4, Folder 1, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁵⁴ Hamilton McFadden, “Community Arts Association, Santa Barbara, Calif.,” *The American Magazine of Art* 15, No. 6 (1924), 301.

Fires.”³⁵⁵ This committee also collaborated with a “garden expert,” Mr. Robert Morrison, who worked with small house homeowners, sometimes even starting on a budget of six dollars.³⁵⁶ He also coordinated programs for youth between seven and fifteen years old that resulted in the creation of over 300 children’s gardens, along with an annual Children’s Flower Show.

Plans and Plantings’ various programs supported making homeownership more widely accessible, in addition to “serving as a clearinghouse for the study and expression of ideas in the architectural development of the city.”³⁵⁷ Moreover, these different initiatives educated residents on homebuilding, home buying, renovation and care, which Chase believed would make the process more appealing and perhaps less complicated. Not just limited to adults, she encouraged participation from younger residents, too, and reached out to schools. She also involved her deep network of connections and was not shy about gathering support from various organizations from the Real Estate Board to the Women’s Club, as well as individuals and “members of the city elite.”³⁵⁸

Better Homes in America and Santa Barbara County

Around the middle of the 1920s, the local Small Homes Program became part of the national Better Homes of America (BHA) organization, which was formed in part to encourage

³⁵⁵ Plans and Planting Committee, “You Are Invited to Aid in a Campaign To Clean Up And Beautify Your Community,” Postcard, 1941, Master Box 153, Box 3, Folder 6, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁵⁶ McFadden, “Community Arts Association, Santa Barbara, Calif.,” 301.

³⁵⁷ McFadden, “Community Arts Association, Santa Barbara, Calif.,” 301.

³⁵⁸ Simpson, *Selling the City*, 141-142.

interest in homeownership, renovation and improvement due to a post-World War I housing shortage and increasing urban population. Furthermore, this group, established in 1922, stood “on the belief that our people...can obtain for themselves a finer type of home and family life.”³⁵⁹ This was a lofty ambition, but subsequent historical analysis revealed that achieving this kind of open-ended goal on massive national level was not inclusive, as minorities and immigrants were often excluded and marginalized. Also, women, who were called upon to be the ‘foot soldiers’ in this home-centric endeavor, were often expected to set aside other aspirations.³⁶⁰

Chase became the Santa Barbara City and County chairperson. With her capable leadership, the program grew in the area to eventually include sixteen communities or districts in Santa Barbara County, including Carpinteria, Goleta, Los Alamos, Lompoc, Orcutt, and, of course, Santa Barbara. Even if some of the smaller communities could not participate by entering actual ‘demonstration’ houses in the competition phase of the BHA, they contributed in other ways, for example, by initiating clean-up campaigns, making posters, and creating merchant displays. Garden and home tours, exhibits on subjects such as flower arranging, and information sessions on various aspects of homeownership (for example, architectural, construction, financial, and insurance advice) were offered. Even essay competitions were part of the area BHA program. The latter asked entrants to expound on topics like “The Most aTtractive [*sic*]

³⁵⁹ Better Homes in America, “Guidebook of Better Homes in America: How to Organize the 1926 Campaign,” Publication No. 10, 1926, 5. In “Foreword” by Herbert Hoover. In addition to being president of the BHA, Hoover was the United States Secretary of Commerce at that time. The BHA was discontinued in 1937.

³⁶⁰ For more information about the national Better Homes of America movement, see: Manisha Claire, “The Latent Racism of the Better Homes in America Program,” JSTOR Daily, February 26, 2020, <https://daily.jstor.org/the-latent-racism-of-the-better-homes-in-america-program/>. Janet Hutchison, “The Cure for Domestic Neglect: Better Homes in America, 1922-1935,” *Perspectives in Vernacular Architecture* 2 (1986), 168-178.

Small House I Know and Why I Like It.”³⁶¹ Broadening the focus away from just housing, National Forestry Week and National Garden week sometimes claimed part of the schedule. Even younger residents were part of the action, with a “Children’s Festival of May,” and a suggestion “that SCHOOL work be related to Better Home subjects.”³⁶²

Santa Barbara’s home entries into the BHA competitions performed well, as the city shared a first-place award with Atlanta, Georgia in 1925—an accolade bestowed just a week after the June 29 earthquake. Santa Barbara city and county continued to earn high-level awards for many years afterwards, until the competitions were halted in 1941 due to World War II. Santa Barbara’s stellar performances in these contests were even more impressive considering that it was a relatively small city competing against thousands of entries all over the country. For example, in 1928, Santa Barbara entered twenty-four houses in a “special city-county program” in a pool of over 5,000 communities from thirty-eight states in various categories. Despite the steep competition, it won first prize yet again.³⁶³

Chase was a dedicated leader of the area BHA. Among other contributions to the program, she “developed an educational program which covered the field of housing and home life very thoroughly, and reached every town in the county of sufficient population to contain a civic or professional organization,” according to Mrs. Clarence M. Haring, a chairperson of the

³⁶¹ “Bulletin 1, Santa Barbara 1928 Better Homes Campaign, Events of General Interest,” author not specified, 1928, Master Box 29, Box 3, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁶² “Bulletin 1, Santa Barbara 1928 Better Homes Campaign, Events of General Interest,” author not specified, Master Box 29, Box 3, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁶³ “Awards are Made for Better Homes: Committees are Commended for Work in ‘Better Homes in America’ Campaign,” *New York Times*, July 8, 1928, 156.

California State BHA committee.³⁶⁴ Chase led by example, too, as she engaged in the actual physical work and grabbed “her paint brush, bucket and home economics brigade, [and] transformed run down housing into sparkling demonstration homes and encouraged private homeowners to do the same.”³⁶⁵ Bernhard Hoffmann praised Chase in a letter to Thomas Storke: “I wanted to say that I feel that the Better Homes work last year and again this year was almost entirely due to her [Chase’s] untiring effort.”³⁶⁶ Chase’s local leadership and civic commitment here transferred to the national arena also, as she was invited to take part in the President’s Conference on Home Building and Home Ownership and the White House Conference on Child Health and Welfare in the early 1930s.³⁶⁷

Besides housing and related architectural endeavors, Santa Barbara advocated for other initiatives to enhance the city during this era. For example, according to a 1924 Chamber of Commerce Bulletin, this organization pushed for a State Street water main, wanted to attract more conventions by improving facilities for them, promoted educational and recreational development, and sought more commercial and industrial enterprises of “inoffensive character” that engaged in clean, smaller-scale production.³⁶⁸

³⁶⁴ Mrs. Clarence M. Haring, “California Better Homes Week, April 21 to 27, 1929, News Sheet No. 2,” p. 5, Master Box 29, Box 3, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁶⁵ Heskett, “The First Lady of Santa Barbara: Pearl Chase,” 10. According to Heskett in this article, Chase considered her work with the local BHA “one of her most important achievements.”

³⁶⁶ Bernhard Hoffmann, Letter to Mr. T.M. Storke, August 6, 1926, Master Box 139, Box 4, Folder 7 R, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁶⁷ Pearl Chase, “SPECIAL ACTIVITIES AND AWARDS,” October 1965, Master Box 771, Box, 1, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁶⁸ Board of Directors, “Official Bulletin Santa Barbara Chamber of Commerce, Annual Report Edition, Vol. 2, No. 1, September 1924, Master Box 139, Box 4, Folder 4, CDCC, Special Research Collections, UCSB Library, UCSB.

The Earthquake

In March 1925, city newspapers “asked editorially”:

If every building along each side of State Street, from the wharf to the upper end, were in Colonial Mission [style], would it be worth anything to Santa Barbara? It can’t all be done in a week, a month or a year, but someday all of State Street can present an unbroken appearance in architecture typical of Santa Barbara and suitable to its surroundings.³⁶⁹

Little did these newspaper editors—or anyone else—know that in just a few months an intense 6.3 (on the Richter scale) earthquake would shake the area on June 29, 1925, at approximately 6:42 am. Sadly, thirteen people died because of this event and approximately thirty people were injured. (Santa Barbara’s population was around 24,000 at that time.) However, massive loss of life was likely prevented as most residents were still at home—and not downtown—where up to 85 percent of the business district’s buildings were destroyed or damaged, amounting to about 400 buildings in all.³⁷⁰ Churches, the courthouse, schools, and some public buildings also suffered from the temblor. Of course, most of these edifices had been built years prior without seismic codes in place. Mission Santa Barbara also sustained major damage, as did the Sheffield Reservoir, with the latter breaking and spilling over forty million gallons of water out to sea. Fortunately, a resourceful and quick “gas company engineer became

³⁶⁹ Laurence L. Hill and Marion Parks, *Santa Barbara: Tierra Adorada* (Los Angeles: Security First National Bank, 1930), 104-105. State Street is the main street of Santa Barbara.

³⁷⁰ “1925 Earthquake,” Santa Barbara Historical Museum, <https://www.sbhistorical.org/quake-the-1925-earthquake-in-santa-barbara/>. Joshua Molina, “1925 Earthquake Rocked a Community That Would Be Reborn From Its Rubble,” June 28, 2015, *Noozhawk*, https://www.noozhawk.com/article/1925_santa_barbara_earthquake_anniversary_20150628.

a hero when he shut off the city's gas supply," and thus avoided any widespread fires like those that plagued San Francisco as a result of its 1906 quake.³⁷¹

After this natural disaster, a necessity to rebuild also brought the opportunity to alter and enhance the city's aesthetic. As previously discussed, the roots, inspiration and desire of a unified architecture were already established before this event, so this quake was not the origin of the campaign to establish a Santa Barbara 'look,' but the necessary restoration forced a decision, a plan, and an expedited timeline.

Rebuilding and Reimagining

Immediately following the earthquake, assistance poured in from all over the nation. President Calvin Coolidge telegrammed acting Secretary of War Dwight Davis and instructed: "You and Secretary of the Navy [Curtis D. Wilbur] give all possible aid to Santa Barbara."³⁷² The U.S.S. *Arkansas* soon arrived, as did other military ships and personnel. Los Angeles sent help, including police officers, firefighters, and firetrucks. Banks from around the country pledged financial help and the San Francisco Chamber of Commerce sent some structural engineers to lend their expertise. Southern California Edison, the electricity company, gave funds and equipment for post-earthquake relief, and later, when rebuilding got underway, they supported putting power lines and utilities underground. Therefore, the existing poles and lines

³⁷¹ 1925 Earthquake," Santa Barbara Historical Museum.

³⁷² Neal Graffy, "The Great Santa Barbara Earthquake: Day 2," Edhat Santa Barbara, July 1, 2020, <https://www.edhat.com/news/the-great-santa-barbara-earthquake-day-2>.

would not interfere with the aesthetic but would promote “an open look that made the new architecture stand out even more.”³⁷³

Local officials got to work right away, too, with the city council passing an Emergency Demolition Ordinance and the mayor creating a Board of Public Safety and Reconstruction within a few days after the quake. Other assistance organizations included the Community Drafting Room, where residents could get mostly free architectural services for both homes and commercial buildings. Unified architecture was a main goal, as the staff’s guidance aimed “to conform to a style considered fitting for the region,” even as they tried to accommodate the budgets of the owners.³⁷⁴ In addition, the Santa Barbara Relief Fund was established, and it collected contributions and gave them out, as necessary, and one of its main beneficiaries was the quake-damaged Mission Santa Barbara. The aforementioned Dr. Henry S. Pritchett, president of the Carnegie Foundation, led this group.³⁷⁵

The Plans and Planting Committee provided important support to the city post-earthquake. And, of course, Chase was there the whole time, fully invested in the rebuilding of her beloved Santa Barbara. Coincidentally, in May 1925—only a month prior to the earthquake—and with the hearty encouragement of Plans and Planting, the city council accepted

³⁷³ “Historic Walking Tour of Santa Barbara,” Santa Barbara Conservancy, <http://www.santabarbaraconservancy.com/walking-tour/>.

³⁷⁴ Chase, “Bernhard Hoffmann,” 9.

³⁷⁵ Michael Redmon, “Henry Smith Pritchett: Head of the Carnegie Foundation Benefited the City in Many Ways,” *Santa Barbara Independent*, August 6, 2014, <https://www.independent.com/2014/08/06/henry-smith-pritchett/>.

a new building code and zoning ordinance “to provide for the most modern construction known to engineering science.”³⁷⁶

This committee also advanced an Architectural Board of Review (ABR) the same year. Although this version of the ABR only lasted nine months, it boasted architects Smith and Winslow, Sr., along with Bernhard Hoffmann, as members. During its short tenure, this group’s efforts were prolific, as it reviewed thousands of mostly Spanish-style design proposals. Its standards were also rather demanding. For example, the local Building Inspector was not to grant a building permit “until a report was received from the... [ABR] as to the fitness of the exterior design of the proposed remodelled [*sic*] or new commercial building.”³⁷⁷ The ABR had some opposition, however—mostly those who disagreed with the imposition of “a single architecture on private property owners.”³⁷⁸ Chase and Hoffmann responded to these negative claims by insisting on the potential for a mutually beneficial relationship—that the ABR wanted to be helpful, and, in turn, the builders would be aiding their city.³⁷⁹ And if this tactic did not work, Chase and Hoffmann emphasized the economic aspects of adopting this architectural style, by

³⁷⁶ Southern California Writers’ Progress of the Works Progress Administration, *Santa Barbara: A Guide to the Channel City and Its Environs*, 46-47. Thomas Storke praised both the “workable zoning ordinance” and “a building code with real teeth in it.” See: Storke, *California Editor*, 302. Also, Cheney and the Olmstead brothers crafted a “Major Traffic Street Plan and Boulevard and Park System,” also known as the “Olmsted-Cheney Plan.” Kevin Starr said that the City Council “balked at accepting” it, but others say it was accepted in 1924. See: Starr, 280. For example, see: Shannon Carmack, “Cabrillo Boulevard Pedestrian and Bicycle Improvements and Replacement of the Union Pacific Railroad Bridge Project,” https://www.santabarbaraca.gov/SBdocuments/Advisory_Groups/Historic_Landmarks_Commission/Archive/2018_Archives/04_Historic_%20Structures_-_Sites_Reports/2018-03-08_March_07_2018_Item_3_1700_Black_E_Cabrillo_Blvd_HRER_with_MEA_Memo_Revised_2-2018.pdf

³⁷⁷ Chase, “Bernhard Hoffmann,” 8.

³⁷⁸ Simpson, *Selling the City*, 157.

³⁷⁹ Simpson, *Selling the City*, 158.

pointing out the benefits that an “enhanced appearance constitute an advertising value for the dealer and the town.”³⁸⁰

In 1926, the ABR “came under attack with a change in city government,” and was subsequently disbanded.³⁸¹ However, it would resurface in 1947. During the approximate twenty years in between these two versions of this group, Chase kept the momentum of the ABR going, as she “carried on what was virtually a personal education campaign until the second board was established by ordinance in 1947,” while also “holding back the flood of bad and indifferent architecture.”³⁸²

As Santa Barbara’s signature style of architecture had been emerging both in interest and in practice for a while by the time of the 1925 quake, it was no surprise that “Bankers, City Councilmen, directors of the Chamber of Commerce...the Santa Barbara Art Club, and the Architectural Society” agreed that the city “should reconstruct itself along the lines of Spanish-California architecture.”³⁸³ Not only was this mode aesthetically pleasant, but had it largely endured the temblor relatively unscathed. Chase seconded the decision to focus on this type of design: “Public opinion seems strongly behind the effort to build in conformity to Spanish

³⁸⁰ Simpson, *Selling the City*, 158.

³⁸¹ Simpson, 160.

³⁸² Text of a speech given in honor of Pearl Chase, Author and date not specified, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB. In 1967, the ABR was established as a Charter Board “Santa Barbara was one of the first communities to have architectural boards. Later, San Clemente jumped on board,” according to Rose Thomas, noted in this article as SBTHP Curator. See: Michael Aushenker, “Remembering An Architectural Visionary,” *Santa Barbara Independent*, April 13, 2016, <https://www.independent.com/2016/04/13/remembering-architectural-visionary/>.

³⁸³ Pearl Chase, “Bernhard Hoffmann,” 8.

California type of Architecture so appropriate to this climate and setting.”³⁸⁴ She also pointed out that Santa Barbara’s efforts had earned national attention, which bolstered local motivation to keep rebuilding. Others from around the country reached out, eager to learn about any financial benefits of Santa Barbara’s architectural revitalization that they could apply to their respective cities. For example, Sophie Meyer, perhaps on behalf of a New York City-based firm or employer, wrote to Chase: “We are anxious to find statistics showing the financial benefits which accrued to business in Santa Barbara as of result of reconstructing the city into a beautiful and harmonious civic whole.”³⁸⁵

The Santa Barbara County Courthouse –

“It is a big and dramatic environment with the power to transform the city landscape around it.”³⁸⁶

A very significant part of the post-earthquake restoration was the creation of the Santa Barbara Courthouse, which became known as a symbol of “new Santa Barbara,” as well as its number one tourist attraction—even though it’s a working courthouse.³⁸⁷ As the previous Greek

³⁸⁴ Pearl Chase, “Community Arts Association of Santa Barbara, Report of Activities, October 1st, 1924, to September 30th, 1925, In Two Parts and Summary,” October 1925, 8.

³⁸⁵ Letter from Sophie Meyer to Pearl Chase, November 5, 1931, Master Box 754, Box 11, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁸⁶ Herb Andree, Patricia Halloran, Wayne McCall and Noel Young, *Santa Barbara Architecture from Spanish Colonial to Modern*, Third Edition (Santa Barbara: Capra Press, 1995), 140.

³⁸⁷ DeSelm, “Our One-of-a-Kind Courthouse,” virtual presentation via the Santa Barbara Historical Museum.

Figure 6: Santa Barbara County Courthouse



Source: Archinia, via Wikimedia Commons, May 13, 2010,
https://commons.wikimedia.org/wiki/File:Santa_Barbara_Courthouse_Exterior.JPG.

Revival-style version had been severely damaged in the quake, the county took advantage of the opportunity build a grand Spanish castle that would serve as a stunning centerpiece for the area's new unified architecture. William Mooser III, from the eponymous firm in San Francisco, was hired as the chief architect shortly after the quake. He came to Santa Barbara highly qualified with educational experience from the *École des Beaux-Arts* in France. Mooser III also spent time living in Europe, including Spain, which surely informed his vision for this project. However, his first sketches for the courthouse were deemed too formal and elaborate. Yes, they were Spanish style, but probably more Baroque than the desired Andalusian theme. Therefore, local architect J. Wilmer Hershey, who had been working in the Community Drafting Room, was asked to deliver new sketches. He was very well qualified to contribute in this capacity, as he had experience working with noted architects E. Wallace Neff and George Washington Smith. Although most sources credited Mooser III with chief architect status, he personally acknowledged Wilmer's important contributions.³⁸⁸

Encompassing an entire city block, the white stucco courthouse features a clocktower which offers stunning panoramic views, along with an elegant sunken garden that entices visitors to take a break on its lush lawns. It has always been a popular venue for community events, concerts, and weddings. Full of exquisite details, including archways, wrought-iron grillwork, red tile roofs, balconies, and handcrafted ceramic and terracotta floor tiles, the courthouse construction commenced in 1926 and finished in 1929. Designated a City of Santa Barbara Landmark in 1982, it became a California Landmark in 2003 and a National Historic Landmark in 2005. Chase is honored with a metal statue in the foyer of the courthouse.

³⁸⁸ "History of the Courthouse," Santa Barbara Courthouse Docent Council, <https://sbcourthouse.org/history/>.

A Lasting Legacy

A Santa Barbara architectural style evolved over decades, sparked by various influences from local to international. As a result, the desire—and a partial framework—for a cohesive building approach was already apparent years before the monumental 1925 earthquake struck the city. However, the temblor did provide a catalyst that propelled Santa Barbara into enacting immediate change to rebuild in what would become the town’s iconic design. Chase, along with others such as Bernhard and Irene Hoffmann, led skillfully and worked tirelessly to support the implementation of a unified architecture, as well as promoting accessible housing, for Santa Barbara. As Kathryn Masson, an author and former Santa Barbaran who was quite involved in civic endeavors herself, astutely observed: “The enigmatic Santa Barbara style is the result of many things: its historic, masterful architecture; the legacies left by influential, visionary, and philanthropic citizens; and its enduring community spirit that celebrates life to the fullest.”³⁸⁹

³⁸⁹ Kathryn Masson, *Santa Barbara Style* (New York: Rizzoli, 2001), 10.

CHAPTER 4

Pearl Chase and the Preservation of Santa Barbara

...her will to serve, her breadth of vision and power of initiative have brought to bear on almost every phase of community life.³⁹⁰

-UCSB Chancellor Vernon I. Cheadle, speaking about Pearl Chase

Pearl Chase worked tirelessly for many years as an activist, teacher, volunteer, and leader to promote public health, education, unified architecture, and affordable housing in her beloved Santa Barbara, as covered in chapters two and three. Additionally, she continued her efforts to support the city by further dedicating herself to various historic preservation and environmental conservation endeavors, which will be discussed here. The pursuit of these two latter goals would protect Santa Barbara's varied resources, including natural, cultural, and architectural, which were (and are) vital to the very existence of the city and its economy. However, more importantly, Chase's quest for conservation and preservation was to serve her community, to make lives and living situations better, and to ensure that Santa Barbara and its unique gifts would endure for future generations to come.

³⁹⁰ Office of Public Information, University of California, Santa Barbara, "Dedication of Pearl Chase Garden," April 24, 1972, 1- 2, Master Box 771, Box 1, Community Development and Conservation Collection (CDCC), Special Research Collections, UCSB Library, UCSB. Cheadle was the Chancellor of UCSB from 1962 to 1977, "a major growth period" for the University, as it increased its student enrollment, academic programming, and number of campus buildings tremendously. Clark Kerr, a former University of California president, lauded Cheadle as "the transformative chancellor in the history of UC Santa Barbara." See: Myrna Oliver, "Obituaries: Vernon Cheadle: Former UC Santa Barbara Leader," *Los Angeles Times*, July 26, 1995.

Historic Preservation

It has always been her belief that community development is just as dependent upon the preservation...from the past as it is on careful planning for the future.³⁹¹

-Historian Michael Heskett, on Chase

At a 1972 event dedicating a namesake garden on UCSB's campus and honoring Chase's many years of community service, University Chancellor Vernon Cheadle pointed out that "her main interests were 'historic preservation, civic protection, conservation education and ecological planning, and to these ends she has given herself freely and unselfishly.'" ³⁹² Attended by around two hundred guests, including local and state officials, the Pearl Chase Garden ceremony also involved the presentation of a bronze plaque with the inscription: "Dedicated to Santa Barbara's distinguished citizen who has devoted her life to the cause of conservation, our historical heritage and the beauty of our city." ³⁹³

Before exploring Chase's role in historic preservation, an overview of this type of endeavor suggests what was innovative about her approach. Although interest in maintaining memorable buildings, monuments, and the like has always existed in one way or another, a more comprehensive focus on these projects has been a relatively recent construct, perhaps from last third of the twentieth century onward, as "Americans have become increasingly aware of the

³⁹¹ Heskett, "The First Lady of Santa Barbara," 14.

³⁹² Office of Public Information, University of California, Santa Barbara, "Dedication of Pearl Chase Garden," April 24, 1972, p. 2, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

³⁹³ Office of Public Information, University of California, Santa Barbara, "Dedication of Pearl Chase Garden," April 24, 1972, p. 2, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

significance of our historic structures and sites and have recognized how fast we have been losing many of them. They are irreplaceable.”³⁹⁴ A reason for this delayed attachment to preservation could be that the country was too busy accommodating the immense growth that followed World War II—by replacing vast acres of rural land with tract houses, filling cities with skyscrapers, and constructing a giant network of interstate highways—to be concerned with older structures that could be considered inefficient or irrelevant to a mid-century society that valued all that was shiny and new. Furthermore, it was not only that the old was just ignored, in many situations, whole “neighborhoods—were being ruthlessly swept away in a misguided pursuit of ‘progress.’”³⁹⁵

The 1960s brought some changes to this modern-centric mindset when President Lyndon Johnson called for a study on the status of historic preservation in 1965. The resulting report, titled “With Heritage So Rich,” brought much-needed attention to the neglected state of heritage buildings and sites. For example, by the time of this report, about half of the 12,000 structures listed in the National Park Services’ Historic American Buildings Survey “had either been destroyed or damaged beyond repair.”³⁹⁶ Given the urgency of the situation, Congress passed the National Historic Preservation Act (NHPA) in 1966. Along with establishing federal institutions like the National Register of Historic Places, the NHPA required states to become more

³⁹⁴ Norman Tyler, Ted J. Ligibel, and Ilene R. Tyler, *Historic Preservation: An Introduction to Its History, Principles, and Practice* (New York and London: W.W. Norton and Company, 2009), 11.

³⁹⁵ Special Committee on Historic Preservation, United States Conference of Mayors, *With Heritage So Rich: National Trust for Historic Preservation* (Washington, D.C.: Preservation Books: National Trust for Historic Preservation, 1999), 7. Originally published in 1966 and reprinted in 1983.

³⁹⁶ National Park Service, “National Historic Preservation Act: How the NHPA Came About,” <https://www.nps.gov/subjects/historicpreservation/national-historic-preservation-act.htm>. The Historic American Buildings Survey, established in 1933, “is the nation's first federal preservation program...to document America's architectural heritage.” See: <https://www.nps.gov/hdp/habs/>.

proactive regarding caring for their heritage elements, including creating their own agencies for historic preservation. The NHPA has been called “perhaps the nation's most important advocate for the past.”³⁹⁷

Even though the NHPA serves as a broad catalyst for historic preservation on the national and state levels, heritage conservancy consistently flows from local arenas, as well, with one source calling it “an intensely ‘grass-roots movement.’”³⁹⁸ This type of localized activity is applicable to Santa Barbara—with a lot of credit going to Chase as a major force.

Santa Barbara Trust for Historic Preservation

Chase’s engagement with historic preservation was comprehensive. One group in which she played a huge part was the Santa Barbara Trust for Historic Preservation (SBTHP), a non-profit organization that she helped to establish in 1963. She also served as its first vice-president. Throughout the years, the SBTHP has been vital to the rebuilding and conservation of many significant sites, including El Presidio de Santa Barbara, noted on its website as the city’s “18th century birthplace,” and Casa de la Guerra, the circa-1820 home of Jose de la Guerra y Noriega.³⁹⁹ De la Guerra, considered a local patriarch, served as the fifth comandante of the Presidio, as well as a businessman and large landowner.

³⁹⁷ National Park Service, “National Historic Preservation Act: How the NHPA Came About.”

³⁹⁸ Tyler, et al, *Historic Preservation*, 12.

³⁹⁹ Santa Barbara Trust for Historic Preservation, “Our History,” <https://www.sbthp.org/ourhistory>. Another Santa Barbara Presidio comandante discussed in this project is Jose Francisco de Ortega, a relative of Thomas More Storke.

In 1966, the Presidio became a state historic park, as the “SBTHP pioneered a unique strategy for private-public partnership” with California.⁴⁰⁰ While this landmark never faced any major military attack when it was an active base, it suffered from natural deterioration, earthquake damage, and general development, as the city grew around—and even over—it as time passed. For example, buildings were constructed on the original site, and the grid that resulted from the 1851 survey plotted streets over the Presidio grounds. One of only four presidios in Alta California, the Santa Barbara compound served as a governmental and military hub for a huge area that extended far beyond the civic center and reached to the north (close to today’s San Luis Obispo County), the south (including the Pueblo of Los Angeles), and eastward (to the San Joaquin Valley)—a region that encompassed thousands of square miles.⁴⁰¹

To unearth and process what treasures laid (and lay) beneath the Presidio’s grounds, the SBTHP created the Presidio Archaeology Laboratory, which allowed professional, volunteer, and student archaeologists to participate in the excavation over the years. In addition, the SBTHP provides informational resources in its Presidio Research Center, which includes thousands of items from books to maps to other archival materials that support these historic preservation projects and related study. Moreover, the SBTHP offers other public programs, lectures, exhibits, and sites to enhance the historical learning of the area for locals and visitors alike.

Although the organization now has professional staff, it still relies on volunteer power for many of its duties. While some of these tasks are standard (leading tours, administrative chores),

⁴⁰⁰ Santa Barbara Trust for Historic Preservation, “Our History.”

⁴⁰¹ The Santa Barbara Presidio, founded in 1782, was the last presidio to be established in Alta California. The others were at Monterey, San Diego, and San Francisco. See: Santa Barbara Trust for Historic Preservation, “El Presidio de Santa Barbara State Historic Park: History,” <https://www.sbthp.org/history>; National Park Service, “Santa Barbara Presidio Historic District,” <https://www.nps.gov/nr/travel/ca/ca19.htm>.

others might be considered unique for a philanthropic task, like crafting adobe bricks for restoration or picking olives from the approximately 2,400 olive trees near the Santa Inés Mission Mills area in the mountains above Santa Barbara, not far from the town of Solvang, California. The olives were planted “in order to reintroduce early Mission-era agriculture to the site.”⁴⁰² Offering a variety of volunteer jobs went along with Chase’s philosophy of matching the person’s interest to the task, which would undoubtedly encourage a steady flow of dedicated recruits. Therefore, she liked “to know the hobbies of her fellow townsmen,” and pair them accordingly.⁴⁰³

Chase would be very proud of the progress of this institute that she co-founded. The SBTHP continues to honor her legacy by presenting the Pearl Chase Historic Preservation and Conservation Award annually “to a deserving community member or organization dedicated to the values that Dr. Chase stood for in the fields of historic preservation and conservation.”⁴⁰⁴

⁴⁰² Santa Barbara Trust for Historic Preservation (SBTHP), “Santa Inés Mission Mills,” <https://www.sbthp.org/mission-mills>.

After the olives are picked and processed, the resulting oil is bottled and sold. See: SBTHP, “Santa Inés Mission Mills: Olive Oil,” <https://www.sbthp.org/mission-mills-olives>. Per the National Park Service in 1999, the Santa Inés Mission Mills became part of a National Historic Landmark District, which also includes the Old Mission Santa Inés and nearby property (specifically, a parcel of land named “Lot 72”). The SBTHP “sold the Santa Inés Mission Mills complex to California State Parks” in 2008. See: SBTHP, “Santa Inés Mission Mills,” <https://www.sbthp.org/mission-mills>. This complex is jointly owned by California State Parks (the Mills), the Archdiocese of Los Angeles (the Mission) and the City of Solvang, California (Lot 72). “Santa Inés Mission Mills: A Brief History,” <https://www.sbthp.org/mission-mills-history>.

⁴⁰³ Frank J. Taylor, “Blue Ribbon Citizen: I: The Townswoman,” *Survey Graphic* 29 (March 1940), 180, Master Box 771, Box 1, CDCC, Special Collections, UCSB Library, UCSB. In this article, Taylor offered further examples that support Chase’s idea of matching volunteers to their interests: “A yachtsman gave the city a breakwater to create a yacht harbor,” while gardening enthusiasts were encouraged to support the Santa Barbara Botanical Garden.

⁴⁰⁴ Santa Barbara Trust for Historic Preservation, “Community Awards & Recognition,” <https://www.sbthp.org/award-winners>.

La Purísima Mission

Chase was also very involved with the restoration and administration of La Purísima Mission, as she supported this site for forty years as a member of its advisory committee.⁴⁰⁵ Founded in 1787 and located in the present-day city of Lompoc, California, in northwest Santa Barbara County, this Mission struggled from the effects from earthquakes, floods, and multiple owners. It was in such poor shape that historian Kurt Baer lamented by 1935 that “after years of total neglect, vandalism and despoliation, the mission buildings were not much more than heaps of rubbish.”⁴⁰⁶ Later, Baer would commend La Purísima’s revitalization, which also included efforts by the Civilian Conservation Corps and the National Park Service. Work continued on this project for decades to restore the structures and the gardens, resulting in its current status as a 2,000-acre California State Park, as well as a National Historic Landmark.⁴⁰⁷

Citizens Planning Association of Santa Barbara County

Another organization that benefited from Chase’s efforts and expertise was the Citizens Planning Association of Santa Barbara County (CPA), which has had “deep roots in the Santa

⁴⁰⁵ Michael Redman, “Pearl Chase’s Legacy: Annual Historic Homes Tour,” *Santa Barbara Independent*, May 18, 2006, <https://www.independent.com/2006/05/18/pearl-chases-legacy/>.

⁴⁰⁶ Quote by Kurt Baer in *Architecture of the California Missions* (Berkeley: University of California Press, 1958), quoted in National Park Service, “Discover Our Shared Heritage Travel Itinerary: American Latino Heritage: La Purísima Mission: Lompoc California,” https://www.nps.gov/nr/travel/american_latino_heritage/la_purisima_mission.html.

⁴⁰⁷ Judith Dale, “La Purisima Mission Has Rich and Turbulent History,” *Santa Ynez Valley News*, July 14, 2021, https://syvnews.com/lifestyles/columns/judith-dale-la-purisima-mission-has-rich-and-turbulent-history/article_573a8f42-1210-512c-bedd-bdf6e1f5c8a1.html. Dale comments that La Purísima Mission’s circa-1820’s remodel “is the most completely restored mission in California with 10 of its original buildings fully restored and furnished.” Other sources have made a similar observation.

Barbara community that can be traced back to Pearl Chase’s Plans and Planting Committee.”⁴⁰⁸

Although the CPA was established in 1960, while Plans and Planting was created in 1922, they both shared an initial, extremely influential member—Chase. As discussed in another chapter, she started out as the Secretary of Plans and Planting, before becoming the Chairman, a position she held for over sixty years. Regarding the CPA, Chase was a member of its first board, which included many other influential local citizens, such as publisher, local leader, and central character of Chapter One, Thomas More Storke.

One of the CPA’s first projects encouraged the adoption of a General Plan to support organized and responsible growth for Santa Barbara. Since this idea initially received pushback from area officials, the CPA strived to support a proposal that would be amicable to all—not only to those in charge, but also to the community, as well. Apparently, the CPA successfully mediated a collaborative result, as noted in the General Plan’s Introduction: “Without any question, the most telling influence on the relationship between the community and the General Plan program has been and is the activities of the Citizens Planning Association of Santa Barbara County. Without the assistance of the C.P.A. much of the effectiveness and scope of the General Pan [*sic*] presentations throughout the community would have been lost.”⁴⁰⁹ This version of a General Plan was adopted in July 1964.

As the decade turned into the 1970s, Chase remained involved with the CPA as she was listed as a director on 1971 letterhead.⁴¹⁰ That same year, the organization outlined its continued

⁴⁰⁸ Citizens Planning Association of Santa Barbara County, “CPA History,” <https://www.citizensplanning.org/history/>.

⁴⁰⁹ Citizens Planning Association of Santa Barbara County, “CPA History.”

⁴¹⁰ David Gebhard, “Letter on behalf of Citizens Planning Association,” 1971, Master Box 104, Box 3, CDCC, Special Research Collections, UCSB Library, UCSB. At that time, Gebhard (1927–1996) was president of the CPA. Also cited in a previous chapter of this project, he was considered “an expert on California architectural history,” as

efforts with the General Plans (City and County), along with other important focuses, the Crosstown Freeway and “whether High Rise buildings were indeed inevitable” for Santa Barbara.⁴¹¹ The freeway issue would address the long-standing dilemma of a major transportation artery, Highway 101, that flowed the length of California, but was abruptly halted by traffic signals as the roadway literally stopped-and-started *through* the town. Eventually these stoplights would come down as this thoroughfare would be rebuilt to allow an uninterrupted flow of traffic, after decades of having the curious distinction of being “the only thing between motorists and 435 miles of free-and-open ride up and down the venerable highway between Los Angeles and San Francisco.”⁴¹²

Regarding high-rise buildings in the city, increasing the height limit on structures has long been a controversial issue, including in the past couple of years as it has been raised as one possible solution to a chronic housing shortage.⁴¹³ However, even if height requirements would be lifted, it would likely be a minimal shift. The tallest edifice in Santa Barbara is the Granada Building, completed in 1924, at 116 feet high. Even though Edward Johnson, its primary financier, claimed that it had Spanish design elements, this project had plenty of detractors who

well as being a UCSB professor, prolific author, and much more. See: Myrna Oliver, “David Gebhard; Architectural Historian,” *Los Angeles Times*, March 6, 1996, <https://www.latimes.com/archives/la-xpm-1996-03-06-mn-43774-story.html>.

⁴¹¹ David Gebhard, “Letter on behalf of Citizens Planning Association,” 1971, Master Box 104, Box 3, CDCC, Special Research Collections, UCSB Library, UCSB.

⁴¹² Paul Feldman, “Lights Out on an Era: Roads: After 40 years, the final traffic signal on U.S. 101 in Santa Barbara is coming down. There will be an uninterrupted freeway along the coast between Los Angeles and San Francisco,” *Los Angeles Times*, November 19, 1991, <https://www.latimes.com/archives/la-xpm-1991-11-19-mn-82-story.html>. In this article, Mike Mortensen, a California Department of Transportation engineer, acknowledged this section of roadway’s uniqueness: “In a way, it’s the closing of the frontier.”

⁴¹³ See: Joshua Molina, “Is the Sky the Limit for Santa Barbara Development?” *Noozhawk*, February 15, 2020, https://www.noozhawk.com/article/building_height_limits_city_santa_barbara_development_20200215.

felt that such a (relatively) tall building was out of place in downtown Santa Barbara. Perhaps local historian Hattie Beresford put it best: “Let’s face it, colonial days in New Spain never saw the likes of a rectangular skyscraper.”⁴¹⁴ The Granada narrowly escaped a likely restrictive or even destructive fate, as it not only barely missed a compliance requirement with the 1924 Building Zone Ordinance that placed an eighty feet/six story maximum for commercial structures, but also emerged unscathed from the 1925 earthquake.⁴¹⁵

Gardens Instead of High Rises

Chase’s crusade for civic aesthetics—including rallying against overly tall buildings in Santa Barbara—lasted even into her eighties, as exemplified by the El Mirasol case. Formerly an estate and then a fancy hotel known as El Mirasol, it occupied a whole block in downtown Santa Barbara—prime real estate. However, by the 1960s, the property had seen better days, hastened by fire damage. In 1967, a nine-story proposed hotel replacement was declined. Subsequently, developers submitted another plan for a condominium project of a similar height. The city council initially allowed an approval via permitting a variance to building height limits, but this caused a community uproar that was, not surprisingly, “led by the legendary Pearl Chase,”

⁴¹⁴ Hattie Beresford, “Features: Founding the Granada Theatre,” *Montecito Journal*, March 4, 2021, <https://www.montecitojournal.net/2021/03/04/founding-the-granada-theatre/>. For a list of the “Tallest buildings in Santa Barbara,” see: <https://www.emporis.com/statistics/tallest-buildings/city/101808/santa-barbara-ca-usa>.

⁴¹⁵ Mary Louise Days, “History of Santa Barbara’s Building Heights,” *Santa Barbara Independent*, October 7, 2009, <https://www.independent.com/2009/10/07/history-santa-barbaras-building-heights/>. Also, as mentioned in Days’ article, there was a 1930 Ordinance that made some changes to the height maximums: sixty feet tall/four stories for commercial/manufacturing/industrial; forty-five feet tall/three stories in “multiple family zones”; thirty feet tall/two stories for single -or double- family construction. She also pointed out that there have been exceptions (“variances”) allowed throughout the years for certain buildings.

among other concerned citizens.⁴¹⁶ Some determined locals even took the fight to the courts—and won—as “the judge ruled that the city had violated its own ordinance.”⁴¹⁷

Chase’s renowned vision for her city undoubtedly lent a significant push to this effort. One writer, Tom O’Brien, described her relentless drive in general:

Nothing happens in Santa Barbara without Pearl Chase knowing about it. If some new project is not in keeping with the ideals she has set for her city, she will fight tooth and nail to have it conform— or stop. Her motto: Don’t develop something ugly when it is no more effort to develop something beautiful.⁴¹⁸

Plans for a high rise on the El Mirasol land never materialized. Former Santa Barbara Mayor Sheila Lodge pointed out the lasting significance of this case: “If the suit hadn’t been filed and won, it is likely many more such projects as El Mirasol would have been built, and Santa Barbara would have been quite a different place.”⁴¹⁹

Instead, the site eventually transformed into Alice Keck Park Memorial Garden, nestled into downtown and encircled by Arrellaga, Garden, Micheltorena, and Santa Barbara streets. The garden’s eponymous and generous benefactor, Mrs. Park (1918-1977), a philanthropist and oil

⁴¹⁶ Virginia Hayes, “The Story of Alice Keck Park Memorial Garden,” *Santa Barbara Independent*, June 8, 2006, <https://www.independent.com/2006/06/08/story-alice-keck-park-memorial-garden/>. For more information, see: “Alice Keck Park Memorial Gardens” at The Cultural Landscape Foundation, <https://www.tclf.org/landscapes/alice-keck-park-memorial-gardens>.

⁴¹⁷ Sheila Lodge, *Santa Barbara: An Uncommonplace American Town* (Santa Barbara, California: Olympus Press, 2020), 71. Michael Redmon, “Nine- Story Towers Were Proposed for Alice Keck Park Gardens,” *Santa Barbara Independent*, October 13, 2015, <https://www.independent.com/2015/10/13/nine-story-towers-were-proposed-alice-keck-park-gardens/>. In 1972, voters “approved an amendment” that would safeguard existing building height guidelines, so that “they couldn’t easily be changed.” (Lodge, 72). One of the groups that supported such legislation was the Citizens Planning Association (CPA) (Lodge, 72). As mentioned earlier in this chapter, Chase was very involved in the CPA, including being a member of its first board.

⁴¹⁸ Tom O’Brien, “Nov. 18th at Miramar: Testimonial Dinner Honors Pearl Chase,” article, publication and date unknown (but between 1959 and 1979, based on content), p. 12, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB. Italics are the author’s.

⁴¹⁹ Lodge, *Santa Barbara: An Uncommonplace American Town*, 72.

heiress, bought the parcel for the city, only requesting that her identity not be revealed until after she passed. (Her father, William M. Keck, founded Superior Oil in 1921.) Mrs. Park's gift not only covered the cost of transforming the land into a park, but also provided for its maintenance and upkeep. Landscape architects Elizabeth Kellam de Forest (1898-1984) and Grant Castleberg designed the garden, which eventually included dozens of types of trees and plants, interactive exhibits, paths, a pond, and more, on a parcel of over four and a half acres.⁴²⁰

The De Forests

As previously mentioned, De Forest also successfully collaborated with Chase on a campaign in the 1950s to restrict billboard placement in the area. Quite accomplished by her own merits (she earned a master's from Stanford in the early 1920s), De Forest was also the matriarch of a very interesting family. For example, her husband, Lockwood de Forest III (1896-1949), another renowned landscape architect, designed many projects, including the Santa Barbara Botanic Gardens. Additionally, the couple were very involved with the Community Arts Association and the rebuilding of post-1925 earthquake Santa Barbara, along with Chase. Around that time, they began publishing *Santa Barbara Gardener* magazine, doing so for seventeen years, until 1942. The de Forests were ahead of their time perhaps, long discouraging the installment of water-grubbing expanses of green lawns, and instead promoting the use of native plants that could withstand drought conditions. To this point, Lockwood's article, "Do Lawns Belong in Southern California?" seems like a timely theme that could seem relevant in a

⁴²⁰ City of Santa Barbara, "Alice Keck Park Memorial Garden," <https://www.santabarbaraca.gov/gov/depts/parksrec/parks/features/horticulture/alicekeck.asp>. The Cultural Landscape Foundation, "Alice Keck Park Memorial Gardens," <https://www.tclf.org/landscapes/alice-keck-park-memorial-gardens>.

contemporary publication, not just in the 1924 *Garden and Home Builder* magazine in which it appeared.⁴²¹

Later, their son Kellam (1926-2021) founded a company, De Forest Research, that supported the movie and television industries by providing meticulous research and information services to make their films and shows as realistic and factually correct as possible. After running this business for forty years, Kellam retired and returned with his wife to Santa Barbara to lend his talents to hometown, where his “dogged and unrelenting method...later [became] hallmark of his historic preservation work” in the city.⁴²² Involved in several local organizations, he was also a founder of the Pearl Chase Society. Moreover, Kellam was the recipient of various awards for his preservation efforts, including the aforementioned Pearl Chase Historic Preservation and Conservation Award from the SBTHP in 2010. Both father and son were World War II veterans, while the former also enlisted to serve in World War I.

The Importance of History—and Historians

Chase was not only a huge advocate for the historic preservation of her town, but also its actual history. Dr. Richard Oglesby, a professor emeritus in UCSB’s History department and a former president of the SBTHP (and a Life Honorary Director of the latter), related a humorous anecdote that showed Chase’s interest in promoting local heritage, while also highlighting her

⁴²¹ Susan Chamberlin, “Lockwood de Forest ASLA and the Santa Barbara Landscape,” *Eden: Journal of the California Garden & Landscape History Society* 17, no. 3 (Summer 2014), 4. The article Ms. Chamberlin cited was in *Garden and Home Builder* 40 (December 1924), 232.

⁴²² Rick Closson, “Kellam de Forest: 1926- 2021,” *Santa Barbara Independent*, February 10, 2021, <https://www.independent.com/2021/02/10/kellam-de-forest-1926-2021/>. According to various sources, Lockwood III often used the suffix “Jr.,” especially professionally. Another member of their lineage, Lockwood III’s father was well-known artist and furniture designer, also named Lockwood de Forest (1850- 1932). Kellam’s brother is Lockwood de Forest IV (1936-).

determined ability to recruit volunteers to lend his or her respective talents. Oglesby had just started working at UCSB in fall 1965 when he received a call in his office:

there was this voice...that said “You are the professor of California history and you need to know something about the history of Santa Barbara and its early history...I am holding a celebration on the 21st of April...You are going to be there and you will be saying some things about early Santa Barbara history.” I didn’t even know who...she was...she never introduced herself. I went down the hall [to ask Bob Kelley, a colleague and] a native Santa Barbaran...[who said]: “Oh, you just talked to Pearl Chase.” [Kelley evidently] got some of those phone calls [too]...probably at midnight, as she was wont to do that kind of thing.⁴²³

That interaction, Oglesby noted “introduced me to Santa Barbara history” — and likely, to the inimitable Chase.⁴²⁴

Santa Barbara Beautiful

Chase was also a founding member of Santa Barbara Beautiful (SBB), established in 1965 with the purpose “to stimulate community interest and action toward the enhancement of [the city’s] beauty as a compliment to current and future government and private activity.”⁴²⁵ She continued to be involved with this organization for many years. David Gress, an arborist and former president of SBB, commented on the intensity of Chase’s involvement, even as she was nearing ninety:

⁴²³ “Richard Oglesby Oral History,” Santa Barbara Trust for Historical Preservation, Presidio Research Center, Collections, Oral Histories, 2012, <https://www.sbthp.org/research-collections>.

⁴²⁴ “Richard Oglesby Oral History,” Santa Barbara Trust for Historical Preservation, Presidio Research Center.

⁴²⁵ Santa Barbara Beautiful, “Mission,” <https://sbbeautiful.org/home-new/>.

Pearl Chase was still attending our board meetings at least until 1976. She would regularly attend the meetings at that time and would make forceful suggestions when she felt it was necessary. Her nurse would bring her in a wheelchair. She was still very alert and would make astute comments and give historical insights.⁴²⁶

SBB could be included under either the umbrella of historic preservation or conservation or perhaps both, as its activities are varied. For example, it offers grants for community enhancement endeavors ranging from cultural and educational projects to public art and more. SBB also recognizes people for their contributions, such as Kellam de Forest who received the group's Jacaranda Award for Outstanding Community Service in 2016. Other accolades honor group efforts and project achievements in several categories, such as architecture, environmentalism, public art, and 'green' housing.⁴²⁷ 'Street' trees and tree planting programs are another important part of SBB, an initiative that was very important to Chase, and this institution has played a part in planting thousands of them.

As with many of her ventures throughout her long career, Chase made a strong impression on many of her colleagues at SBB, including those in leadership roles who looked to her as an advisor. Several former presidents of this organization shared lessons that they learned from Chase, along with somewhat humorous anecdotes that underscored her unwavering work ethic and dedication to her city. To this point, James "Bud" Bottoms (1928-2018), an artist, environmentalist, and president of SBB in 1967, described some of his experiences with Chase:

I became known as "Mr. Environment." I came down hard on things and since I had known Pearl Chase a long time, she became quite a mentor to me. She was encouraging and would

⁴²⁶ David Gress, Interview, "In Their Own Voice: An Oral History – Volume I, 1965- 2008," <https://sbbeautiful.org/wp-content/uploads/2020/10/sbb-oral-history-sbb-final-1.pdf>, 33. Gress was the president of SBB from 1994 to 1996, as well as serving for six years as president of 'Goleta Beautiful' in the 1980s. Also, he noted that he "was the first full-time City Arborist in Santa Barbara."

⁴²⁷ Santa Barbara Beautiful, "Awards and Grants Showcase," <https://sbbeautiful.org/showcase/>.

back me up on these at times controversial matters. She was quite a lady. She would not hesitate to call me, or others at work, and she would start going over a list of things that needed to be improved in Santa Barbara. She might talk an hour! I used to lay the phone down, and I could still hear her talking, because you could not get a word in edgewise, nor did she want to hear anything from you! She just wanted to report. So I would set the phone down and every once in awhile concur with her, to let her know I was still there.⁴²⁸

Other Achievements in Historic Preservation

Chase lent her knowledge on historic preservation and architecture to organizations outside of California, too. For instance, she consulted on the Colonial Williamsburg restoration and with the National Park Service on projects such as the remodeling of George Washington's birthplace in Virginia.⁴²⁹ Chase also offered her expertise to the American Institute of Architects.

She earned several honors for her historic preservation work, individually and in collaboration with colleagues. In May 1973, she was presented with one of only four citations given that year from the National Trust for Historic Preservation for her "more than fifty years of resolute service to historic preservation, civil protection, & ecological planning in Santa Barbara and throughout California."⁴³⁰ The award was given by then-First Lady Pat Nixon at a

⁴²⁸ James "Bud" Bottoms, Interview, "In Their Own Voice: An Oral History – Volume I, 1965- 2008," Santa Barbara Beautiful, <https://sbbeautiful.org/wp-content/uploads/2020/10/sbb-oral-history-sbb-final-1.pdf>, 4.

⁴²⁹ "The California Conservation Council: Tribute to Miss Pearl Chase, Executive Vice-President," November 1, 1963, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB. Chase's longtime friend, Horace Albright, presented this tribute at the California Conservation Council's annual banquet. Albright was a former director of the National Park Service. His relationship with Chase was covered in more detail in a previous chapter.

⁴³⁰ Gordon Gray and President James Biddle, "The National Trust for Historic Preservation presents a Citation for Significant Achievement in Historic Preservation in the United States to Miss Pearl Chase of Santa Barbara, California," May 1973, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB; "Dr. Pearl Chase cited by Preservation Trust," newspaper article, May 11, 1973, Master Box 773, Box 2, CDCC, Special Research Collections, UCSB Library, UCSB.

Washington, D.C. luncheon. Working with Paul Sweetser and architect Lulah Maria Riggs, the three received a commendation in 1976 from the Santa Barbara City Council for their contributions to the Historical Landmark Advisory Committee.⁴³¹

Environmental Conservation

Chase was quite dedicated to environmental conservation throughout her life. Her work with the Save the Redwoods League reached the point to where she was selected to serve on that organization's Council. It seems likely that Chase might have been encouraged to participate with Save the Redwoods by her Berkeley classmate and longtime friend, Newton B. Drury, who worked with that institution and from 1919 until his passing in 1978 and held various senior positions, including Executive Secretary (which was more akin to an Executive Director), President, and Chairman of the Board. (More about Drury and his friendship with Chase, as well as the Save the Redwoods League, is discussed in Chapter Two.)

She also served in other leadership positions in the environmental sector, such as the associate chairperson of the National Conference on State Parks. Also, under her expert supervision and along with a colleague, Mrs. John F. Manning of Montecito, Santa Barbara County celebrated its first annual Conservation Week in 1933, adopting the motto, "Practice Conservation Every Week."⁴³² It was such a success that a California state event was inaugurated the next year. The formation of these happenings, therefore, necessitated the creation of the

⁴³¹ "Resolution No. 8256, A Resolution of the Council of the city of Santa Barbara Commending Pearl Chase, Paul Sweetser and Lulah Maria Riggs for Their Work with the Historical Landmark Advisory Committee," August 3, 1976, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

⁴³² Heskett, "First Lady of Santa Barbara," 12. Van de Water, "The Garden Club of Santa Barbara," 11.

California Conservation Council (CCC), the state's "oldest...conservation organization" with a stated purpose of fostering "a concerned attitude toward our environment."⁴³³ Chase was president of the CCC from 1935 until 1951, and executive vice president for a time thereafter.

Always reaching toward the future, Chase showed an awareness in the topic of renewable energy years before such ideas became mainstream. This is apparent in a 1948 letter from her secretary to Mrs. Arthur Heineman of the California State Board of Education: "Miss Pearl Chase asked me to write and tell you that she had been interested for some time in the plans for the Inter-American Conference on Renewable Resources," and that she would "attend all Section Meetings but the first."⁴³⁴

An Iconic Tree and the Beachfront

Chase was renowned for her efforts to increase the tree population in Santa Barbara, as well as leading the charge to save the landmark Moreton Bay Fig Tree from potential demise. According to local historian Walker A. Tompkins, Standard Oil wanted to build a gas station on its location and Chase "forced the oil giant's woodsman to spare the tree for posterity."⁴³⁵ The tree's local story began in 1876 when an Australian sailor brought a seedling from the Moreton Bay area in his country to Santa Barbara. Situated alongside today's Highway 101 South, this tree became a historic landmark in 1970 and, as such, is now protected by law. A July 1997

⁴³³ Program, "California Conservation Hall of Fame Inductions- 1974," Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB; Michael Heskett, "First Lady of Santa Barbara: Pearl Chase," *Soundings: Collections of the University Library* 4, no. 2 (December 1972), 14.

⁴³⁴ Mrs. John G. Shipman, "Letter to Mrs. Arthur Heineman," September 2, 1948, Master Box 759, Box 16, CDCC, Special Research Collections, UCSB Library, UCSB.

⁴³⁵ Tompkins, *Santa Barbara History Makers*, 416.

measurement of the Moreton Bay Fig Tree registered its “average crown spread” as 176 feet with a “total height” of eighty feet.⁴³⁶

Recognizing the importance of the beachfront to Santa Barbara’s people—locals and tourists alike—Chase was a huge champion of preserving the seaside area for public use and she was against overreaching property development. Her brother, Harold, supported this endeavor too, and thus, the siblings were praised when the city renamed the oceanfront, circa-1931 Palm Park to Chase Palm Park.⁴³⁷ Chase and Harold were not the first people who worked to save the local waterfront. They were not even the first in their own family, as their father, Hezekiah, collaborated many years earlier with a group of businessmen to purchase ‘El Estero’ or the ‘Salt Pond,’ holding onto the property until the city was ready to turn it into a natural, open-space area. (However, as mentioned in chapter two, the physical transformation of the ‘Salt Pond’ into a lake was due to a generous donation from copper heiress Huguette Clark in 1928.⁴³⁸)

While the beachfront west of State Street was drier and, therefore, more easily lent itself to recreation and tourism, the east side of the waterfront was more marsh-like and susceptible to flooding, due to the proximity of Mission Creek and ‘El Estero’.⁴³⁹ So, in the late nineteenth and early twentieth centuries the eastern section became home to various enterprises, such as citrus

⁴³⁶ Santa Barbara California, “Attractions: Moreton Bay Fig Tree,” <https://www.santabarbara.com/attractions/moreton-bay-fig-tree/>.

⁴³⁷ John McKinney, “East Beach Harbors a City’s Past,” *Los Angeles Times*, October 27, 1996, <https://www.latimes.com/archives/la-xpm-1996-10-27-tr-58239-story.html>.

⁴³⁸ “The Bird Refuge,” Santa Barbara Historical Museum.

⁴³⁹ Alexandra C. Cole, “Greetings from the Santa Barbara Waterfront,” paper prepared for the Historic Architectural Survey Training Class, City of Santa Barbara Community Development Department Planning Division, Autumn 1999, <https://www.santabarbaraca.gov/civicax/filebank/blobdload.aspx?blobid=34381,4>.

packing, fishing, and lumber yards.⁴⁴⁰ Later, the “emphasis on tourism shifted to East Boulevard,” catalyzed by the unfortunate demise of a couple of local landmarks, including the West Beach-located Ambassador Hotel (formerly the Potter Hotel), which was lost to fire in 1921.⁴⁴¹ The reconfiguration of ‘El Estero’ into the picturesque Andrée Clark Bird Refuge also helped to reinvent the city’s eastern seaside into more of a recreational destination.

Chase’s friend and colleague, Bernard Hoffmann, was a member of the East Boulevard Improvement Association, an organization established in 1924 and led by Frederick Forrest Peabody (of Arrow Shirts wealth and a prominent local philanthropist) to prevent out-of-town interests from purchasing beachfront property and turning it into “a Coney Island type of boardwalk,” which was “unthinkable in Santa Barbara.”⁴⁴²

As the twentieth century progressed, it seemed like both men and women—especially those who could afford to give the time or funds—wanted Santa Barbara’s seaside areas to remain unencumbered by oversized commercial interests. This is in perhaps contrast to a similar situation in Chicago in 1916. For example, historian Maureen A. Flanagan pointed out that “the aldermen and businessmen of the Special Parks Commission recommended that the city issue a \$1.2 million bond to build a beach,” along with a host of complementary amenities (“a restaurant pavilion, a boardwalk, automobile parking spaces, a playground, and a bath house containing 15,000 lockers”), on part of Chicago’s lakeshore at Seventy-Fifth Street, as they saw “grand

⁴⁴⁰ Cole, “Greetings from the Santa Barbara Waterfront,” 14.

⁴⁴¹ Cole, “Greetings from the Santa Barbara Waterfront,” 17. In 1919, the city “renamed the East and West Boulevard Cabrillo Boulevard.” Cole, 18.

⁴⁴² Tompkins, *The Yankee Barbareños*, 471.

projects and profitability the benchmarks for development.”⁴⁴³ On the other hand, however, Flanagan noted that many of this midwestern city’s women “vehemently opposed such plans,” including famous activist and social reformer, Jane Addams, who wanted “the lakefront [to be planned] for the benefit of the city’s poor.”⁴⁴⁴ The Women’s City Club strongly opposed this lakeside beach plan, renouncing it “as a costly ‘Coney Island scheme’” —and this phrasing, as noted in the previous paragraph, seemed to reflect the sentiments of the Santa Barbarans and how they wanted *their* seaside to evolve.⁴⁴⁵ However, while Addams desired the poor to be some of the main beneficiaries of that waterfront development, similarly engaged Santa Barbarans saw beachfront improvement as a perk for residents and tourists. While both groups would enjoy the ocean area, the spending of the visitors would augment the city’s funds to help provide services for the locals.

Chase and Harold are formally acknowledged for these preservation efforts with a plaque at the park that compliments: “Honoring a sister and brother whose many contributions to Santa Barbara’s beauty and welfare included establishing this park.”⁴⁴⁶ At ten-acres, and two miles

⁴⁴³ Flanagan, “The City Profitable, The City Liveable,” 170. Flanagan observed that the Women’s City Club wanted Chicago’s public transportation to extend to these beaches, so that the lakeshore was widely accessible. However, this idea “contrasted sharply with men’s plans to design beach accommodations for large numbers of automobiles.” Still, it seemed like these opposing viewpoints were sometimes split along socio-economic lines too. For example, Flanagan referred to historian Paul Barrett’s work on “urban transit,” in which he “explored the class basis of the argument over streetcar extension wherein settlement house workers and aldermen from working class wards often fought to extend mass transit to the lake while the middle-class residents of lakefront neighborhoods resisted such proposals.” To this point, Flanagan underscored that the membership of the Women’s City Club was “definitely middle-class.” (p. 171)

⁴⁴⁴ Flanagan, “The City Profitable, The City Liveable,” 170.

⁴⁴⁵ Flanagan, “The City Profitable, The City Liveable,” 170-171.

⁴⁴⁶ Dennis Moran, “Along the Waterfront: Chase Palm Park a Home to Free-Spirited Play,” *Noozhawk*, September 18, 2021, https://www.noozhawk.com/article/along_the_waterfront_chase_palm_park_home_to_free_spirited_play_20210918. Chase Palm Park earned the Public Open Space Award in 2018 from Santa Barbara Beautiful. See: <https://sbbeautiful.org/listings/chase-palm-park/>.

long, this award-winning property boasts many amenities, including a lagoon, a skateboard park, picnic areas, bike trails, and more — nestled within beautiful landscaping and, on one side, the gorgeous, expansive beach, and the Pacific Ocean.

The 1969 Oil Spill

On January 28, 1969, an immense blowout occurred on an oil-drilling platform off the Santa Barbara coast. An estimated three million gallons of crude oil spilled into the ocean, which resulted in a thirty-five-mile-long oil slick and the death of thousands of birds and sea animals. An environmental disaster of tragic proportions, at that time it was the worst oil spill in United States history. (Sadly, that record has since been eclipsed.) With the populace shocked into action, this catastrophe was widely credited with giving rise to the modern environmental movement. For example, 1970 saw the establishment of the Environmental Protection Agency, the Clean Air Act, and Earth Day, with an enhanced Clean Water Act that was amended in 1972.⁴⁴⁷ Local organizations were created, too, such as Get Oil Out and the Community Environmental Council (CEC).

As to be expected, Chase lent her expertise in civic activism in the aftermath of the oil spill. She served, for example, in an advisory capacity to Santa Barbara Citizens for Environmental Defense. Still engaged—and engaging—at eighty-years old, a 1970 photo shows Chase, George Clyde (a then-Santa Barbara County Supervisor), Elaine Burnell (a CEC co-

⁴⁴⁷ Christine Mai-Duc, “The 1969 Santa Barbara oil spill that changed oil and gas exploration forever,” *Los Angeles Times*, May 20, 2015, <https://www.latimes.com/local/lanow/la-me-ln-santa-barbara-oil-spill-1969-20150520-htmlstory.html>. United States Environmental Protection Agency, “Milestones in EPA and Environmental History,” <https://www.epa.gov/history/milestones-epa-and-environmental-history>.

founder), and Marc McGinnes (an environmental lawyer and a CEC cofounder), with the latter three turned toward the octogenarian and intently listening to her speak.⁴⁴⁸

Environmental Conservation Awards

Chase received many accolades for her work in environmental conservation, such as being recognized by the Garden Club of Santa Barbara and Montecito in 1956 for her efforts. Also, the Santa Barbara Botanic Garden designated Chase an Honorary Life Member for her “splendid work...along conservation lines...in California.”⁴⁴⁹ Additionally, she acquired an award from the CCC in 1958 and was ultimately inducted into its Hall of Fame in 1974. At a 1963 CCC tribute to Chase, her old friend, fellow Berkeley alum and former director of the National Park Service, Horace Albright, noted in his presentation that this organization “thrived and succeeded under...[her] leadership,” and praised her as “the Great Lady of Conservation in California.”⁴⁵⁰

Recognizing her outstanding achievements in historical preservation and environmental conservation, the city proclaimed November 16, 1968, as “Dr. Pearl Chase Day,” affirming her

⁴⁴⁸ Isaac Hernandez Herrero, photo, “Pearl Chase, George Clyde, Elaine Burnell and Marc McGinnes,” Accompanying article by McGinnes, “Book Excerpt: ‘In Love with Earth,’ *Santa Barbara Independent*, April 22, 2019, <https://www.independent.com/2019/04/22/book-excerpt-in-love-with-earth/>. McGinnes is the author of *In Love with Earth: Testimonies and Heartsongs of an Environmental Elder*. He is also an award-winning former professor in UCSB’s department of Environmental Studies, among other achievements.

⁴⁴⁹ “Letter to Pearl Chase from Louis Lancaster,” July 14, 1947, Master Box 759, Box 16, CDCC, Special Research Collections, UCSB Library, UCSB.

⁴⁵⁰ Script of speech, “The California Conservation Council: Tribute to Miss Pearl Chase, Executive Vice-President,” November 1, 1963, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB, 2.

as “a steadfast guardian of Santa Barbara’s priceless heritage of historical traditions, and a tireless worker for conservation and preservation of our natural resources.”⁴⁵¹

Roadside Aesthetics and Safety

Not only did Chase want Santa Barbara to be charming for its people, but she also called for the journey into—and around—the area to also be pleasant. To this point, she placed an emphasis on achieving aesthetics along the roadways that complemented the local architecture and natural beauty. As car travel became more popular from the 1920s onward, the demands for auxiliary services also increased. This often resulted in gas stations, restaurants, and lodging built quickly and with little attention toward style. One way to improve this situation was to offer a competition for architects, draftsmen, and related professionals to design more attractive structures that enhanced the environment. Sponsored by the Plans and Planting Committee of the Community Arts Association—of which Chase was the chairperson at that time—this contest aimed to prove that even with the “simplest materials, when worked into a building with correct proportions and a clever designer’s eye, [it] can add delightful effects to our roadsides.”⁴⁵² This competition encouraged quality in newly-built and existing roadside stores, restaurants, gas (service) stations and auto courts (a kind of lodging consisting of individual, cottage-like structures). Good value in the latter seemed especially important as these little dwellings were

⁴⁵¹ W. Don MacGillivray, Mayor, “City of Santa Barbara California Proclamation: Pearl Chase Day, November 16, 1968,” Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB. November 16 was Chase’s birthday. Also, she was referred to as “Dr.,” as she had been awarded honorary doctorate degrees from Mills College and UCSB. MacGillivray also served on the Santa Barbara City Council and as a California State Assemblyman.

⁴⁵² Plans and Planting Branch of the Community Arts Association of Santa Barbara, “COMPETITION FOR ROADSIDE COMMERCIAL GROUP: FORWARD,” 1931, Master Box 153, Box 3, Folder 10, CDCC, Special Research Collections, UCSB Library, UCSB.

“used practically as permanent homes.”⁴⁵³ This was not surprising considering that this was during the 1930s Great Depression and small, inexpensive housing was necessary for many people.

When most gas stations were often generic, utilitarian edifices, Chase encouraged the oil companies to support the Santa Barbara architectural style when constructing these buildings. The Barnsdall-Rio Grande service station near the Ellwood oil field, north of Santa Barbara, was a terrific example of Spanish Colonial architecture, albeit a diminutive one. The company profited from a major oil strike in 1928 and decided to build a jewel-box of a gas station, complete with white plaster walls, intricate tilework, a red tile roof and even a small tower on top, near its oil fields.⁴⁵⁴ It opened in 1929 and was closed by the 1950s, its demise largely a result of being bypassed by Highway 101.

As with her other endeavors, Chase was generous with her time and expertise with groups outside of the area and state regarding roadside aesthetics. For example, she had been a member of the Board of Directors of the National Roadside Council, as well as a regional representative. She felt it was important that business signs be appropriate in size and style and not a distraction to the overall appearance of the enterprise and its vicinity. As such, she was a valued consultant, not only to her city but also to interested parties from all over the country who sought “her advice on matters pertaining to...Sign Control and Roadside beautification.”⁴⁵⁵

⁴⁵³ Plans and Planting Branch of the Community Arts Association of Santa Barbara, “COMPETITION FOR ROADSIDE COMMERCIAL GROUP: FOREWARD,” 1931, Master Box 153, Box 3, Folder 10, CDCC, Special Research Collections, UCSB Library, UCSB.

⁴⁵⁴ Tom Modugno, “Ellwood Gas Station,” Goleta History, January 16, 2021, <https://goletahistory.com/ellwood-gas-station/>

⁴⁵⁵ Script of speech, Tribute to Pearl Chase, author unknown, undated, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB, 7.

Chase was very irritated by unappealing signs, according to Bruce Van Dyke (1922-2016), a horticulturist and former president of Santa Barbara Beautiful: “One of her pet peeves was poor signage. She just hated unsightly signs, revolving signs or billboards...Notice we have no billboards here today, a legacy of her vision.”⁴⁵⁶

Chase realized that not everyone had the time or resources to participate directly on one of her many volunteer causes, but would like to help their city, if possible. She knew that small gestures could add up and create results, so she devised an ingenious plan to pressure billboard companies to reconsider placing gigantic signs along the roadsides. Chase spearheaded a campaign that involved distributing thousands of stamp-like stickers that proclaimed: “I Favor Products Not Advertised on the Landscape of California.”⁴⁵⁷ Her fellow Garden Club members encouraged hundreds of people to attach these stickers when remitting their monthly bill payments, a simple way to protest unappealing signage. It was effective, too. As a result, “Many obnoxious billboards came down.”⁴⁵⁸ Later, in 1949 and 1957, Chase and the Garden Club would take their crusade to the state and federal levels, respectively (as discussed in Chapter Two). But this accumulation of modest actions was a start.

Her concern with roadways extended beyond appearances, as Chase promoted greater safety, as well, by encouraging the cleanup and trimming of plants and hedges to allow for

⁴⁵⁶ Bruce Van Dyke, Interview, “In Their Own Voice: An Oral History – Volume I, 1965- 2008,” Santa Barbara Beautiful, <https://sbbeautiful.org/wp-content/uploads/2020/10/sbb-oral-history-sbb-final-1.pdf>, 38. Among his many accomplishments, Van Dyke was also a World War II pilot, teacher, a City Parks Commissioner, and president of Santa Barbara Beautiful from 1997 to 1998.

⁴⁵⁷ Frank J. Taylor, “Blue Ribbon Citizen: I. The Townswoman,” *Survey Graphic*, March 1940, 179, CDCC, Master Box 771, Box 1, Special Research Collections, UCSB Library, UCSB.

⁴⁵⁸ Frank J. Taylor, “Blue Ribbon Citizen: I. The Townswoman,” *Survey Graphic*, March 1940, 179, CDCC, Master Box 771, Box, 1, Special Research Collections, UCSB Library, UCSB.

unobstructed views when driving. Also, in participation with her colleagues (including architect Lulah Maria Riggs), Chase reached out to various civic groups and public safety individuals in a detailed memorandum outlining the need for increased parking, notably in the city's business and shopping areas. Not surprisingly, she was very detail-oriented in her request, specifying optimal parking space dimensions, and guidelines regarding curbs, sidewalks, and, of course, signage.⁴⁵⁹

She Served in Many Ways

Helping her community took various other forms, too. For example, during World War II, there were approximately 84,000 men and women in military service in the Santa Barbara area. (There was a Marine Corps base in Goleta, adjacent to the airport.) Chase worked hard to organize many dances and even “repurposed” her garden tour program into “Garden Hosts,” calling upon the same people who gave pre-war excursions through their backyards to pivot and entertain military personnel instead. One source noted that a lasting effect of the gatherings was that they brought “the charms of Santa Barbara to the world,” and likely enticed many of these servicemen and women to return to the area and put down roots post-war.⁴⁶⁰ For these diligent efforts, Chase was honored with “a national certificate of Meritorious Service Award...[on] behalf of the USO.”⁴⁶¹

⁴⁵⁹ Pearl Chase, “Memorandum Re: Parking in Santa Barbara,” February 10, 1936, Master Box 154, Box 4, Folder 1, CDCC, Special Research Collections, UCSB Library, UCSB.

⁴⁶⁰ Script of speech, Tribute to Pearl Chase, author unknown, undated, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB, 5.

⁴⁶¹ Script of speech, Tribute to Pearl Chase, author unknown, undated, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB, 5.

Besides many of the high-profile endeavors in which she participated, Chase lent her advice and resources to individuals regarding issues and tasks large and small. In a couple of instances, Robert G. Sproul (1891- 1975), then-president of the University of California, wrote to Chase in 1947 and asked her opinion about collegiate football (“how much importance should be ascribed to football in the educational program of a university...now generally recognized as among the best in the nation.”), lamenting that “intercollegiate athletics, and particularly football, have created many problems...during the past year” for the school.⁴⁶² Although Chase’s was probably not the only alumni opinion that Sproul was seeking, as the letter alludes, it was still a noteworthy inquiry. In another, more personal, communication, Sproul thanked Chase for “giving me some good advice about the problem...as to whether I should stay with the University, or go to farther, and perhaps greener fields.”⁴⁶³ He stayed with the University of California system, retiring in 1958.

Smaller requests also received Chase’s attention. For example, the principal of Santa Barbara Junior High expressed his gratitude for the “beautiful victrola,” a type of phonograph, that she lent the school, while Thomas Storke’s secretary asked if Chase had any leads on a reasonably priced baby grand piano for purchase.⁴⁶⁴ This is a curious ask, as it seems likely that

⁴⁶² Robert G. Sproul, Letter to Pearl Chase, November 13, 1947, Master Box 759, Box 16, CDCC, Special Research Collections, UCSB Library, UCSB.

⁴⁶³ Robert G. Sproul, Letter to Pearl Chase, June 16, 1947, Master Box 759, Box 16, CDCC, Special Research Collections, UCSB Library, UCSB.

⁴⁶⁴ Roy P. Eichelberger, Letter to Pearl Chase, June 15, 1935, Master Box 756, Box 13, CDCC, Special Research Collections, UCSB Library, UCSB. Mrs. Josephine James, Letter to Pearl Chase, June 22, 1943, Master Box 759, Box 16, CDCC, Special Research Collections, UCSB Library, UCSB. A few weeks later, on July 3, 1935, Eichelberger wrote back to Chase, asking if she would consider selling the Victrola to the school. There are two handwritten words written beneath Eichelberger’s signature, in what looks like different handwriting, in pencil. One of the words appears to be “No.”

Storke would also have had these kinds of connections himself and, therefore, could have helped his own employee.

Harold Chase (1890-1970)

Although mentioned briefly elsewhere in this project, it is important to discuss Harold Chase, Pearl's brother, in greater detail, as he was a significant member of the Santa Barbara community in his own right. Harold, like his sister, was a Berkeley alum and he graduated in 1912. Like his father, he was very involved in local real estate. One of his most notable ventures was the development of Hope Ranch, which he purchased in 1923. That land had a long history before Harold bought it, including being a working sheep ranch owned by its namesake, Thomas Hope, an Irish immigrant who enjoyed profitability by supplying wool for Civil War uniforms.⁴⁶⁵ However, it was Harold who was the main developer of Hope Ranch, setting up the infrastructure and dividing the land into large lots for estate-like homes. About 773 houses are dispersed over more than 1,800 acres, and residents are welcomed into this exclusive neighborhood via a beautiful palm-lined boulevard. There are also miles of horse trails and a private-access beach. Lots are not cookie-cutter tract-home rectangles but are "laid out with particular regard to the character of the land, its scenic outlook."⁴⁶⁶ In collaboration with others, Harold even wrote a book about Hope Ranch. Entitled *Hope Ranch: A Rambling Record*, it was originally published in 1963 and a thirtieth anniversary edition was issued in 1993.

⁴⁶⁵ Hope Ranch Park Homes Association, "Hope Ranch History," <https://hoperanch.org/hope-ranch-history/>.

⁴⁶⁶ Hope Ranch Park Homes Association, "Hope Ranch History."

While Harold and their father, Hezekiah, helped to financially support Chase, the arrangement was presumably beneficial to all three, because her “unpaid civic work...indirectly affected their real estate business because Santa Barbara’s national reputation as a garden city was drawing in more and more” residents.⁴⁶⁷

Harold and his wife, Gertrude (1887-1957), wed in 1917. She had two children from a prior marriage, a daughter, also named Gertrude, and a son, Frederick. Together, Harold and Gertrude had one child, Barbara Dempsey Chase (1918-1965). The Chase family ended up having some royal British ties, due to a 1938 wedding between Barbara and Major George John Mercer Nairne (1912-1999), a godson of King George V of England. In 1944, George and Barbara became the Marquess and Marchioness of Lansdowne.⁴⁶⁸ Eventually, they had four children.

Harold was also very involved in philanthropy in Santa Barbara and served in leadership roles in assorted organizations, including stints as president of both Cottage Hospital and the Museum of Natural History, with the latter experiencing great growth during his fourteen-year tenure that began in the early 1950s.⁴⁶⁹

Harold was also credited with discovering “quercus chasei” or the “Chase oak” on his ranch, Castro Valley Ranch, located just south of Gilroy, California around 1947. Experts in the field visited the ranch to examine this tree and decided that “It is a pleasure to name this oak in

⁴⁶⁷ Barker, “Small Town Progressivism,” Ph.D. diss., 317.

⁴⁶⁸ “British Major Inherits Title of Marquess,” News Press Society Section, *Santa Barbara News-Press*, January 28, 1945, B-1, Master Box 718, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB. Other sources added another surname, “Petty-Fitzmaurice.” See: <https://www.nga.gov/collection/provenance-info.8570.html#biography>

⁴⁶⁹ Richard Oglesby, “75th Anniversary: Santa Barbara Museum of Natural History,” *Noticias: Quarterly Magazine of the Santa Barbara Historical Society*, Vol. XXXVII, No. 4, (Winter 1991), 103

honor of Mr. Harold S. Chase...who called it to our attention.”⁴⁷⁰ Furthermore, they complimented him on his ranching techniques: “Mr. Chase is demonstrating on his ranch some of the most modern and practical ideas of range and forest conservation to be found in our western states.”⁴⁷¹ Years later, in a speech at the dedication of the Pearl Chase Garden at UCSB, his proud sister pointed out that some planting samples of “quercus chasei” were given to the Chancellor for the campus.⁴⁷²

Named as recipient of Santa Barbara’s first “Man of the Year” award in 1942, Harold carried on in his real estate business up until his passing at the age of 79 in 1970.

In Honor of Her Beloved Santa Barbara

Chase dedicated her whole adult life to her adopted hometown. She never married, never had her own children, and almost never had a paid career—except during her early post-college jobs. Chase did not accept financial compensation for her lifelong philanthropic efforts. The needs of her community came first, and it was surely an ‘on-call’ operation that often meant odd or long hours, endless letter writing, phone calls, meetings, negotiations, and problem solving.

Chase herself never wanted to hold an elected office. When a January 1935 article in the *Morning Press* suggested that she run for mayor of Santa Barbara, Chase was adamantly against it, strictly stating: “Under no circumstances could I consider accepting a nomination to such a

⁴⁷⁰ McMinn, H. E., E. B. Babcock, and F. I. Righter, “The Chase Oak, A New Giant Hybrid Oak from Santa Clara County, California.” *Madroño* 10, no. 2 (1949), 54.

⁴⁷¹ McMinn, H. E. et al, “The Chase Oak,” 54.

⁴⁷² Office of Public Information, UCSB, Press release, “Dedication of Pearl Chase Garden,” April 24, 1972, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

public office so I trust that you will see that my name is omitted from any discussion of possible candidates in the forthcoming election.”⁴⁷³ To make her point perfectly clear, she wrote a similar letter to another local paper, the *Santa Barbara Daily News*, on the same day.⁴⁷⁴

She knew that, even if she was the leader, the many, many accomplishments in the various arenas toward civic improvement—from environmental conservation to historic preservation to public health and education—would not have been possible without the hundreds of volunteers who followed her:

Everyone of you here has contributed specifically in one or several of the lines of effort in which we have been interested together over the years. The credit of initiating some of the things mentioned certainly is not mine. Perhaps the carrying on of assistance in following lines of leadership and thoughtful planning has been a privilege which I have been fortunate to indulge.⁴⁷⁵

Chase passed away at her home on Anacapa Street in Santa Barbara on October 24, 1979, at age ninety.

⁴⁷³ Pearl Chase, Letter to Mr. H.D. Jacobs, Editor, January 23, 1935, Master Box 756, Box 13, CDCC, Special Research Collections, UCSB Library, UCSB.

⁴⁷⁴ Pearl Chase, Letter to Mr. Geo.W. Lynn, Editor, January 23, 1935, Master Box 756, Box 13, CDCC, Special Research Collections, UCSB Library, UCSB.

⁴⁷⁵ Office of Public Information, UCSB, Press release, “Dedication of Pearl Chase Garden,” April 24, 1972, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

CONCLUSION

Santa Barbara's chief business is simply being Santa Barbara.⁴⁷⁶

Santa Barbara, California has been incredibly fortunate to be the beneficiary of tremendous geographical beauty, a pleasant climate, and an advantageous location. And, yes, these qualities alone have attracted people to the city for years. However, it is a community that drives the development and preservation of a place. It is the people who make it better, healthier, and more livable. While there are many Santa Barbarans who have lent their time and talents to the area, this project focused on two: Pearl Chase and Thomas More Storke. These individuals were selected to be the main protagonists for this twentieth-century Santa Barbara story for a few reasons. For example, their lives spanned about three-quarters of that century and, as such, they lived through many of that era's monumental events and provided community assistance, including during some often-challenging times.

Chase and Storke were also chosen to headline this project for their differences, which offer varying perspectives. While Chase was an unmarried woman, Storke was the head of a traditional (for that era) family. Moreover, except for a few post college years in education, Chase's occupation was full-time volunteer—Santa Barbara was her life's work. In contrast, Storke's career was being the long-time editor and publisher of the city's main newspaper.

These differences also influenced developing their priorities, and this, in turn, had an impact on the city. Chase advocated tirelessly for initiatives including civic planning and

⁴⁷⁶ Southern California Writers' Progress of the Works Progress Administration, *Santa Barbara: A Guide to the Channel City and Its Environs*, 58.

preservation, environmental conservation, housing, public health, and unified architecture. Storke pushed for improved infrastructure, such as bringing a new airport and a more modern water system to the area. He also guided local communications via his newspaper, as well by establishing a radio station. While Chase's vision for Santa Barbara resulted in a signature style that benefited a flourishing tourism industry, Storke's focus on making the city more workable emphasized practical necessities, such as air travel and a water supply. Sometimes they supported the same project, as they both did by helping to bring a University of California campus to Santa Barbara. Their outstanding achievements—and the results of those successes—help to show some of the reasons why Santa Barbara is special or unique. Not only were Chase and Storke's efforts to serve their cherished city admirable, but the results of these accomplishments were successful and, in some respects, life changing. Whether they worked on different projects or supported similar initiatives, the overarching results were often complementary—a hallmark of successful urban planning.

Legacies and Memories

Pearl Chase

Chase and Storke's contributions were numerous, their legacies are deep, and their existence in the memory of the community (and even beyond) is enduring. For Chase, called the "First Lady of Santa Barbara," her "ambition...and unflagging energy and desire to be of help to her community has been of untold benefit to both Santa Barbara and the State of California."⁴⁷⁷

⁴⁷⁷ "Pearl Chase 1888-1979, Pearl Chase Society, <https://www.pearlchasesociety.org/pearl-chase>. Michael Heskett, "The First Lady of Santa Barbara: Pearl Chase," *Soundings: Collections of the University Library* 4, no. 2 (December 1972), 7.

Furthermore, as historian Lee M.A. Simpson pointed out “in the 1920s and 1930s, one woman came to dominate the field” of California women involved in city planning—Chase.⁴⁷⁸ Simpson continued by noting that Chase’s impact on city planning was eventually reaching way past Santa Barbara, and “was felt as far away as New York and Washington, D.C.”⁴⁷⁹ Chase’s influence went way beyond city planning, of course, as discussed throughout this project.

Chase was relentless when it came to taking care of her city. She was always keeping her eyes open for anything that needed fixing, even if she was not actually working. As John Pitman (1930-2007), an architect and 1966 president of Santa Barbara Beautiful underscored: “I recall she always carried postcards in her car and if she saw something amiss, she would jot down what needed attention and mail it off to the appropriate person to make sure it was repaired or attended to. You did not say ‘no’ to Pearl Chase!”⁴⁸⁰ Persistence was a lifelong trait that she expected others to adopt, too. Even back in the 1930s, she pushed Santa Barbara’s “veritable network of committees... [to not] go to sleep on the job. [She wouldn’t] let them.”⁴⁸¹

Besides being an active contributor herself, Chase was known for motivating and recruiting others to be involved, “getting people concerned and getting them to give of themselves to causes which otherwise might have never interested them.”⁴⁸² She also had a talent for matching the person to the task, for example, encouraging a gardening enthusiast to volunteer

⁴⁷⁸ Simpson, *Selling the City: Gender*, 10.

⁴⁷⁹ Simpson, *Selling the City*, 10.

⁴⁸⁰ John Pitman, Interview, “In Their Own Voice: An Oral History – Volume I, 1965- 2008,” Santa Barbara Beautiful, <https://sbbeautiful.org/wp-content/uploads/2020/10/sbb-oral-history-sbb-final-1.pdf>, 1.

⁴⁸¹ Frank J. Taylor, “Blue Ribbon Citizen: I: The Townswoman,” *Survey Graphic* 29 (March 1940), 178.

⁴⁸² Heskett, “The First Lady of Santa Barbara,” 15.

on a related assignment. In addition, Chase was an active mentor to those interested in following her path, such as with a group of women known as ‘Pearl’s Girls—who became influential and effective community leaders in their own right. One of these mentees, Vivian ‘Vie’ Marie Hapeman Obern (1921-2015) came to Santa Barbara in 1947 with her family. An “interest in California history was inspired by Pearl Chase” and Obern proceeded to have a prolific and award-winning philanthropic career of her own.⁴⁸³ She played a huge role in bringing the ‘Obern Trail,’ a notable bikeway, into existence, and she helped to establish “the Santa Barbara County Trails Council to create and preserve hiking, riding, biking, and backcountry trails,” among her many other triumphs.⁴⁸⁴ Her husband, George, was very active in the community, as well. The couple also volunteered together, including many hours at the Santa Barbara Trust for Historical Preservation, which now gives out the annual George and Vivian Obern Preservation Stewardship Award in their honor.⁴⁸⁵ Like many people in Chase’s orbit, Vivian Obern had a humorous anecdote about one of her mentor’s tactics: “One thing that Dr. Chase taught me was to always carry a big bag. Out of that bag she could always pull literature and a job for you to do.”⁴⁸⁶

⁴⁸³ Dale Hoeffliger, “Vivian ‘Vie’ Marie Hapeman Obern: 1921-2015,” *Santa Barbara Independent*, July 23, 2015, <https://www.independent.com/2015/07/23/vivian-vie-marie-hapeman-obern-1921-2015/>. Obern was the “1989 Santa Barbara Woman of the Year,” as well as being named one of the “Santa Barbara County Women of Achievement” in 1981. See also: Chris S. Ervin, “Guide to the Vivian M. Obern Papers,” Online Archive of California, https://oac.cdlib.org/findaid/ark:/13030/c8th8r1q/entire_text/.

⁴⁸⁴ Hoeffliger, “Vivian ‘Vie’ Marie Hapeman Obern.” Ervin, “Guide to the Vivian M. Obern Papers.”

⁴⁸⁵ “Community Awards and Recognition,” Santa Barbara Trust for Historical Preservation. The Oberns also earned the Pearl Chase Historic Preservation and Conservation Award from the SBTHP in 1998.

⁴⁸⁶ Beverley Jackson, “Pearl Chase 100 birthday fete attracts many fans, admirers,” *Santa Barbara News-Press*, November (exact date not visible) 1988, Master Box 773, Box 2, CDCC, Special Research Collections, UCSB Library, UCSB.

Another one of ‘Pearl’s Girls,’ Joy Parkinson, (1924-2013), “got schooled in the political arts under matriarch” Chase.⁴⁸⁷ Parkinson then took off with a variety of leadership roles in the community from serving as president of the Santa Barbara Audubon Society to leading the Coastal Resource Center. She was a serious local force who, in the aftermath of the 1969 Oil Spill, “worked the phones, making sure state, national, and local elected officials did not look the other way.”⁴⁸⁸ And apparently: “They did not. Even the president of Union Oil—whose well caused the spill—called Parkinson to personally apologize.”⁴⁸⁹

People still invoke Chase’s memory, sometimes as a comparison. For instance, in a tribute to the late long-time Santa Barbara leader and former mayor, Hal Conklin (1945-2021), the writer emphasized that, in his opinion, Conklin “was Santa Barbara’s greatest civic leader since Pearl Chase reigned over the city.”⁴⁹⁰

In addition, Chase is represented all over Santa Barbara—from namesake awards to an oceanfront park to a garden at UCSB. There is also the Pearl Chase Society, founded in 1995 and “dedicated to preserving Santa Barbara’s historic architecture, landscapes and cultural heritage”—in other words, to “advance and enlarge upon the founding vision of Pearl Chase.”⁴⁹¹ This organization supports many initiatives from restoration projects to offering educational

⁴⁸⁷ Indy Staff, “Local Heroes 2010,” *Santa Barbara Independent*, November 24, 2010, <https://www.independent.com/2010/11/24/local-heroes-2010/>.

⁴⁸⁸ Indy Staff, “Local Heroes 2010.” See also: Lee Moldaver, “Joy Parkinson: 1924-2013,” *Santa Barbara Independent*, <https://www.independent.com/2014/01/02/joy-parkinson-1924-2013/>.

⁴⁸⁹ Indy Staff, “Local Heroes 2010.” See also: Moldaver, “Joy Parkinson: 1924-2013.”

⁴⁹⁰ Paul Relis, “Hal Conklin”1945-2021,” *Santa Barbara Independent*, July 15, 2021, <https://www.independent.com/2021/07/15/hal-conklin-1945-2021/>.

⁴⁹¹ “About the Pearl Chase Society,” Pearl Chase Society, <https://www.pearlchasesociety.org/about-us>.

elements, tours, and grants. Finally, Chase's legacy lives on via her personal and business papers, called the Community Development and Conservation Collection in UCSB's Library in the Special Research Collections. She believed "that her own work was important, that its value would transcend time," and "that she was making a lasting contribution."⁴⁹²

Thomas More Storke

Storke was known by some as "Mr. Santa Barbara," and due to his comprehensive civic commitment, it is easy to see why he was given that nickname.⁴⁹³ He also took pride in being a traditional newspaperman, a potentially endangered version of journalist, according to one of Storke's grandchildren, Thomas Storke Cox: "The whole concept of an 'independent journalist' à la my grandfather has become almost an anachronism in these days of the 24-hour news cycle, Facebook, Twitter."⁴⁹⁴ Cox's observations are probably even truer now, slightly more than a decade after the article bearing this quote was published.

Storke tended to leave a strong impression, and those who knew him probably did not walk away impartial, as historian Walker A. Tompkins remarked: "No one can be in contact with Thomas M. Storke for long and remain 'neutral.'"⁴⁹⁵ Perhaps reflective of an amicable part of Storke's personality, Tompkins pointed out that many of his *News-Press* employees had

⁴⁹² Barker, "Small Town Progressivism," 49. Chase did not want the collection to be called "the Pearl Chase Papers," but "the Collection on Community Development and Conservation." See: Heskett, "The First Lady of Santa Barbara," 15. The collection's name is basically as Chase designated, but in various finding aids is also known secondarily as "the Pearl Chase Collection."

⁴⁹³ Tompkins, Preface, in. Storke, *California Editor*, 1.

⁴⁹⁴ Thomas Storke Cox quoted in Pandell, "The Legacy of Thomas M. Storke."

⁴⁹⁵ Tompkins, Preface, in. Storke, *California Editor*, 8.

decades-long tenures at the newspaper. A different perspective on his persona, however, was given by historian Kevin Starr, who said that Storke “was a William Randolph Hearst who stayed home and achieved a localized but comparable mode of power and influence.”⁴⁹⁶ Storke’s formidable nature lent itself to being very protective of his city and proactive on its behalf. From securing New Deal funding for local programs to bringing a modern airport to the area, he did not back down until he obtained the best results for Santa Barbara. Storke’s legacy endures in the projects that he worked so hard to bring to fruition and that still exist today.

Storke was also clear about using his editorial platform to spread his message. In one piece, entitled “All These are Welcome to Santa Barbara,” Storke’s paper seemingly warns people who do not have the city’s best interest in mind or are not willing to contribute to its well-being to stay away: “We have in Santa Barbara here a garden, not a mine. Those who are welcome here are careful of the good things that grow, intolerant of the weeds, and willing to do their share of understanding cultivation.”⁴⁹⁷

Storke also left a legacy in the form of his autobiographies, *California Editor* and *I Write for Freedom*, still the most comprehensive texts on him to date. Both former United States Supreme Court Chief Justice Earl Warren and historian Walker A. Tompkins praised his contributions to ‘Californiana’ and the literature on the state.⁴⁹⁸ As Warren noted: “In sharing his experiences with us, Senator Storke is contributing to the body of Californiana something which he alone can preserve for us and for those who are to follow.”⁴⁹⁹ Tompkins agreed, that in

⁴⁹⁶ Starr, *Material Dreams*, 289.

⁴⁹⁷ All These are Welcome to Santa Barbara,” editorial.

⁴⁹⁸ Earl Warren, Forward, in Storke, *California Editor*, viii.

⁴⁹⁹ Warren, Forward, in Storke, *California Editor*, viii.

California Editor, “Storke’s vignetting of regional history lifts this volume from the category of the conventional autobiography and qualifies it as a valuable contribution to...Californiana.”⁵⁰⁰

In addition, Storke left the majority of his papers to the Bancroft Library at the University of California, Berkeley for future generations to research.⁵⁰¹

Besides his autobiographies and papers, the Storke name appears on various landmarks in the Santa Barbara area. For instance, in Goleta, there is a thoroughfare called Storke Road and a residential area known as Storke Ranch.⁵⁰² There are two Storke Plazas—one a courtyard at UCSB and the other a shopping center in Goleta. Also, at UCSB, there are Storke Family Student Housing and the iconic Storke Tower, with a placard that reads: “These bells ring for the freedom of the press and in tribute to Editor-Publisher Thomas More Storke, whose affection for the University made this building possible.”⁵⁰³

⁵⁰⁰ Tompkins, Preface, in. Storke, *California Editor*, 9.

⁵⁰¹ There are some of Storke’s letters at the Special Research Collections, UCSB Library.

⁵⁰² Walker A. Tompkins mentioned that Storke Road was formerly known as Campbell Road and was renamed “after C.A. Storke and his son, T.M. Storke who owned a 291-acre ranch” nearby. Tompkins, *Goleta: The Good Land*, 264.

⁵⁰³ Pandell, “The Legacy of Thomas M. Storke.”

Many new things in this fast moving age make it difficult to keep pace with an ever changing world. Let us communicate, and cooperate and coordinate, freely.⁵⁰⁴

–Pearl Chase

This community has been my life. The paper and the community have grown up together.
–Thomas More Storke⁵⁰⁵

Chase and Storke were effective community builders throughout their lives. Without their efforts, Santa Barbara’s twentieth-century story might have been different. With their support and hard work, however, the city adopted its signature architectural style, improved access to higher education, air transportation and water, and endeavored to preserve and conserve Santa Barbara’s heritage and environment, among other accomplishments. “Miss Chase” and “Tom” or “T.M.,” as their friends called them, were a constant and dependable presence in Santa Barbara, choosing to stay, even when their talents or connections could have opened doors elsewhere.⁵⁰⁶ Long after they passed away in the 1970s, Chase and Storke left enduring legacies, not only of the things that can be seen, but also that are felt—community spirit, local pride and philanthropic energy. Going above and beyond geographic beauty and pleasant weather, these qualities have also helped to make Santa Barbara special and unique.

⁵⁰⁴ William R. Ewald, “Pearl Chase –The Institution,” script, “Given at the Pearl Chase Birthday Centennial...,” November 16, 1988, Master Box 773, Box 2, CDCC, Special Research Collections, UCSB Library, UCSB. Ewald included Chase’s quote in his remarks at this posthumous event in her honor.

⁵⁰⁵ “Publisher Choosy on Paper’s Buyer,” *New York Times*, March 15, 1962, 62.

⁵⁰⁶ Joy Parkinson quote in Indy Staff, “Local Heroes 2010.” Parkinson said that Chase told her: “People who don’t know me call me Pearl. My friends call me Miss Chase.” Tompkins, Preface, in Storke, *California Editor*, 1.

APPENDIX 1

Pearl Chase Awards/Honors

These are some of the numerous accolades earned by Pearl Chase, in addition to those mentioned previously in this project. It is not an exhaustive list.⁵⁰⁷

1895 Citation of Merit, The American Scenic and Historic Preservation Society, 1963

Alumnus of the Year, UCSB, 1966⁵⁰⁸

Certificate of Award, Soil Conservation Society of America – South Coast Section California Chapter, 1967

Certificate of Excellence – Leadership, Governor’s Design Award, State of California, 1966

Citation of Honor, The American Institute of Architects

Citation of Honor, California Council of Architects, 1956⁵⁰⁹

Citation, National Society of Landscape Architects, 1966

Continuing Service Award, California Congress of Parents and Teachers, Inc., 1970

Gold Medallion, Santa Barbara Council of Women’s Clubs, 1971

Grand Marshal, Santa Barbara’s Fiesta Historical Parade, 1973

Honorary Doctor of Humane Letters, Mills College, 1940

Honorary Doctor of Humane Letters, UCSB, 1959

⁵⁰⁷ The information for most of these awards was found in the CDCC, Special Research Collections, UCSB Library, UCSB.

⁵⁰⁸ Chase was very supportive of the campaign to bring today’s UCSB into the University of California system. See the Thomas More Storke chapter for more information.

⁵⁰⁹ This honor was given to Chase alongside the Plans and Planting Committee of the Community Arts Association, Master Box 771, Box 1, CDCC, Special Research Collections, UCSB Library, UCSB.

Honorary Member, Santa Barbara Police Benefit Association, 1938

Honorary Life Director, University of California, 1966

Life Membership, National Conference of Social Work, 1950

Resolution No. 181 – “Relative to Commending Miss Pearl Chase,” Senate Rules Committee, California Legislature, 1971

Santa Barbara Special Civic Award, 1936

The Woman of the Year in Civic Affairs, *Los Angeles Times*, 1952

Who’s Who of American Women, 1967

Woman of the Year, Santa Barbara Advertising and Merchandising Club (first award given), 1957

Woman of the Year, Santa Barbara Foundation⁵¹⁰

Academic Awards in Pearl Chase’s Honor:

Dr. Pearl Chase Fellowship for Study in Advanced Planning, Environmental Education and Historic Preservation, sponsored by the American Association of University Women, inaugurated in 1974

Pearl Chase Research Grants, UCSB

Pearl Chase Scholarship, Environmental Studies Department, UCSB

⁵¹⁰ “About the People of the Year Awards,” Santa Barbara Foundation, <https://www.sbfoundation.org/news-events/pyawards/>. According to their website, this award is now known as “People of the Year,” instead of the previous “Man & Woman of the Year.” Chase’s brother, Harold, also won this award.

APPENDIX 2

Thomas More Storke Awards/Honors

These are some of the numerous accolades earned by Thomas More Storke, in addition to those mentioned previously in this project. It is not an exhaustive list.

Awards/Honors

Man of the Year, Santa Barbara Foundation⁵¹¹

Missouri Honor Medal Winner, University of Missouri, 1966

Awards in His Honor

Commonwealth Club Thomas Storke Award

Thomas More Storke Award for Excellence, UCSB⁵¹²

Thomas More Storke International Journalism Award (World Affairs Council of Northern California)

⁵¹¹ “About the People of the Year Awards,” Santa Barbara Foundation, <https://www.sbfoundation.org/news-events/pyawards/>. According to their website, this award is now known as “People of the Year,” instead of the previous “Man & Woman of the Year.”

⁵¹² Andrea Estrada, “Commencement 2021: Scholastic Achievement, Extraordinary Service, *The Current*,” <https://www.news.ucsb.edu/2021/020316/outstanding-scholastic-achievement-and-extraordinary-service>. This award is “the campus’s highest student honor, for outstanding scholarship and extraordinary service to the university, its students and the community.”

Academic Appointment in His Honor

Thomas More Storke Professor of Communication, Stanford University

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