

Director's Report—It's All in a Year's Work

Whew! In all of my 20 years with the California History Center I can't remember a busier month of June—even when we were having De Anza Day, it seemed like once De Anza Day was over we were able to spend the last 2-3 weeks cleaning up from the year. Not this June! In thinking about it, however, I do believe there is an explanation.

First, as I look back, I can honestly say this has been an incredible year with a lot of progress made in many arenas. California Studies was launched with our May, 1997 conference and has since become the focus for all of our programming. This refocusing has drawn a lot of interest and attention from our many communities—CHCF members and other local organizations, the students, faculty and staff here at De Anza, and the broader California Studies academic community. We have found our niche with all of our stakeholders, and are playing a major role within each to bring the study of California to a wider audience.

Our November conference, the California state budget simulation activity co-sponsored with the Center for California Studies at Cal State Sacramento, brought a real hands-on activity to De Anza and a better understanding of the state's budget process.

Women's History Month and our 10-week follow-up discussion series "Growing Female, Growing Male," involved a whole new group of De Anza students, faculty and staff with the CHC. Indeed, we received a wonderful compliment from several students that the history center is one of the most "student friendly" places on campus; that we value students and their ideas, and encourage them to get involved with our programming!

Of course we can't forget the children's exhibit and the hard work of the students and teachers at San Miguel Elementary School in Sunnyvale.

And, thanks to last year's wonderful donation from Huell Howser of his PBS series *California's Gold*, we held regular Friday gatherings to watch a video, have lunch, and build community for members of the campus. All in all, a very busy year!

Second, and I believe the real reason this has been such a busy June, is all of the programming we already have in place for the 1998–99 year.



Exhibit opening of "The Many Faces of California: A Child's Perspective," April 1998. San Miguel Elementary School fourth grade teacher Frank Grengo, Principal Mike Peregrin, CHC Director Kathi Peregrin, fourth grade teachers Debbie Diebold, and Bill Canum.

We get started immediately on September 17th with a friend and fund raiser with KRON-TV *Bay Area Back Roads* host Doug McConnell. Doug will be visiting the CHC in the afternoon, 4:00–5:30, and attend a dinner at CHCF Board member Marion Grimm's home in the evening. Keep an eye out for your invitation if you haven't already received it.

The theme for our 3rd Annual California Studies conference is "Life in the Fast Lane: The Environment Called Silicon Valley," to be held in De Anza's campus center on Friday, November 13.

We are working with three Anthropology professors from San Jose State who will be presenting the findings of a two-year project called "Work, Identity, and Community in Silicon Valley." Small group discussions in the afternoon will give participants the opportunity to give their own views and ideas about living and/or working in this fast-paced valley. It should be a great day! And again, watch for your invitations sometime in early October.

The most recent project we have put into place, in collaboration with several faculty members from the Intercultural Studies Division, is an exhibit with the working title "A View of Northern California African American Artists from WPA to the Present: Continuing the Heritage."

We plan to open the exhibit with a reception on January 22 and it will run through February, which is African-American History Month. One of the programs we are planning during the exhibit is a "teach-in" day on February 19th, which will give people an opportunity to talk about how and why people create, and the importance of art and expression to the history of people of all cultures.

March leads us into Women's History Month, and we are hoping to mount a children's exhibit once again during April and May. More detailed information on many of these activities can be found elsewhere in *The Californian*, and I do hope you will be able to join us for some, if not all, of our events next year.

I want to close with a grateful thank you to the members of the California History Center Foundation for your continuing support of our program. You will probably never know completely how important you are to us, and how much we depend on this strong link to the community. You are major contributors, along with De Anza College and the Foothill-De Anza Community College District, in making this whole thing work.

Thank you, have a great summer, and I hope to see you first thing in the fall at the McConnell event.

Kathleen Peregrin

Director

COVER: Collection of photographs depicting transportation in Santa Clara Valley. (Clockwise from top left) San Jose fire engine, 19th-century house-moving rig, crying child in early car (Michelle Jacobson Collection), modern-day El Camino Real in Sunnyvale (Photo by George M. Craven, Michelle Jacobson Collection), group joyriding on The Alameda, Herbert Medley on bicycle in Santa Rosa in 1911 (Sonoma County Museum). Courtesy Stocklmeir Library and Archives.

CALENDAR

9/8	CHC opens to the public. History Center hours	11/9	Veteran's Day observed. CHC is closed. De
	are 8:30 a.m. to 4:30 p.m. Monday through		Anza College classes do not meet.
	Thursday, closed form noon to 1 p.m.	11/13	3rd Annual California Studies Conference. "Life
9/17	"Bay Area Backroads" host, Doug McConnell		in the Fast Lane: The Environment Called Silicon
	at CHC. A benefit reception from 4:00-5:30 p.m.		Valley." Featuring presentations and discussion on
	and fund raising dinner. See page 14 for more		work, identity, and community in Silicon Valley,
	details.		9:00 a.m. – 3:00 p.m. at De Anza College. For
9/22	De Anza College classes begin.		more information, see page 5.
10/15	EllEr de Les les des (Con Education acco 4)	11/26, 27	Thanksgiving Holiday observed. CHC is
10/17	Field Trip: Jack london (See Education, page 4.)		closed. De Anza College classes do not meet.
10/24-25	Field Trip: North Coast (See Education, page 4.)	12/11	Fall quarter ends

Of Interest to Members

Announcing the Tenth Annual

Envisioning California Conference

September 24-26, 1998

Capitol Plaza Holiday Inn, Sacramento

Join public officials, scholars, business professionals, writers, artists and community leaders in an examination of topics including:

Proposition 13: Consequences and Considerations • Is Public Education Fixable? • Art as Community A Taxing History: 150 Years of Revolts and Reprisals • How are We Teaching our Teachers?

Direct Democracy: Divisive or Desirable? • Leadership in the 21st Century

...and more!

Keynote speaker: Richard Rodriguez, Essayist and Author

Early Registration \$75 (must be received by 8/14/98, includes all panels and meals)

General Registration \$100 (includes all panels and meals)

Student Registration with valid ID Free (panels only) or \$50 including meals

Sponsored by: The Center for California Studies at California State University, Sacramento

For more information call (916) 278-6906

Co-Sponsors: The Public Policy Institute of California and the California State Library

EDUCATION

State and Regional History

The following courses will be offered fall quarter through the California History Center. Please see the California History Center class listings section of this Schedule of Classes for detailed information (i.e., course ID #, call #, and units.) For additional course information, call the center at (408) 864-8712.

Economic History of the North Coast: Chatham Forbes

From earliest times, the rugged shores and mountainous hinterland of the Northern California coastal region have presented a stern challenge to settlers to wrest a living from the area's rich resources. The nature of the industries they established, and the changes that have evolved in the 20th century will be reviewed, with emphasis on the conservation battles now being fought over the headwaters forest land.

Lectures: Thurs., Oct. 22, 29. Field trip: Oct. 24–25.

Jack London's California Dream: Betty Hirsch

The greatest story Jack London ever wrote was the story he lived. He was his own best character. The man and the work were inseparable. Born illegitimate and reared in poverty, London



Jack London

became a part of all that he met and a legend in his lifetime.

The greatest story Jack London ever wrote was the story he lived. He was his own best character. At 15, he was the Prince of Oyster Pirates on San Francisco Bay; at 17, he sailed as a seaman aboard a sealing ship; at 18, he hoboed his way across the United States; at 21, he joined the Klondike Gold Rush; at 24, he was publishing in the Atlantic Monthly and at 30, he was the most highly publicized writer in the world. On his Beauty Ranch in Glen Ellen, he pioneered in modern agriculture and became the world's first millionaire novelist. In all he wrote 50 books in 17 years. This class will discuss London, his life and works, and also travel to his Glen Ellen Beauty Ranch.

Lecture: Thurs. Oct. 15. Field trip: Sat., Oct. 17.

Please Join Us For "Life in the Fast Lane"

California Studies Conferences have become part of our educational programming at the history center. Dozens of De Anza College students, CHCF members and community residents have attended and participated in the previous two conferences. This year's conference promises to be equally engaging.

It is entitled "Life in the Fast Lane: the Environment Called Silicon Valley." It will be a focused day on the benefits and costs of living "in the fast lane," or the way many perceive Silicon Valley. The presenters are three Anthropology professors from San Jose State University who conduct a project called "Work, Identity and Community in Silicon Valley" (WICSV). It seeks to understand a fundamental cultural transformation that has occurred because we live and work with people who may differ greatly in their most basic values and assumptions.

WICSV has enormous practical implications for companies that are preparing people to work globally. Because Silicon Valley is so often a bellwether for changes elsewhere in the country, the project has implications for an America that increasingly participates in a global economy.

The afternoon portion of the conference will allow for an exchange between the presenters and those attending. A dialogue will address many issues facing California in general and Silicon Valley in particular.

Details about making reservations for the conference follow this article.



CHC's 2nd Annual California Studies Conference, held November 14, 1997. Participants worked to balance a simulated California state budget.



State Assemblyman Mike Honda addresses the CHC's 2nd Annual California Studies Conference in November 1997.

California History Center/De Anza College

3rd Annual California Studies Conference 21250 Stevens Creek Blvd., Cupertino, CA 95014 9:00 a.m.–3:00 p.m., Friday, November 13, 1998

"Life in the Fast Lane: The Environment Called Silicon Valley."

Tentative Schedule

8:30–9:00 a.m.	Registration and morning refreshments	
9:00-9:15	Welcome/introductions	
9:15-10:15	Plenary session—"Work, Identity and Community in Silicon Valley."	
	Presenters: SJSU Anthropology Professors Chuck Darrah, Jan English-Lueck, James Freeman	
10:15-10:30	Break	
10:30–11:30	Question/Answer/Dialog audience and presenters	
11:30–12:30	Lunch	
12:30-2:00	Focus groups addressing/discussing the conclusions presented in the morning plenary session	
2:00-2:15	Break	
2:15-3:00	Report out/discussion	

Cost: (approximate at this time) \$10/students: \$25/educators/community: \$50/business/corporate: \$75/includes CHCF membership: \$100/membership and support for additional California Studies programming.

If you would like to be placed on the conference mailing list, please call the California History Center 408/864-8712 with your name/address and telephone number.

FEATURE

Beyond Sprawl Life in the Fast Lane

by a coalition of the California Resources Agency, Bank of America, Greenbelt Alliance, and the Low Income Housing Fund.

The following article was edited from a 1995 report issued by a diverse coalition of organizations. The report was meant to serve as a call for California to move beyond sprawl and rethink the way we will grow in the future. It was chosen for this issue of The Californian because it complements the issues to be raised at the CHC's third annual California Studies Conference to be held on November 13, 1998 (for more details about this conference, see page 5). This article was edited and reprinted with permission.

alifornia is at a unique and unprecedented point in its history—a point at which we face profound questions about our future growth that will determine the state's economic vitality and quality of life for the next generation and beyond.

One of the most fundamental questions we face is whether California can afford to support the pattern of urban and suburban development, often referred to as "sprawl," that has characterized its growth since World War II.

There is no question that this pattern of growth has helped fuel California's unparalleled economic and population boom, and that it has enabled millions of Californians to realize the enduring dream of home ownership. But as we approach the 21st century, it is clear that sprawl has created enormous costs that California can no longer afford. Ironically, unchecked sprawl has shifted from an engine of California's growth to a force that now threatens to *inhibit* growth and degrade the quality of our life.

The early stages of growth are often exuberant and unchecked—that has certainly been the case in post-World War II California. But unchecked growth cannot be sustained forever. At some point this initial surge must mature into more managed, strategic growth. This is the point where we now stand in California.

We can no longer afford the luxury of sprawl. Our demographics are shifting in dramatic ways. Our economy is restructuring. Our environment is under increasing stress. We cannot shape California's future successfully unless we move beyond sprawl.

This is not a call for *limiting* growth, but a call for California to be *smarter* about how it grows—to invent ways we can create compact and efficient growth patterns that are responsive to the needs of people at all income levels, and also help maintain California's quality of life and economic competitiveness.

It is a tall order—one that calls for us to rise above our occasional isolation as individuals and interest groups, and address these profound challenges as a community. All of us—government agencies, businesses, community organizations and citizens—play

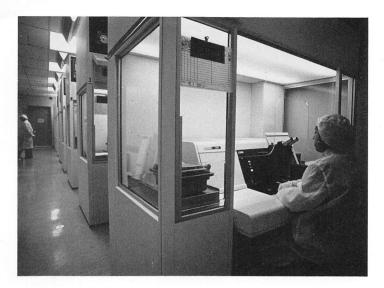
a role. Our actions should be guided by the following goals:

- To provide more certainty in determining where new development should and should not occur.
- To make more efficient use of land that has already been developed, including a strong focus on job creation and housing in established urban areas.
- To establish a legal and procedural framework that will create the desired certainty and send the right economic signals to investors.
- To build a broad-based constituency to combat sprawl that includes environmentalists, community organizations, businesses, farmers, government leaders and others.

alifornia is at the crossroads of change. In the face of this change, California remains shackled to costly patterns of suburban sprawl. Even as our economy and our society are being reinvented daily, we continue to abandon people and investments in older communities as development leap-frogs out to fringe areas to accommodate another generation of low-density living. And we continue to create communities that rely almost exclusively on automobiles for transportation. In short, the "new" California—with 32 million people and counting—is using land and other resources in much the same fashion as the "old" California, with only 10 million people.

We cannot afford another generation of sprawl. As the Governor's Growth Management Council stated in a recent report: "What may have been possible with 10 or even 20 million people is simply not sustainable for a population of twice that much in the same space." Continued sprawl may seem inexpensive for a new homebuyer or a growing business on the suburban fringe, but the ultimate cost—to those homeowners, to the government, and to society at large—is potentially crippling. Allowing sprawl may be politically expedient in the short run, but in the long run it will make California economically uncompetitive and create social, environmental and political problems we may not be able to solve.

At a time when economic growth is slow and social tensions are high, it is easy to dismiss an issue like suburban sprawl as superfluous. Yet it lies at the heart of the very economic, social and environmental issues that we face today. Rapid population growth and economic change are occurring in a state increasingly characterized by a limited supply of developable land, environmental stress at the metropolitan fringe, and older communities in transition. With the onset of economic recovery, the next few



Silicon Valley worker uses projection alignment computers which photographically transfer die patterns to wafers, circa 1980s. Courtesy Michelle Jacobson Collection, Stocklmeir Library and Archives.

years will give rise to land-use decisions of fundamental importance. They will help determine whether our state can succeed in re-establishing the economic and social vitality that have made it such a successful place to live and work for more than 140 years.

Suburban Sprawl and the "Old" California

In the decades after World War II, California emerged as an economic and political powerhouse, providing jobs, housing and prosperity for most of its rapidly growing population.

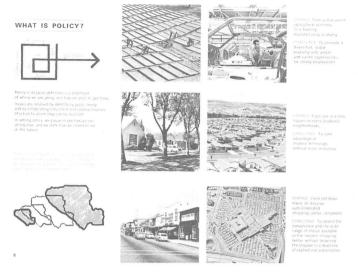
Underlying this success was development pattern that emphasized expanding metropolitan areas, conversion of farmland and natural areas to residential use, and heavy use of the automobile. In the postwar era, this way of life worked for California. With a prosperous and land-rich state, most families were able to rise to the middle class and achieve the dream of home ownership. Government agencies and private businesses were able to provide the infrastructure of growth—new homes, roads, schools, water systems, sewage treatment facilities, and extensions of gas and electric distribution.

Within the last generation, however, this postwar formula for success has become overwhelmed by its own consequences. Since the 1970s, housing has become more expensive, roads have become more congested, the supply of developable land has dwindled, and, because of increasing costs, government agencies have not been able to keep up with the demand for public services.

Since the late 1970s, several efforts have been initiated to address the question of how to manage California's growth, but all have failed—some for lack of consensus, some for lack of engaged constituency, some simply because of bad timing.

The Challenge of the "New" California

In the 1990s, California is undergoing change of such scale and significance that it will literally redefine the state. To succeed, the new California must recognize and build upon changes in positive ways.



Page reproduced from a 1965 "Policy for Planning" pamphlet published by Santa Clara County. Thirty-three years later, the state and the county continue to face many of the same challenges.

California's population continues to grow at a remarkably fast pace. Today's total of approximately 32 million people represents a doubling of the population since the mid-1960s, when California became the nation's most populous state.

During the boom years of the 1980s, California added more than 6 million new residents, a population larger than all but a few of the 49 other states. Even during the bust years of the early 1990s, the state's population grew at a rate of almost a half-million people per year—in effect, adding another Oakland or Fresno every year—even as we have suffered a net loss in the number of jobs.

This continuing surge in population puts pressure on both existing communities and on the remaining supply of undeveloped land, making it extremely difficult for traditional suburban patterns to accommodate more people.

While growing rapidly, California's population is also changing in significant ways. The demographic changes are well documented. Latinos—whose roots extend to Mexico, Central America, South America, and the Caribbean—are growing rapidly in number and may outnumber Anglos a generation from now. Californians of Asian ancestry now make up almost 10 percent of the population. African-Americans remain an important racial group, and the state's mosaic is rounded out by Native Americans, immigrants from South Asia and the Middle East, and others who bring great diversity to the state. California is truly one of the world's most multicultural societies.

Underneath the racial diversity lies another important change in the state's population patterns that will have a profound effect on California's attitudes toward growth over the next generation.

Traditionally, the popular perception has been that California's population grows because of migration from other parts of the United States. However popular, this perception is no longer true. Most new Californians now come from other countries, principally in Latin America and Asia.

The birth rate is also an increasing source of population growth. During the 1990s recession, "natural increase"—the net total of births over deaths—has accounted for almost 400,000 new people each year. Tomorrow's California will include—for the first time— a vast pool of people who are Californians from birth. They will want what Californians before them have wanted—education, jobs and housing. Most will expect the state to find a way to accommodate them. But their numbers are so huge that they probably cannot be sustained by traditional suburban development patterns.

During the recession, California has undergone an unprecedented economic restructuring. The state has lost 400,000 manufacturing jobs since 1990, causing business and workers alike to rethink old assumptions about how to ensure prosperity.

Traditional foundations of the state's economy, such as aerospace and defense, have been drastically reduced and will probably never return, at least not in their previous form. Others—such as entertainment, technology, the garment industry and agriculture—remain just as important as ever. But they too have undergone tremendous change, becoming leaner and more efficient in response to global competition. And small businesses remain the largest source of new job creation. In the near future, the impact of the North American Free Trade Agreement will begin to be felt.

These economic changes are also putting pressure on the state's land-use patterns. The loss of manufacturing jobs is emptying out the state's long-established industrial areas, usually located in older communities. Downsizing and technological change in other industries is also rendering older buildings obsolete and creating a demand for new buildings—often in new suburbs—that are both inexpensive and flexible. The closure of many military bases is bringing a huge amount of land to the real estate market that will either extend sprawl or encourage new development patterns, depending on how that land is used.

In response to both demographic and economic pressure, California has become the most urbanized state in the union. According to the 1990 Census, more than 80 percent of all Californians live in metropolitan areas of 1 million people or more, with 30 percent of the state's population living in Los Angeles County alone.

This large-scale urbanization means that California's people and businesses compete intensely with each other for space to live and work. The edges of metropolitan areas continue to grow to accommodate expansion of population and economic activity, while some neglected inner-city areas are left behind. These patterns increase the stress of daily life while, at the same time, put more pressure on land and environmental resources at the metropolitan fringe.

Il of these factors—a growing population, a changing economy, and increased urbanization—have been present in California for many years. But they have accelerated in the 1990s, while traditional suburban development patterns have continued. In a state with such powerful growth



"Homes For A
Million" proclaims the
front cover of a turnof-the-century
promotional pamphlet
published by the San
Jose Board of Trade.
The most vociferous
boosters could never
have envisioned the
homes for millions that
have been built in
today's Santa Clara
Valley.

dynamics, the results are astonishing. The following trends are typical of the effects of sprawl over the last 10 to 20 years:

- Employment centers have decentralized dramatically. While jobs used to be concentrated in central cities, most are now created in the newer suburbs. For example, the complex of office centers around John Wayne Airport in Orange County—built on land that was, until a generation ago, cultivated for lima beans—recently surpassed downtown San Francisco as the second-largest employment center in the state.
- New housing tracts have pushed deeper into agricultural and environmentally sensitive areas. Job centers in suburban San Jose and the East Bay area have opened up Tracy, Manteca, Modesto, and Central Valley towns as "bedroom suburbs," while job growth in the San Fernando Valley has stimulated housing construction 40 miles to the north in the Antelope Valley. This development has created metropolises virtually unmanageable in size.
- Dependence on the automobile has increased. According
 to California Energy Commission, between 1970 and 1990 the
 state's population grew by 50 percent, but the total number of
 miles traveled by cars and trucks grew by 100 percent.
- Isolation of older communities, including central cities and "first wave" suburbs built in the 1940s and 1950s, has increased. Easy mobility for the middle class has caused them to abandon many older neighborhoods, disrupting social stability and increasing the economic disparity between older communities and newer suburbs. The decentralization of jobs has hit older neighborhoods especially hard, because new jobs are now virtually inaccessible to the poor and the working class. Also left behind are infrastructure investments, which are tremendously expensive to replicate in new suburbs.

ANNUAL REPORT

1997-1998

Small, Thoughtful Steps

A while back I purchased a property that represents a 'large' project. As I have sobered to the reality of this purchase, it often feels overwhelming. In its whole, the project is daunting; in the short view, the weeds are winning. Small, thoughtful steps help make the goal seem obtainable.

Over these past years the California History Center Foundation has faced its own very daunting challenge of expanding our mission and services to a larger and more contemporary community. We have sobered to the reality of less staff support and the need for additional technology and infrastructure in order to simply keep up, let alone expand and be even more accessible. It seems overwhelming. Again, small steps seem to be the key to negotiating this period.

As we prepare to close this fiscal year I feel a comfort and satisfaction in that a future course has been charted and we have begun, in small ways, on this journey. While it would be hard to point to any one element to support such a conclusion, it simply feels that we have experienced some of the small, positive signs that say this is so. Amongst the chaos there appears to be a glimmer of structure and movement, a vision of what will be.

These transition years have brought out the best in our members, staff, volunteers, and board. We have had to rethink who we are, what it is that we want to become, and what we need to do to actualize this vision. Part of what was needed was to recruit additional help and talent. We now have a more diverse board with the talent needed to lead us towards our goals. This year was the first full year with many of our newest board members. The results are positive and productive. My elation is boosted knowing there will be even more and better dividends reaped from these board members in the coming years.

The California History Center staff has been diligent in working with the college and the foundation to make our library and services more of a resource and a key component of the interdisciplinary learning environment of De Anza College. The California Studies program has been recognized for its achievements and its ties with other academic programs and institutions throughout the state. In addition, it has brought and expanded academic environment and interdisciplinary curriculum to the college and our community through the various conferences, seminars, and workshops held on campus. Executive Director Kathleen Peregrin, must be acknowledged for her creative influence behind what has been accomplished.

During the latter half of this year the board supported funding our librarian, Lisa Christiansen, as a full time position. In doing so



Exhibit opening celebration for "The Many Faces of California: A Child's Perspective," April 3, 1998.

we lend support to the California History Center's efforts to make our library even more available to the college population and the history department and the efforts to develop an interdisciplinary curriculum. This will in turn help the college gain additional funding.

Our volunteers continue to carry the bulk of the administrative tasks required of the foundation. The History Department's use of our library will expand their role and the importance of the work they contribute to the foundation.

This year the CHCF published a collection of articles written, and generously donated for our use, by Willys Peck. The book, *Saratoga Stereopticon*, *A Magic Lantern of Memory*, has been a great success.

This coming year we have plans for a fundraiser, a membership event and dinner with a local bay area celebrity, and a completely updated and full feature Web page. Check us out on the Web!

The renovation and use by the CHCF of the cottages next door to the Trianon remains a question. This issue has consumed much time and effort by many of our board members, staff and volunteers. We are presently unable to pursue acquisition of new materials due to a lack of space and facilities to properly prepare and maintain additional collections. In order to expand and be more accessible we will need to address this matter.

I am happy to report next year's executive officers will largely be represented by newer members of our board. It is wonderful to have these individuals step into these leadership roles. This will be a great team to lead the CHCF.

While we very much have our work cut out for us, and the whole of the project seems daunting, I know we have the talent, the leadership, and the inspiration to succeed. The weeds will wane and the joy of the garden will be our reward. Thank you everyone for all your efforts and support in making this another great year for the CHCF. I have enjoyed serving as president of the CHCF during these last four years; it has been a completely rewarding experience working with so many great individuals.

Bill Lester

President, Board of Trustees

Library Annual Report

So many regional studies books (and other materials) and questions; so little time...! The 1997–98 academic year roared by for the CHC's Stocklmeir Library and Archives, with action on all fronts; reference, donations, and community building.

Here's the short list of people and organizations we've worked with in pursuit of answers:

Los Altos Historical Commission Sunnyvale Historical Society Milpitas City Hall NASA Ames French television San Jose Mercury News Sunnyvale Scribe Cupertino Courier Metro U.S. National Park Service

Graduate students came from San Jose State and Stanford universities. Instructors from San Jose State University and the University of Houston used our collection. A scholar from France, a middle school student in Minnesota competing in a national history contest, archaeologists, architects, genealogists, local elementary school students and developers all shared in history center wealth. Martin and Jill Jollyman came from Essex, England looking for the Jollyman family (once well known in Cupertino) in America, and finding a few traces.

In our own college community students came from the departments of English, Intercultural Studies, Speech, Sociology, History, Environmental Studies and Art to mine the library and archives.

The Stocklmeir Library worked with the Foothill-De Anza District, De Anza College Television Center and the Senior Workshop for the benefit of students, staff and faculty.

We are very grateful to the following donors, and others unmentioned, for their generous contributions to our collection:

- Aubrey Abramson and Beth Abramson-Beck for a large donation of books
- Ann Alder and the Santa Clara County Historical and Genealogical Society for the (San Jose State) La Torre 1942 yearbook, Polk's Los Gatos City Directory, 1962 and Vista City and Rural Directory 1957
- Audrey Butcher for Odyssey of the Heart by Elsie Pond



Celebrating the end of an active year, (left to right) office volunteer Trudy Frank, Librarian Lisa Christiansen, and Library volunteer Nancy Bratman.

- George Erskine and Jeff Fini for Reflections of the Past: An Anthology of San Jose
- Paul, Janet and Nicholas Ilacqua for their donation to the Stocklmeir Journal Fund
- Phyllis Kelley for 1906 S.F. Earthquake and Fire postcards
- William Meyer for materials about Fred Meyer of the California State Park system and the U.S. Forest Service, also *A Forty Niner Speaks*, and *Cazadero Memories*
- Palo Alto Public Library and Steve Staiger, for various issues of the Alta California newspaper
- Bill Ralston for a two-volume history of SRI
- Eloy Rogers for *The Board and Batten* (Heritage Society of Pacific Grove newsletter)
- Santa Clara City Library, Freelove Eberhard: An oral history interview
- Gary Simpson and Ward Winslow for Varian: Fifty Years of Innovative Excellence
- Eileen and Duane Snider, books donated include Neasham's *The City of the Plain* and *Hakone Garden* by Isihara
- Pauline Correia Stonehill for her book Barrelful of Memories
- Ray Tikvica for a photocopy of the panoramic print "Cherry Pickers and Packers on Calkins-Spalding Ranch Sunnyvale, Calif., 1929." "Photo by Gordon." Also, commemorative issues of *The Santa Clara*
- The C.R. Fuller scrapbook, an enormous treasure trove of local photographs from the late 19th and early 20th centuries, from Steve Swartz and family

CHC board president Bill Lester delivered the many hundreds of books donated to the CHC from the estate of Austen Warburton. We thank Bill for having safely stored them at his expense for such a long time. Now, to find the time get them on the shelves...

Which brings up the matter of donations of time and the volunteers, who keep processes proceeding in the library and archives; people like Elizabeth Archambeault, Nancy Bratman, Helen Riisberg, Maureen Kelley, Dee Liotta and Janet Ilacqua (working as contractor and volunteer). Many thanks to all our volunteers. A great many tasks were accomplished this year by students earning extra credit in History 10, History of California, also. All your help is greatly appreciated.

Finally, we mark the passing of Gladys Stocklmeir on February 5 of this year. The Stocklmeir family's contribution to the California History Center, its programs, and its mission is a profound one. To honor Louis and Gladys, we must continue our work with joy, excitement, and determination.

See you in the fall!

Lisa Christiansen Librarian

Volunteers

Through their hard work and extra-special commitment, volunteers make it all happen here at the CHCF! Volunteers work in all areas of our operation, helping in the library, acting as docents, assisting with office tasks, and supporting our special events. We are truly grateful for their dedication to the CHCF.

We also wish to thank the CHCF Board of Trustees for the numerous hours that have put in during the 1997–98 year: Bill Lester, Marion Grimm, Willys Peck, Joan Rogers, Jennifer Bohrnstedt, David Howard-Pitney, Doni Hubbard, Mary Jo Ignoffo, Michael Kimball, John McLaughlin, Robert Peepari, Bill Ralston, and Ward Winslow.

Thank you to all our volunteers who gave over 920 hours this school year!

- * Elizabeth Archambeault—Library
- Nancy Bratman—Library
- ** Trudy Frank—Office

 Jo Harper—Office
- * Janet Hoffman—Office Maureen Kelley—Library Janet Ilacqua—Library
- ** Dee Liotta—Office Betty Petersen—Office
- * Helen Riisberg—Library Sarada Royyuru—Office
- * over 40 hours
- ** over 100 hours



Year-end potluck for volunteers, staff and trustees, June 1998. (Left to right) Volunteers Helen Riisberg, Nancy Bratman, CHC staff member Tom Izu, volunteers Trudy Frank, and Elizabeth Archambeault.



Holiday party and volunteer recognition celebration, December 1997. (Left to right) CHCF Trustee Marion Grimm, CHC Director Kathi Peregrin, Volunteer Dee Liotta, De Anza College President Martha Kanter.



Betty Petersen



Helen Riisberg



Year-end potluck, (left to right) Trustee Mary Jo Ignoffo, Library volunteer Nancy Bratman, Librarian Lisa Christiansen, and Trustee Michael Kimball.

Financial Summary

Revenue Category Definitions

Membership - new and renewing memberships

Donations - general donations; library donations; endowment donations

Publications - books/resale; sale/CHC books; restricted publications

Exhibits - exhibits; restricted exhibit funds

Donated facilities and services - facilities, services, salaries and benefits provided by De Anza College and volunteers

Miscellaneous - subscriptions; library/photo fees; library endowments; interest

Expenditure Category Definitions

100# 1000 A CCETTC

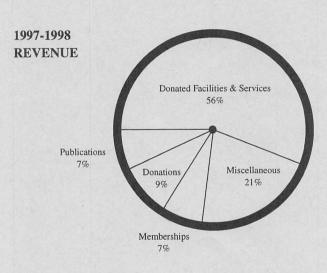
Administration – general printing; postage; telephone; salaries; equipment repair; cost of goods sold Donated facilities and services – facilities, services, salaries and benefits provided by De Anza College, private corporations and volunteers

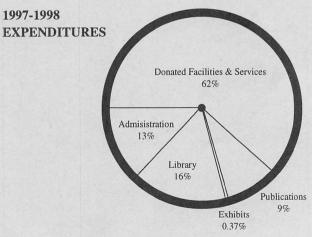
Publications - Californian; printing; restricted publications; salaries; design

Exhibits - design; fabrication; openings; printing; salaries

Library – library supplies; books & photos; periodicals; salaries

1997-1998 ASSETS	
Cash	\$58,250
* Market Rate Account	27,180
Inventory	33,906
Trust Fund	92,648
Endowment Fund	46,128
Fixed Assets	45,342
Accounts Receivable	1,430
TOTAL ASSETS	\$304,884
* Includes revenue for projects in progress	
1997-1998 REVENUE	
Memberships	\$12,011
Donations	15,867
Publications	11,426
Donated Facilities and Services	97,527
Miscellaneous	35,422
TOTAL	\$172,252
1995-1996 EXPENDITURES	
Administration	\$20,842
Donated Facilities and Services	97,527
Publications	14,021
Exhibits	584
Library	25,413
TOTAL	\$158,387





Even though the consequences of sprawl have been understood for at least two decades, attempts to combat it have been fragmented and ineffective. The engine of sprawl is fueled by a mix of individual choices, market forces, and government policies, most of which have only become more entrenched over time. These forces include:

- A perception that new suburbs are safer and more desirable than existing communities. Many people believe that suburbs provide them with good value—safe streets, neighborhood schools, a "small-town" atmosphere, close proximity to their local governments, and new (though not necessarily better) community infrastructure.
- A perception that suburbs are cheaper than urban alternatives. Owning a starter home in a distant new suburb is still within the financial reach of a typical family, despite the increased commuting costs. The family's financial equation, however, does not take into account the larger cost to society of far-flung suburbs—a cost the family will eventually share in paying.
- A belief that suburban communities will give business more flexibility to grow. Businesses welcome the tax incentives and freedom from heavy regulation that are often provided in newer suburban communities trying to develop a strong business base. Businesses also view suburban locations as safer—a view reflected in the cost of insurance—and they perceive they will have access to a better-educated work force.
- Technological changes that have decentralized employment away from traditional centers. This phenomenon permits dispersal of both jobs and houses across a huge area. The emergence of the "information superhighway" may accelerate this trend.
- Highway and automobile subsidies that have traditionally fueled suburban growth remain in place today. Since the 1950s, automobile use has been encouraged by government-financed road-building programs, and for the most part the "external costs" of automobile use (i.e., air pollution) have not been the direct financial responsibility of the individual motorist.
- Local land-use policies that inadvertently cause sprawl. In many older suburban communities, "slow-growth" attitudes restrict new development, pushing employment and housing growth to the metropolitan fringe. With a lack of regional planning, each community pursues its own self-

interests, regardless of costs imposed on other communities.

- Fiscal incentives that encourage local governments to "cherry-pick" land uses based on tax considerations.

Under Proposition 13's property-tax limitations, there is little fiscal incentive for many communities to accept affordable housing—and when such housing is built, developers must usually pay heavy development fees. Meanwhile, because communities must raise revenue to provide mandated services, auto dealers and retailers, both big sales-tax producers, receive subsidies to locate in communities.

The result of all these factors is a severe regional imbalance. Housing, jobs, shopping, and other activities are scattered across a huge area and long auto trips are often required to connect them. Such a development pattern imposes a considerable cost on all who use it, though the costs are often hidden and those who pay them are not always aware of it.

he cost and consequences of sprawl have been documented among academics and planning experts for more than two decades. In the early 1970s, planning consultants Lawrence Livingson and John Blayney produced a landmark study showing that in some cases, a California community would be better off financially if it used a combination of zoning and land acquisition instead of permitting development of low-density subdivisions. A few years later, the U.S. Council on environmental Quality produced it landmark report, *The Cost of Sprawl*—the first comprehensive analysis of sprawl's true expense to society. As fiscal and cost-benefit analysis techniques have become more refined, the true cost of sprawl has become much more apparent.

Today, no one in California is unaffected by the cost of sprawl. Its consequences spread across all groups, regardless of geography, race, income, or political status.

Taxpayers

Sprawling suburbs may be cheaper in the short-term for individuals and families who buy houses in new communities, but their "hidden" costs may ultimately be passed on to taxpayers in a variety of ways.

- The cost of building and maintaining highways and other major infrastructure improvements to serve distant suburbs.
- The cost of dealing with social problems that fester in older neighborhoods when they are neglected or abandoned.
- The cost of solving environmental problems (wetlands, endangered species, air pollution, water pollution) caused by



Aerial photograph of Cupertino area of the Santa Clara Valley, circa 1960s. Intersection in center of photo is Stevens Creek Boulevard and Highway 9 (De Anza Boulevard). Photograph taken and donated by Adrian Hatfield.

development of virgin land on the metropolitan fringe.

Taken together, it is clear that all these costs have contributed to California's dire fiscal situation during the 1990s, which has strained state and local government budgets to the breaking point.

Businesses

Many businesses benefit from suburban locations. But all businesses, both small and large, also bear many of the following costs.

- Adverse impacts on the state's business climate. By reducing the quality of life, sprawl has made California a less desirable location for business owners and potential employees. By increasing suburban resistance to further growth, sprawl has made it difficult for businesses to relocate and expand in California. Both these trends increase the attractiveness of neighboring states such as Arizona, Nevada, and Utah. For example, a major film studio recently decided to relocate its animation facility to Arizona, principally because of lower housing prices and less traffic congestion.
- Higher direct business costs and taxes to offset the sideeffects of sprawl. This can include the cost of new business infrastructure or of mitigating transportation and environmental problems. For example, in many metropolitan areas, air-quality regulators have forced businesses to take the lead in fighting air pollution by initiating carpooling programs for their employees.
- A geographical mismatch between workers and jobs,

leading to higher labor costs and a loss in worker productivity. Many workers must now commute long distances to their jobs, which takes a significant toll on their personal, family and professional life. Many other workers are removed from large portions of the job market simply because they cannot get to where the new jobs are.

 Abandoned investments in older communities, which become economically uncompetitive because of sprawl and its associated subsidies. This is especially true of the state's utility companies, whose investments in gas, electric and water infrastructure are literally rooted in established communities.

Residents of New Suburbs

There is no question that new suburban residents are, in many ways, the principal beneficiaries of suburban sprawl. They often live in new and affordable neighborhoods which they perceive as safe and prosperous. Yet many suburban residents are becoming increasingly aware that they pay a high price for these benefits in the following ways.

- The cost of automobiles. The average Californian spends one dollar out of every five on buying and maintaining their cars. As a consequence they have less to invest or spend on other items.
- Time lost commuting to work and other destinations. A huge number of Californians now spend and hour or more per day in their car, and the number continues to rise. A recent survey by the Walnut Creek-based *Contra Costa*



Aerial photograph of Cupertino area of the Santa Clara Valley, circa 1980s. Upper center is De Anza College. Main thoroughfare on the right is Highway 280. Taken by NASA using infrared photography.

- *Times* showed that the commute times for residents of 10 cities in Alameda and Contra Costa counties had increased and average of 13 percent between 1980 and 1990.
- The cost of new suburban infrastructure. Suburbs are often perceived as "low-tax" locations, when, in fact, most new suburban homebuyers in California must pay additional taxes (usually Mello-Roos taxes) to cover the massive cost of new roads, schools, and other infrastructure required in new communities. These additional taxes often have the effect of doubling a new homeowner's property tax bill.

Residents of Central Cities and Older Suburbs

Residents of central cities and older suburbs are among the biggest losers in the sprawl process. Once they were among the most fortunate of metropolitan dwellers, because their central location provided access to jobs, shopping, and other amenities. However, sprawl has penalized them by creating or accelerating the following trends:

- Loss of jobs and access to jobs. Residents of older neighborhoods no longer have convenient access to most jobs. This is especially difficult for poor and working-class citizens who must rely on public transportation, because it is difficult to commute to most suburban jobs without a car.
- Economic segregation and loss of social stability. By luring middle-class residents from older neighborhoods, sprawl creates destructive economic segregation and robs those neighborhoods of the social stability that will keep

- them viable. The distribution of income becomes more skewed, and it becomes increasingly difficult for low-income people to escape poverty.
- Underutilized or abandoned investments. Businesses are not the only entities whose investments can become stranded when city neighborhoods decline. Individual homeowners and small shopowners can also see a stagnation or decline in property values. And this trend is not only visible in the inner city. Huge investments in older suburban shopping centers, for example, are now threatened because these centers are perceived as uncompetitive.
- Shifts in political power and government services. By removing the middle class of all races from older communities, sprawl makes it easier for that middle class to ignore the political and social problems left behind. Thus, revenues fall and it becomes more difficult for older neighborhoods—urban or suburban—to maintain government services, and the incentive for home ownership required to provide the foundation for prosperity.

Farmers

Agriculture remains one of California's leading industries. Yet sprawl continues to take a heavy toll on California agriculture in the following ways.

- A permanent loss of agricultural land. Between 1982 and 1987, the Central Valley—California's leading agricultural region—lost almost a half-million acres of productive farmland.

Some of this land can be replaced by bringing new land into agricultural production, but often at a high economic and environmental cost. Also, many of California's micro-climates support unique agricultural products that cannot be replaced by land in other areas. Highly productive coastal agricultural lands lost to sprawl cannot be replaced at any cost.

- A loss in productivity due to pollution. Sprawl-induced ozone pollution alone can reduce crop yields by as much as 30 percent. According to the Agricultural Issues Center at UC Davis, pollution-induced costs to agriculture exceed \$200 million per year.
- A decline in farm communities. As sprawl has eroded agricultural production, the effect on farm communities has been devastating. In some cases, rural communities have been transformed into bedroom suburbs, creating destructive commuting patterns while destroying agriculture infrastructure and productivity.
- Long-term uncertainty. Sprawl destabilizes agriculture by creating the temptation to "sell out." The prospect of eventual sale to a developer reduces incentives for farmers to make long-term capital investments. In many cases, farmers stay afloat financially only by borrowing against the speculative value of their farm for development—creating self-fulfilling prophecy of sprawl. Another uncertainty for farmers arises from increased demand for water for urban uses driven by sprawl patterns.

The Environment

Traditional development patterns have taken a massive toll on all three basic elements of the natural environment: land, air, and water.

- Land: After 50 years of sprawl, California's metropolitan areas are enormous, reaching deep into natural ecosystems that were thriving even a generation ago. Some 95 percent of the state's wetlands have been destroyed over the last 200 years, and the few wetlands that remain are threatened. Also, California now has the highest number of candidate and listed endangered species of any state—partly because sprawl is affecting the state's unmatched diversity of biological systems. Sprawl makes it more difficult to resolve these land conservation issues by putting tremendous development pressure on the supply of remaining open land. Finally, sprawl

- compromises one of the most essential assets of California—the beauty and drama of its landscape. Far from being just a luxury, this value of open space is an important component in the state's ability to attract and hold workers and investors.
- Air: California has the worst air quality in the nation, and air pollution experts estimate that a third of all air pollution emissions are traceable to car and truck emissions exacerbated by longer commutes and higher auto use. The South Coast Air Quality Management District, which has the strictest air-pollution regulations in the country, estimates that air pollution in the four-county Los Angeles area costs \$7.4 billion per year, or about \$600 per resident. Dramatic gains in pollution technology are likely to be offset by further sprawl. According to air pollution expert J.V. Hall, "The benefits of pollution-reduction technology can easily be overwhelmed by our choices about where to live and work, about modes of travel, and about how many miles we drive."
- Water: Sprawl takes a serious toll on California's water supply. Forty of the state's 350 groundwater basins are seriously overdrafted, and water planners predict that by 2020 the state will face a water supply deficit of between 2 million and 8 million acre-feet. Though not the sole cause, fringe development does make the water issue more expensive and complicated to manage.

In the postwar era, the continuous cycle of suburban sprawl—counter-productive as it was in many ways—actually helped to fuel California's prosperity, as consumption of new houses and new cars became one of the bases of our prosperity. It is clear, however, that the new California cannot sustain old patterns of urban development, if the state is to prosper in the future.

The sponsors of this report—Bank of America, the California Resources Agency, Greenbelt Alliance, and the Low-Income Housing Fund—firmly believe that California cannot succeed unless the state moves beyond sprawl. Strong policy direction from our political leaders on both the state and local level is essential. But government policies alone will not help California move forward. Our businesses, our community groups, and our citizens must also take the initiative. We must understand how sprawl affects each of us individually, how it impedes the state's progress, and how it could make a prosperous future more difficult to achieve.

FOUNDATION NOTES

Meet Doug McConnell



Doug McConnell

The host of the KRON-TV, Channel 4 series "Bay Area Backroads" is coming to the California History Center, Thursday, September 17, 1998 as a benefit for the California History Center Foundation.

Don't miss out! You have two opportunities on September 17th to meet Doug McConnell.

A very special, personal, relaxed evening of good company and good food is planned at the home of California History Center Foundation Trustee Marion

and husband Robert Grimm. Join us for a casual, but elegant dinner 6:00–8:00 p.m., 1001 Parma way, Los Altos. \$100 per person. Reservations are limited.

If you can't make dinner join us at the history center for a reception and brief presentation of anecdotes by Doug about the making of the series. 4:00–5:30 p.m. Cost is \$10.00 per person, refreshments served.

The CHCF greatly appreciates your generous support of this special benefit.

Exhibit

"A View of Northern California African American Artists from WPA to the Present: CONTINUING THE HERITAGE"

The CHC will host an exhibit of painting, sculpture, mixed media, and graphic art works of African American artists who live and work in Northern California so that the general public becomes better acquainted with who they are and what individual artistic goals and visions are.

The exhibit will also seek to provide students at De Anza College with a living experience of African American artists so that they are able to learn, on a first hand basis, what roles African American artists fulfill within African American communities in Northern California as well as how contributions of African American artists complement American culture as a whole.

Board News



David Howard-Pitney

A new slate of officers have been nominated and approved to serve on the Board of Trustees for the California History Center Foundation for the academic year 1998-1999.

David Howard-Pitney, a De Anza College history instructor, and former History Department Chairman will serve as President of the Board of Trustees. Howard-

Pitney has been a member of the board of trustees since 1994. The new vice-president, **Doni Hubbard**, has also been a trustee since 1994 and has been active in fundraising events for the center. **Robert Peepari**, a recent addition to the board of trustees in 1997, will serve as secretary. He has contributed his expertise as an architect in helping to plan an expansion of the Stocklmeir Library and Archives. Trustee **Bill Ralston** has agreed to a second term as Treasurer for the foundation, and continues to make financial recommendations to the board.

The board of trustees would like to welcome its newest member, **Thelma Epstein**. Ms. Epstein has been a De Anza College faculty member since 1978 where she teaches United States History. Her bachelor's degree is from Southern Methodist University and she holds two Master's degrees: one in United States History and one in Special Education for Learning Disabilities. She has been active in college and faculty groups including currently serving at the General Education Review chair, and as a member of the Faculty Association Executive Council, the Professional Development Leave Committee, the Faculty Association, the Bay Faculty Association, and on the Board of Governors of the Faculty Association of California Community Colleges.

Besides serving locally as a Cupertino Library Commissioner for eight years, Epstein enjoys traveling, reading, walking, gardening and her family. The California History Center Board of Trustees looks forward to working with Thelma Epstein.

Directors' Scholarship

Ramon Johnson

Ramon Navarro Johnson, De
Anza College student and Supplemental Skills Instructor, has been named
the recipient of the 1998 Directors'
Scholarship. The scholarship was
established in honor of the current and
past directors of the California
History Center. It recognizes those
students who have demonstrated
substantial interest and involvement in
the social and intellectual issues
facing California, either through their
educational, professional or voluntary

activites. A committee, made up of CHC Director Kathi Peregrin, former Director Jim Williams, Librarian Lisa Christiansen, CHC Administrative Associate Tom Izu, and CHC Trustee Doni Hubbard, unanimously chose Ramon's application essay over 25 other entries.

Johnson is a returning college student and a veteran and has faced numerous personal obstacles in his life, but keeps a positive attitude toward scholarly work, participation in class group work and volunteer activities.

Johnson attended the May 1998 meeting of the CHC Board of Trustees and was introduced to them as the Directors' Scholarship winner. He explained that, "the history center has been a living part of my college experience." He went on to say that he had attended the May 1997 CHC-sponsored conference and met Pulitzer-prize winning author Dale Maharidge. At the same conference he met author James Houston whom he saw again recently at the author's booksigning. Johnson appreciated taking advantage of these opportunities offered him by the history center.

Johnson hopes to go on to San Jose State University and after that pursue a Master's Degree in the field of communications.

Another Howser Donation

Huell Howser, of PBS' California' Gold, has donated a new group of videos which make up the most recent additions to the televised series. Since this donation, the CHC now owns a complete set of the California history series. The center loans the video tapes, along with teacher's guides, to local school teachers and has had many requests for viewing from De Anza College students. In addition, the center has hosted a "California's Gold video lunch bunch" on most Fridays of the academic year. Staff and students bring their lunch and enjoy watching the selected tape in the company of other history buffs.

The foundation is grateful to Mr. Howser for his continued support of the history center, and particularly for the donation of this most recent series of video tapes.

Web Site

Thanks to the expertise of Trustee Michael Kimball and his colleague Gwyn Rayer, the California History Center's web site has been updated and expanded to introduce internet users both far and near to the California History Center and its programs, classes, and collections. Plans are also in the works to allow De Anza College students to participate in adding their own California history research to create additional pages to the site.

Many thanks to Michael and Gwyn for the time and effort they have put into making the history center approachable to a much larger audience. Visit our web site at:

http://wwwdeanza.fhda.edu/CalifHistory/CalifHistory.html



Willys Peck, signing copies of his publication Saratoga Stereopticon, at a booksigning co-sponsored by the California History Center and the Saratoga Community Library, December 1997.

In Memory

In February 1998, the California History Center lost two longtime supporters and friends.

Gladys Stocklmeir Lester Tikvica

Gladys Stocklmeir, widow of the late Louis Stocklmeir, Sr. for whom the history center's library is named, had helped the center since 1969 with the restoration of the Trianon building. Mrs. Stocklmeir named the history center in her will, and the foundation is grateful for this wonderful legacy.

Mr. Tikvica was particularly interested in local history and had been an active supporter of the history center since 1982.

Special Gifts

General

Sarada Royyuru

Stocklmeir Journal Fund

Janet Ilacqua

In Memory of Gladys Stocklmeir

Gladys Boyer Stocklmeir Trust
Mr. & Mrs. Robert Bryant
Audrey Butcher
Raymond & Delores Corral
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Yvonne Jacobson
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In Memory of Lester Tikvica

Yvonne Jacobson

Saratoga Walking Tour Contributors

Marion Armstrong
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James Feng
Marion Grimm

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New Members

Individual

James & Marion Armstrong, Martin Bennett, Vallee Bubak, Jim & Libie Cilker, Mary Ann Gorski, Patty Grimm, Susan Kozdon, Claudia Newman, Susan Raffo, Elizabeth Cilker Smith.

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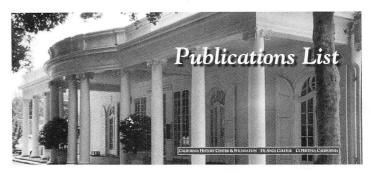
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Individual

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Publications list of current CHC books that are available for sale. The list was recently produced by the CHC Foundation, and is available at the history center.

California History Center Foundation



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Your contribution is tax-deductible to the extent allowed by law. The value of goods received as a benefit of membership must be deducted from the amount of all contributions claimed as a deduction. CHCF members receive tri-annual issues of "The Californian" magazine and members who contribute at the \$50 level and above also receive a yearly Local History Studies publication.

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