

# California Divided

People, Politics, and  
Environment

31ST ANNUAL CONFERENCE OF THE  
CALIFORNIA COUNCIL FOR THE PROMOTION OF HISTORY  
20-22 OCTOBER 2011  
RIVERSIDE, CALIFORNIA

# Coming together to talk about division



—Library of Congress

CCPH will convene in another compelling place this year—at the historic Mission Inn in Riverside, California. The intimate setting and unique story of this wonderfully eclectic hotel provides the perfect venue for our 2011 annual conference.

Beginning with the Native Americans, the desert regions of Southern California have proved fertile ground for the various and often opposing forces that shaped California. Indians, soldiers, miners, ranchers, railroaders, and farmers found purchase here, along with the health-seekers and colony-founders. As this motley crew jostled for resources and influence, they were joined in the new century by the fame seekers of Hollywood, immigrants from near and far, and the science and industry of the military and high technology ventures.

Join us for a look into the issues and events that brought out our best and worst, and often divided these Californians and shaped the development of our state and the western region. I look forward to seeing you there!

**Meta Bunse**

CCPH President

## What is CCPH?

Since our founding in 1977, the California Council for the Promotion of History has been the leading statewide advocate for California history, and an effective networking organization for all of California's public historians both professional and avocational. CCPH provides an open and collegial forum where historians, curators, archaeologists, interpreters, archivists, librarians, cultural resource managers, historical organization officers, teachers, and other historically minded members of the community can exchange ideas and find common ground. Our diverse and dynamic members are what make CCPH an effective voice for our state's history and heritage.

CCPH provides leadership through a broad range of efforts, including our quarterly newsletter, *California History Action*; statewide awards; mini-grants to organizations and individuals; a Directory of Professional Historians; legislation monitoring and advocacy; and through our annual conference. If you are not already a member, please join us.

## Historyphiles Living in Riverside and nearby—We Want You!

In conjunction with this year's annual conference in Riverside, CCPH is offering residents of Riverside and neighboring counties who are new to CCPH a half-price, one-year membership with your conference registration. Residents of Riverside, Orange, San Diego, Imperial, and San Bernardino counties qualify for this opportunity

to become involved in California's leading, statewide public history advocacy organization.

If you are eligible for this offer, please be sure to include your county of residence on the membership application form you include with your registration materials.

# Conference at a glance

## Thursday, October 20

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11:00 a.m.–3:00 p.m.	<b>CCPH Board Meeting</b> , Location to be announced
1:00–5:00 p.m.	<b>Workshop—New Technology for Historians</b> , Community Room of the Riverside Public Library (across the street from the Mission Inn)
Beginning at 4:00 p.m.	<b>Registration</b> , Spanish Art Gallery, Mission Inn
6:00–8:30 p.m.	<b>Opening Reception and Conference Registration</b> , Riverside Metropolitan Museum (across the street from the Mission Inn)

## Friday, October 21

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All day	<b>Conference Registration</b> , Spanish Art Gallery, Mission Inn <b>Book Vendors</b> , Spanish Art Gallery, Mission Inn
7:15 a.m.	<b>Early Bird Walking Tour—Downtown Riverside</b> , meet in the Mission Inn Lobby.
Friday morning	<b>Plenary Session—“Bridging the Divides: Crafting a New Statewide Historic Preservation Plan for California”</b> Sessions 1 and 2
Friday morning	<b>Session 1—Divisions of Race, Economy and Labor</b> <b>Session 2—To be Announced</b>
Noon	<b>Lunch Break</b> , on your own Sessions 3 and 4
Friday afternoon	<b>Session 3—Presenting History to the Public: Politics and Reinterpretation</b> <b>Session 4—Bridging the Divide in Local Historical Societies: New Perspectives</b> Session 5
Friday afternoon	<b>Session 5—Mission Inn tours</b>
6:30 p.m.	<b>Annual Banquet</b> , Mission Inn

## Saturday, October 22

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All day	<b>Book Vendors</b> , Spanish Art Gallery, Mission Inn
Saturday morning	<b>Conference Registration</b> , Spanish Art Gallery, Mission Inn Sessions 6 and 7
Saturday morning	<b>Session 6—Selling the California Dream</b> <b>Session 7—Boundaries, Battles, and Boodle: The Formation of Orange and Riverside Counties</b> Sessions 8 and 9
Saturday morning	<b>Session 8—Plagues and Politics in the Central Valley</b> <b>Sessions 9—North State Divisions in Culture and Class</b>
12:15–2:00 p.m.	<b>Awards Luncheon</b> , PHOOD on Main, 3737 Main St. Sessions 10 and 11
Saturday afternoon	<b>Sessions 10—Growing Pains of a Campus and a Municipality</b> <b>Session 11—Japanese Internment: Divided by Force</b>

# Plenary Session

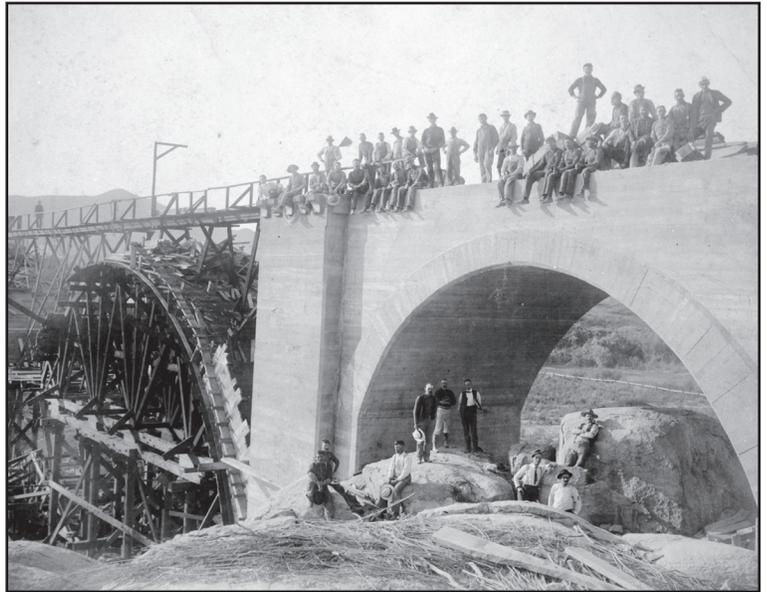
## Bridging the Divides: Crafting a New Statewide Historic Preservation Plan for California

**Speakers:** Jenan Saunders, Acting Deputy State Historic Preservation Officer, and other staff members of the Office of Historic Preservation

### Friday morning

Every five years, the California Office of Historic Preservation (OHP) is charged with developing a Statewide Historic Preservation Plan that identifies the top “issues” facing preservation in our state. The plan also presents specific goals and objectives to help deal with those issues, which in most cases can be viewed as “divides” that are in desperate need of “bridging.” In this interactive plenary session, OHP will explore what the office has been hearing during its public outreach campaign for the plan and have a conversation with attendees about possible goals and objectives to address those issues—or divides. The divides that the plan and outreach have identified include:

- ❖ Between the past and the future: If historic preservation (and history in general) is to be of interest to the general public, it has to be forward looking, not just looking back.
- ❖ Between past and present generations: Today’s young people are not like their parents, any more than their parents were like the generation before them—so how do we get young people today to care about history?
- ❖ Between the public and its history: Too many people just don’t care, or don’t care very much, about history, mainly because they don’t see history as relevant to their lives—so how do we make it relevant?
- ❖ Between the “government” (at all levels) and its constituents: Many of the issues we’re hearing about, in terms of threats to resources and preservation



“View of workers and bridge under construction,” c. 1903-04, Union Pacific Railroad Bridge, over the Santa Ana River, near Riverside, CA.

—HABS/HAER, Library of Congress, original in Riverside Library, Local History Collection

in general, involve the government not doing its job when it comes to historic resources, so how do we move government in the right direction even in these times of limited budgets and staffing?

- ❖ Between places and people: Preservationists sometimes get so caught up in the places they’re preserving, that they forget about or lose sight of the fact that it’s the people behind these places that make them special—and that the reason we’re preserving these places is for people today and in the future.
- ❖ Between schools and historic places: Unfortunately, we’re still grappling with the seemingly age-old question of how do we get teachers to use historic places as part of their curricula?

## Menu for Awards Luncheon

Saturday, October 22, 2011

Entrée choices (select on registration form):

- ❖ Nutted Salmon—Salmon filet seared and then roasted with macadamia nuts, white wine, butter and herbs
- ❖ Portobello Ravioli (vegetarian)—With browned butter, herbs, almonds and an enoki straw mushroom garnish
- ❖ Citrus Chicken—Grilled chicken breast with an orange glaze

Lunch will also include: Hors d’oeuvres (cucumber stacks with assorted fillings), Citrus Heritage salad, and an assorted mini dessert platter.

# Special events—Thursday

## Social Media and Mashups: New Technology for Historians Workshop

**Instructor:** *Colleen Greene, MLIS, is a frequent presenter and instructor on social media and Web 2.0 topics. She is a librarian, web developer, technologist, and trainer. As the systems librarian at the Pollak Library at California State University, Fullerton, Colleen is charged with investigating and implementing emerging technology solutions for the library and the campus community. With an academic background in history and research interests in digital history, Colleen is committed to helping heritage institutions learn how to use these solutions to enhance their collections and services.*

**Thursday, 1:00–5:00 p.m.**

*Community Room, Riverside Public Library  
(across the street from the Mission Inn)*

**Event fee: \$40**

**Materials: Your own laptop**

This technology workshop introduces you to a variety of social media tools and mashups that can be used to promote and provide access to your special collections or digital research projects.

This workshop is a true hands-on lab experience (bring your own laptop!) geared towards those in the heritage community interested in exploring social media or Web 2.0 opportunities for their organizations or research projects.

Basic familiarity with Facebook, Twitter or other social web tools is desirable, however, novices will still be able to follow along in the workshop without holding up more experienced participants.

Greene will guide attendees in hands-on learning as they explore such topics as:

- ❖ Navigating through a handful of free social media tools that can give your organization the biggest bang for its buck in terms of ease of use, functionality and potential audience.
- ❖ Using free services like Google Maps and History Pin to easily geotag your digital objects and curate place-based heritage projects and tours, while briefly reviewing a few additional options available to organizations or individuals with more web programming expertise or funding.
- ❖ Building a professional Facebook page, including a tools, tips and best practices for customizing your page and integrating digital collections and services.
- ❖ Getting started with using Omeka, an open source web publishing application designed specifically for heritage institutions.

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## Opening Reception: Riverside Metropolitan Museum

**Thursday, 6:00-8:30 p.m.**

*Riverside Metropolitan Museum  
(across the street from the Mission Inn)*

**No event fee**

This year's reception takes place in the Riverside Metropolitan Museum, across from the Mission Inn. The museum

is housed in Riverside's former post office, a Renaissance Revival building completed in 1914. Its collection features natural history, anthropology and history artifacts and the current exhibit in the museum is "Beyond Craft: American Indian Women Artists."

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# Special events—Friday

## Early Bird Walking Tour of Old 7th Street (Mission Inn Avenue)

**Guide:** *Steve Lech has been a docent with the Mission Inn Foundation for 23 years, and has been president of the Riverside Historical Society for several years. In 2008, he was awarded the Individual Achievement Award for Outstanding Contributions to Local History by the Riverside County Historical Commission, and in 2009 he was recognized by the City of Riverside's Cultural Heritage Board with an Individual Achievement Award for Outstanding Contributions to Local History.*

**Friday morning**

*Lobby, Mission Inn*

**No event fee**

Want to jump start your conference experience? Join Steve Lech and your fellow early birds as we walk a few

blocks from the Mission Inn, the center of downtown Riverside, to see several of the city's prime buildings, including the 1929 Fox Theater where *Gone With The Wind* debuted, the Julia Morgan-designed YWCA building, and many others, all of which complement the architecture of the Mission Inn. Bring along some pocket change, as we'll also stop to refuel with coffee and a quick snack.

Meet in the lobby of the Mission Inn on Friday morning for this interesting glimpse of the area before most people roll out of bed. We'll be back in time for the Plenary Session in the Spanish Art Gallery!

Tour length: 50-60 minutes. Comfortable walking shoes suggested.

# Special Events—Friday (continued)

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## Tours of the Mission Inn

### Friday late afternoon

*Lobby, Mission Inn*

#### Event fee: Free or \$5

Come join us on a walking tour of the historic Mission Inn, offered by the Mission Inn Museum. Trained docents will discuss the art, architecture, and history of the inn, which had its modest beginnings as a 12-room adobe boarding house built by civil engineer Christopher Columbus Miller in 1876. Miller's son, Frank, became the Master of the Inn in 1902 and started building obsessively in a wild variety of genres and styles, expanding the building until 1931, just before his death in 1935. Although a composite of many architectural styles (including Spanish Gothic, Renaissance Revival, Moorish, and Spanish Colonial), the Mission Inn is generally considered the largest Mission Revival Style building in the United States. With its narrow

passageways, exterior arcades, and oddly-scaled sections, it reminds many of the Winchester House in San Jose (if attendees can't manage stairs, elevators go to each location). This is your chance to see parts of this California Historic Landmark that are inaccessible to the general public!

Multiple tours will be departing the hotel lobby on the afternoon of Friday, October 21, with staggered start times to accommodate 15 guests each. The first 45 conference attendees to sign up for the tour will be admitted free of charge; tickets for additional persons are available for \$5 (the normal rate is \$12). If you miss one of the special conference tours, and you have reserved a ticket, it can still be used for one of the "public tours" – please call the Mission Inn Museum at (951) 788-9556 during regular business hours for available tour times and reservations.

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## Annual Banquet

### Friday, evening

*Mission Inn*

#### Event fee: \$39 per person (see registration form)

The Annual Banquet is Friday evening at the Mission Inn. It will feature a buffet-style dinner.

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## Lodging

CCPH is lucky to have obtained reasonable rates for the conference accommodations and meeting sites at the Mission Inn Hotel & Spa, located at 3649 Mission Inn Avenue, in the heart of Downtown Riverside.

This unique historic property had humble beginnings as a 12-room adobe boardinghouse built in 1876, but through progressive additions the expansive hotel now covers an entire city block and combines design elements from throughout the Southwestern United States. Finally completed in 1931, the Mission Inn is considered the largest Mission Revival style building in the country and is a listed National Historic Landmark.

National Trust Members, Note: It is also a member of the National Trust of Historic Preservation's exclusive club of Historic Hotels of America.

The inn has included wireless internet and free parking to CCPH registrants. The Mission Inn also has several in-house restaurants and lounges, a heated pool, and a spa and fitness center, in addition to its 238 elegantly appointed guest rooms and 27 luxury suites, conveniently located on the same site as the conference meeting and banquet rooms.

Call the Mission Inn at (951) 784-0300 and request the CCPH conference rates. These rates are only good through September 21.

Several guest room types are available:

- ❖ Deluxe: \$109 (single)/\$119 (double)
- ❖ Raincross: \$119 (single)/\$129 (double)
- ❖ Glenwood: \$129 (single)/\$139 (double)
- ❖ Mission: \$149 (single)/\$159 (double)
- ❖ Junior Suite: \$169 (single)/\$179 (double)
- ❖ Presidential Suite: \$500 (single)/\$510 (double)
- ❖ Superior Presidential Suite: \$500 (single)/\$510 (double)
- ❖ Keeper of the Inn Suite: \$1,000 (single)/\$1,010 (double)

Rooms are subject to occupancy tax, and each additional adult guest is \$15.00 per night. All guest rooms are 100% smoke free. Check-in time is 3:00 p.m. and check-out time is 12:00 noon.

We strongly encourage you to join us in staying at this unique hotel, not only to take advantage of the reasonable conference rates, but also to take the opportunity to network with fellow CCPH members and the presenters in between sessions and events. If you prefer, however, there are alternative accommodations close at hand, several in Downtown Riverside within walking distance of the Mission Inn.

# Arriving and Local Transportation

## By Car

The Mission Inn Hotel & Spa is located at 3649 Mission Inn Avenue, in the heart of downtown Riverside and is easily accessible from several freeways.

Overnight self-parking at the hotel is \$8 per day (free to hotel guests who register under the CCPH special block rate), and valet parking is also available (\$15 maximum per day).

### From Los Angeles County/Ontario Airport

From the 10 Freeway: Take I-10 east to I-15 south and then to onto CA-60 east toward Riverside. Merge onto CA-91 west (Exit 53A) toward Riverside/Beach Cities. Take the Mission Inn Avenue exit (Exit 64) toward downtown; turn right onto Mission Inn Avenue.

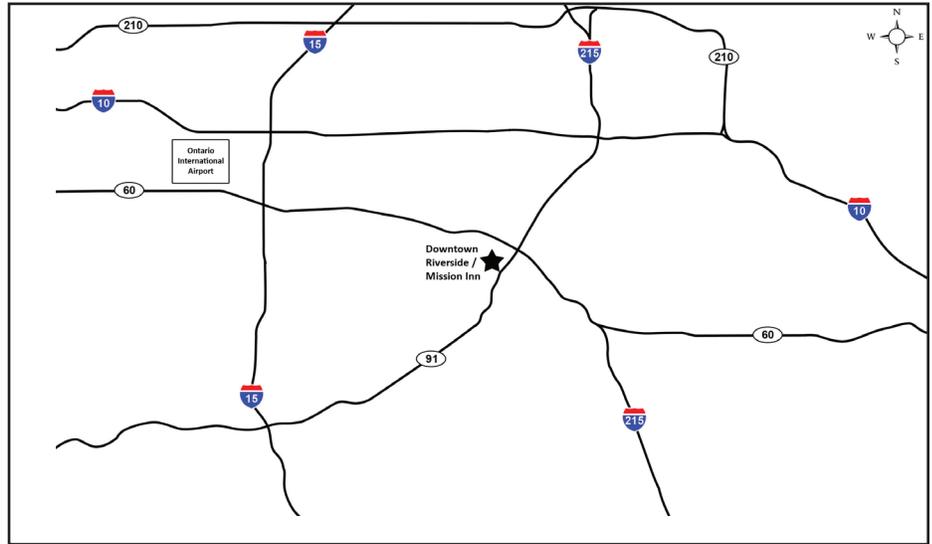
From the 60 Freeway: Take CA-60 east then merge onto CA-91 west (Exit 53A) toward Riverside/Beach Cities. Take the Mission Inn Avenue exit (Exit 64) toward downtown; turn right onto Mission Inn Avenue.

### From Orange County

Take CA-91 east to the University Avenue/Downtown exit in Riverside. Exit straight onto Mulberry Street, then take the 2nd left onto Mission Inn Avenue.

### From Palm Springs

Take I-10 west, merge onto CA-60 west. In Riverside, merge onto CA-91 west (Exit 34B) toward Beach Cities. Take the Mission Inn Avenue exit (Exit 64) toward downtown; turn right onto Mission Inn Avenue.



### From San Bernardino

Take I-215 south, merge onto CA-91 west. Take the Mission Inn Avenue exit (Exit 64) toward downtown; turn right onto Mission Inn Avenue.

### From San Diego County

Take I-15 north to I-215 north and continue toward Riverside. Take the Mission Inn Avenue exit (Exit 64) toward downtown; turn right onto Mission Inn Avenue.

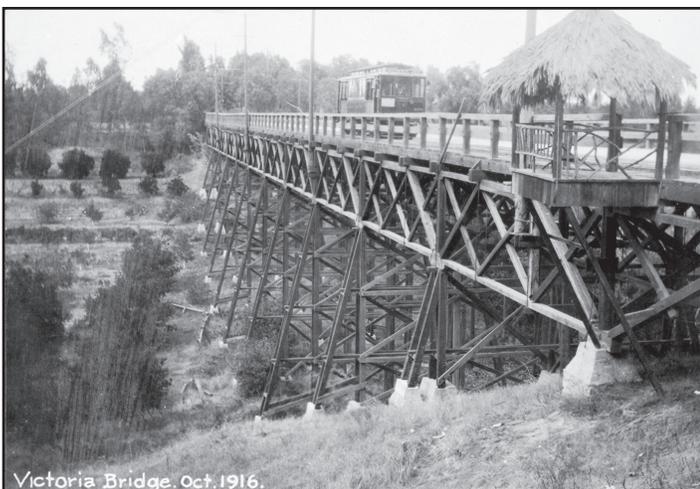
## By Air

The LA/Ontario International Airport (ONT) is the nearest full-service airport, located about 20 miles northwest of Riverside. Car rental facilities are located at the airport and at nearby off-site locations, both accessible from the passenger terminals by shuttle. Taxicab and door-to-door van shuttle service is also available curbside outside of baggage claim, either on a walk-up basis or arranged ahead of time (please note that the Mission Inn does not provide shuttle service):

Super Shuttle	(800) 258-3826
	(www.supershuttle.com)
Bell Cab Company	(800) 340-8294
Yellow Cab Company	(800) 305-8294

## By Train/Bus

Amtrak ([www.amtrak.com](http://www.amtrak.com)) and Metrolink ([www.metrolinktrains.com](http://www.metrolinktrains.com)) both provide rail service to the Riverside-Downtown Station at 4066 Vine Street, located about two-thirds of a mile southwest of the Mission Inn. Greyhound ([www.greyhound.com](http://www.greyhound.com)) offers bus service to its station at 3911 University Avenue, about a two-block walk to the Mission Inn.



Streetcar on the Victoria Bridge over the Tequesquite Arroyo, Riverside, 1916.

—HABS/HAER, Library of Congress, original in Riverside Library, Local History Collection

# 2011 CCPH Conference Schedule

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## Thursday

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### **Registration**

Thursday afternoon, Spanish Art Gallery, Mission Inn

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### **Workshop—Social Media and Mashups: New Technology for Historians Workshop**

1:00–5:00 p.m., Community Room of the Riverside Public Library (across the street from the Mission Inn)  
Instructed by Colleen Greene, MLIS, Systems Librarian, Pollak Library, California State University, Fullerton.

### **CCPH Board Meeting**

11:00 a.m.–3:00 p.m. Location to be announced

### **Opening Reception & Conference Registration**

6:00–8:30 p.m., Riverside Metropolitan Museum, 3590 Mission Inn Avenue

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## Friday

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### **Conference Registration**

All day, Spanish Art Gallery, Mission Inn

### **Book Vendors**

All day, Spanish Art Gallery, Mission Inn

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### **Tour—Early Bird Walking Tour—Downtown Riverside**

7:15 a.m., Mission Inn lobby

The tour will return in time to attend the Plenary Session. Tour leader is Steve Lech, local historian and president of the Riverside Historical Society.

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### **Plenary Session: Bridging the Divides: Crafting a New Statewide Historic Preservation Plan for California**

Friday morning

California Office of Historic Preservation Panel: Jenan Saunders, Acting Deputy State Historic Preservation Officer, and other staff members of the Office of Historic Preservation.

### **Session 1—Divisions of Race, Economy, and Labor**

Friday morning

“Alexander Del Mar: California and ‘The Other Side of the Chinese Question’” by Kashia Arnold, California State University, Northridge

“Class Struggle on the Waterfront, 1901: The Other San Francisco General Strike,” Dr. Lawrence Shoup, Archaeological/Historical Consultants

### **Session 2—To be Announced**

Friday morning

### **Lunch Break**

Noon. On your own

### **Session 3—Presenting History to the Public: Politics and Reinterpretation**

Friday afternoon

“The Politics of Preservation: Victorian Nostalgia and Public History,” by Amanda Tewes, Center for Oral and Public History, CSU Fullerton

“New Birth of Freedom: Civil War to Civil Rights in California,” by Bethany Girod, California State University, Fullerton, and Michelle Antennesse, California State University, Fullerton

### **Session 4—Bridging the Divide in Local Historical Societies: New Perspectives**

Friday afternoon

Panel: John Christian, California State University, East Bay, MA Candidate; Matthew Riley, California State University, East Bay, MA Candidate; and Diane Curry, Curator, Hayward Area Historical Society. Linda Ivey, Moderator, California State University, East Bay, Assistant Professor.

# 2011 CCPH Conference Schedule

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## **Session 5—Mission Inn Tour**

Friday afternoon

Mission Inn tours led by docents of the Mission Inn Museums. Three groups with staggered starting times beginning about 4:00 p.m.

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## **Annual Banquet**

6:30 p.m., Mission Inn

## **Saturday**

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### **Book Vendors**

All day, Spanish Art Gallery, Mission Inn

### **Conference Registration**

Saturday morning, Spanish Art Gallery, Mission Inn

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## **Session 6—Selling the California Dream**

Saturday morning

“Westward Ho! Visualizing the Frontier in Santa Monica, California,” by Shana Klein, University of New Mexico, Albuquerque

“Pricing Paradise: Consumer Culture, Civil Rights, and Community in Black Los Angeles,” by Jennifer Thornton, University of California, Riverside

## **Session 7—Boundaries, Battles, and Boodle: The Formation of Orange and Riverside Counties**

Saturday morning

By Phil Brigandi, Former Orange County Archivist and Steve Lech, Riverside County Local Historian.

## **Session 8—Plagues and Politics in the Central Valley**

Saturday morning

“Plague in the Boomtowns: The Spanish Influenza in the Oil Towns of Kern County,” Garth Milam, California State University, Bakersfield, MA Candidate

“Hoo-ray Gonzales!: Black-Brown Relations, Civil Rights, and Chicano Politics in Bakersfield, California, 1968-1974,” Oliver Rosales, University of California, Santa Barbara, PhD Candidate

“Sharing Spaces, Sharing Faith: African American and Latina Women in California’s Central Valley,” Evelyn Duran, California State University, San Jose, MA Candidate

## **Session 9—North State Divisions in Culture and Class**

Saturday morning

“Facing the Past: Legacies of Genocide, Grave Looting, and Culture Wars in Northwest California,” by Tony Platt, California State University, Sacramento

“Racialization and Rebellion in Civil War California 1858-1864,” by Dr. Lawrence Shoup, Archaeological/Historical Consultants

## **Awards Luncheon**

Noon, PHOOD on Main, 3737 Main Street (one block from Mission Inn)

## **Session 10—Growing Pains of a Campus and a Municipality**

Saturday afternoon

“Campus Politics: The University of California Riverside from Citrus Experiment Station to General Campus,” Russell MacKenzie Fehr, PhD Candidate, University of California, Riverside

“Diverting Water and Dividing the Region: The Struggle over the San Diego River,” by Theodore “Andy” Strathman, University of San Diego

## **Session 11—Japanese Internment: Divided by Force**

Saturday afternoon

“A Brief Prosperity: Japanese Farming Families in Coastal Orange County,” by Alexa Clausen, retired California State Parks Historian and Blythe Liles, California State Parks Regional Interpretive Specialist

“Planning for the Internment of Japanese Americans, 1907-1941,” Dr. Stephen M. Payne, Independent Historian

# Nine Aspects of Riverside's Complex History

## The Land

The first Spanish explorers to pass through Riverside found a dry, barren, landscape deeply cut by arroyos and dotted with short, rugged peaks. Ranges of higher hills defined the plain. Trees and lush vegetation grew along the Santa Ana River wetlands, where Indians lived and left grindstone holes in the rocks.

## The Hispanics

There never was a Franciscan mission at Riverside. In the Mexican era the government hoped that land grant ranchos there would deter the Indian raiders who periodically drove hundreds of stolen horses north through Cajon Pass.

To help guard the pass one grantee donated land for two Hispanic settlements of freeholding farmers. These settlements persisted into the twentieth century despite clouded titles.

## The Colonies

After the droughts of the 1860s, financially distressed rancho owners sold large tracts of land to pay their debts. To gain market access to these tracts, potential purchasers of moderate means formed colonies to combine their buying power. These colonies weren't utopian, though their members often hoped to promote values, such as temperance and cultured civic life.

In 1870 the Southern California Colony Association settled a portion of a land grant and laid out a mile-square street grid which they named Riverside. South of that tract was a mile-wide strip of government land, where squatters settled. South of that, other developers purchased tracts that became today's Arlington and Home Gardens.

## Irrigation to Incorporation

From the first, the colonists hired engineers to lay out irrigation canals to water their lands. Some of the canals required expensive flumes and tunnels, and builders found

capital in San Francisco, the midwest and, later, England. Settlers' disputes about water rights prompted state legislation. Canal right-of-way disputes led to a hostile

takeover that unified the three colonies into the Riverside Land and Irrigating Company (RL&I) in 1875. Concern that the RL&I might sell more land than existing water systems could support led citizens to incorporate the City of Riverside in 1883. The new city boundaries were coextensive with the land owned or irrigated by the RL&I.

## The Citrus Industry

### Navel Oranges

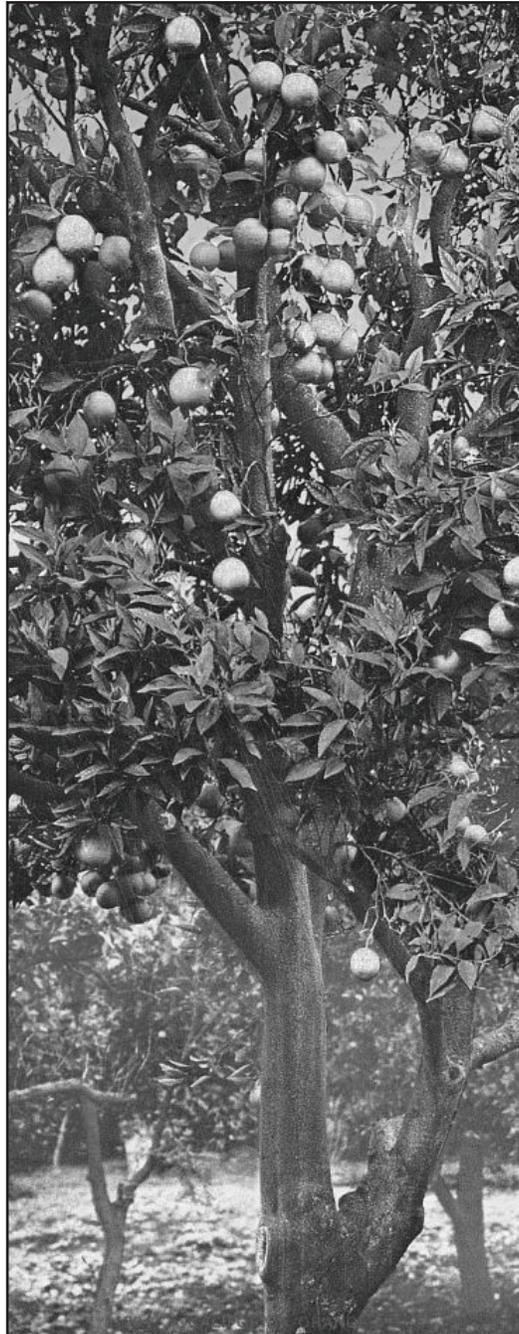
Riverside agriculturists raised field crops and row crops, deciduous fruits, and raisin grapes, but citrus, especially the Bahia or Washington navel orange, dominated Riverside's agriculture and economy from the 1870s until World War II.

The navel orange industry began from two trees that the Department of Agriculture shipped to Riverside in the 1870s, and the seedless, flavorful fruit grew well in Riverside's climate. By the 1880s packing houses acting as commission merchants were shipping Riverside oranges nationwide.

### Marketing and Sunkist

In the 1880s many Americans had never tasted an orange, so Riverside growers entered their navel oranges at agricultural exhibitions not only in California but nationally and won gold medals. Market growth led to grower discontent with commission houses that purchased from growers individually and kept the profits.

Beginning in 1891 growers organized marketing cooperatives that operated packing sheds and arranged for transportation and marketing and returned profits to the growers. By 1893 these cooperatives combined into the California Fruit Growers Exchange, whose Sunkist label gained nationwide recognition.



In the late 19th century, navel oranges dominated Riverside's agricultural economy and set the course for state's citrus industry.

## Railroads

At first oranges were shipped loose in wagons to the pier at Newport Beach for shipment by steamer to San Francisco. The Southern Pacific Railroad reached Colton in 1875, about ten miles from Riverside, but charged high rates. Rates tumbled after the Santa Fe Railway reached southern California in 1885. Santa Fe tracks entered Riverside in 1886; Southern Pacific opened a branch line there in 1892, and the Union Pacific came in 1904. The packing sheds now had direct access to iced refrigerator cars.

## Pests and Pomology

From the 1880s spraying and quarantining helped combat pests and diseases. In 1904 an expert federal government pomologist found that rough picking and handling caused the blue mold spoilage that occurred in transit. This led to the creation of the University of California's Citrus Experimental Station in 1906. It did valuable work in pest control, water and soil quality studies, and plant breeding. In consequence, crop yields increased even faster than did acreage,

## Manufacturing

Mechanical sorters, box-making and nailing machinery, pesticide sprayers, and orchard heaters improved the citrus industry's efficiency, and these required machine shops and foundries, but Riverside's manufacturing remained focused on the citrus industry until the 1930s.

## Settlers and Segregation

Riverside's founders came from the Midwest. They were soon joined by Canadians from Ontario, and by up-scale English people who introduced polo and tea at country clubs at a time when British fashions and manners set social standards. (Tennis, golf, harness racing and cycling were other popular sports.)

A few entrepreneurial Chinese were community leaders and labor contractors, but most were employed as laborers or as household servants. Because of immigra-

tion laws, almost all were single men. Many were prized for skills gained working in citrus orchards in China. Health regulations, selectively enforced, segregated them into an inconvenient Chinatown.

Japanese and Hispanic workers, many of them migratory, worked in the orchards, and in the packinghouses, at

least some of which were multi-ethnic, though minorities were often excluded from high-status packinghouse jobs. Riverside's African-Americans worked at various occupations. Housing and schools of course were de facto segregated.

## A New County

Initially Riverside was in San Bernardino County, but by the late 1880s many of Riverside's citizens felt overshadowed, under-represented, neglected and finally over-taxed by San Bernardino County government. In response, the state legislature created 7,000-square-mile Riverside County from parts of San Bernardino and San Diego Counties in 1893.

## Cityscape

### Civic Architectural Styles

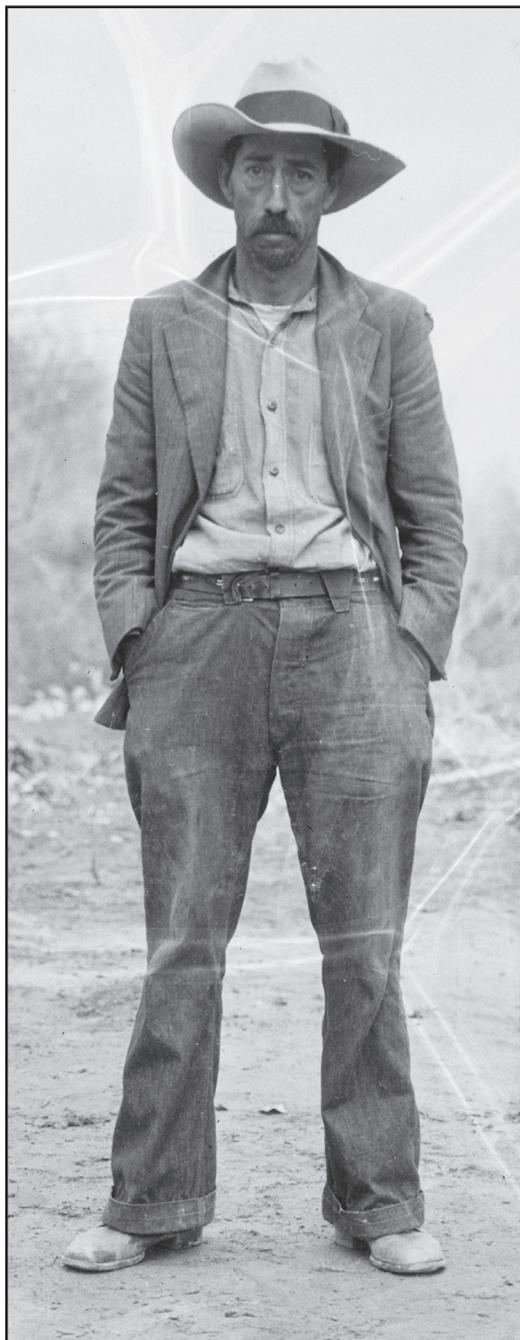
Early in the twentieth century Riverside's citrus-based wealth found expression in impressive civic architecture. A few Victorian commercial buildings still survive, some of them much modified. The Mission Revival style, evocative of Californians' new interest in a partly imagined genteel Hispanic past, the later Spanish Renaissance Revival style, and the elaborately classical Beaux Arts style shaped today's compact, walkable downtown.

### The Mission Inn

Riverside's signature landmark Mission Inn began as a collection of adobes and evolved through four successive and architecturally diverse additions to occupy a

downtown city block. Its highly eclectic decor reflects its builder's world travels; his commitment to civic improvement led to the roads—now trails—up Mt. Rubidoux and

**Continued on next page**



"Mexican field worker, father of six. Imperial Valley, Riverside County, California." Photo by Dorothea Lange, 1935.

—Library of Congress Prints and Photographs Division

# Out and About in Riverside: Other Things to Do

For guests and family not attending all the conference sessions, there are many interesting things to do and see in and around the Mission Inn and Riverside. Here are just a few:

## Riverside Metropolitan Museum

The Riverside Metropolitan Museum is a history and anthropological museum located in the historic Mission Inn District of Riverside. The museum is a department of the City of Riverside and is supported by the non-profit Riverside Museum Associates.

**Where:** *Across the street from the Mission Inn, 3580 Mission Inn Avenue, Riverside, CA 92501, (951) 826-5273*

**Web:** *riversideca.gov/museum/*

**When:** *Thursday 9:00 a.m.–9:00 p.m.—this is the site of the CCPH Opening Reception, Thursday evening; Friday: 9:00 a.m.–5:00 p.m.; Saturday: 10:00 a.m.–5:00 p.m.; Sunday: 11:00 a.m.–5:00 p.m.*

**Admission:** *free, donations gladly accepted.*

## UCR/California Museum of Photography

Official site for UCR / California Museum of Photography, an off-campus department of the University of California, Riverside, Humanities, Arts and Social Sciences.

**Where:** *Just around the corner from the Mission Inn, at 3824 Main Street, Riverside, CA 92501 (951) 827-4787*

**Web:** *cmp.ucr.edu*

**When:** *Thursday–Friday: 12:00–5:00 p.m.; Sunday: closed*

**Admission:** *\$3*

## Riverside Art Museum

Renowned architect Julia Morgan designed the building that now houses the art museum in 1929, and it served first as the Riverside YWCA for almost 40 years. The Riverside Art Museum acquired the building in 1967. Currently, RAM boasts two spacious first-floor galleries, two smaller second-floor galleries, and a second-floor mezzanine exhibition space. A Children's Gallery and studio art classroom are also located on the second floor.

**Where:** *Two blocks from the Mission Inn, 3425 Mission Inn Avenue, Riverside, CA 92501, (951) 684-7111,*

**Web:** *riversideartmuseum.org*

**When:** *Thursday–Friday: 10:00 a.m.–4:00 pm; Sunday: closed*

**Admission:** *Members, military families (with I.D.), children under 12: free; General admission: \$8; Students (with I.D.), seniors (65+) and educators: \$4.*

## California Citrus State Historic Park

Come visit a park that preserves a little of the rapidly vanishing cultural landscape of the citrus industry and see exhibits that tell the story of this industry's role in the history and development of California. The park recaptures the time when "Citrus was King" in California, recognizing the importance of the industry in southern California.

**Where:** *9400 Dufferin Avenue (at the corner of Van Buren), Riverside, about 9 miles from the Mission Inn, via SR 91.*

**When:** *Thursday: closed; Friday–Sunday: 8:00 a.m.–5:00 p.m.*

**Admission:** *Parking: \$5 per vehicle/seniors \$4 per vehicle*

# Nine Aspects of Riverside's Complex History

Continued from previous page

Riverside's signature "rain cross" street lamps.

## World War II and After

### The Home Front

Once the United States entered World War II, a greatly enlarged military presence impacted Riverside's demographics, shifted industries to war production, recycled recreational and civic buildings for military uses, and created housing shortages.

### Postwar Development, Challenges, and Adjustments

Southern California's postwar population boom added new residential subdivisions whose annexation greatly enlarged the city and increased the demand for city services. Automobile oriented public policy crossed the city with freeways. Suburban development raised property values, and the resulting higher property taxes crowded out citrus groves. Cardboard boxes made the citrus box-making industry obsolete. New hi-tech industries built factories,

often utilizing surplus wartime military facilities.

Land-intensive, automobile-oriented shopping centers took business from the traditional downtown. Significant Victorian commercial buildings fell to the wrecking ball, as did the Mission Revival Carnegie Library, stimulating a preservation movement. Newer buildings, some of them much larger, embodied severely modern architectural styles. The deteriorated Mission Inn, now restored, was almost bulldozed for a parking structure. The University of California's Citrus Experimental Station became the University of California, Riverside.

Riverside has lost the distinctiveness it enjoyed as an upscale, citrus-based community, but it has also made serious efforts to mitigate its postwar problems and deal with new economic, social, environmental problems while preserving much of its past.

# California Council for the Promotion of History

# 2011 Conference Registration

October 20–22, Riverside, California

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Please use one registration form per primary conference registrant, and include spouse/partner registration and special activities guest tickets on the same form as the primary registrant.

Registration (Circle appropriate fee)		Through Sept. 25	After Sept. 25	
<b>Full Conference</b>	Individual (Member/Non-Member)	\$115/\$160	\$135/\$179	
	Student (Member/Non-Member)	\$55/\$65	\$75/\$85	
<b>Single Day</b>	Individual (Member/Non-Member)	\$70/\$85	\$85 / \$95	
	Student (Member/Non-Member)	\$35/\$40	\$50/\$55	
	Select day of attendance:	<input type="checkbox"/> Friday, October 21	<input type="checkbox"/> Saturday, October 22	
<b>Spouse/Partner</b>	Name: _____	\$65	\$80	
<b>Registration Total:</b>		\$ _____		

Events (Circle appropriate fee)	Registrant	Spouse/ Partner or Guest
<b>Social Media and Mashups: New Technology for Historians Workshop (Thursday 1:00–5:00 p.m.)</b>	\$40	\$40
<b>Opening reception (Thursday evening)</b>	Included <input type="checkbox"/> Check if attending	\$10
<b>Early Bird Walking Tour of Old 7th Street (Mission Inn Avenue) (Friday morning)</b>	Included <input type="checkbox"/> Check if attending	Included <input type="checkbox"/> Check if attending
<b>Mission Inn Tour (Friday afternoon; three staggered tours)</b>	Included <input type="checkbox"/> Check if attending	\$5
<b>Annual Banquet (Friday at the Mission Inn; buffet-style)</b>	\$39	\$39
<b>Awards Luncheon (Saturday) —Check one: )</b> <input type="checkbox"/> Nuted Salmon <input type="checkbox"/> Portobello Ravioli <input type="checkbox"/> Citrus Chicken <b>See complete menu on page 4</b>	\$30	\$30
<b>Events Total:</b>		\$ _____

Details and payment information on reverse

## What's Included?

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- ❖ Full conference registration fees include the program sessions, the opening reception, and the Mission Inn Tour.
- ❖ Additional fees apply to the "Social Media and Mashups: New Technology for Historians Workshop," annual banquet, and awards luncheon.

### I can only attend for one day. What does that include?

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- ❖ One-day registration fees include attendance at program sessions on the selected day. The opening reception on Thursday evening is included if registering for Friday, October 21, as is the Mission Inn Tour.

### My spouse/partner wants to come, too. How do we register for different events?

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- ❖ Spouse/partner registration fee includes the program sessions. Separate tickets can be purchased for spouses/partners or guests who wish to attend Thursday's opening reception (\$10) and the Mission Inn Tour (\$5).
- ❖ Guests are individuals who wish to attend the workshop, the opening reception, the Mission Inn Tour, the annual banquet, and/or the awards luncheon with a registrant, but who do not wish to attend conference sessions.
- ❖ Guest and spouse/partner tickets for special activities will be included in the primary registrant's conference packet.

### How can I get reduced or complimentary registration?

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- ❖ Students may obtain the reduced student rate by providing documentation of current student status. Please be sure to indicate the school you are attending under "Affiliation" in the Contact Information section above.
- ❖ There is a limited opportunity to receive complimentary conference registration in exchange for volunteering at least 4 hours during the conference. To take advantage of this offer, write the word "Volunteer" in the "Total" box on this page and the next. You will be contacted by the volunteer coordinator prior to the conference to schedule a date and time for your volunteer service.

### How do I participate in the "Social Media and Mashups: New Technology for Historians Workshop" only?

- ❖ Use the registration form, check only the box for the workshop, and mail in the form and fee as soon as possible.

<b>Registration Total</b>	\$
<b>Events Total</b>	\$
<b>Membership (attach form)</b>	\$
<b>Total</b>	\$

## Payment Method

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Enclosed is a check payable to CCPH in the amount of \$\_\_\_\_\_

Please charge my credit card (details below) in the amount of \$\_\_\_\_\_

Account #: \_\_\_\_\_  Visa     MasterCard

Name (as it appears on card): \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**Send completed registration form, membership form (if applicable), and payment to:**

CCPH Conference 2011  
Department of History  
CSU Sacramento  
6000 J Street  
Sacramento CA  
95819-6059

# California Council for the Promotion of History

## Membership Application and Renewal

### 2011 Annual Meeting Special Offer

In conjunction with this year's conference in Riverside, CCPH is offering residents of Riverside and neighboring counties who are new to CCPH a half-price, one-year membership at the individual level with conference registration. Residents of Riverside, Orange, San Diego, Imperial, and San Bernardino counties qualify.

**If you are eligible for this offer, write in the name of your county here:** \_\_\_\_\_.

**Memberships started or renewed at the 2011 annual meeting will be good through December 2012.**

#### Contact Information

Provide your contact information as you wish it to appear in the CCPH membership directory (Use the check box below to have your mailing address excluded from the directory Other contact information, phone/fax/email, will be included.)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

- This address is my:  Home address  Affiliation address  
 I do not wish to have my address listed in the CCPH Membership Directory.

#### Category:

- Patron: \$105       Colleague: \$80       Corporate: \$105       Institutional: \$50  
 Individual: \$40       Student: \$20\*       Senior: \$25\*\*

\*Current documentation of student status is required. \*\* For members 65 years of age and older.

Amount Enclosed:

#### Fields of Historical Interest and Activity (please select up to three):

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> CRM/Archaeology          | <input type="checkbox"/> Community/Local History  | <input type="checkbox"/> Archives/Records Management   |
| <input type="checkbox"/> CRM/Historical           | <input type="checkbox"/> Agency/Corporate History | <input type="checkbox"/> Editing and Publishing        |
| <input type="checkbox"/> Academic-based History   | <input type="checkbox"/> Oral History             | <input type="checkbox"/> Curation/Conservation         |
| <input type="checkbox"/> Public History Education | <input type="checkbox"/> Volunteer Management     | <input type="checkbox"/> Interpretation/Living History |
| <input type="checkbox"/> Independent Scholar      | <input type="checkbox"/> Museum/Agency Management | <input type="checkbox"/> Other: _____                  |

#### Area of Employment (please select up to two):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Local Government              | <input type="checkbox"/> Historical/Archaeological Consulting | <input type="checkbox"/> University of California    |
| <input type="checkbox"/> State Government              | <input type="checkbox"/> Other Consulting                     | <input type="checkbox"/> California State University |
| <input type="checkbox"/> Federal Government            | <input type="checkbox"/> Other Private Business/Firm          | <input type="checkbox"/> Other College/University    |
| <input type="checkbox"/> Historical Society/Foundation | <input type="checkbox"/> Elementary/Secondary Education       | <input type="checkbox"/> Community College           |
| <input type="checkbox"/> Other: _____                  |   |  |

# Thanks to Our Conference Sponsors and Partners

California Office of Historic Preservation

California Citrus State Historic Park

JRP Historical Consulting, LLC

Mission Inn Museum

Riverside City Public Library

Riverside Metropolitan Museum

Center for Oral and Public History, California State University, Fullerton

The activity which is the subject of this program has been financed in part with Federal funds from the National Park Service, Department of the Interior, through the California Office of Historic Preservation. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior or the California Office of Historic Preservation, nor does mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior or the California Office of Historic Preservation.

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Office of Equal Opportunity  
National Park Service  
1849 C Street, N.W.  
Washington, D.C. 20240

California Council for the Promotion of History  
California State University, Sacramento  
Department of History  
6000 J Street  
Sacramento CA 95819-6059

**To:**