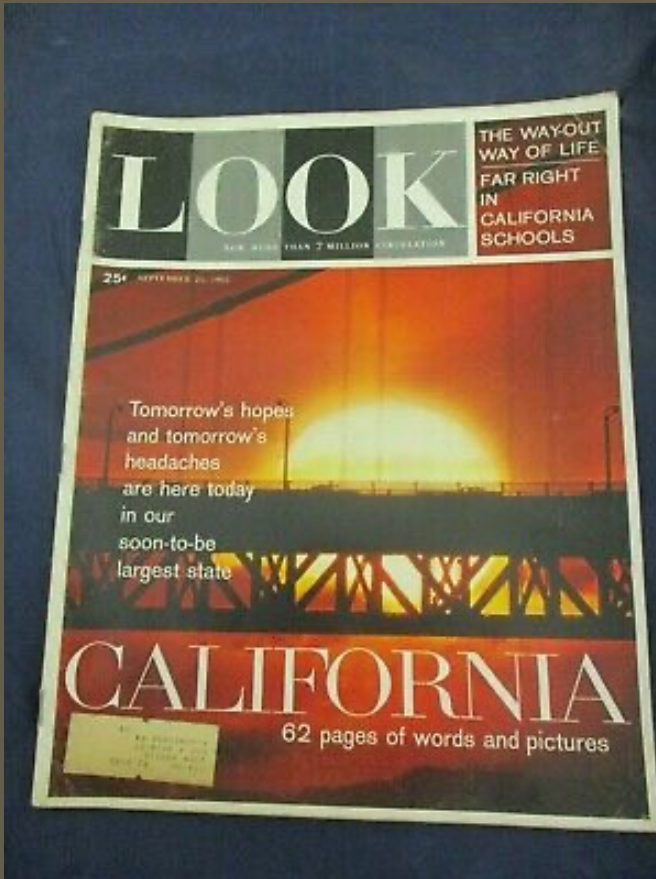
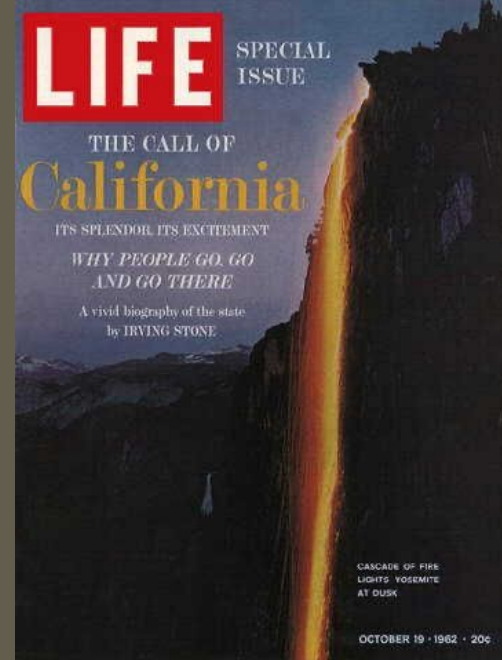


Promise and Protest: Metropolitan California in the Postwar Era (pt I)



* This lecture is sponsored in part by a collaboration grant from the European Union: "Urbanism and Suburbanization in the EU Countries and Abroad"

The Postwar Boom: California in an era of abundance



California
Population:

- 1940: 7 million
- 1960: 16 million
- 1970: 20 million
- 1980: 25 million

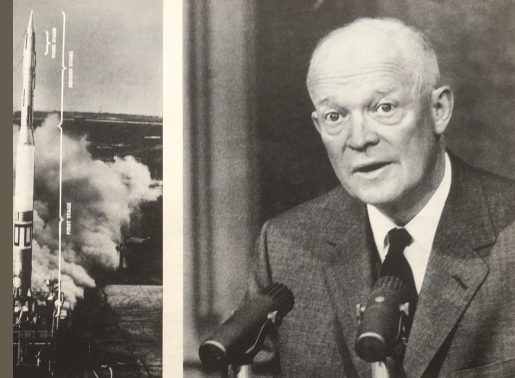
California surpassed New York to become America's most populous state in 1960. 'Blinded by the light' journalism on the "Golden State," emblem of America's "Affluent Society."



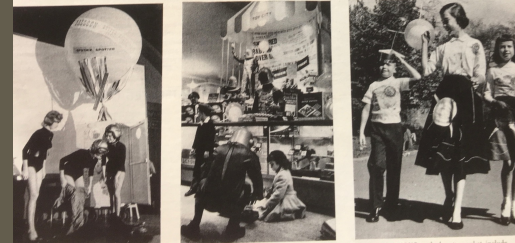
Images of the Affluent Society

Satellite continues WHY DID U.S. LOSE THE RACE? CRITICS SPEAK UP

Dr. C. F. Powell, a chemical engineer and expert on guided missiles, served as Assistant Secretary of Defense for Research and Development from December 1955 until February 1957. In that position and as a member of many scientific advisory committees, he has observed the progress of the U.S. missile program at all levels. Now returned to his post as chairman of the Advisory Committee on the Defense of the Nation, he writes the following critical report on why the U.S. has not kept pace with the advances in missile technology made by the Soviet Union.



...to 10 miles. Second stage goes to 130 lbs. It and nose cone drop off. Third stage pushes itself into orbit at 500 miles. When timing has been made and gentry coast at left for satellite.



INTENT EXPRESSION is displayed by President Eisenhower in picture center as he returns from a visit to the U.S. missile program. "We'll have to get this straight," he is saying. "It is not a political statement from these satellites but, if successful, the satellite for U.S. would get on." He is saying more information than the one on the right.

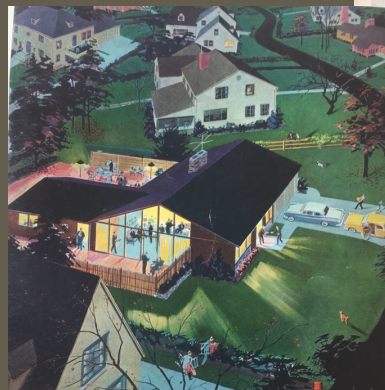


New Combomatic Washer/Dryer washes and dries up to 10-lbs. in just 27 inches of wall space!

Easu Washer/Dryer

Easy's exclusive Membrane-Matic Heat Control automatically prevents over-drying, the cause of deep, best-set wrinkles. That's why Easy's Combomatic is recommended for the best good way to wash and dry each weekend or twice a week. Wash, fully dry, fold, hang or iron as you wish. Wash, fully dry, fold, hang or iron as you wish. Wash, fully dry, fold, hang or iron as you wish.

LIFE
OCTOBER 21, 1957
MR. BERNARD TAUBE
1305 WELLSBORO RD.
CLEVELAND HEIGHTS, OHIO
CLEVELAND 21 OHIO



For happy events... CLEAR HEADS AGREE: Calvert tastes better.

Party at your house? Birthday, anniversary, housewarming? Make it a happy event indeed! Delight your guests with the taste of Calvert. They'll be honored by your one-headed thoughtfulness.

Call to Calvert Reserve
Available Only in American Bars



New! Rugged nylon jacket with a rich, soft touch...it's "Nylon" textured nylon!

DU PONT "NYLON" TEXTURED NYLON

SHELL FROM A TO Z — AN ALPHABET

K is for Kindergarten

There's more to be in kindergarten than just playing with blocks and dolls. It's a time when children learn to read, write, and think. It's a time when they learn to share and to cooperate. It's a time when they learn to love learning.

Kerosene

Almost a hundred years ago this precious product was a necessity for lighting our world. Today, in new and better ways, it lights our world. It's a product that's been around for over a century—and we know how loved it was by the people who used it.

OF GOOD THINGS ABOUT PETROLEUM

Key

When you're going to a key party, you need a key. You need a key to the door. You need a key to the car. You need a key to the house. You need a key to the world.

Kitty

It's important to have a kitty. It's important to have a kitty that's healthy. It's important to have a kitty that's happy. It's important to have a kitty that's loved.

Knockout

It's important to have a knockout. It's important to have a knockout that's healthy. It's important to have a knockout that's happy. It's important to have a knockout that's loved.

King, B. L.

It's important to have a king. It's important to have a king that's healthy. It's important to have a king that's happy. It's important to have a king that's loved.

Kitchen

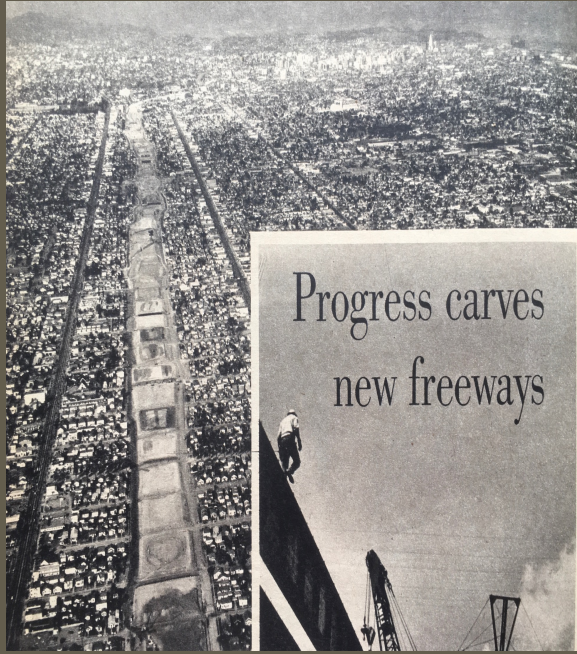
It's important to have a kitchen. It's important to have a kitchen that's healthy. It's important to have a kitchen that's happy. It's important to have a kitchen that's loved.

SHELL

Sign of a better future for you
THE SHELL COMPANIES

Life Magazine, Oct 21, 1957

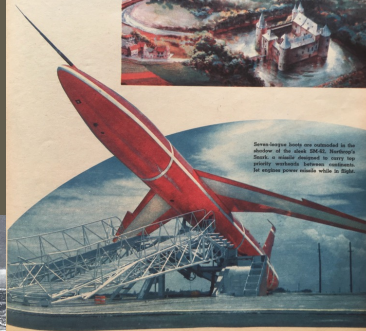
"Pictorial Southland" - Images of the "Golden Empire"



Progress carves new freeways



"There's Lockheed's Constellation for the first time in a decade in flight as it will appear in early 1957 when it is to be replaced by the new Lockheed Constellation. These latter aircraft planes will be in service by the year 1957.



Some planes have not yet been completed in the number of the steel structure. The steel structure is being built by the Lockheed Constellation. The steel structure is being built by the Lockheed Constellation.



Why people leave home to live in the Southland

Outdoor living is a way of life in sunny Southern California, with more than 15,000 private swimming pools to enhance that kind of living. Many pools were built to attract in winter the 450 persons who move to the Southland each day. To take care of them, most popular Los Angeles alone, must add 1,000,000 new dwelling units by 1975.



Here cities bloom fully-planned

BY EDWARD S. LORBERG
Executive Vice President

Between Ontario and Fontana, on land now used for agriculture, these developments to use will take place at Van Nuys. The 5,000 acres will be used for 15,000 homes, a complete shopping center, extensive recreational areas.

Steel-sinews of a powerful industrial area

Steel in the form of massive steel girders, beams and plates is being used to build a new industrial area in the Southland. The steel structure is being built by the Lockheed Constellation. The steel structure is being built by the Lockheed Constellation.

California Hospitality

LOS ANGELES

SHERATON-TOWN HOUSE

SAN FRANCISCO

SHERATON PALACE

FREE TELEPHONE RESERVATIONS AT ALL SHERATON HOTELS

Really SEE / Southern CALIFORNIA

GUIDE NIGHTS

SEE THE BEST OF CALIFORNIA

TANNER GRAY LINE Motor Tours

Mutual 3111

Southern California - ONE BUSINESS TRIP THAT DOES YOUR COMPANY AND YOU A WORLD OF GOOD

THIS ADVERTISING DOES SOUTHERN CALIFORNIA PEOPLE A WORLD OF GOOD, TOO

Ask like the one at left, prepared by the All-Year Club of Southern California, spend longer publications above the U.S. (This spend is directed to help ourselves).

Advertising helped attract tourists who spend a whopping \$24,720 million last year. And there are the best kind of dollars for our economy... new dollars from other sections of the country. No matter what kind of business you are in... industrial, agricultural, selling... some of them that have been your products.

All-Year Club advertising now in the 38th year. During these 38-year tourist revenues have grown to become one of Southern California's most important sources of income and a major reason for our continuing prosperity.

This spend is directed by a public-opinion industrial institution.



Limits to the 'Affluent Society' in California

Amidst prosperity in the 1950s, an “**other California**” of chronic inequality included hundreds of thousands of African Americans, Latinos, and rural Californians of all backgrounds, especially farmworkers, recent immigrants/migrants, who worked in low paid service and laboring jobs.

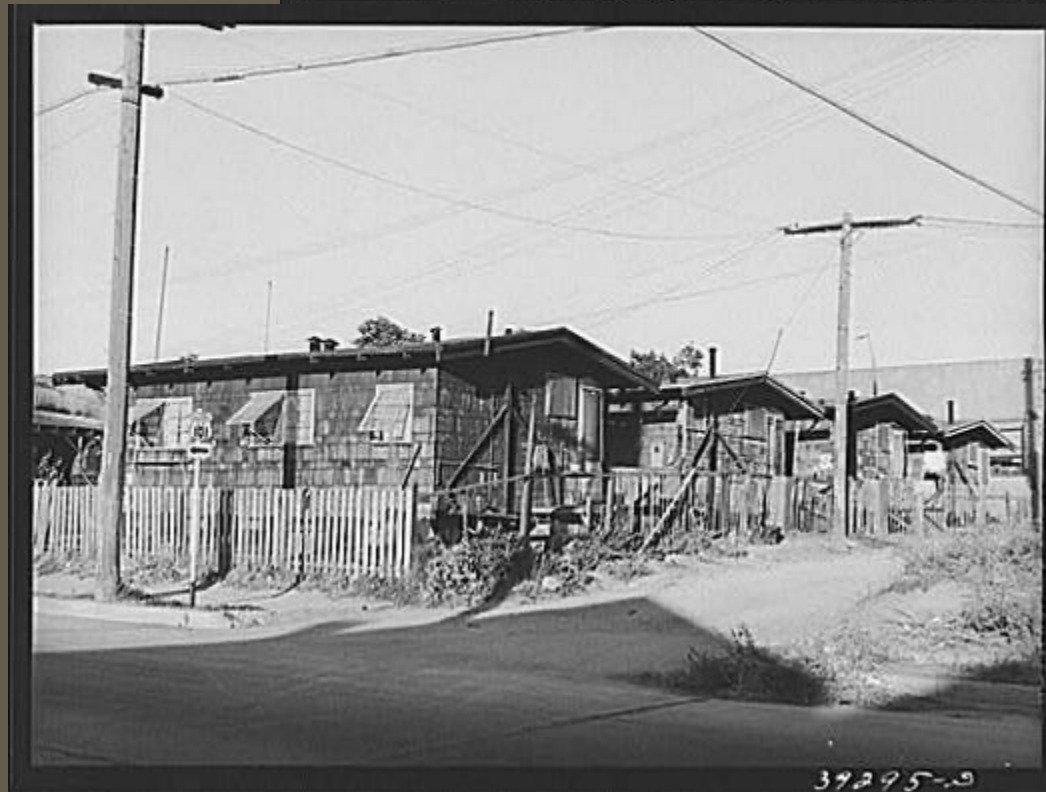


Postwar Housing Shortage:

During World War II, more than 15 million Americans moved across county lines, but only 1 million new homes were built. 1945 was the sixteenth consecutive year in which new housing supply fell short of demand.



Wartime housing options in San Diego, CA, 1941



Scenes from the postwar housing crisis:



Left High and Dry



By 1947, almost half of veterans were living “doubled up” with friends, family, or strangers. Things were especially acute for veterans of color.



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SDSU San Diego State University

Government Response:

The response was a partnership b/n government and private business that remade the landscape of the U.S.

FHA and VA mortgage programs stimulated a postwar boom in new home construction, epitomizing the active role of federal government in postwar California.



Key Federal Housing Policies:

FHA (Federal Housing Administration):

- **Mortgage insurance** for approved borrowers to buy FHA-approved houses
- **(30-yr, fixed rate, low interest loans).**
- **Low interest loans to builders of FHA-approved homes.**

VA (Veterans Administration):

Mortgage guarantees for Veterans to buy VA/FHA approved houses (“no money down”, long term, low interest loans).



HOME, HOME AT LAST...

"This is our future . . .
This is our home . . .
This is the end of our life . . . the life we'll
love together when the war is over, and you're
home . . . home, at last.
I can see a handful of stars on that little roof
... a handful of pine cones on our front door
... and paper and willow and warmth and
laughter, and the lively lilt of Christmas on
our living room floor.
The perfume of pine is everywhere, and you're
sitting there in your red leather chair, smoking
just casually by the fire, and I'm curled up
by the fireplace, my head against your knee . . .
and all a sudden throbbles will strike twice
I can't see me and say, "It's Christmas day,
Christmas, at last, in our very own home!"
I know, as if in a dream, we'll walk out
with the bell, just gazillions of hand-drawn
and on the table, just the table with round
and bright Christmas balls . . . out to our
own all shiny and new . . .
It will be a fairy tale place!

And I'll reach out and touch the tangle of our
messy, big refrigerator and you'll sit and sip
at the turkey and string-killed, glowing
glass . . . and I'll shove off the peak of my
head . . . our home forever full of marvellous
things . . . from chickens, and steak and
young, tender greens . . .
Then you'll hold me close without saying a
word . . . just listening to what my heart won't
stop whispering . . .
Home, our own home . . . at last!"

This is no dream.
We believe your time for a new and finer home
can and will come true.
Here at Kelvinator, when Victory is won, all
the new strength, the new skills born of war,
will be turned to production for peace.
That means that Kelvinator will build more
and finer electrical appliances than we have
ever built before. It means refrigerators, electric
ranges, home freezers, and water heaters
designed to make the life-time of American
homes truly enchanted places. They can be . . . It
means that the new developments, the scientific
advances made in war will be incorporated
into these appliances as equally as possible, to
make them the most useful, the most efficient
part of the home you want - when peace comes.

This will be our part in the building of a
greater, a happier nation. For we believe all of
us owe to those who have fought to preserve
it, a strong, vital and growing America - where
every man and every woman will have the
freedom and the opportunity to make their
dreams come true.

KELVINATOR
APPLIANCE CORPORATION

It's Your Place - All Appliances, Home Freezer,
Electric Range and Electric Water Heater.

Consequences:

Government took the risk out of private mortgage lending and building; expanded the supply of credit for private enterprise; revolutionized home lending – e.g., 30-year mortgage -- ; and boosted home ownership by 50%.

Revolutionizing the Housing Industry for Mass Production

Large home builders experimented with pre-fabrication of basic components, standardization and assembly line techniques to speed on-site construction.

Right: Roof shingles arriving at Lakewood, 1951
Below: Materials on site, Levittown, NY ca 1949

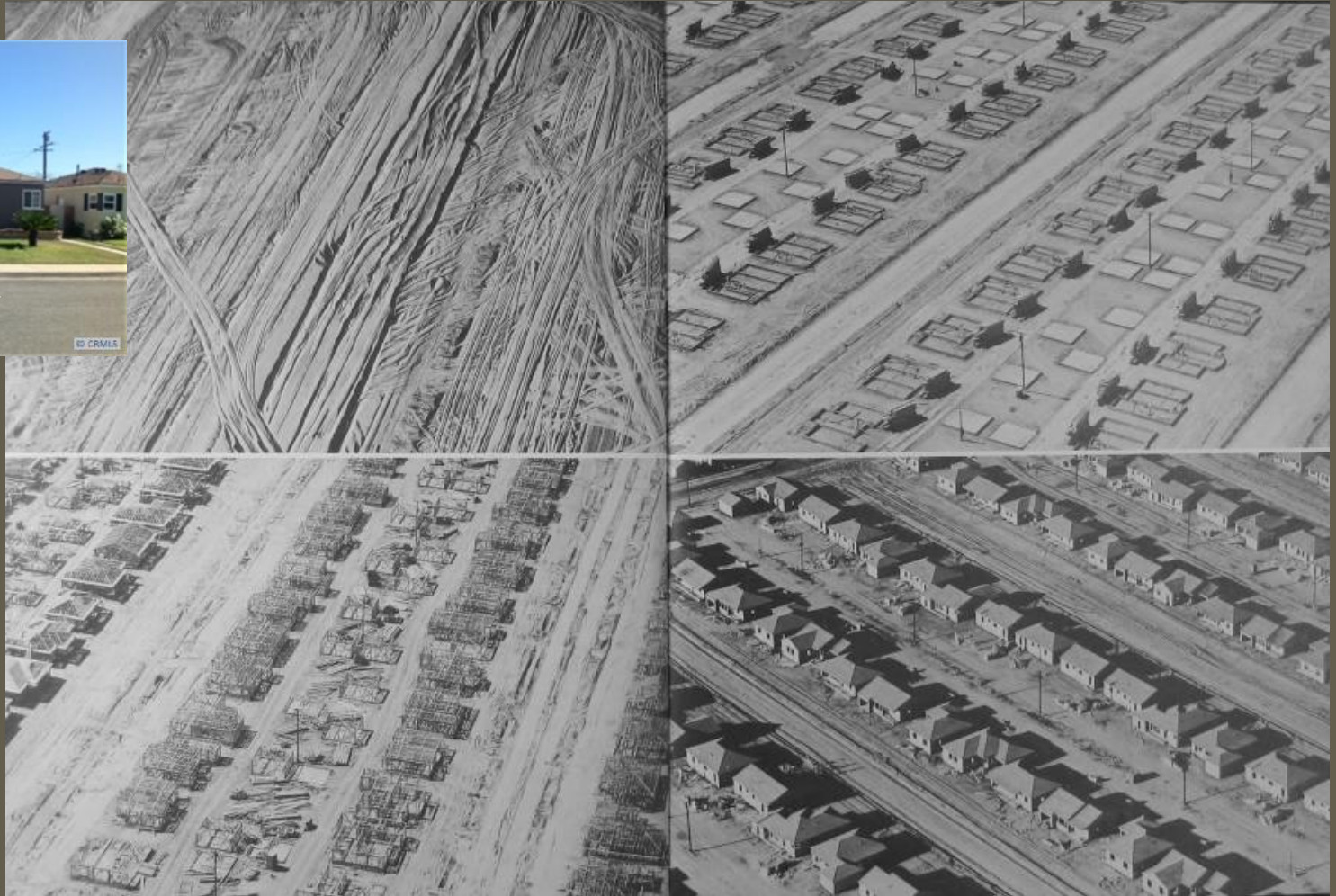


Levitt and Sons, Pre-Fabricated materials Warehouse, *Life Magazine*, 1950,

Building Mass Suburbia:



Lakewood today



Lakewood from the Air: Developers, Boyar, Taper and Weingart reshaped home building as a mass production industry. (William Garnett, Lakewood, CA, 1950)

Builders Competed to Cut Construction Times:

BUILD BETTER FOR LESS (from last February 1952)



FINISHED SLAB awaits framing crew. This construction is set in 14-day building schedule.



They found out why and how...

Fastest US builder turns bare slab

What's the rush?
 With that question on their lips, 11 top home builders (photo left) went to Savannah, Ga., recently to see what makes the fastest builder in the business tick.
 Speedy Builder Clayton Powell—he puts up most of his houses in 14 working days—fired back a succinct answer. Said he: "It's simple arithmetic. The longer you take to build a house, the more it costs you."
 Then Powell, who builds only four houses at once (starts his starts in 80 a year), ticked off five reasons why his fast operation pays off.
 1. "I save on direct labor. The less time your men work on a house, the more houses they can build in a given time. I need only 14 men on my building payroll."
 2. "I save on supervision. I need only one supervisor because it's easy for one man to stay on top of only four jobs at a time. He has no trouble preventing errors and anticipat-

ing the kind of problems that boost costs."
 3. "I get better control of men and materials. With only four houses at the works at once, it's easier to coordinate materials, direct labor and subcontractors."
 4. "I save on construction financing—can borrow building money over short terms."
 5. "I tie up less capital. The faster I build a house, the sooner I can sell it and get my money out."
 "Sounds fine, but how do you build so fast?" asked visiting Builder Ike Jacobs of Fox & Jacobs, Houston, a fast man in his own right (his houses go up in 28 days).
 Said Powell: "Two things do it. First, the schedule itself. We live by it. It's our bible. Second, components. We don't build houses . . . We assemble them from components we buy." Powell owns a half interest in Components Manufacturing Co.
 How do you get your local FHA office to go along with your tight schedule?" asked Ed Fischer of Fischer & Fricke, St. Louis.
 "I don't," said Powell. "I stopped building FHA six months ago because inspection delays frayed up my schedule—our FHA office is as understaffed as any. But if I could get inspectors when I need them, the same schedule would work for FHA-insured houses."
 "Why not include the slab in your 14-day schedule?" asked Mickey Norman of J. & Norman Building Co., Houston.
 "Because the weather might give me trouble," said Powell. "I always make sure I have enough slabs ready to stay ahead of my schedule."
 "You're a fairly big builder," said Leland Lee of Dallas, chairman of NARA's Small-Volume Builders' Committee, "but how about the little guy?"
 Said Powell: "The fast-building principle applies to any builder, whether he builds 10, 20 or 100 houses a year."



8 AM Site and wall panels arrive at site.



9:24 AM Transfer of frames arrives.



9:55 AM Wall panels are raised in place.



FINISHED HOUSE, built on a slab at left in 14 days, has 1,076 sq ft of living space plus one-car garage (see details, this p. 107).

into finished house in only 14 working days

ing the kind of problems that boost costs."
 3. "I get better control of men and materials. With only four houses at the works at once, it's easier to coordinate materials, direct labor and subcontractors."
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to close in a house by the end of the first day



10:10 AM Roof trusses are set on walls.



1:26 PM Sheathing is nailed to studs.



4:10 PM Fence is completely closed in.

For what happens on the next 13 days, turn the page.

Postwar builders streamlined and routinized steps in the home building process. (House and Home, 1952)



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KOBLENZ



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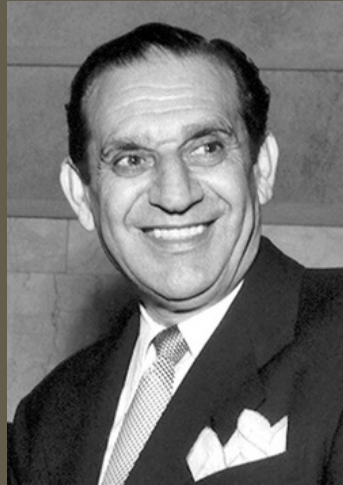
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Building Leaders East and West:

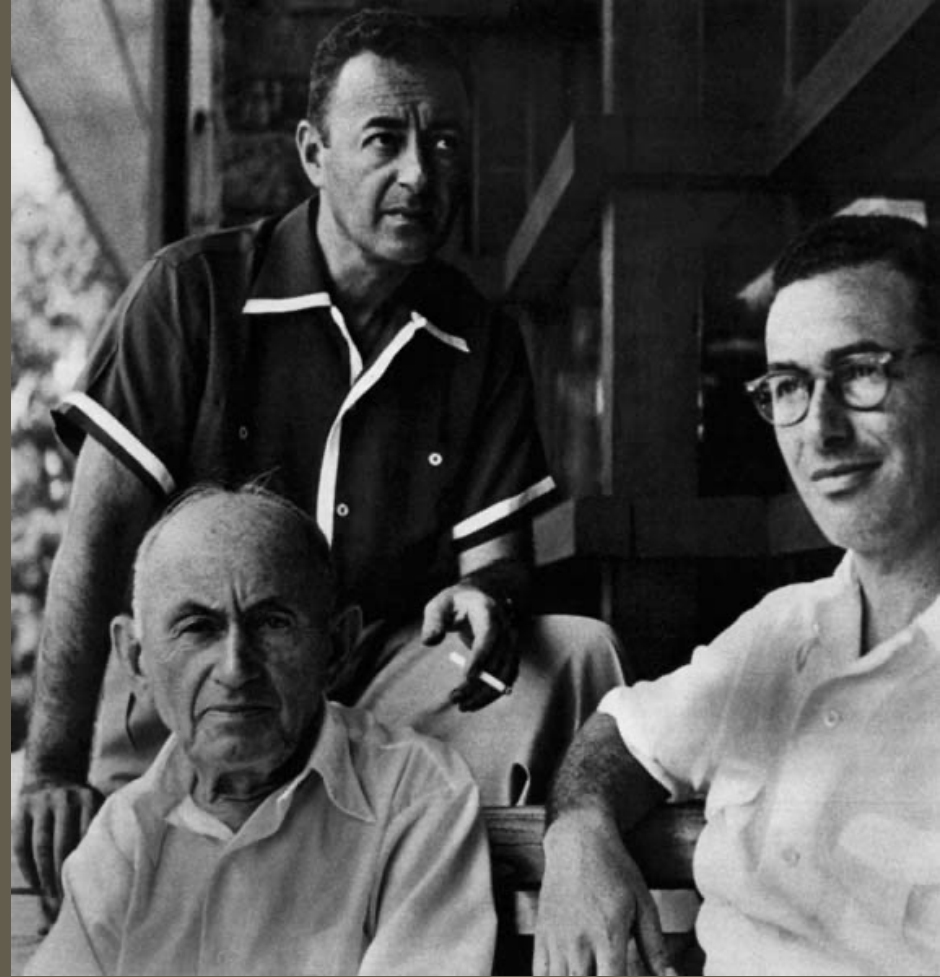
Levitt and Sons, “The General Motors of Housing”: The Levitt’s built the first of three “Levittowns” on Long Island, New York, from 1947-1951.

California’s Mass Production Leaders:

The Builders of Lakewood - Ben Weingart, Mark Taper, and Louis Boyar

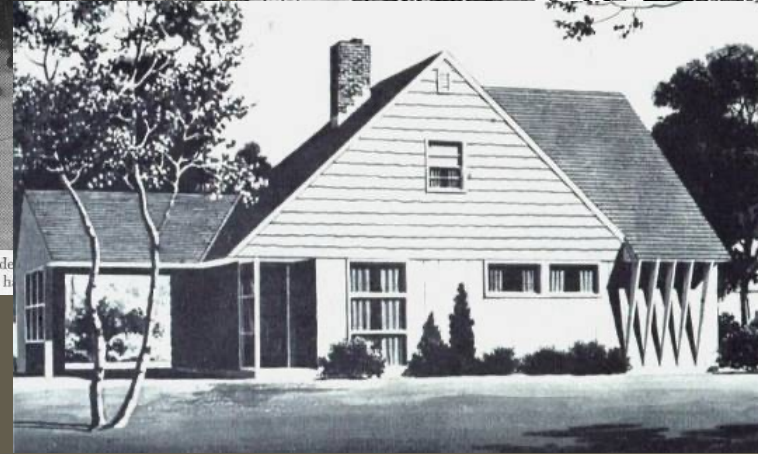
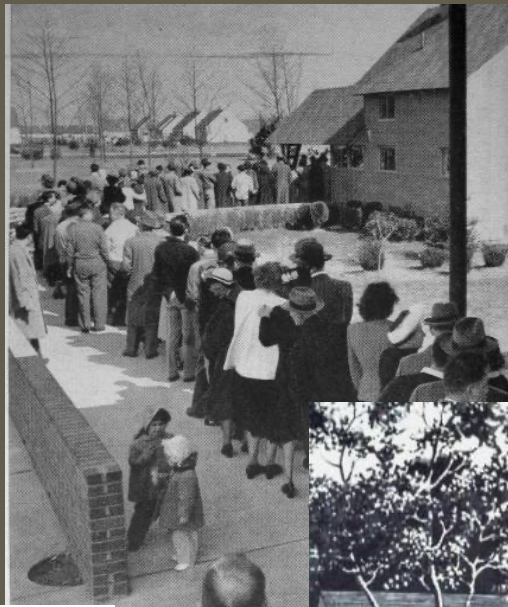


Ben Weingart and Louis Boyar



Clockwise from top: brothers William and Alfred, and father Abraham Levitt, *Life Magazine*, 1952.

Mass Suburbia – East and West



AT WEEKEND the new mode
the first look for those who h



Levittown, NY – above: 17,400 homes and 82,000 residents, seven shopping strips, nine swimming pools, and seven small parks, one of the largest housing development in U.S. history to that time.

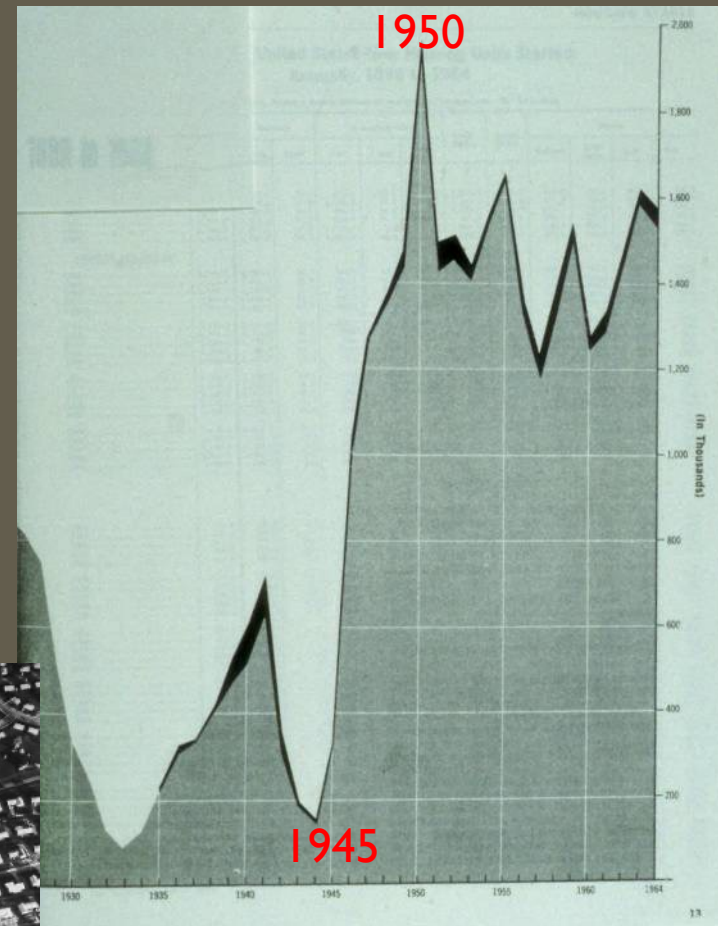
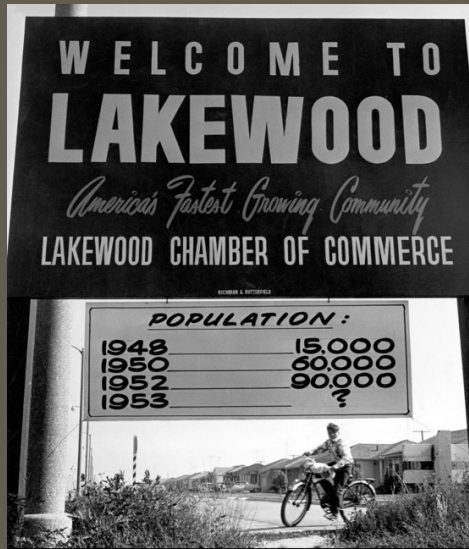
Lakewood, CA – 17,500 homes ‘on the grid’
Largest postwar suburban community, 1950-53

BOOM:

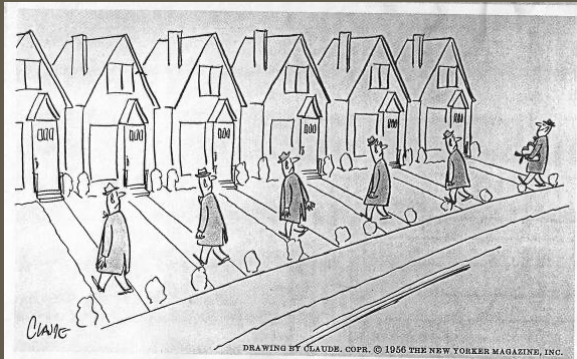
Federal stimulus and private innovation created a **boom in private housing construction:**

- 12 million new homes b/n 1945 and 1955.
- LA – 75 % of new homes by 1970
- Suburbanites from 13% to 37%, 1940-1960

U.S. Homeowners
1940 – 40%
1970 – 65% +



U.S. Housing Starts, 1925-65



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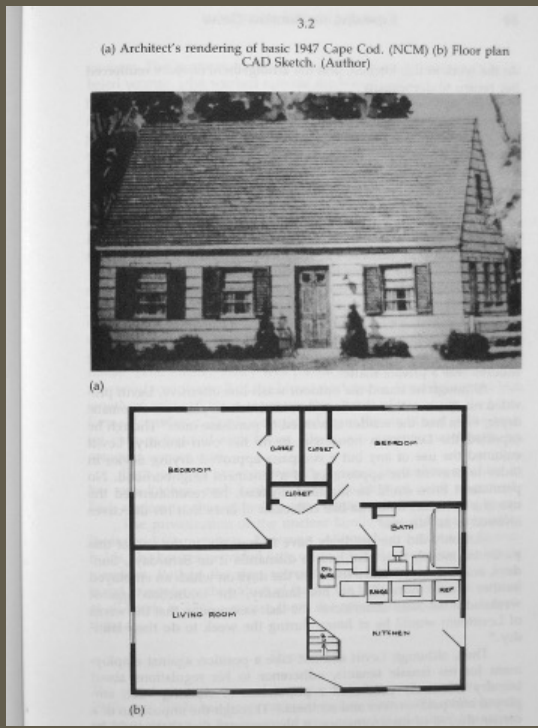
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Making a 'Mass Middle Class'



Lakewood and Levitt houses offered simple shelter at low-cost: initially, 800-900 square feet, two bedrooms, and a television for under \$8,000

LEVITT ADDS 1950 MODEL TO HIS LINE
New house has carport, tile bath and a television set—for \$7,990

Last month Levitt and Sons, the country's biggest housebuilders, unveiled their 1950 model home in an atmosphere suggesting an auto show unveiled with a Christmas preview. The effect on early audiences was almost as heady, even though New York house shoppers have come to expect wonderful surprises (automatic washers, built-in barbecues) inside anything Levitt builds. In addition to the radiant heating, fruit trees and other extras included in previous Levitt packages, they found his 1950 version, for the same \$7,990, had a television set (p. 147), a carport (which to its critics can be a porch), tiling in the bathroom and abrasion-resistant walls. During the first showing unveiled the things that inspected two far-from-classic models and the various exhibits bought 252 homes from the corps of unimpaired suburbaners behind a sales counter. This traditional suburban Levitt regarded as somewhat disappointing—the weekend was partly rainy—although he could comfort himself with the fact that even before the showing 1,000 persons had bought 1950 models without having seen them. In two weeks and 2,400 of the 4,000 houses to be built this year were sold, a third of them to people already occupying Levitt homes.

The carried out the out-of-door panel and introduced a peripatetic element in the traditional pattern of "settling down in the suburbs." Instead of settling down, Levittowners (residents of the 6-square-mile, 10,000 Levitt home area which is actually part of Hempstead and Greenvale townships but is recognized as a separate entity on maps) could now buy a new house each year as they would a new car. While Levitt does not accept older models in trade, Levittowners have no trouble in finding buyers. The Levitts, however at right posting before their sequence of Levitt homes, rented one of the Cape Cod homes built in 1948 (top picture) to see if they liked it. They did, so they bought the 1949 model and now have ordered a '50, selling the '49 for only \$500 less than they had paid in on it. When the '50 come along, they may buy again.

This convenient practice, however, may come later. When his 1950 building program is done, says Builder Levitt will have room in Levittown for only 2,000 1951 homes. Still, having sold 2,800 houses worth of homes in the past 2 1/2 years (Levitt, Aug. 25, 1948), it is rather unlikely that Levitt will merely retire and settle down in the suburbs.

BERNARD LEVY, his wife and children stand before their three Levitt homes in a truck neighborhood.



Truck driver, Bernard Levy and family, Levittown, *Life*, 1950

By expanding home ownership, postwar suburbia altered Californians' conception of social class, creating a mass, home-owning (and mostly white) "middle class."

The Snake in the Suburban Garden:

Racial Segregation and Exclusion:

- * **FHA insured 1/3 of new homes b/n 1945-1960. To qualify, neighborhoods were required to be racially homogenous.**

“If a neighborhood is to retain stability, it is necessary that property continue to be occupied by the same racial class”

FHA Underwriting Manual, 1935 - 1949

- * **Private builders refused to sell or rent to “non-whites”**

By 1960, just 2% of FHA insured homes were occupied by ‘non-whites.’

Levittown, NY, w 80,000 residents was 100% white in 1960

Lakewood, CA’s 67,000 residents included no black families, 1960



Give Your Family the Pleasure of Living in

Pacoima's Quality Circle

The Most Desirable San Fernando Valley Location

A Grant Deed With Every Purchase

when you buy your home is one of the Quality Circle's 3 wonderful communities.

3 Bdrms. & Den - 4 Bdrms. - All With 2 Baths

COMBINATION OF GORGEOUS INTERIORS! Sliding glass walls • Brick fireplace • Accordion doors • Large closets and storage spaces
Ceramic tile • Decorative moldings • Ornamental fixtures.

EXCITING EXTERIOR! Genuine lath and plaster throughout • Circular driveways • Aluminum window screens • Brick planters • Screens, curbs, sidewalks, sewers, gas and water—all in and paid for!

Full Price From \$11,950 to \$13,950

Non-Vets as Little as **\$450 DOWN**
Plus Costs and Imprints

Veterans as Little as **\$250 DOWN**
Plus Costs and Imprints

See Beautiful Furnished Model Homes!

Driving Instruction From Pasadena
Go through La Cañada & Sanland on Portola Bl. to Van Ness Bl. Left on Van Ness Bl. to Northridge Ave. or Bradley Ave. then right on Blake to model homes.

Herrick Lane Park
A variety of 3 different exteriors, each of them beautifully modern. Gracious according building, some with sliding glass walls. Separate service porch with beautiful tile. Colorful wall treatments and chrome bath fixtures.

Bradley Park
Smart Contemporary exterior. 3 center-hall plans and 3 elevations. Unique living room walls have built-in book-shelf shelves. Large cheerful kitchen feature copperware, range hood complete with exhaust fan and light.

Bradley Square
Picturesque north elevation in the Early American styling. Attractive living room or den fireplace. Spacious kitchen feature the popular Western Holly Rock Ceramic. Artistic corner bay windows. Decorative paneling.

Sadly, the small number of FHA/VA housing for families of color offered most of the new housing open to them. Ad for open housing—San Fernando Valley, 1956



**Commuters,
Park Forest, IL, 1954;**

**Shipyard Workers, Richmond, CA,
1942**

A 'Path not Taken'

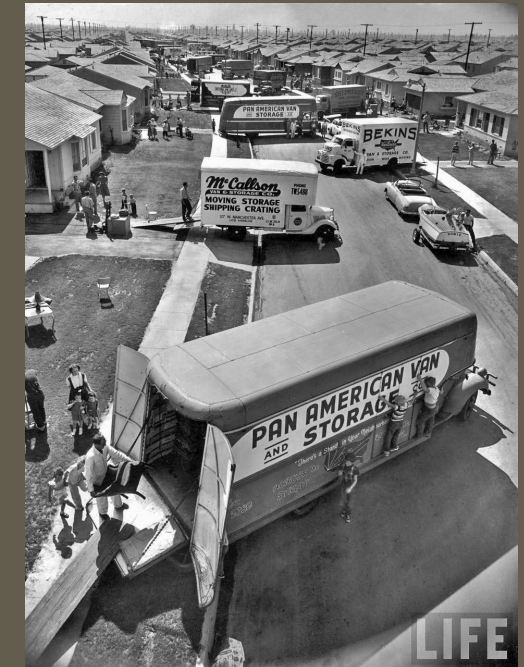
Unlike, mid-century workplaces, these new suburbs fostered community associations and patterns of everyday life that reinforced a sense of social commonality, understood as racial: "whiteness."



LAKWOOD

TOMORROW'S CITY TODAY

ALDINE CO. - LOS ANGELES 131

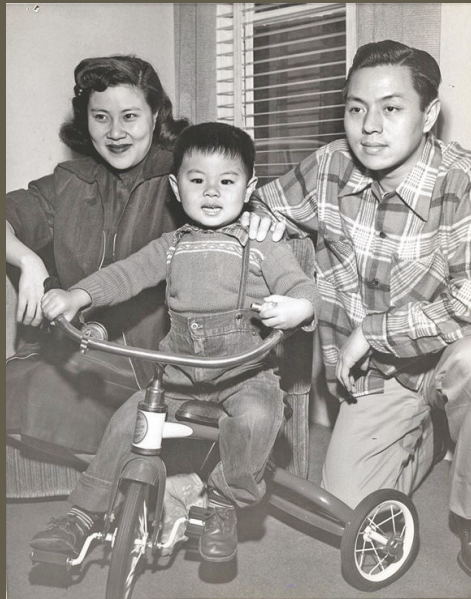


Building “whiteness” on the ground: postwar suburbanization created a vast new landscape largely restricted to “whites” – the basis for a new “common sense” of racial privilege and opportunity, alongside expectations of segregation and exclusion among a new generation of white suburban Californians.

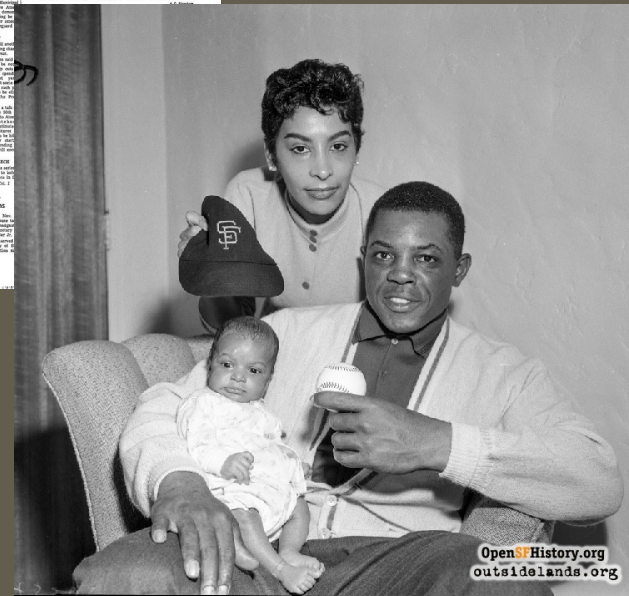
Currents of denial affected Californians of color without regard to income, but...

Demands for Inclusion were growing.

The Postwar California Metropolis became a battleground over race and rights.



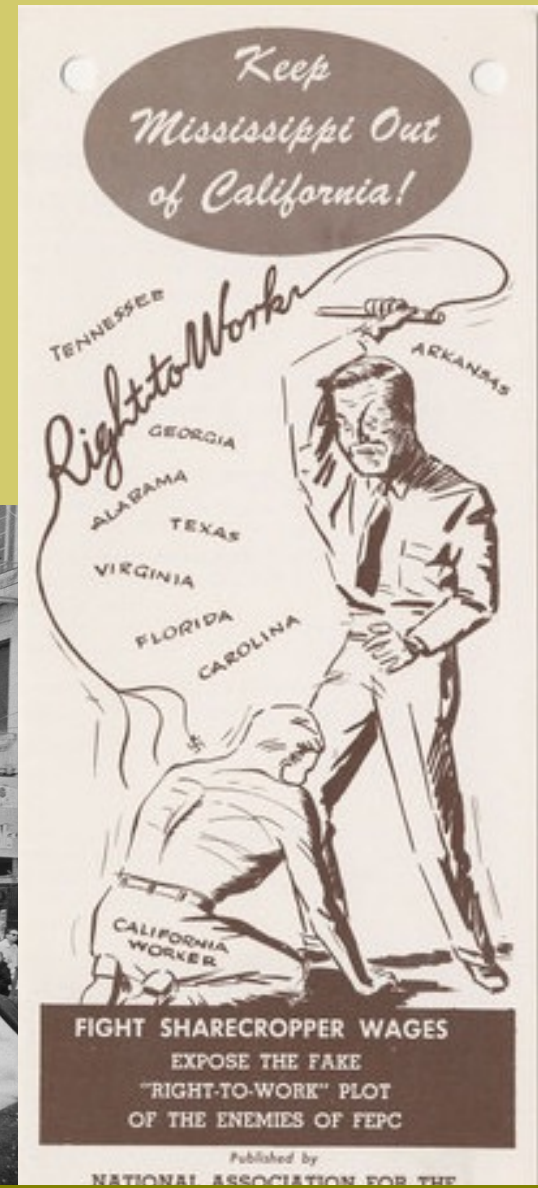
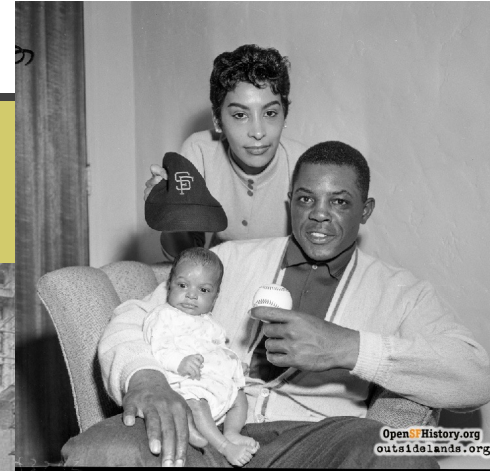
Willie and Marguerite Mays. Refused a home in SF in 1957, it took the mayor's intervention with others for them to buy a house of their choice.



Grace and Sing Sheng, denied a home by "vote of the neighbors," South San Francisco, 1952



SUBURBAN CALIFORNIA IN THE POSTWAR PERIOD: PROMISES AND PROTESTS (PART 2)



* This lecture is sponsored in part by a collaboration grant from the European Union: "Urbanism and Suburbanization in the EU Countries and Abroad"



SOURCES OF CIVIL RIGHTS ACTIVISM IN POSTWAR CALIFORNIA

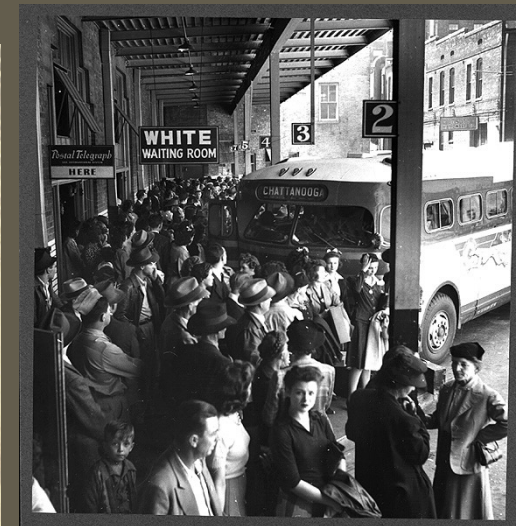
Traditions of Protest in pre-War CA:

Postwar civil rights movements built on a current of grassroots activism in Depression and Wartime America.

In California, Latinos, African Americans and interracial coalitions challenged social inequality



Mexican American activists: Ignacio Lopez (upper left); Mendez family; Westminster School 1940s (above)



Signs of the times: bus terminals Memphis and Portland, 1940s



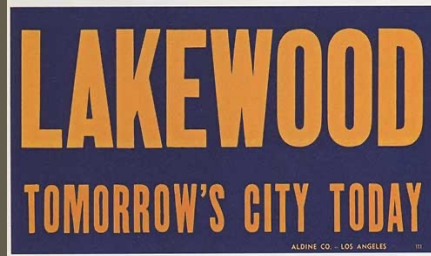
Pasadena's "Brookside Plunge," ca 1930s



Labor activist, Luisa Moreno

METROPOLITAN INEQUALITY

City/Suburb Divide



Booming Suburbia -

- LA – In 1970: 75% of all metro housing in LA had been built since 1945, most of it segregated and exclusive to whites
- Suburbia attracted lion's share of growth and investment
- Unlike, mid-century workplaces, mass suburbia fostered community associations and patterns of life that reinforced a sense of social commonality, understood as racial – aka “whiteness.”

Central Cities falling behind

- Californians of color concentrated in older neighborhoods and communities

Problems with Policy:

* **FHA insured 1/3 of new homes b/n 1945-1960.**
To qualify, neighborhoods were required to be racially homogenous.

By 1960, **just 2%** of FHA-insured loans were occupied by “non-whites,” (e.g., African American/ Asian American/ Native Americans)

Lakewood w/ 67,000 residents, was **99% white** in 1960.

“If a neighborhood is to retain stability, it is necessary that property continue to be occupied by the same racial class.” **FHA Underwriting Manual, 1935 - 1949**



Ironies of postwar segregation – different patterns expanding at home and at work

METROPOLITAN INEQUALITY II:

Migration and housing discrimination led to growing communities of color in the state's urban areas

By 1960s: > 85 percent of African Americans and

Latinos in CA's cities

Native Americans – Rancheria Act, 1958

'Urban Relocation' by members of western tribes

Racial and spatial segregation of 'non-white'

Californians in the state's urban areas.

Impacts of **Red-Lining, Disinvestment, Urban Renewal, Highway Building, Industrial Decentralization**

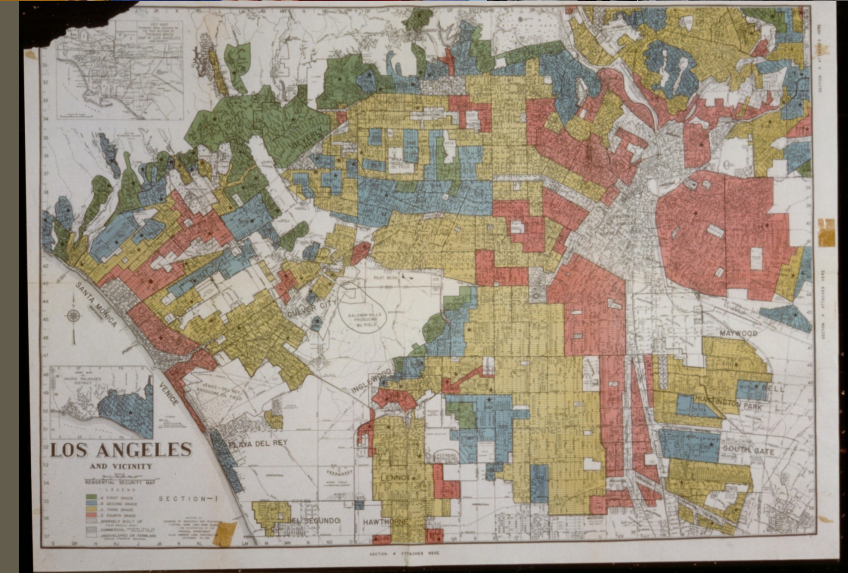
Asian Americans – battling for inclusion

Japanese Americans labored to re-establish lives and livelihoods after Internment

Chinese Americans sought expanded horizons beyond 'Chinatowns,' e.g., Sing Sheng family in South San Francisco

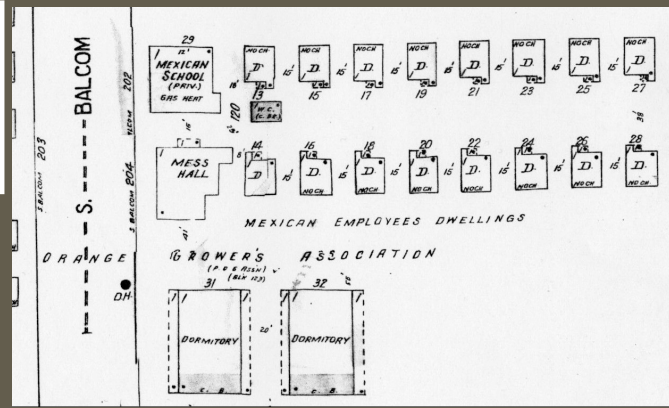


Judy Baca, Impacts of highways and urban renewal, "History of CA," 1974; HOLC redlining map, LA, 1930s

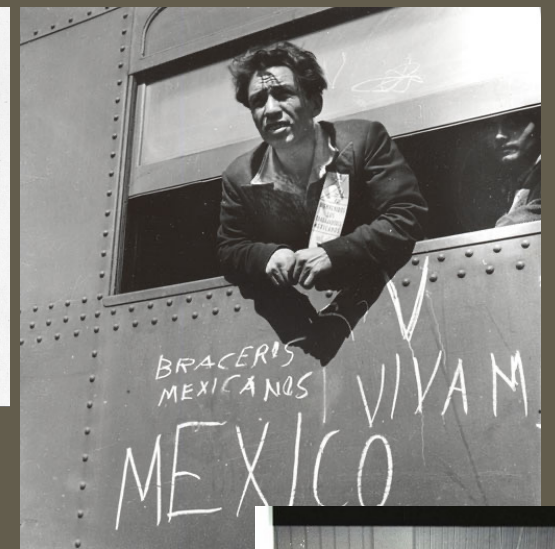


'FACTORIES IN THE FIELDS'

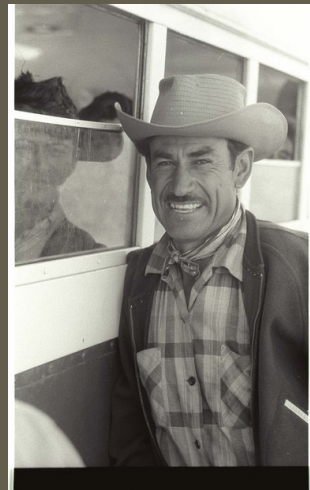
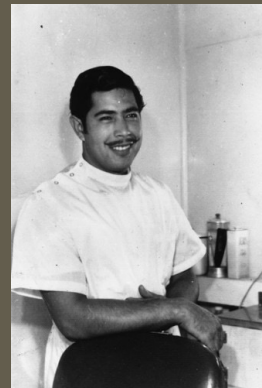
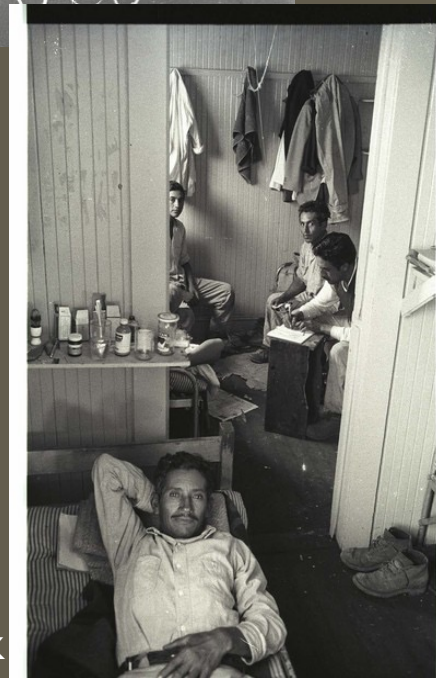
- California's agricultural economy reinforced ongoing, racialized inequality
 - Bracero Program, 1942-1964: 4.6 million Mexican 'guest workers' – mostly in Agriculture, but also in canning and packing, railroads and other industries in metro CA
 - Conditions in postwar farm labor
 - Workers of color – Mexican, Filipino, African American
 - Low wages - competition with low-paid 'guest workers'
 - Poor housing
 - Poor services – healthcare/education
- Growth of Latino communities – urban and rural.
 - Base for economic, cultural, political mobilizations



Orange Growers Association, labor camp, Fullerton, 1940s



Images of men recruited to work through the Bracero program



Small business owners, Anaheim, 1940-50s

EXCLUSION IN HOUSING

Housing discrimination was a critical source of post-war inequality.

Discrimination inscribed Race in Urban Space – (e.g. ‘white communities’ ‘black communities,’ ‘barrios,’ ‘Chinatowns’ etc...), a process scholars describe as the ‘Racialization of space.’

White residents and institutions - including banks, RE brokers, builders, local governments – ‘defended’ racialized space by any means necessary.

- Tools of discrimination:**
- Exclusion/steering by realtors, banks
 - Race restrictive covenants
 - Red-lining
 - Municipal zoning-planning
 - Community opposition-intimidation



Note found at William Bailey home, south L.A., 1952

William Bailey home, Wilshire District, after bombing, 1952



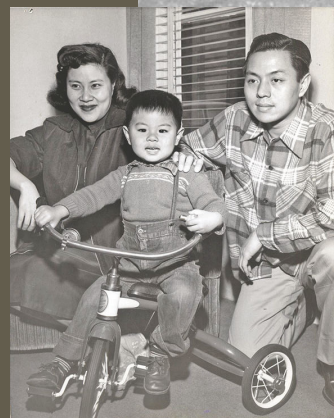
White mob gathers outside of W.H. Whitson, south L.A., 1949.



Grace and Sing Sheng, SF, 1952



Oscar winner, Hattie McDaniel challenged exclusion, pioneering in West Adams, LA, 1940s



BATTLE FOR FAIR HOUSING

In this context, growing numbers of African American, Asian American, and Latino families challenged the color line in housing in 1940s-60s.

They challenged neighborhood exclusion on the streets and in the courts.

Racial restrictive covenant suits:
Doss v Bernal (1943) - Fullerton
Fairchild v Raines (1944) - Pasadena



Bernal family, Anaheim, 1940s

‘Pioneering’ in white neighborhoods exposed families to dangers unfamiliar to white Californians. - Vandalism, arson, mob attacks, threats and intimidation.

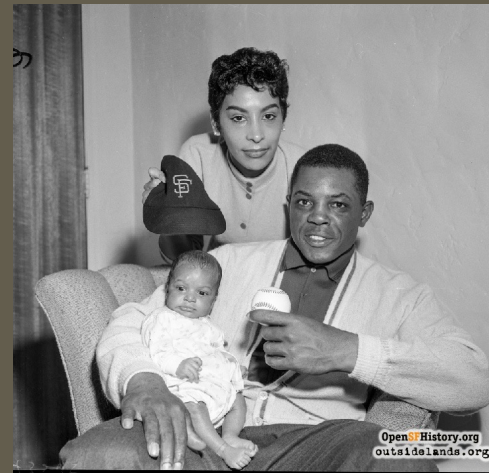
Racial resegregation and disinvestment often affected changing areas.

1963: Rumford Fair Housing Act
 1964: Proposition 14 – right to discriminate; over-turn Rumford Act - support from Catholic Church, Ronald Reagan



NAACP Attorney, future Judge, Loren Miller,

Diving champion, Sammy Lee and family – denied home in Anaheim, 1955



Willie and Margueritte Mays, SF, 1957



Come! See! Hear!

SENATOR EUGENE McATEER
 ASSEMBLYMAN W. BYRON RUMFORD
 AND
 Tarea Hall Pittman
 Regional Secretary NAACP

**SPEAK ON THE CAMPAIGN FOR
 A FAIR HOUSING
 LAW IN CALIFORNIA
 and Other Human Rights Legislation
 IN 1963**

FRIDAY, MARCH 22, 1963 - 7:30 p.m.
Ben Franklin Junior High School
 GEARY AND SCOTT STREETS, SAN FRANCISCO **Ample Parking**

California Committee for Fair Practices
 C. L. Dellums, Chairman
 William Becker, Secretary
 Terry A. Francois, Meeting Chairman

Sponsoring Organizations:
 S. F. Branch NAACP
 S. F. Committee for Fair Housing
 Catholic Interracial Council
 Community Service Organization

Benefit: California Committee for Fair Practices - 2940 16th St., San Francisco - MA 1-7742

RISING TIDE OF STATE AND NATIONAL PROTEST

1940s-1960s - Californians were stirred to participation in wider movement for Civil Rights emerging across the U.S.

Targets of Protest:

Statewide barriers to freedom – discrimination in employment, housing, and education, many of them linked to the structure of the postwar city

Growing support for nationwide campaigns for Civil Rights

Protests linked to lunch counter sit ins (1960), hsg discrim, national Civil Rights bill (1962-64)



Congress of Racial Equality protests against school segregation and job discrimination in CA, 1959, 1962



San Franciscans join national protest against southern segregation 1960s

