



Hearst Castle, the fabulous residence of William Randolph Hearst at San Simeon. (Courtesy of the California Department of Transportation.)

after its opening as a state monument. Among the attractions of the place, along with its art treasures, was the chance to participate vicariously in the life of a man who had made such a determined attempt to have everything in the world that he wanted.

Even before his death, however, Hearst's newspaper chain had entered a gradual but steady decline, and by 1965 sales and consolidations had reduced the number of Hearst papers to about a third of what it had once been. In California's two principal cities, the Hearst *Examiners*, after years of losing money, were forced to surrender the entire daily morning field to the *Los Angeles Times* and the *San Francisco Chronicle*. (Then, in a curious turnaround in 1999, the Hearst Corporation sold the *San Francisco Examiner* and bought the *Chronicle*.)

For newspapers as well as for nations, hereditary monarchy has always been a notoriously risky method of choosing top-management personnel. Hearst's sons did not approach the journalistic pace that their father had set. The *Los Angeles Times* also was a family concern. Its founder had no sons, but he was able to pass on power effectively through the female line. Harry Chandler, who succeeded his father-in-law Harrison Gray Otis as publisher of the *Times* in 1917, was even more energetic than Otis himself. Harry's son Norman, who became the publisher in 1945, improved the quality of the paper in some respects. And Norman's son Otis Chandler, who succeeded his father in 1960, improved it considerably more.

The Arts

San Francisco maintained its reputation as the cultural capital of California without effective challenge until World War II, after which Los Angeles became a serious rival for cultural leadership.

For many years after its founding in the middle 1920s, the M. H. de Young Memorial Museum in San Francisco's Golden Gate Park remained the principal art gallery on the Pacific coast. By 1960 its attendance exceeded 1 million persons a year, and on Sundays it often had more visitors than even the Metropolitan Museum of Art in New York City. The California Palace of the Legion of Honor was established in 1924 in San Francisco's Lincoln Park. It attracted almost as large an attendance as the de Young. These two museums were heavily committed to the time-tested and accepted art of the past. The San Francisco Museum of Art, on the other hand, attempted the more difficult role of educating the public in the appreciation of contemporary painting and sculpture.

During the early decades of the twentieth century, several public and private institutions for the promotion of the arts were established in southern California, laying the ground for the eventual preeminence of Los Angeles as a cultural center. In 1917 the Otis Art Institute was founded in the former home of Harrison Gray Otis, and 4 years later the Chouinard Art Institute, a school of art and design, was



Migrant Mother. Dorothea Lange took this famous photograph in 1936 at Nipomo, on Highway 101, south of San Luis Obispo. She reported that this family of Dust Bowl refugees had just sold the tires from their car to buy food. (Courtesy of the Library of Congress.)