

THE CAPITAL

"Preserving Santa Barbara's historic sites of enduring community value"

Vol. 28, No. 7 • www.PearlChaseSociety.org • July 2025

JULY MEETINGS OF INTEREST

PEARL CHASE SOCIETY

Next Board of Directors meeting: JULY 3 at the Santa Barbara County Genealogical Society, 316 Castillo Street, 3:30 p.m.

Pearl Chase Society Annual Meeting on Sunday, July 20 at 4 p.m.

FEATURED SPEAKER: Mayor Randy Rowse
RSVP: (805) 961-3938

CITY OF SANTA BARBARA

City meetings are broadcast live on City TV channel 18 and streamed live [HERE](#), where they are also archived and viewable on demand.

City Council

Tuesdays at 2 pm at Council Chambers, City Hall. [HERE](#). JULY 1 and 29

Planning Commission

First, second and third Thursdays of the month at 1 pm at Council Chambers, City Hall. [HERE](#). JULY 3, 10, 17

Historic Landmarks Commission

Every other Wednesday at 1:30 pm at the David Gebhard Public Meeting Room, 630 Garden Street. [HERE](#). JULY 16, 30

Architectural Board of Review

Alternate Mondays at 3 pm at the David Gebhard Public Meeting Room, 630 Garden Street. [HERE](#). JULY 7, 21

COUNTY OF SANTA BARBARA

County Board of Supervisor Meetings and Planning Commission meetings are broadcast live on CSBTIV20. They are also streamed live [HERE](#) where they are also archived and viewable on demand.

County Board of Supervisors

Three Tuesdays of the month at 9 am. The first and third meetings are held in Santa Barbara in the Board of Supervisors Hearing Room, 105 East Anapamu St., 4th Floor. The second meeting is (typically) held in Santa Maria at 511 East Lakeside Parkway. JULY 1 (SB), 8 (SM), 15 (SB)

County Planning Commission

Three Wednesdays of the month at 9 am. The first and third meetings are held in Santa Barbara at 123 East Anapamu Street, Room 17, and the second meeting is (typically) held in Santa Maria at 511 East Lakeside Parkway. JULY 2 (SB), 9 (SM), 30 (SB)

County Historic Landmarks Advisory Commission

Second Monday of the month at 10 am at 123 East Anapamu, Room 17 (unless specified otherwise). JULY 14

News and Notes

By Cheri Rae

ANNUAL MEETING ON SUNDAY, JULY 20 at HARRY'S FEATURING MAYOR RANDY ROWSE

In July of 1925, the City of Santa Barbara came together in a spirit of cooperation and with a sense of pride and purpose as the determination to rebuild a more beautiful city immediately took hold. We were blessed with leadership that recognized the opportunity—and acted with strength and resolve. Just five days after the earthquake, community members gathered for a Fourth of July celebration like no other. Something for us to think about during the holiday one hundred years later.

Here's just a portion of the editorial in *The Morning Press* on that Independence Day:



"In Santa Barbara we will not march and discharge firecrackers and ring bells, but we will celebrate for reasons other than that it is the Independence Day anniversary as well as because of it—for we have our own

reasons to celebration.

Part of our fair city is in ruins, but so much of it was saved that we can celebrate with gladsome hearts and rejoice with genuine enthusiasm.

We dare not discharge fireworks in our exuberance, for they might start a conflagration.

We can't ring our bells because the quake shook them down.

We are denied the privilege of parading, because our main street is ruined.

But we can celebrate with hearts full of joy and thankfulness. Inwardly, we will express as much patriotism as the citizens of any community—and infinitely more thankfulness and joy.

Our families live, our homes in most cases are virtually intact, we have no pestilence, and we are starting again to build.

As we pause to give praise to the great men who gave us a nation, we also take occasion to give thanks for the founders who gave us our fair city and for our deliverance from a horrible catastrophe....

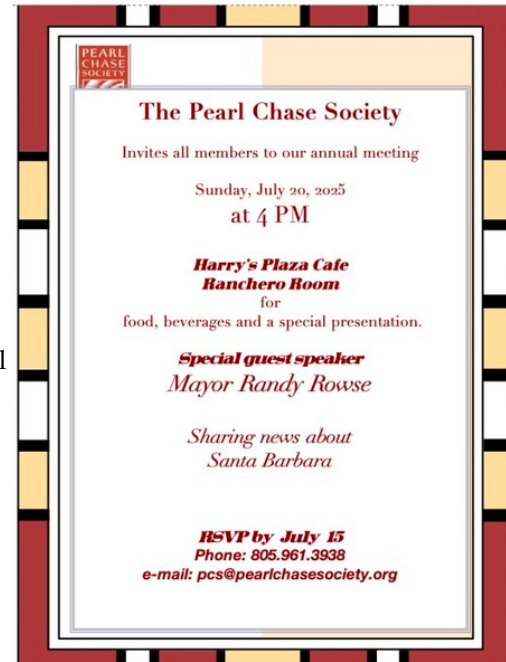
Hurrah for the Fourth!

Hurrah for Santa Barbara!

Hurrah for the manner in which its citizenship has met a crisis.

Hurrah for the future!"

Want to get involved, or have submissions for
The Capital? Email us at PCS@pearlchasesociety.org.



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NewsletterCheri Rae, *editor*Lisa DeSpain, *graphics*

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Bernhard and Irene Hoffmann: Community Visionaries a Century Ago

By Cheri Rae

Early in the 20th century, diabetes was a devastating disease with little treatment available. When the young daughter of Bernhard and Irene Hoffmann, a wealthy couple in Stockbridge, Massachusetts, was diagnosed with diabetes in 1919 they were prepared to do anything to save her life. They consulted with Dr. Nathaniel Bowditch Potter at Columbia University, and followed him to Santa Barbara where he was to begin his new role as researcher for the new Potter Metabolic Clinic funded by the Carnegie Foundation.

After Dr. Potter's untimely death, his work on insulin continued by Dr. William Sansum, and Margaret Hoffmann was accepted as a patient. As her health improved, the couple enthusiastically settled into their new community. Coincidentally, Bernhard's brother, Ralph, was named the headmaster of Cate School, and later became director of the Santa Barbara Museum of Natural History.

Already steeped in the tradition of community beautification and historic preservation that characterized their New England hometown, the couple was enthralled by the equally significant, yet very dissimilar Spanish influenced heritage and architecture in Santa Barbara. They soon commissioned architect James Osborne Craig to design their expansive new home on Garden Street in the Spanish style. They named it Casa Santa Cruz.

And in a move that made headlines, as big news around town, the Hoffmanns purchased Casa de la Guerra, the historic adobe situated the heart of downtown that had fallen into a state of disrepair. They had read Richard Henry Dana's account of the extravagant fandango held at the mansion in *Two Years Before the Mast*, and were committed to restoring it to its former glory. They purchased the casa for \$50,000 and committed another \$100,000 to its repair and reconstruction, and worked with members of the De la Guerra family to guarantee they could live out their years in their family home.



Irene and Bernhard Hoffmann: Community visionaries long before the earthquake. Photo courtesy Santa Barbara Historical Museum

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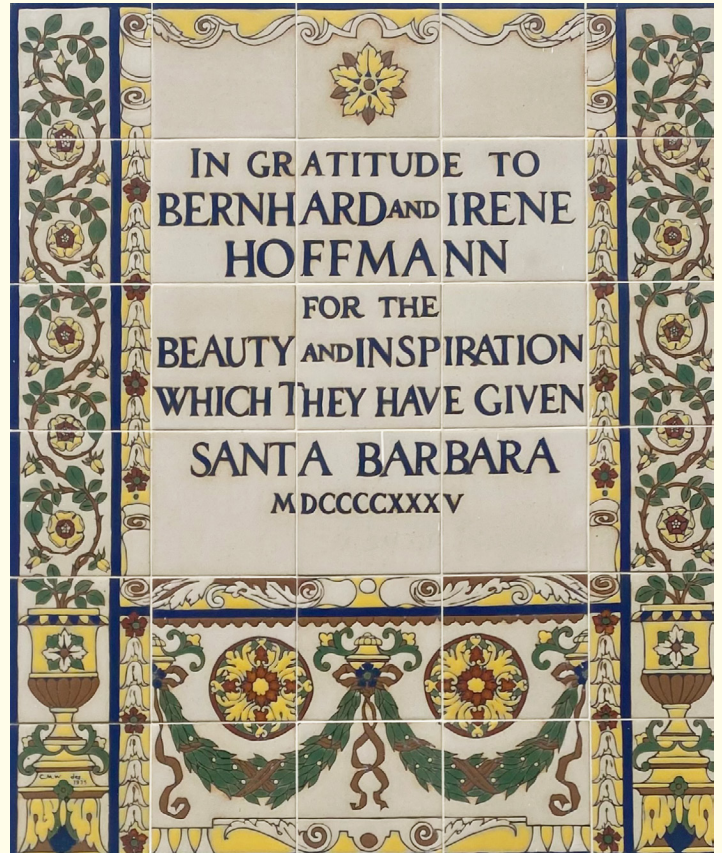
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In September, 1921, *The Morning Press* reported, "Of chief interest is the fact that under the plan adopted this beautiful landmark now almost 100 years old and second only to the Old Mission among Santa Barbara structures in the richness of its history is to be not only fully restored but conditions created that will assure its perpetuation. It has been a source of keen regret to every lover of Santa Barbara and its traditions to see the old adobe homes slowly crumble and disappear."

By December, the couple unveiled more of their imaginative plans that provided a new approach to downtown building. They had hired architect Craig to create a complex adjacent to the casa, featuring open plaza areas and adobe-look structures. Known as "El Paseo, the Street in Spain," the ambitious project, with a restaurant, small shops, offices and studios, was described in the newspaper, "In quaintness and artistic grouping, this series of buildings can only be matched in the old cities along the Mediterranean."

Word traveled about the couple's aesthetic approach to Santa Barbara living began to take hold in the popular imagination, here and abroad.

In 1922, well-traveled *Los Angeles Times* editorial



Tile mural in El Paseo commemorates the influence of the Hoffmanns.

writer John Steven McGroarty gave a speech in Santa Barbara when he noted, "Your idea of a Street in Spain is magnificent, and I hope it will be fully carried out." He added, "You know Santa Barbara has a stronger hold upon the imagination of persons in other parts of the country, and even in Europe, than any other city in California. When I was in Spain last summer, people there asked me more about Santa Barbara than about any other city in America. The idea of restoration of the Spanish atmosphere is an excellent one, not only from the standpoint of sentiment and for historic reasons, but as a sound business proposition. In my opinion, if the plans are carried through, it will make this city the greatest tourist city in the United States."

In 1924, when the Spanish Duke of Alba and his friend the Marquis of Viana traveled to Santa Barbara they visited the complex and gave it high praise. Both gifted tile murals to commemorate the occasion; written in Spanish, they remain there today, along with several others situated in the El Paseo that pay homage to the New Spain that the Hoffmanns ushered in, long before the 1925 earthquake cleared the way for a whole new look for Santa Barbara.

Coming Next Month: Bernhard Hoffmann's post-earthquake leadership.



When the Hoffmanns purchased Casa de la Guerra in 1921, it signified a renewed interest in preservation and restoration of Santa Barbara's Spanish-style architecture.

Santa Barbara Rising: Honoring Pearl Chase on the International Honor Quilt

By Cheri Rae

In 1979, the feminist artist Judy Chicago completed the groundbreaking work, "The Dinner Table," that celebrated thirty-nine accomplished women, with thirteen place settings placed at a triangular table. Soon after that, she initiated a continuation of that artistic work, envisioning an International Quilting Bee to "honor women of their own determination."

The resulting International Honor Quilt consists of 539 handcrafted triangular quilt panels honoring real women as well as mythological and religious figures, and even fictional characters, women's organizations and women's issues. The diverse group depicted includes Georgia O'Keeffe, Eleanor Roosevelt, Maria Curie, and mystery book character Nancy Drew.

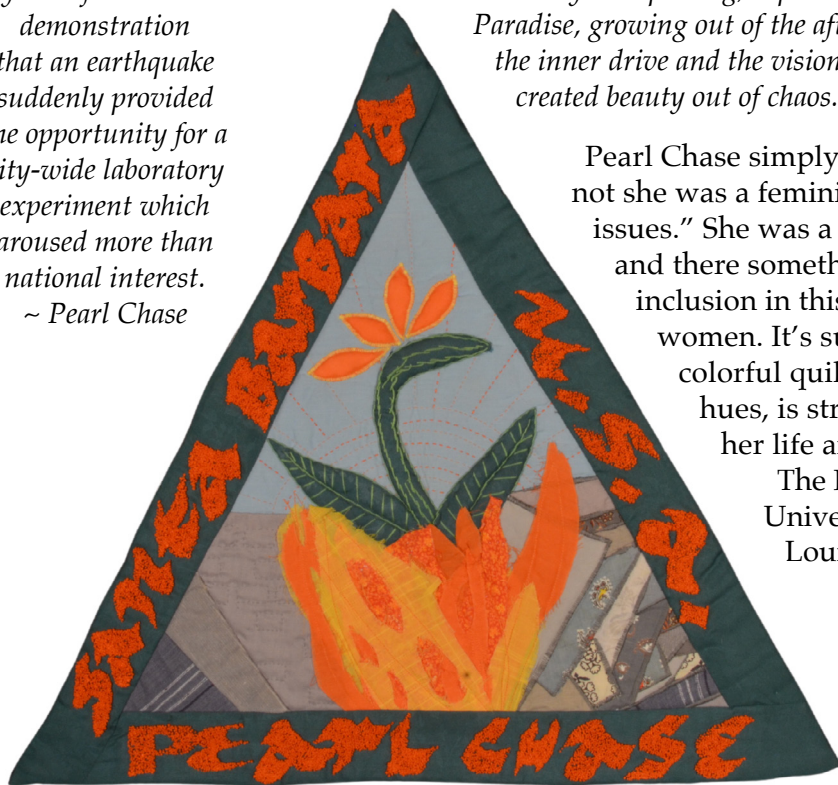
Importantly, it includes one dedicated to the life and work of Pearl Chase. It was created by quilt-makers Patricia Hessenflow, Jackie Di Francis and Leah V. Smith Chase in 1980, who dedicated their quilt panel:

To the memory of Dr. Pearl Chase, whose name is permanently linked with the beauty of Santa Barbara... They highlighted many of her accomplishments, and concluded: Due to the efforts of Pearl Chase and her committee, present-day Santa Barbarans enjoy the benefits of living in a harmonious environment, rather than in an architectural hodgepodge ablaze with neon lights and marred by ugly billboards.

They describe the techniques they used in the creation of the panel:

"It was after several years of work and demonstration that an earthquake suddenly provided the opportunity for a city-wide laboratory experiment which aroused more than national interest.

~ Pearl Chase



The Honor Quilt, utilizing the techniques of applique, crazy patch, stitchery, punch needle embroidery and quilting, depicts the spirit of Dr. Chase, in the form of a Bird of Paradise, growing out of the aftermath of the earthquake. The fire symbolizes the inner drive and the vision that made her the inspirational force that created beauty out of chaos.

Pearl Chase simply did her work, without regard to whether or not she was a feminist, or particularly interested in "women's issues." She was a visionary who managed to motivate others, and there something so positive and affirming about her inclusion in this creative work depicting the work of women. It's such a uniquely female art form, and her colorful quilt panel, primarily in blue and vivid orange hues, is striking for its power and beauty, capturing her life and work so well.

The International Honor Quilt is housed at the University of Louisville Hite Art Institute in Louisville, Kentucky.

CREDIT: The International Honor Quilt, panel honoring Pearl. By permission, University of Louisville, the Hite Art Institute by Through the Flower.



After the Hoffmanns returned to Stockbridge, Pearl continued their beautification work through Plans and Planting for several decades.