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## California and the Wild West

[00:00:20] male narrator: FOG-SHROUDED COASTLINES,  
 [00:00:25] SPECTACULAR MOUNTAIN PEAKS,  
 [00:00:31] RICH AGRICULTURAL VALLEYS,  
 [00:00:37] VAST BARREN DESERTS,  
 [00:00:42] GLIMMERING HIGH-TECH CAMPUSES,  
 [00:00:46] VIBRANT URBAN CENTERS  
 [00:00:50] ARE ALL PART OF THE GOLDEN STATE,  
 [00:00:55] THE MOST POPULOUS STATE IN THE NATION:  
 [00:01:00] CALIFORNIA.  
 [00:01:05] CALIFORNIA IS BOUNDED BY THE PACIFIC OCEAN ON THE WEST  
 [00:01:11] AND AMERICA'S GREAT DESERTS ON THE EAST.  
 [00:01:18] ITS DIVERSE POPULATION TELLS THE STORY  
 [00:01:20] OF SPANISH COLONIZATION,  
 [00:01:25] WAVES OF IMMIGRANTS FROM EASTERN STATES,  
 [00:01:30] IMMIGRANTS FROM EUROPE,  
 [00:01:34] AND IMMIGRANTS FROM ASIA.  
 [00:01:39] GOLDFIELDS,  
 [00:01:44] HOLLYWOOD,  
 [00:01:48] BOUNTIFUL CROPS,  
 [00:01:52] AND FINANCIAL CENTERS TELL STORIES OF RICHES,  
 [00:01:58] OF AMERICA'S PROMISED LAND.  
 [00:02:03] CALIFORNIA HAS ALWAYS BEEN AMERICA'S CENTER OF INNOVATION,  
 [00:02:08] MOST RECENTLY DRIVING THE WORLD INTO THE INFORMATION AGE.  
 [00:02:13] IN THIS PROGRAM, WE WILL PRESENT THE HISTORY OF CALIFORNIA  
 [00:02:17] FROM THE END OF AMERICA'S CIVIL WAR  
 [00:02:20] TO THE 21ST CENTURY.  
 [00:02:49] WITH THE AMERICAN CIVIL WAR OVER,  
 [00:02:51] CALIFORNIA WAS READY TO BEGIN ITS 135-YEAR JOURNEY  
 [00:02:55] INTO THE 21ST CENTURY.  
 [00:02:59] TODAY THE WELLS FARGO MUSEUM  
 [00:03:02] IN SAN FRANCISCO'S MIGHTY FINANCIAL DISTRICT  
 [00:03:04] HARKENS BACK TO THE DAYS WHEN THE SIX-HORSE STAGECOACH  
 [00:03:08] OF WELLS FARGO AND COMPANY  
 [00:03:10] SYMBOLIZED THE GROWTH AND PROSPERITY OF CALIFORNIA.  
 [00:03:16] THE WELLS FARGO COMPANY  
 [00:03:18] WAS THE BRANCH OF TWO CALIFORNIA ENTREPRENEURS:  
 [00:03:22] HENRY WELLS AND WILLIAM FARGO.  
 [00:03:27] IN 1852, THESE BUSINESS PARTNERS  
 [00:03:30] FORMED THIS LEGENDARY COMPANY OF THE WILD WEST  
 [00:03:34] TO OFFER BANKING SERVICES  
 [00:03:35] TO PEOPLE AND BUSINESSES OF CALIFORNIA  
 [00:03:40] AND TO PROVIDE EXPRESS SERVICE, THE RAPID DELIVERY OF GOLD  
 [00:03:44] FROM THE MINES OF CALIFORNIA TO THE EAST COAST.  
 [00:03:50] BY THE END OF THE CIVIL WAR, WELLS FARGO HAD COMBINED  
 [00:03:54] ALL THE MAJOR WESTERN STAGE LINES  
 [00:03:57] FROM CALIFORNIA TO MISSOURI,  
 [00:04:00] FROM COLORADO TO IDAHO.  
 [00:04:05] DURING THIS TIME,  
 [00:04:06] CALIFORNIA WAS STILL PART OF THE FRONTIER,  
 [00:04:10] PART OF THE WILD WEST,  
 [00:04:12] THE ERA THAT DEFINED AMERICA  
 [00:04:14] IN THE LAST HALF OF THE 19TH CENTURY.  
 [00:04:18] CALIFORNIA WAS STILL A LAND OF GUNFIGHTS AND INDIAN WARS.  
 [00:04:25] IN THE BOOMTOWNS OF CALIFORNIA'S MINING REGION,  
 [00:04:28] LAWLESSNESS WAS THE NORM.  
 [00:04:32] THE TOWNS GREW FAST AND DIED EVEN MORE QUICKLY.  
 [00:04:37] BUT DURING THEIR HEYDAY, THEY WERE CENTERS FOR THIEVES,  
 [00:04:41] GUNMEN AND PROSTITUTES.

[00:04:46] EVERY VICE WAS AVAILABLE.  
[00:04:49] HOLDUPS WERE FREQUENT,  
[00:04:53] SHOOTINGS HAPPENED ALMOST EVERY DAY.  
[00:04:58] LAW WAS A TIN STAR THAT JUST AS OFTEN  
[00:05:01] WAS OUT LOOKING TO STRIKE IT RICH.  
[00:05:06] IT WASN'T UNTIL THE BOOMTOWN ERA PASSED  
[00:05:08] AT THE END OF THE 19TH CENTURY  
[00:05:10] THAT LAW AND ORDER REIGNED IN CALIFORNIA.

## California and the Transcontinental Railroad

[00:05:15] ANOTHER IMPORTANT EVENT IN CALIFORNIA'S WILD WEST  
[00:05:18] WAS THE COMPLETION OF THE TRANSCONTINENTAL RAILROAD.  
[00:05:24] IN 1862, AT THE HEIGHT OF THE CIVIL WAR,  
[00:05:28] CALIFORNIA BUSINESSMAN LELAND STANFORD  
[00:05:30] PROPOSED A TRANSCONTINENTAL RAILROAD,  
[00:05:33] CONNECTING SACRAMENTO WITH THE EAST.  
[00:05:38] THE IDEA WAS THAT A RAILROAD WOULD MAKE IT EASIER  
[00:05:42] TO TRANSPORT CALIFORNIA'S ABUNDANT GOLD AND SILVER  
[00:05:45] TO THE UNION TO PAY FOR THE WAR.  
[00:05:49] THAT SAME YEAR, PRESIDENT ABRAHAM LINCOLN SIGNED  
[00:05:53] THE PACIFIC RAILROAD ACT.  
[00:05:57] THE ACT AUTHORIZED TWO COMPANIES TO LAY THE TRACKS.  
[00:06:01] THE UNION PACIFIC COMPANY SET OUT WEST  
[00:06:04] FROM OMAHA, NEBRASKA.  
[00:06:08] THE CENTRAL PACIFIC COMPANY, LELAND STANFORD'S COMPANY,  
[00:06:12] BEGAN LAYING TRACKS EASTWARD FROM SACRAMENTO, CALIFORNIA,  
[00:06:15] ONE YEAR LATER, IN 1863.  
[00:06:20] THE CENTRAL PACIFIC'S TASK WAS THE HARDER  
[00:06:23] AND MORE DANGEROUS OF THE TWO.  
[00:06:27] THEY HAD TO BLAST AND SCRAPE THEIR WAY THROUGH CALIFORNIA'S  
[00:06:31] TALL AND RUGGED SIERRA NEVADA MOUNTAINS.  
[00:06:36] THE ANSWER TO THIS HERCULEAN TASK WAS MANPOWER,  
[00:06:41] AND THAT MANPOWER WAS SUPPLIED BY CHINESE-AMERICANS.  
[00:06:47] NEARLY 6,000 CHINESE-AMERICAN WORKERS LAID TRACK  
[00:06:51] THROUGH THE STRONGHOLD OF THE SIERRA NEVADA.  
[00:06:55] "WITHOUT THEM," CENTRAL PACIFIC RAILROAD PRESIDENT  
[00:06:57] LELAND STANFORD WROTE,  
[00:06:59] "IT WOULD BE IMPOSSIBLE TO COMPLETE THE WESTERN PORTION  
[00:07:01] OF THIS GREAT NATIONAL ENTERPRISE."  
[00:07:06] THE TRANSCONTINENTAL RAILROAD  
[00:07:08] WAS COMPLETED AT PROMONTORY, UTAH,  
[00:07:10] ON MAY 10, 1869,  
[00:07:12] WITH A GOLDEN SPIKE CONNECTING THE TWO RAILROAD LINES.  
[00:07:18] AT LAST, EAST AND WEST WERE JOINED.

## California's Indian Wars

[00:07:36] THE HUNDREDS OF THOUSANDS OF IMMIGRANTS  
[00:07:38] GOING WEST DURING THE GOLD RUSH SPARKED THE PLAINS INDIANS WARS,  
[00:07:44] THE LONGEST WAR IN AMERICAN HISTORY,  
[00:07:46] LASTING FROM 1853 TO 1890.  
[00:07:52] BUT THE GOLD RUSH ALSO SPARKED CALIFORNIA'S OWN INDIAN WARS  
[00:07:56] THAT LASTED 23 YEARS.  
[00:08:01] MOST OF THESE CONFLICTS WERE SKIRMISHES AND SINGLE BATTLES  
[00:08:05] AS CALIFORNIA'S NEWEST SETTLERS FOUGHT NATIVE AMERICANS  
[00:08:08] FOR THE INDIANS' ANCESTRAL LANDS,  
[00:08:12] LANDS THAT WHITES WANTED NOT ONLY FOR GOLD  
[00:08:15] BUT FOR FARMING, RANCHING, AND TIMBER.  
[00:08:20] THIS MAP SHOWS WHERE THE BIGGEST WARS HAPPENED:  
[00:08:25] THE MARIPOSA INDIAN WAR, 1850 TO 1851;  
[00:08:31] THE OWENS VALLEY WAR, 1861 TO 1865;  
[00:08:36] AND THE WAR FOR THE REDWOODS, 1860 TO 1872.  
[00:08:44] THE FINAL BATTLE IN CALIFORNIA'S INDIAN WARS WOULD BE  
[00:08:47] THE MODOCS' HISTORIC FIGHT FOR THEIR LANDS AROUND TULE LAKE  
[00:08:51] IN NORTHEASTERN CALIFORNIA.  
[00:08:55] IN 1872, A SMALL BAND OF MODOCS  
[00:08:59] UNDER THE LEADERSHIP OF CAPTAIN JACK,  
[00:09:01] RESISTED THE U.S. ARMY'S ATTEMPTS  
[00:09:04] TO FORCE THE MODOCS ONTO A RESERVATION IN OREGON.  
[00:09:09] THEY FLED TO THE NEARBY LAVA BEDS,  
[00:09:12] A NATURAL FORTRESS OF INTERCONNECTED LAVA TUBES,  
[00:09:16] CAVES, AND ROCK.  
[00:09:19] HERE 59 MODOC WARRIORS HELD OFF  
[00:09:22] MORE THAN 1,000 U.S. ARMY SOLDIERS  
[00:09:25] FOR OVER FIVE MONTHS.  
[00:09:29] WHEN THE MODOCS WERE AT LAST FORCED TO SURRENDER,  
[00:09:32] THE BAND WAS SENT TO LIVE IN OKLAHOMA.

## 19th Century Agriculture

[00:09:49] BY 1860, MINING AND TIMBER--  
[00:09:52] WHAT ARE KNOWN AS THE EXTRACTION INDUSTRIES--  
[00:09:54] HAD LAUNCHED CALIFORNIA  
[00:09:56] ON ITS WAY TO BECOMING THE MOST PROSPEROUS STATE IN THE UNION.  
[00:10:02] BUT THESE INDUSTRIES WERE NOT PERMANENT.  
[00:10:06] THE BOOM OF MINING AND LUMBER WOULD GRADUALLY DISAPPEAR,  
[00:10:09] AND IF CALIFORNIA WAS TO THRIVE,  
[00:10:12] A DIFFERENT AND STRONGER ECONOMY WOULD HAVE TO TAKE THEIR PLACE.  
[00:10:18] FORTUNATELY, CALIFORNIA WAS IDEALLY SUITED  
[00:10:22] FOR ONE SUCH NEW ECONOMY:  
[00:10:24] AGRICULTURE.  
[00:10:28] BUT IT WAS NOT EASY IN THE BEGINNING.  
[00:10:32] CALIFORNIA'S GROWING SEASON  
[00:10:35] IS THE REVERSE OF THE REST OF THE COUNTRY:  
[00:10:38] WET IN THE WINTER  
[00:10:41] AND DRY IN THE SUMMER.  
[00:10:45] MIDWESTERN AND EASTERN FARMERS WERE USED TO LONG, COLD WINTERS  
[00:10:50] FOLLOWED BY A SUMMER GROWING SEASON WITH LIGHT RAINS  
[00:10:53] TO NOURISH CROPS.  
[00:10:56] CALIFORNIA'S DRY CLIMATE SCARED MOST OF THEM AWAY.  
[00:11:03] BUT SOME FARMERS DID COME BECAUSE OF THE CENTRAL VALLEY,  
[00:11:07] ESPECIALLY AROUND THE SACRAMENTO AND SAN JOAQUIN RIVERS.  
[00:11:13] HERE THE LAND WAS GOOD FOR GROWING WHEAT  
[00:11:16] ON A LARGE SCALE.  
[00:11:20] THE YEARS FROM 1870 TO 1890  
[00:11:24] BECAME KNOWN AS "THE BONANZA WHEAT YEARS."  
[00:11:29] AT THE SAME TIME, THE CHINESE HELPED TO ESTABLISH  
[00:11:32] CALIFORNIA'S FRUIT- AND-VEGETABLE-BASED AGRICULTURE.  
[00:11:37] USING IRRIGATION TECHNIQUES FROM CHINA,  
[00:11:40] THEY TRANSFORMED SMALL AREAS OF THE CENTRAL VALLEY  
[00:11:44] INTO VIRTUAL GARDENS OF EDEN.  
[00:11:48] WITH IRRIGATION, IT BECAME POSSIBLE TO PLANT ORCHARDS,  
[00:11:55] VINEYARDS,  
[00:11:59] AND ALL KINDS OF VEGETABLES.  
[00:12:04] IT WAS A TANTALIZING LOOK AT WHAT CALIFORNIA'S AGRIBUSINESS  
[00:12:09] WOULD BECOME AFTER LARGE-SCALE IRRIGATION IN ITS MANY VALLEYS.

## Japanese Immigration

[00:12:26] BY THE 1880s, THE LARGE RANCH OWNERS  
[00:12:29] WERE LOOKING FOR A NEW SOURCE OF LABOR TO MANAGE  
[00:12:32] AND HARVEST CROPS.  
[00:12:36] IN 1885, THE FIRST JAPANESE IMMIGRANTS WERE WELCOMED ASHORE.  
[00:12:42] LIKE THE CHINESE BEFORE THEM,  
[00:12:45] THEY WERE RELIABLE AND INDUSTRIOUS.  
[00:12:48] THEY PROVIDED THEIR OWN FOOD AND HOUSING  
[00:12:51] AND LIVED APART IN THEIR OWN COMMUNITIES.  
[00:12:56] BY 1900, THE JAPANESE WERE THE MAJORITY OF FARMWORKERS.  
[00:13:03] MANY OF THE JAPANESE-AMERICAN FAMILIES WERE AMBITIOUS  
[00:13:06] AND WANTED TO OWN THEIR OWN LAND,  
[00:13:11] GROW CROPS FOR THEMSELVES.  
[00:13:16] WITHIN TEN YEARS, 1/5 OF CALIFORNIA'S JAPANESE-AMERICANS  
[00:13:20] WERE FARMING THEIR OWN LANDS.  
[00:13:25] BY 1920, THEY OWNED OR LEASED ALMOST 500,000 ACRES.  
[00:13:32] THEY CONTROLLED 91% OF ALL BERRY CROPS,  
[00:13:37] MORE THAN 3/4 OF ONION PRODUCTION,  
[00:13:41] AND MORE THAN 1/2 OF GREEN VEGETABLES.

## Conservation to Preservation

[00:13:57] CALIFORNIA HAS LONG BEEN THE LEADER  
[00:13:59] IN AMERICA'S FIGHT TO CONSERVE THE NATION'S NATURAL RESOURCES  
[00:14:03] AND PROTECT THE ENVIRONMENT.  
[00:14:07] SINCE THE 1980s, IT HAS LED THE CRUSADE  
[00:14:11] FOR TOUGHER AUTO EMISSION STANDARDS,  
[00:14:14] AND IT HAS SET THE STANDARD FOR ALTERNATIVE ENERGY SOLUTIONS  
[00:14:18] WITH SOLAR AND WIND FARMS.  
[00:14:23] CALIFORNIA'S ENVIRONMENTAL LEADERSHIP ROLE BEGAN  
[00:14:27] AT THE END OF THE 19TH CENTURY  
[00:14:29] WITH THE SHARED VISION OF AMERICA'S FIRST CONSERVATIONIST,  
[00:14:33] GIFFORD PINCHOT,  
[00:14:36] AND OUR FIRST PRESERVATIONIST, JOHN MUIR.  
[00:14:42] AS THE COUNTRY'S FIRST CONSERVATIONIST,  
[00:14:45] PINCHOT BELIEVED AMERICA'S FORESTS AND PARKS  
[00:14:48] SHOULD BE MANAGED SCIENTIFICALLY  
[00:14:50] SO THAT THE TIMBER COULD BE USED FROM ONE GENERATION TO THE NEXT.  
[00:14:57] A POLITICAL ALLY OF THE 26TH PRESIDENT, TEDDY ROOSEVELT,  
[00:15:01] PINCHOT WAS INSTRUMENTAL IN ESTABLISHING  
[00:15:04] THE NATION'S GUIDING PRINCIPLE OF CONSERVATION:  
[00:15:07] "THAT THE COUNTRY'S PUBLIC LANDS BE MANAGED  
[00:15:11] TO SERVE MANY BENEFITS."  
[00:15:15] THE GIFFORD PINCHOT TREE  
[00:15:17] IN THE MUIR WOODS NATIONAL MONUMENT  
[00:15:19] NORTH OF SAN FRANCISCO IS NAMED IN HIS HONOR.  
[00:15:26] JOHN MUIR WAS AN INVENTOR AND NATURALIST  
[00:15:29] WHO TOOK PINCHOT'S CONSERVATION ONE STEP FARTHER.  
[00:15:34] MUIR CAMPAIGNED TO PRESERVE THE BEAUTY AND UNIQUENESS  
[00:15:38] OF THE NATION'S FORESTS, MOUNTAINS, AND ECOSYSTEMS  
[00:15:42] FOR ALL FUTURE GENERATIONS OF AMERICANS.  
[00:15:47] IT WAS MUIR WHO CONVINCED CONGRESS  
[00:15:49] TO CREATE CALIFORNIA'S YOSEMITE NATIONAL PARK IN 1890.  
[00:15:56] 18 YEARS LATER, MUIR TEAMED UP WITH PINCHOT TO PERSUADE  
[00:16:00] PRESIDENT THEODORE ROOSEVELT TO SET ASIDE 148 MILLION ACRES  
[00:16:05] OF THE COUNTRY'S FOREST RESERVES.  
[00:16:10] BUT MUIR'S FAVORITE PLACE WAS YOSEMITE.  
[00:16:15] IT WAS TO PROTECT THIS GRAND VALLEY'S NATURAL BEAUTY  
[00:16:19] THAT IN 1892 HE FOUNDED  
[00:16:21] AMERICA'S FIRST CONSERVATION MOVEMENT:  
[00:16:23] THE SIERRA CLUB IN SAN FRANCISCO.  
[00:16:28] TODAY THE SIERRA CLUB HAS OVER 1/2 MILLION MEMBERS  
[00:16:32] LEADING THE WAY IN PRESERVING THE NATION'S RESOURCES  
[00:16:35] FOR ALL TO ENJOY.



## Levi Strauss and California Manufacturing

[00:16:51] 1900: THE TURN OF THE CENTURY,  
[00:16:56] AND THE ERA OF THE WILD WEST WAS OVER,  
[00:17:01] AND WITH IT, CALIFORNIA'S ECONOMY WAS CHANGING YET AGAIN.  
[00:17:07] IT WAS A NEW ECONOMY BASED ON A UNIQUE BUSINESS TRIUMVIRATE:  
[00:17:11] MANUFACTURING,  
[00:17:14] AGRICULTURE,  
[00:17:17] AND AN EXCITING NEW TECHNOLOGY: MOVIES.  
[00:17:25] MANUFACTURING HAD ITS ROOTS IN THE EARLY GOLDFIELDS.  
[00:17:31] IN 1850, CALIFORNIA WAS A LONG WAY  
[00:17:34] FROM THE INDUSTRIAL CENTERS OF THE EAST COAST.  
[00:17:39] TRANSPORTATION OF FINISHED GOODS ACROSS THE PLAINS, DESERTS,  
[00:17:43] AND MOUNTAINS MADE MOST ITEMS VERY EXPENSIVE.  
[00:17:49] SO CALIFORNIANS HAD TO MAKE THEIR OWN GOODS.  
[00:17:55] IT STARTED WITH LEVI STRAUSS, A JEWISH IMMIGRANT FROM GERMANY.  
[00:18:02] STRAUSS MADE A FORTUNE SUPPLYING WHAT EVERY MINER NEEDED:  
[00:18:06] DURABLE PANTS.  
[00:18:10] KNOWN AS LEVI'S BLUE JEANS,  
[00:18:13] THEIR INVENTION STARTED  
[00:18:14] THE BUSINESS TRADITION FOR CALIFORNIA,  
[00:18:19] A TRADITION OF INNOVATION AND SELF-RELIANCE.  
[00:18:25] AS A RESULT, IN THE FIRST HALF OF THE 20TH CENTURY,  
[00:18:30] CALIFORNIA WOULD BECOME A LEADER  
[00:18:31] IN THE PRODUCTION OF NEW TECHNOLOGIES  
[00:18:33] SUCH AS AIRPLANES, SHIPBUILDING, AND MOLDED PLASTICS.

## California Agriculture and Wineries in the 20th Century

[00:18:41] STILL, AGRICULTURE,  
[00:18:43] THE SECOND LEG OF THE BUSINESS TRIUMVIRATE,  
[00:18:45] WOULD REMAIN CALIFORNIA'S BREAD-AND-BUTTER ECONOMY.  
[00:18:51] BY 1900, FRUITS AND VEGETABLES WERE REPLACING WHEAT.  
[00:18:58] FROM 1900 TO 1930, CALIFORNIA WOULD BECOME A LEADING INNOVATOR  
[00:19:03] IN THE DEVELOPMENT OF AGRIBUSINESS.  
[00:19:07] THE FAMILY RANCH WAS REPLACED BY LARGE-SCALE AGRIBUSINESSES,  
[00:19:11] PLANTING AND HARVESTING THOUSANDS,  
[00:19:13] EVEN TENS OF THOUSANDS OF ACRES.  
[00:19:18] PERHAPS CALIFORNIA'S MOST FAMOUS AGRIBUSINESS IS WINE.  
[00:19:24] WITH THE ARRIVAL OF AMERICANS AND EUROPEANS  
[00:19:27] FOLLOWING THE GOLD RUSH, THE DEMAND FOR WINE  
[00:19:30] TRIGGERED THE CALIFORNIA WINE INDUSTRY.  
[00:19:35] SONOMA AND NAPA VALLEY, NORTH OF SAN FRANCISCO,  
[00:19:39] WERE IDEALLY SUITED GEOGRAPHICALLY  
[00:19:41] AND CLIMATICALLY FOR GROWING A VARIETY OF GRAPES  
[00:19:44] TO MAKE EXCELLENT WINES.  
[00:19:48] BY THE END OF THE 19TH CENTURY, THERE WERE NEARLY 800 WINERIES,  
[00:19:53] CREATING A WINE INDUSTRY AS BIG AS ANY IN THE WORLD.  
[00:19:59] PROHIBITION, WHICH PREVENTED  
[00:20:01] THE MAKING AND CONSUMPTION OF ALCOHOL IN 1918,  
[00:20:05] TOOK ITS TOLL ON CALIFORNIA'S WINE INDUSTRY.  
[00:20:10] BY THE TIME OF ITS REPEAL 15 YEARS LATER,  
[00:20:13] ONLY 140 WINERIES REMAINED.  
[00:20:18] SLOWLY, CALIFORNIA WINERIES RECOVERED.  
[00:20:24] IN THE 21ST CENTURY, THE STATE REMAINS  
[00:20:27] AT THE TOP OF THE WORLD'S WINE STAGE  
[00:20:29] BOTH IN QUALITY AND VOLUME.

## California's Movie Industry

[00:20:35] THE THIRD LEG OF CALIFORNIA'S BUSINESS TRIUMVIRATE  
[00:20:39] IS THE MOVIE INDUSTRY:  
[00:20:42] HOLLYWOOD.  
[00:20:45] THE MOVIE INDUSTRY ENDED UP IN LOS ANGELES  
[00:20:48] THANKS TO GOOD OLD-FASHIONED CALIFORNIA ENTREPRENEURIALISM.  
[00:20:54] INVENTOR THOMAS EDISON IN 1908 TRIED TO CREATE  
[00:20:58] AN EAST COAST MONOPOLY OF FILMMAKING AND DISTRIBUTION.  
[00:21:04] HE MIGHT HAVE SUCCEEDED,  
[00:21:06] EXCEPT FOR THE ENTREPRENEURIAL VISION  
[00:21:08] OF SOME EUROPEAN IMMIGRANTS.  
[00:21:11] THEY SAW THAT SOUTHERN CALIFORNIA  
[00:21:13] GEOGRAPHY AND CLIMATE  
[00:21:15] MADE IT POSSIBLE TO MAKE MOVIES ALL YEAR LONG.  
[00:21:21] MOVING TO LOS ANGELES,  
[00:21:23] THEY SET UP THEIR OWN STUDIOS TO BREAK THE EDISON MONOPOLY.  
[00:21:29] IN 1911, DAVID HORSLEY OPENED HOLLYWOOD'S FIRST STUDIO,  
[00:21:34] THE NESTOR FILM COMPANY ON SUNSET BOULEVARD.  
[00:21:39] THREE YEARS LATER, CECIL B. DEMILLE,  
[00:21:42] ADOLPH ZUKOR, AND SAMUEL GOLDWYN  
[00:21:45] RELEASED CALIFORNIA'S FIRST FEATURE-LENGTH FILM,  
[00:21:48] THE SQUAW MAN.  
[00:21:51] D.W. GRIFFITH FOLLOWED WITH HIS GROUNDBREAKING  
[00:21:55] BIRTH OF A NATION.  
[00:21:59] FOLLOWING WORLD WAR I, AMERICA BECAME  
[00:22:02] THE WORLD LEADER OF THE FILM INDUSTRY,  
[00:22:04] AND CALIFORNIA BECAME  
[00:22:06] THE ENTERTAINMENT CAPITAL OF THE WORLD,  
[00:22:08] BASED ON A STUDIO SYSTEM OF FILM PRODUCTION,  
[00:22:13] EVENTUALLY GROWING LOS ANGELES INTO THE SECOND LARGEST CITY  
[00:22:17] IN THE UNITED STATES.  
[00:22:20] AND BY THE END OF THE 20TH CENTURY,  
[00:22:22] HOLLYWOOD EVEN BECAME A MAJOR FORCE IN NATIONAL POLITICS.

## The 1906 San Francisco Earthquake

[00:22:40] BY THE START OF THE 1900s,  
[00:22:42] THE CALIFORNIA ECONOMY WAS SIZZLING,  
[00:22:44] AND SAN FRANCISCO WAS FIRMLY ESTABLISHED  
[00:22:47] AS THE FINANCIAL CENTER OF THE WEST COAST.  
[00:22:52] IT WAS THE NEW YORK OF THE WEST.  
[00:22:57] THEN, IN A MATTER OF SECONDS, ALL OF THIS INNOVATION,  
[00:23:01] ENTREPRENEURIAL SPIRIT, AND WORK CAME TO A TERRIFYING  
[00:23:05] AND SCREECHING HALT ON APRIL 18, 1906.  
[00:23:11] AT 5:12 A.M. ON THAT WEDNESDAY,  
[00:23:15] THE SAN FRANCISCO EARTHQUAKE STRUCK.  
[00:23:19] THE GROUND TUMBLED AND SHOOK.  
[00:23:23] THE EARTH OPENED UP AND SWALLOWED WHOLE BUILDINGS.  
[00:23:29] FIRE SWEEPED THROUGH THE CITY,  
[00:23:31] DESTROYING ANYTHING STILL STANDING.  
[00:23:36] AFTER FOUR DAYS, MORE THAN 3,000 WERE DEAD,  
[00:23:41] 100 TIMES THAT NUMBER LOST THEIR HOMES,  
[00:23:46] AND THE NUMBER OF BUILDINGS DESTROYED WAS OVER 28,000.  
[00:23:54] SAN FRANCISCO'S COLORFUL CHINATOWN WAS FLATTENED.  
[00:24:00] THE CITY LYING IN RUINS,  
[00:24:02] LEADERS STOOD IN SHOCK AND DESPAIR.  
[00:24:07] BUT THE SHOCK WAS MOMENTARY.  
[00:24:11] THE HARBOR STILL STOOD.  
[00:24:15] RAIL LINES STILL CAME TO THE CITY'S SHIPPING CENTER.  
[00:24:21] THE PEOPLE WERE ALIVE.  
[00:24:25] THE CITIZENS RALLIED AND REBUILT SAN FRANCISCO IN TIME TO HOST  
[00:24:29] THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION IN 1915.  
[00:24:37] WHAT HAD BEEN A DISASTER TURNED OUT TO BE A BLESSING,  
[00:24:41] AS NEW LAWS FOR SAFER BUILDING CODES WERE ENACTED.

## The Great Depression

[00:24:58] IN 1929,  
[00:25:00] THE NATION'S ECONOMIC BOOM OF THE FIRST QUARTER OF THE CENTURY  
[00:25:03] CAME TO A SCREECHING HALT WITH THE GREAT DEPRESSION.  
[00:25:08] MARKETS TUMBLED,  
[00:25:10] CREDIT BECAME TIGHT,  
[00:25:14] OVERNIGHT, PEOPLE LOST THEIR JOBS, HOMES.  
[00:25:20] FAMILIES WERE DESTITUTE, WITH NO PLACE TO TURN.  
[00:25:26] CALIFORNIA, LIKE OTHER STATES, WAS HARD HIT.  
[00:25:32] IN ADDITION, A DECADE-LONG DROUGHT  
[00:25:34] HAD TURNED THE NATION'S GREAT PLAINS INTO A DUST BOWL.  
[00:25:39] FARM FAMILIES, ESPECIALLY IN THE SOUTHERN PLAINS STATES,  
[00:25:43] WERE FORCED TO PACK UP AND LEAVE.  
[00:25:46] KNOWN AS "OKIES," 200,000 LEFT THEIR FAMILY FARMS  
[00:25:51] AND MIGRATED TO CALIFORNIA,  
[00:25:53] ADDING TO THE STATE'S ECONOMIC WOES.  
[00:25:58] JOHN STEINBECK DEPICTED THE PLIGHT OF CALIFORNIA  
[00:26:01] AND THE OKIES IN HIS NOVELS  
[00:26:03] THE GRAPES OF WRATH AND OF MICE AND MEN.  
[00:26:09] BY 1930, CALIFORNIA TEETERED ON THE BRINK OF DISASTER.  
[00:26:16] BUT INSTEAD OF COLLAPSING,  
[00:26:17] THE STATE'S ANSWER TO ITS PROBLEMS  
[00:26:19] WAS A UNIQUELY CALIFORNIA ONE:  
[00:26:22] INNOVATION AND LOOKING TO THE FUTURE.  
[00:26:28] HOLLYWOOD, SOUTHERN CALIFORNIA'S BOOMING MOVIE INDUSTRY,  
[00:26:31] EXTENDED ITS REACH INTO RADIO  
[00:26:34] AND WOULD LATER MAKE THE TRANSITION TO TELEVISION,  
[00:26:37] CREATING AN ECONOMY  
[00:26:38] WORTH HUNDREDS OF BILLIONS OF DOLLARS A YEAR.  
[00:26:43] NORTHERN CALIFORNIA LAUNCHED THE CENTRAL VALLEY PROJECT,

## California and the Central Valley Project

[00:26:48] A FEDERAL WATER PROJECT TO RECLAIM THE DRY CENTRAL VALLEY  
[00:26:52] AND TURN IT INTO AN AGRICULTURAL PARADISE.  
[00:26:57] THREE DAMS ON NORTHERN CALIFORNIA'S RIVERS  
[00:27:00] WOULD PROVIDE FLOOD CONTROL, HYDROELECTRICITY,  
[00:27:05] AND WATER FOR IRRIGATION TO THE CENTRAL VALLEY.  
[00:27:09] TODAY 20,000 MILES OF IRRIGATION CANALS  
[00:27:13] SUPPORT OVER 7 MILLION ACRES OF FARM LAND.  
[00:27:19] THE CENTRAL VALLEY IS ONE OF  
[00:27:21] THE MOST PRODUCTIVE AGRICULTURAL REGIONS IN THE WORLD  
[00:27:24] AND IS THE PRIMARY SOURCE IN THE UNITED STATES FOR RICE,  
[00:27:28] NUTS, GRAPES, COTTON, OLIVES, AND GREEN VEGETABLES.  
[00:27:36] THE CENTRAL VALLEY HAS BECOME THE FRUIT BASKET OF THE WORLD.  
[00:27:43] WITH THE SUCCESS OF THE CENTRAL VALLEY,  
[00:27:45] SOON THE SALINAS AND IMPERIAL VALLEYS  
[00:27:47] WOULD ALSO BE TRANSFORMED BY IRRIGATION  
[00:27:49] INTO AGRICULTURAL GIANTS.  
[00:27:54] CALIFORNIA CAME OUT OF THE DEPRESSION IN TIME  
[00:27:56] TO HELP THE NATION IN ITS PERIOD OF GREATEST NEED:  
[00:28:00] WORLD WAR II.

## World War II and the Cold War

[00:28:16] JAPAN'S ATTACK ON HAWAII'S PEARL HARBOR  
[00:28:18] ON DECEMBER 7, 1941,  
[00:28:21] GALVANIZED THE NATION TO STOP THE AGGRESSIVE SPREAD  
[00:28:24] OF FASCISM BY JAPAN AND GERMANY.  
[00:28:28] IMMEDIATELY, CALIFORNIA WAS AT THE CENTER OF THE WAR EFFORT.  
[00:28:34] AIR BASES PEPPERED SOUTHERN CALIFORNIA,  
[00:28:37] WHERE DOUGLAS AIRCRAFT AND HUGHES AIRCRAFT  
[00:28:40] TURNED TO THE MANUFACTURE OF WAR PLANES.  
[00:28:45] SAN DIEGO'S SHIPYARDS EXPANDED TO MEET THE GROWING DEMAND  
[00:28:49] FOR DESTROYERS, CRUISERS, BATTLESHIPS,  
[00:28:53] AND AIRCRAFT CARRIERS.  
[00:28:57] AND SAN FRANCISCO BECAME HOME TO THE FAMOUS LIBERTY SHIPS--  
[00:29:02] THE ALL-PURPOSE CARGO VESSELS THAT CARRIED WAR SUPPLIES  
[00:29:05] AROUND THE WORLD.  
[00:29:09] BY WORLD WAR II'S END IN 1945,  
[00:29:13] CALIFORNIA HAD BECOME AN INTEGRAL PART  
[00:29:15] OF THE NATION'S DEFENSE INDUSTRY,  
[00:29:20] A DEFENSE INDUSTRY THAT GREW DURING THE COLD WAR,  
[00:29:24] AN IDEOLOGICAL WAR BETWEEN DEMOCRACY AND COMMUNISM.  
[00:29:30] CALIFORNIA WAS ONCE MORE IDEALLY SUITED FOR BUILDING  
[00:29:34] NEW TYPES OF PLANES, JET AIRCRAFT,  
[00:29:38] AND DEVELOPING MISSILE TECHNOLOGY  
[00:29:40] THAT PROTECTED THE COUNTRY FROM NUCLEAR THREATS.  
[00:29:45] AT THE SAME TIME, CALIFORNIA'S POPULATION GREW RAPIDLY,

## Cesar Chavez and the Farm Workers

[00:29:49] FROM AROUND 6 MILLION IN 1945 TO OVER 36 MILLION IN 2008.  
[00:29:58] PART OF THE GROWTH RESULTED FROM THE LABOR-INTENSIVE FARMING  
[00:30:02] IN CALIFORNIA'S THREE MAIN AGRICULTURAL VALLEYS.  
[00:30:07] BY THE 1950s, THESE VALLEYS WERE PRODUCING HUGE AMOUNTS  
[00:30:11] OF TRUCK CROPS THAT REQUIRED TENS OF THOUSANDS OF WORKERS  
[00:30:15] TO CULTIVATE AND HARVEST,  
[00:30:18] IMMIGRANT PART-TIME LABORERS  
[00:30:20] WHO FACED TERRIBLE WORKING CONDITIONS, LOW WAGES,  
[00:30:24] AND INADEQUATE HOUSING.  
[00:30:29] BUT A FARMWORKERS' RIGHTS ACTIVIST, CESAR CHAVEZ,  
[00:30:32] ORGANIZED THE WORKERS  
[00:30:34] INTO THE UNITED FARM WORKERS OF AMERICA UNION.  
[00:30:39] IN 1965, THEY BEGAN THE NOW-FAMOUS  
[00:30:43] GRAPE PICKERS' STRIKE.  
[00:30:46] THE STRIKE LASTED FIVE YEARS,  
[00:30:49] BUT IN THE END, CHAVEZ AND THE UNION  
[00:30:51] WON HIGHER WAGES AND BETTER WORKING  
[00:30:54] AND LIVING CONDITIONS FOR THE FARMWORKERS,  
[00:30:58] A PART OF CALIFORNIA'S LABOR HISTORY THAT HOLDS TRUE TODAY.  
[00:31:05] THE STEADY POPULATION GROWTH



## Silicon Valley

[00:31:07] IN THE SECOND HALF OF THE 20TH CENTURY  
 [00:31:09] ALSO MEANT MORE BUILDING,  
 [00:31:12] MORE JOBS.  
 [00:31:16] LAND DEVELOPERS BOUGHT CHEAP LAND,  
 [00:31:19] SUBDIVIDED IT,  
 [00:31:21] BUILT HOMES, AND SOLD THEM OFF.  
 [00:31:26] BY 1960, REAL ESTATE WOULD TOP MANUFACTURING, AGRICULTURE,  
 [00:31:31] THE MOVIE INDUSTRY, AND TOURISM  
 [00:31:33] AS SOUTHERN CALIFORNIA'S PRINCIPAL INDUSTRY.  
 [00:31:38] STILL, TOURISM REMAINED A MAJOR INDUSTRY IN CALIFORNIA  
 [00:31:42] WHEN, IN 1955, DISNEY STUDIOS OPENED TO THE PUBLIC  
 [00:31:46] CALIFORNIA'S AND THE WORLD'S  
 [00:31:48] GREATEST THEME PARK EVER BUILT: DISNEYLAND.  
 [00:31:54] IN THE NORTHERN PART OF THE STATE, HOWEVER,  
 [00:31:56] A NEW INDUSTRY WOULD BE CREATED,  
 [00:32:00] AN INDUSTRY THAT WOULD NOT ONLY SHOW SPECTACULAR GROWTH  
 [00:32:04] BUT CHANGE THE PLANET LIKE NEVER BEFORE.  
 [00:32:09] IT WOULD BE GIVEN THE NAME "THE INFORMATION AGE,"  
 [00:32:13] AND CALIFORNIA WOULD PIONEER ITS TECHNOLOGY.  
 [00:32:30] FROM PALO ALTO TO SAN JOSE,  
 [00:32:33] THE SANTA CLARA VALLEY STRETCHES ALONG HIGHWAY 101.  
 [00:32:38] ON EITHER SIDE ARE COMPANIES PRODUCING PERSONAL COMPUTERS,  
 [00:32:43] VIDEO GAMES, AND NETWORKING SYSTEMS.  
 [00:32:48] THE MATERIAL USED TO MAKE THE INTEGRATED CIRCUITS  
 [00:32:51] OF THESE PRODUCTS WOULD GIVE THE VALLEY  
 [00:32:53] ITS NICKNAME, "SILICON VALLEY."  
 [00:32:58] WITHIN A DECADE, SILICON VALLEY WOULD BECOME  
 [00:33:01] THE MOST INNOVATIVE AREA OF THE WORLD.  
 [00:33:05] THOUGH SMALL IN SIZE,  
 [00:33:08] IT WOULD RULE THE TECHNOLOGICAL WORLD  
 [00:33:10] FOR THE NEXT TWO GENERATIONS,  
 [00:33:13] INTO THE 21ST CENTURY.  
 [00:33:18] INFORMATION COMPANIES WITH NAMES LIKE APPLE,  
 [00:33:23] ADOBE,  
 [00:33:25] CISCO,  
 [00:33:28] AND SUN MICROSYSTEMS WERE ALL BASED IN CALIFORNIA.  
 [00:33:34] THEN IN THE '90s, A NEW KIND OF COMPANY EMERGED:  
 [00:33:38] THE INTERNET COMPANY.  
 [00:33:42] A NEW GENERATION OF CALIFORNIA COMPANIES  
 [00:33:45] LIKE YAHOO, GOOGLE, AND EBAY  
 [00:33:48] CHANGED HOW BUSINESS AND COMMUNICATION WERE DONE.  
 [00:33:53] INVESTMENT IN THIS NEW INTERNET-BASED INDUSTRY  
 [00:33:56] SKYROCKETED TO DIZZYING HEIGHTS  
 [00:33:58] AS INVESTORS LOOKED TO INVEST IN ANYTHING  
 [00:34:01] THAT LOOKED LIKE IT COULD MAKE MONEY,  
 [00:34:03] FROM PET SUPPLIES TO STOCK BROKERAGES.  
 [00:34:08] IN 2000, THE DOT-COM BUBBLE BURST.  
 [00:34:13] COMPANIES FOLDED OVERNIGHT.  
 [00:34:18] BUT IN SPITE OF THIS SETBACK, THE EXUBERANCE  
 [00:34:20] OF INTERNET-BASED BUSINESSES CONTINUED.  
 [00:34:24] A NEW ECONOMY HAD ESTABLISHED ITSELF,  
 [00:34:29] AN INTERNET ECONOMY,  
 [00:34:32] AN ECONOMY THAT WAS UNIQUELY CALIFORNIAN IN INNOVATION  
 [00:34:36] AND FUTURISTIC THINKING.

## California in the 21st Century

[00:34:51] TODAY CALIFORNIA IS  
[00:34:52] THE NATION'S THIRD LARGEST STATE IN SIZE,  
[00:34:55] AND IT HAS THE COUNTRY'S LARGEST POPULATION,  
[00:34:58] WITH OVER 36 MILLION PEOPLE.  
[00:35:03] ITS LOS ANGELES HARBOR IS THE CENTER OF TRADE WITH CHINA.  
[00:35:09] SAN FRANCISCO IS THE FINANCIAL CAPITAL  
[00:35:11] OF THE PACIFIC ASIAN MARKETS.  
[00:35:15] ITS GROSS STATE PRODUCT IS ALMOST \$2 TRILLION,  
[00:35:20] THE LARGEST OF ANY STATE IN THE NATION.  
[00:35:24] BUT CALIFORNIA IS ALSO A STATE WHERE MAGIC CAN HAPPEN.  
[00:35:30] IT IS A STATE WHERE IDEAS AND INNOVATION  
[00:35:33] CAN MAKE ANYTHING POSSIBLE.  
[00:35:37] IT IS A STATE WHERE INNOVATION AND SCIENCE,  
[00:35:40] INDUSTRY AND BUSINESS HAPPEN EVERYDAY.  
[00:35:45] THAT IS WHY EVEN IN THE 21ST CENTURY,  
[00:35:49] CALIFORNIA IS STILL THE PROMISED LAND.