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**Scholars in Residence Final Report**

My project examined MG 85: J. Horace McFarland Papers held at the Pennsylvania State Archive. My intention was to examine McFarland's impact on the development of city planning at the turn of the century. While scholars have examined many aspects of city planning's emergence as a "new" municipal science, my research differed by focusing on McFarland's leadership of the American Civic Association (ACA) and the role he and the organization he led shaped planning ideology for middle-class Americans. My research was extremely rewarding in several ways that both met my expectations and at the same time highlighted previously unknown aspects of J. Horace McFarland's importance. As the richness of the archive holdings became clear, I was led in new directions by the sources that will shape my work and the work of my students for years to come. My research expanded my understanding of McFarland as a conservation leader in North America, a promoter of city planning practice and ideology, an innovator in photography and publishing, and a leader of Horticulture science. Any one of these areas would be worthy of extensive study, but McFarland made substantive contributions that I believe are overdue for examination by scholars.

My initial intent was to focus on McFarland's activism related to city planning in the United States. This focus led me to study the American Civic Association papers within the broader McFarland collection. As a single subset in the larger collection, this collection offered great information on the ACA's activities, but it also proved to be a complex collection for several reasons. First, the sheer volume of material is noteworthy. While McFarland's link to the City Beautiful Movement has been documented by scholars such as William H. Wilson, I believe

the full implication of his advocacy for civic improvement apart from beautification has been underestimated and misunderstood. While studying his ACA correspondence, I discovered ties between the ACA and planners in Canada and Europe, personal communication focus on civic improvement issues with individuals in Pennsylvania, Tennessee, New York, California, Florida, Georgia, and Texas. Moreover, McFarland's influence on other civic organizations, including the American League of Civic Improvement, the National Municipal League, and the National Economic League illustrates how his conception of volunteerism shaped grassroots municipal activism for improved public policy in the Progressive Era. These papers also made clear the extent that McFarland engaged in an international discussion about civic improvement. Several members of the ACA—among them leading planning figures such as Thomas Adams, John Nolan, Warren Manning, and Frederick Law Olmsted, Jr. were active voices on planning issues in Canada, Europe, and United States. McFarland's assistance and organizational abilities are clearly demonstrated in the ACA papers—his ability to direct activities, set a broad organizational agenda, maintain relationships in the public and private sector and his sterling reputation were important factors in promoting planning, conservation, and civic betterment.

The McFarland collection highlights the division described by Jon Peterson between laymen advocates who popularized progressive ideas and professional planners such as John Nolen who created the city plans adopted by municipalities around the country. My research of the ACA correspondence further defines the role of “laymen advocacy” and highlights how much McFarland's efforts “behind the scenes” were to the crucial to grassroots organizing that drove comprehensive city plan development between 1904 and 1915. I found numerous examples of McFarland's advice and words of encouragement providing a catalyst for continued community activism by individuals and organizations that had no expertise in planning, but was driven by a concern about their community's development.

Creating activism networks was perhaps, McFarland's greatest accomplishment. I believe my work with the ACA collection has allowed me to develop a greater sense of McFarland's

work as a conservation activist. In this area, we know McFarland was active; yet we have failed to truly grasp the importance of his presence. It was McFarland who championed the conservation of Niagara Falls in New York for over a decade. While this successful campaign was noteworthy, I believe greater insight into the nature of conservation thought in the United States can be found by studying McFarland's losing fight over the Hetch-Hetchy River. In this fight, McFarland articulated conservation framework based on scenic beauty that I believe remains a compelling argument for protecting public land today. Like his planning activities, as a conservationist McFarland was a central figure linking concerned people and organization around the country into a single movement. He was not alone in this work, but his close connection to policy makers, politicians, and concerned citizens as president of the ACA made him a unique figure consulted by public and private actors. As such, McFarland was able to rally support for activism against San Francisco's development of the Hetch-Hetchy valley. Although his efforts failed, he was able to promote the National Park Bureau and through his continued commitment to conservation push an aesthetic approach to naturalism that displaced the use base definition of conservation that has been used as a standard by many Americans. Because he was a well known national figure in this arena, he was consulted by individuals and organization around the country engaged in trying to protect natural resources. I found correspondence between McFarland and Ernest Coe, the father of the Everglade Park Movement as well members of the Sierra Club in California. These correspondences provided McFarland with unique insight into the nature of the national struggle related to conservation which, I believe allowed him to articulate a broader agenda for conservation in his writing in national press. These published pieces thus inspired more activism in the mode he suggested and create more opportunities for him to reach out and support local efforts.

In contrast to the municipal planning and conservation work, I believe an area of interest related to McFarland is photography. As one of the early adopters of color photography technology between 1905 and 1910, McFarland was one of the few Americans with the technical

skills to produce color photographs for publication use. McFarland's expertise allowed him to create unique color photographs of plant species for his Mount Pleasant Press publications. While this technical achievement alone is noteworthy, I believe that the aesthetic sense that McFarland brought to planning and conservation offered an important interpretative framework for middle-class America struggling to balance the demands of modern urbanization and their concerns about its human cost. The research I conducted while a scholar-in-residence at the PHMC will shape my research and classes for years to come. I feel that the information related to McFarland offers an important forgotten perspective on planning, conservation, and reform in the United States that needs to be recognized. I plan on integrating McFarland into my manuscript on southern planning ideology by discuss his role as a foil for southern activism and conduit to national dialogue on planning ideology.

Overall, I could not have had a more rewarding experience at the Pennsylvania State Archive. I hope that I will be able to encourage other scholars, students, and interested persons to investigate the archive's holdings and take advantage of this wonderful program.

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