



Greetings from President Mark

I always enjoy visiting with our members at the museum and look forward to meeting history buffs and potential new members as well. I recently welcomed one such person, Betty Rider, who originally grew up in Daly City and now resides in Castro Valley. She came all the way just to see our great new museum and she paid her membership at the same time. In early June, 33 visitors from nearby Hillcrest Senior Housing took a special tour of the museum with docents Marian Mann, Carol Hutchins, and Bunny Gillespie and in July Dana Smith hosted a special tour organized by Elinor Charleston for the Daughters of Utah Pioneers.



Sundial lowered down the cliffs on ropes.

If you attended the last lecture meeting, you heard me relate the rather exciting placement of the sundial in the backyard of the museum. The sundial, which previously was located in front of the Serramonte Library, was too large to fit through our back door or the doors of neighboring businesses. "Where there is a will, there is a way." Al Hipona and I lowered the metal sphere over the edge of the rock quarry behind the museum into the awaiting arms of Richard and Michael Rocchetta. We then attached it to the custom base donated by V. Fontana & Co.

I am happy to announce that in mid-August we reached 100% of our previous year's household membership in the Guild. Thank you all for your continued involvement and support which helps us realize and fund future projects that have rather hefty price tags attached to them. Which brings me to my second point, the next major museum project we hope to begin shortly - revealing and then restoring the long-hidden fireplace that once graced the original building, now the Gillespie Room. While there is no visible trace of the original front of the fireplace, we discovered the rear firebox in a narrow space directly behind the east wall when we took possession of the building. Unfortunately, we have no photographs to go by and have not located

HISTORY EVENING

Wednesday, September 15th 7:00 PM



Russ Brabec
lecturing on
LOCAL PIONEERS
1850-1910

FREE - REFRESHMENTS
101 Lake Merced Blvd., Daly City
Doelger Center Café

TIDBITS OF COLMA PIONEERS 1850-1910

The subject of our September 15th History Night will be stories of the pioneers of the historic Colma area (which now includes Daly City, Colma, and environs) who were here from 1850 to 1910. Russ Brabec, Guild member, will be the featured speaker who will be telling us of these folks who helped shape this part of San Mateo County. Among the names who will be profiled by Russ are Brooks, Robson, Knowles and Van Winkle. Some are familiar and some not so familiar, but all are interesting.

Russ has been a member of the History Guild for over 20 years and served on the board as both Vice President and Treasurer at different times. He worked for the engineering section of Daly City's Department of Public Works for 38 years, and he has always been interested in the settlers who were here right after statehood. He has been researching these subjects for over three years, and although his work is still in progress, he has agreed to share some of his research. During the past 15 years as an amateur genealogist, he has traced his ancestors to the late 1700's in Bohemia and his wife Eunice's ancestors go back before the Mayflower. Please join us for a fun evening!



THANKS TO REFRESHMENT DONORS, MAY MEETING:

Maureen O'Connor, Susanna Hnilo, Theresa Dyer, Judith Christensen, Marilyn Olcese & Sandra Bolds. Elinor Charleston is our Hospitality Chair, assisted by Marilyn Olcese.

Thanks to **Marian Mann** for organizing our raffle.

anyone who remembers this signature feature. If you have a photograph or any memory of the fireplace we would very much like to talk with you. You'll remember that the original former library was built as a single-room structure in 1920. As far as we can figure, the fireplace must have been covered-over during its first decade or so, perhaps when the original room was moved back against the old rock quarry. The larger addition to the building, which is our main gallery in the museum, was added directly in front of the first building in 1938.

The gas furnace we are now using, which may be more than 45 years old, is on its last legs. It provides very ineffective heat and blocks a hallway and door that provides access to our south garden. While we have no plans to rebuild a wood burning fireplace, we would like to have it appear as period-like as possible with a new and efficient gas fireplace insert which would fit into the old fireplace and give the appearance of burning logs. These new gas fireplaces are able to provide efficient heating that will be a great cost savings to us on our utility bill and make everything nice and toasty for all of our stalwart docents. As with any renovation of this magnitude, it will require some time and \$\$ to complete. If you would like to help us with a donation for this project as we move forward, please note "*Fireplace Restoration*" on your check. No contribution is too great or small; it all goes directly back into the museum as we have no paid staff.

We were pleased that four photographs were chosen from our archives to be part of the 2011 First National Bank of Northern California historical calendar.

As we come back from our summer break, our Program Director Rich Rocchetta has some great programs lined up for the 2010-11 year. With so much on the horizon, the board and I look forward to welcoming you to all of our lectures and seeing you at the museum.

Please remember that we are now starting our History Evenings one-half hour earlier at 7 PM.

THANK YOU FOR MUSEUM DONATIONS & VOLUNTEER SERVICE

Thomas E. Mason donated a copy of the book *Carville-by-the-Sea* by Woody LaBounty, **Vaughn Jones** helped us acquire a cheese stamp from the old Witt Dairy and donated the book *Roller Derby Classics* by Jim Fitzpatrick with information on the old roller derby held at the Cow Palace; **Robert J. O'Donnell** gave us his Fire Chief nameplate, dress uniform (issue 1973), and photograph of the Fire Department 1952; **Colma**

Historical Association donated a commemorative plate of Broadmoor Presbyterian Church and a "Broadmoor Village" engraved chrome tray, various old newspapers, and the DVD *Ocean View Line* by Ray Willie and Frank Maffei; **Frank Maffei** gave us a right-of-way map of the Ocean View Railroad's route through Daly City and north San Mateo County; **Rob Keil** donated 11 photo enlargements used as promotional items for his book on Westlake *Little Boxes*; **Marie Brizuela** donated papers from the Daly City Patrons of the Arts and various items documenting the history of the Daly City Garden Club from the estate of **Bill Braas**, a former president of the club; **Marian Mann** facilitated the donation of paper files and various items from the estate of **Paul Tolovi**, including a framed glass case with WWII medals and badges and documents relating to his service at the National Museum of the United States Army; political memorabilia, clippings and various paper records from the Jefferson HS District were donated by **Lani Schultz** on behalf of her mother, the late **Betty Schultz**; **Michael Rocchetta** restored and printed eight glass negatives of the old Ocean Shore Railroad route from 1930 by using a special computer scanning program; **Michael Rocchetta** and **Richard Rocchetta** transported and installed the Plexiglas covers for our new tabletop displays (built by Robert Keil); **Joseph Curran** updated Guild and museum information on the City website; **Billy Wiggins** continues to care for our front plants (despite competition from a hungry gopher); and thank you to all our Board members who serve as docents with additional volunteers **Carole Hutchins**, **Alex Gallegos**, **Dave Crimmen**, **Christina Hernandez**, **Russ Brabec**, and **Bunny Gillespie**.

MARK YOUR CALENDARS FOR FUTURE LECTURES

Wednesday, November 17th at 7 pm – Dave Crimmen will profile his new book "Broadmoor Village," released by Arcadia Publishing in August.

Sunday, January 16th at 2:00 pm – daytime celebration of the Guild's Birthday and special program on entertainment in America in 1911, with interesting historical facts from the era. Program begins our celebration of the Daly City Centennial year with live music and entertainment arranged by Vaughn Jones, including Broadway, vaudeville, ragtime piano solos and a sing-a-long with songs from 1908 – 1912.

Wednesday, March 16th, 7 pm Centennial Program to be announced.



Completed tabletop display units with protective Plexiglas for exhibiting photographs, interpretive materials, and artifacts. Funding provided by the Carl Gellert and Celia Berta Gellert Foundation.

Bring This Bill When Making Payments

DALY CITY MUNICIPAL WATER WORKS			
For Water Service as Follows:			
METER READINGS	NOV. 18, 1918		
	OCT. 18, 1918		
TOTAL CONSUMPTION			
OFFICE HOURS DAILY 9:30 A. M. TO 12 M. 1:00 P. M. TO 5:00 P. M. SATURDAYS 9:30 A. M. TO 12:00 M. Second Thursday Eve., of each Month 7:00 P. M. TO 9:00 P. M.	CURRENT	\$	
	DELINQUENT		
	TOTAL DUE	\$	

We credit this account with the amount of payment stamped below:—

For the City
BE SURE TO KEEP ALL OF YOUR RECEIPTS

Our President has pledged
food to starving Europe.
Are YOU less humane?
SAVE MORE FOOD!!!!
U. S. Food Admin.

READ THE CONDITIONS ON THE OTHER SIDE

1918 Water Bill with City Clerk Biebel's community announcement for California Food Administration WWI food drive.

IN MEMORY OF A GUILD FRIEND



Betty welcoming new members at the Grand Opening of our museum.

Betty Shultz died unexpectedly of cancer May 1st at age 74, with children Malania and Martin by her side. Betty was a longtime Guild member, she spent

many hours as a docent in our former mini-museum in the basement of the Serramonte Library, and she was our dedicated Guild Membership Chair. Despite failing health, she regularly attended our member meetings and sat at the front table to sign up new members and accept member renewals. A memorial was held June 5th at the Betty Schultz Theater at Westmoor High School and her memorial contributions were directed to support the Daly City Youth Health Center and our History Guild. Betty was predeceased by Walter, husband of 44 years to whom she provided loving caregiving in his last years.

Betty grew up in Ojai, California and received her teaching credential from San Jose State. She made good use of her credentials as an educator serving on the Jefferson High School Board for 22 years. Betty was a knowledgeable, outspoken, and engaged person in all aspects of life. She was highly respected and her frequent emails kept the whole community informed. She will continue to serve as an inspiration to our Board and membership.

NEARBY HAPPENINGS

San Mateo County History Museum's annual free Victorian Day, Sunday, September 12, 11 a.m. – 4 p.m. Stroll down History Lane (our Guild will have a table), make crafts from yesteryear, and attend the drama in the old courtroom *"The Strange Case of Constance Flood"* at 12:30 p.m. and 3 p.m. Victorian era costumes encouraged. County History Museum, 2200 Broadway Street, Redwood City. (650) 299-0104



New outdoor kiosk just west of the Colma Train Station – shown before installation of 8 interpretive panels created by a team of volunteers at the Colma Historical Association.

The Colma Historical Association will have their **Sixth Annual Fundraiser Dinner on Friday, September 26, 6:00 pm** at the Colma Community Center. \$35.00 per person. For more information call 650-757-1676. The Association

and the Town of Colma will be sponsoring a walking tour of civic buildings in the Town of Colma Sunday, **August 29 from 9:30 am to 12:30 pm**. Meet at the Colma Town Hall, 1198 El Camino Real. Afterwards, join the Colma Historical Association for a hosted lunch and tour of their four museum buildings. R.S.V.P. 650-757-1676.

Free Cypress Lawn Heritage Foundation Walking Tours & Lectures: Upcoming docent led walking tours by Terry Hamburg beginning at the Nobel Chapel at 1:30 pm: **Saturday, September 18** *"A Celebration of Vintners at Cypress Lawn"* and **Saturday, October 16** *"Gargoyles, Foo Dogs & More."* Cypress Lawn also hosts a lecture series **Sunday, September 19** (to be announced) and *"Reading the Stones: Breaking the Coded Mystique of Marble Orchards"* by Michael Svanevik on **Sunday, October 17**. Lectures begin at 2 pm and are held at 1370 El Camino Real, Colma. Free, with light refreshments served. Info: 650/550-8810.



Image from one of eight 1930 glass negatives showing the remains of the Ocean Shore Railroad line taken just north of saddle cut. Restored and printed by Michael Rocchetta.

COLMA PIONEER STORE, M. & S. BELLI, PROPRIETORS



Reprinted with permission from column "Rediscovering the Peninsula," by Darold Fredricks, San Mateo Daily Journal, March 29, 2010. Photo of Belli store from Guild archives.

In the 1800s, the community of "Colma" extended from the border of the city and county of San Francisco south to the 12-Mile House in Baden (SSF). East and west it extended from the base of San Bruno Mountain to the Pacific Ocean. The railroad stop was first named School Station for the elementary school near Washington Street, but eventually it was named Colma Station. San Pedro Road led from Mission Road to the Mission outpost in San Pedro Valley (Pacifica).

It was a dirt road that led west from Mission Road, snaked through the hills in western "Colma," crested at the top of the Coast Range and led across the many valleys that make up Pacifica. The intersection of Mission Road and San Pedro Road became a magnet for businesses along the only north-south road down the Peninsula. At the "Top of the Hill" (eventually Daly City), a long-established roadhouse, Abbey House, catered to the travelers in that section of "Colma." In time many additions, such as Vista Grande, Crocker, Hillcrest and Abbey Homestead, were platted in this area, setting up property to be sold on which houses would be built.

The intersection of Mission Road/San Pedro Road attracted businesses such as Husing General Store. Beginning in the late 1800s, many cemeteries were formed after San Francisco decreed it would no longer allow burials within its borders. The area was attracting many settlers. Land was available for the many dairies, DeWitt Dairy (1888), Valley Dairy, Olympic Farms Dairy Company, etc., that were forming to supply milk to San Francisco. Clark Tract Homestead was surveyed in 1870 and land was sold there to the Rosaia family for a ranch on which they could raise horses. In the 1890s the Ver-Linden family set up their ranch along El Camino near Millets' Court.

In the 1890s, on the west side of the bustling intersection, the cousins Mansueto and Silvio Belli, both immigrants from Italy, purchased a small store from Mr. Passalacqua on a triangular piece of property that had been carved out along San Pedro Road. This was an ideal spot for a grocery store as there was much foot and wagon traffic along El Camino Real. There was a small school along San Pedro Road to the west beside St. Ann's Church (later renamed Holy Angels Church) which was close to the railroad station. Mansueto and Silvio stocked the store with foodstuffs, household items and some clothing. In an April 1894 ad in the "Colma News," one-dollar-cash spent at the Belli Pioneer Store would buy you 18 pounds of sugar, 18 pounds of rice, 40 candles or 24 bars of soap. Success followed their purchase of the store. Little by little, they bought up small pieces of land, and in 1895, they built a larger store adjacent to the original purchase, large enough for the cousins to expand their floor space to include farm implements. A large barn was built in the back of the store from which coal, grain, wood and hay were sold. Included in the large building was a separate area with its own entrance for the men of the community to be able to drink and eat. The saloon offered spirits for sale, but the food was free after purchasing the beer or wine for a nickel. The men had an array of cold cuts and sandwiches from which to choose. A second floor was built atop the market with two apartments for the cousins and their families. Mansueto and his wife Ernesta raised their four daughters here, while Silvio and his wife Rose raised their six children in the adjacent flat.

In 1901, the trolley system was extended from the San Francisco County line to the cemeteries and the Belli store and bar became a favorite place for the mourners from the cemetery to meet after services. Business boomed for the Belli cousins. After the 1906 earthquake, the business was taken over temporarily by the militia. Since their building was not damaged, the government used it to distribute food to the refugees from the devastated city of San Francisco.

Silvio retired from the business in the early 1900s. He and Rose bought a ranch in Calistoga, Calif. where they vacationed and also had a working orchard. They continued living in Colma, moving to a residence on Allemany and later moved to San Mateo. Mansueto died after the turn of the century, and Silvio released Mansueto's share of the business to his widow Ernesta. She continued living upstairs with one of her daughters until her death in the early 1950s. Silvio died in 1926, his wife Rose in 1931. The property was sold to an auto dealer in 1960, and in 1970, the Belli Pioneer Store was torn down. A Walgreens store now occupies this location. In doing research for this column, I checked the 1900 U.S. Census of Italians in San Mateo County and found the Bellis. "M. Belli, wife, 4 children" and "Silvio Belli, wife, 6 children," both men listed as merchants. The main occupations listed were farmers (veggies and flowers), laborers, merchants, hog ranchers, dairymen, hotel and saloon keepers, blacksmiths, marble cutters, shoemakers, dressmakers, and one wood chopper. There were a total of 939 Italians living in San Mateo County in 1900. A hundred years from now, when another local historian is writing his weekly column for the San Mateo Daily Journal and checks the 2010 U.S. Census for information, won't you happy you completed your Census Form and that you too are now officially a part of Peninsula history?

CENTENNIAL MEMORIES

By Ken & Bunny Gillespie, Daly City Historians

City Clerk Charles Leo Biebel



While glancing at messages printed at the bottom of Daly City Water Department bills, householders might give a nod to Mr. Charles Leo (Charley) Biebel. Although his name is almost lost in history, he earned unique distinction for himself, and Daly City, years ago. Mr. Biebel's studio photograph,

evidencing a nattily dressed and distinguished gentleman, is on display in a showcase in the Gillespie Room of the Daly City History Museum.

In 1918, the California Food Administration was overseeing World War I home front food conservation activities in cooperation with the national "*Food Will Win the War*" drive. Mr. Biebel, City Clerk for Daly City from 1915 until 1923, was among volunteers sharing expertise with the San Mateo County Unit of the CFA. Included among other locals on the county-wide committee were Mrs. A. J. Green, Mrs. A. A. Ranenberg, and Mrs. A. Weeks. Embracing over one hundred volunteers, the Unit advanced the urgency of dietary changes to further the goal of helping to provide food for America's allies overseas and for American armed forces. Americans were told to "eat more fish... save the produce of the land... save wheat for our soldiers... eat oatmeal, corn mush and hominy... waste nothing... leave nothing on your plate... don't stop saving food..."

Under the direction of George W. Kleiser, co-founder with Walter Foster of California's pioneer outdoor billboard company, food conservation cooperation was publicized through the medium of slogans on billboards, as well as monthly bill statements. By December of 1918, the CFA's statement circulation had reached 1,281,217. In a report, Mr. Kleiser noted: "Mr. Charles L. Biebel, City Clerk of Daly City, brought to this office the idea of food messages on monthly statements. It was believed to be a good method of carrying the appeal into the home... In addition, Mr. Biebel has assisted the Food Administration through the distribution of posters in his territory and was found ready at all times to assist in every way possible... In fact, all assisting have shown a lively interest in the work, and their efforts are deserving of appreciation... Without their aid we should not have been able to carry forward this work... Of those who have rendered valuable assistance to this office in carrying forward the work of the administration, we feel there are four worthy of particular mention:

Charles L. Biebel of Daly City, U. S. Main, F. J. Hirschmann and Clyde Pitney." "In addition to originating the idea of carrying food slogans on monthly statements, he [Biebel] has rendered assistance through distribution of posters, display windows, etc. His territory has been well taken care of," Kleiser concluded.

In the private collection of vintage ephemera belonging to the writer is a copy of a Daly City Municipal Water Works bill dated Nov. 18, 1918, with a brief message that was issued under Mr. Biebel's direction. It bears the slogan "Our President [Woodrow Wilson] has pledged food to starving Europe. Are YOU less humane? SAVE MORE FOOD !!!!! U. S. Food Admn." Distribution was 1,750, indicating the number of local water-using householders at the time.

During Daly City's earliest formative years, Mr. Biebel was elected twice to serve two year terms (1912 and 1914) as a Daly City Trustee before becoming City Clerk. At the close of his first term on the Board of Trustees, a *Daly City Record* gossip column item dated August 15, 1912, had reported "Charley B. wants another term as Trustee and will be a candidate whether he receives nomination or not!" In August of 1915, Mr. Biebel was appointed by City Trustees to complete the unexpired term of Frank Woodhouse, thus becoming Daly City's fourth City Clerk in a line of thirteen men and women who have served that office.

While performing his duties as City Clerk, Charles Biebel was an active member of the League of California Municipalities. His oral presentation before that group, titled "Keeping the Records for Street Work Proceedings" was printed, with his by-line, in the organization's February 1918 publication "Pacific Municipalities."

Mr. Biebel held the office of City Clerk until his retirement in May of 1923. His name can be seen on two commemorative plaques in the City Hall rotunda. His legacy of including messages within water bills continues. K/BG

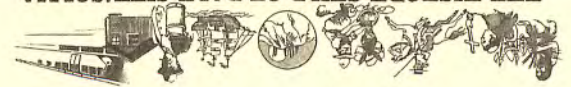
DOCENT TRAINING SESSION SLATED

Bunny Gillespie and Dana Smith will lead an upcoming training session for current museum docents or anyone considering volunteering as a docent. The training will be held at the museum from 11am – noon on the third Saturday, September 18th. We will review museum procedures together, share some docent tips on how to interact with visitors, and review some of the major topics on display in the museum. For more information and to tell us you plan to attend, call Dana Smith 650/755-3432 or Bunny Gillespie 650/755-5123. Informational materials will be provided. "YOU'RE ALL INVITED!"



FIRST CLASS MAIL

THE HISTORY GUILD OF DALY CITY/COLMA
6351 Mission Street, Daly City, CA 94014



GUILD OFFICERS AND DIRECTORS

Mark Weinberger, President 415/750-1939
Richard Rocchetta, First Vice President 650/992-9144
Guild Program Director

Dana Smith, Second Vice-President, Museum Director,
Judith Christensen, Treasurer, Marie Brizuela, Secretary;
Directors: Marian Mann, Michael Rocchetta, Marilyn
Olcese,; Ken Gillespie, President Emeritus, Bunny Gillespie,
Secretary Emerita

Elinor Charleston, Hospitality Chair 650/755-8267
Michael Rocchetta, Member Chair 650/756-3960

Board meetings are held monthly and open to the membership.

Tattler Editor & production, Dana Smith 650/755-3432
vikingsmith@earthlink.net

Contributors: Dana Smith, Bunny & Ken Gillespie, Mark
Weinberger, Rich Rocchetta, Darold Fredricks. Thanks to Judith
Christensen and Dana Smith for previous mailing. Michael
Rocchetta maintains our address list and provides labels.

The History Guild of Daly City/Colma is a
501 (c) (3) nonprofit organization

HISTORY OF RECIPES



The History Guild of Daly City-Colma is making a *"History of Recipes"* Cook Book available in time for the holidays. We *need your* recipes to include in our book. It could be your own recipe or

from your parents or grandparents. Don't miss this *once in a lifetime opportunity* to have your recipes included in the History Guild's Cook Book with photos of our local history. Please submit your favorite recipes with your name, address, phone number and/or email address. For info call or email Marie Brizuela 650-755-7188, mbriz1@aol.com, or Marilyn Olcese 650-755-5616, Zenese@aol.com. Email your recipes or send to: History Guild, 6351 Mission St, Daly City, CA 94014.

MEMORIAL DONATIONS, GIFTS IN HONOR OF SPECIAL OCCATIONS

- Checks may be sent to the museum to the attention of Marilyn Olcese. Please list the name of the person remembered, any comments you wish to pass on to the Guild, and the name and address to be notified of your donation. A page will be made honoring the designated person in our *Memorial Book*, on display at the reception desk of the museum.

DALY CITY HISTORY MUSEUM

6351 Mission Street, Daly City, CA 94014
650/757-7177

Current Hours: Every Tuesday, Thursday, and
first and third Saturdays of the month
from noon to 3 p.m.