

THE TATTLER



JOURNAL OF THE HISTORY GUILD OF DALY CITY-COLMA

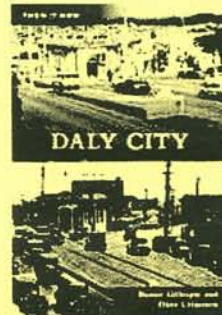
GREETINGS FROM PRESIDENT MARK

For those who weren't able to attend our last Guild general membership meeting--another great one with Bunny Gillespie giving her penultimate history of Daly City--I briefed everyone on the Guild's Daly City Centennial Documentary Project. The Guild is collaborating with KM2 Communications of South San Francisco to make a documentary of Daly City in this, its centennial year. The Guild's historical archive would provide a key source of historical material. Kevin Mullin and Bryan Kingston are award-winning documentarists who have created similar DVDs on the closure of the Bay Meadows Race Track, South San Francisco, Daly City Police Athletic League [PAL] 50th Anniversary, and more. They have offered to lead the fundraising effort in conjunction with a Guild committee to secure grants to make this project possible as a Guild sponsored production. If successful in this endeavor, we will have a professionally-produced feature DVD that will tell the history of the Daly City community from just before its origins to present-day. We have set a goal of raising \$50,000, which would be the cost for KM2 to produce roughly a 30-minute documentary film. I know that we all are keeping our fingers and toes crossed that this endeavor proves fruitful. The Guild then would sell copies of the DVD with all proceeds benefiting our organization. Stay tuned for future updates.

Oral History Tapes and Historical Video/DVDs

In this *Tattler* I want to elaborate on two aspects of your Guild and museum which you might not be too familiar. For those who have visited the museum you no doubt have walked past the many displays that are on exhibit. You might also have taken a seat to watch Ken Gillespie's *Ninety Years of Daly City History in Nine Minutes* [2001], which we repeatedly play while the museum is open. But what you might not realize is that the Guild has a great many oral histories on audio cassette as well as other videos and DVDs of Daly City history which we would be happy to share with you while you are visiting the museum. I'm sorry to say that these materials are not available for loan since they are primary sources which must remain in the museum. However, they are available for your listening or viewing pleasure. The next time that you visit, simply let one of the friendly docents on duty know of your

HISTORY EVENING



Bunny Gillespie and Dave Crimmen
lecturing on their new Arcadia book
Then & Now - Daly City

**Wednesday, May 18th
7 P.M.**

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

PREVIEW OF NEW DALY CITY BOOK AT MAY MEETING

We will be getting a "sneak preview" of the new Arcadia Publishing book "Then and Now - Daly City" by two of our Guild members, Daly City Historian Bunny Gillespie and volunteer museum docent Dave Crimmen. Both Bunny and Dave have authored previous books for Arcadia. "Then & Now" is a relatively new series by Arcadia books that have vintage photos next to a current photo. With captions by Bunny and "now" photos by Dave, this book should be an excellent compliment to Bunny's earlier "Images of America - Daly City" book and a great contribution to Daly City's Centennial year. They will be talking about their collaboration on the book and showing some of the "then & now" photos. Publication is expected around the time of the meeting (we don't know at this time if we will be receiving copies). If they haven't arrived by then, we certainly will be taking orders.

A short business meeting will be held prior to the program for election and installation of Guild Board and Officers for the next 2-year term. City Treasurer and longtime Guild member Tony Zidich will perform the swearing-in. The slate nominated by the Nomination



The museum store has the advantage of offering a full selection of books on local history and some interesting gift items. Buy your "Centennial" gifts! Photo by Michael Rocchetta.

Cont'd, May General Meeting

Committee (Bunny Gillespie and Russ Brabec) and confirmed by the Board of Directors: Mark Weinberger, President; Rich Rocchetta, 1st Vice-President; Dana Smith, 2nd Vice-President; Judith Christensen, Treasurer; Marie Brizuela, Secretary; and Board Members Michael Rocchetta; Marian Mann, Marilyn Olcese, and Dave Crimmen.

Cont'd President's Message

interest and they would be only too happy to play a video for you or set you up with an audio recorder to hear an exciting history on a subject of particular interest delivered in the first-person by one of Daly City's foremost authorities. The roster of oral histories is far too great to list here, but just a quick sampling includes: Eddie Dennis, D.C. Mayor and dairyman; Joan Dennison, Jefferson Elementary School District Trustee; Betty Schultz, Jefferson Union High School District Trustee and Guild Member; Fred Gellert, son of namesake developer and nephew of industrialist Carl; Eddie King, Henry Doelger's attorney; Betty Maza, Daly City City Clerk; Frank Pacelli, D.C. Mayor and merchant;

Union High School Trustee and Colma monument maker; Mario Panoringan; Filipino community/business leader; Al Polonsky, D.C. Councilman and City Attorney; Sam Chandler, Daly City Library Director [age 93!]; and so many, many more. Please ask to see the complete list of oral histories on your next visit to the museum. We also have the following DVDs and videos: *Seton Hospital--40th Anniversary* [formerly Mary's Help; 2005]; *Westlake Grading and Construction* [1951]; *Daly City--When the Earth Moves*; and *Daly City Parade* [1942].

Books and Gift Items Available in Museum Store

Finally, I also want to make you aware of the many different book titles and other merchandise that we have available for sale in the museum gift shop with profits supporting the Guild. We try to bring a good portion of the wares to Guild General Membership meetings so that folks who aren't able to make it to the museum can have the chance to make a purchase. In the *Arcadia Images of America* series we have *Daly City* and *Westlake*, both by Bunny Gillespie [\$22], and *Broadmoor Village* by Dave Crimmen [\$24]. A new *Arcadia* book in the *Then and Now* series, *Then and Now, Daly City*, co-produced by Bunny Gillespie and Dave Crimmen will soon be available in mid-May [\$21.99]. Other titles by local



CENTENNIAL MEMORIES

By Ken & Bunny Gillespie,
Daly City Historians

The weeks between March, 1911, and May, 1911, were highly productive, challenging, and memorable for officials and residents of San Mateo County's newest municipality. Daly City announced to the world that it was an entity to be acknowledged.

In less than a month after Daly City's successful election in mid-March to incorporate, adopt a name, elect Trustees, and designate other civic officials, the important, but sometimes seemingly mundane, business of running the City was launched in orderly manner. The area's new identity was being readily accepted and publicized. Immediately following the March 22 "birthday" of Daly City, J. L. Brown, proprietor and editor of the local weekly newspaper, changed the name of his publication from the Colma Record to the Daly City Record. Newly uniformed through the generosity of the affectionately known "Father of Daly City", John D. Daly, local baseball players proudly sported "Daly City" across the front of their team shirts. The Grandview Band renamed itself the Daly City Band and the Progressive Socialist Club of Vista Grande placed the name "Daly City" on its banner. Local businesses ranging from restaurants to grocery stores provided location information specifying "Daly City" in their advertisements. "Biggio's Restaurant" became the "Daly City House".

A request was made to United Railroads that destination signs on their electric streetcars indicate the rattling of passengers to "Daly City", rather than "Daly's Hill". The request was quickly granted. A modest "Daly City" sign just south of the San Francisco-San Mateo county line was nailed onto a wood post that would be visible to passengers aboard passing railroad trains.

Meanwhile, in a small multi-use wood frame building at 612 Mission Road, south of Daly's Hill, the newly-elected Daly City Board of Trustees gathered with friends, foes, family, political hopefuls, and local gawkers for their official swearing-in as leaders of the new municipality. Within the building, "Judge" Ellis C. Johnson, a San Mateo County Notary Public, administered their oaths in a room designated as the "Justice's Court" room. The building, still in use in 2011, is now identified as 6626 Mission Street. This building had served as the seat of local justice (San Mateo County, Township One) for a number of years, as well as the residence of Judge and Mrs. Margenette A. Johnson. In 1911 the building achieved another distinction when it was selected for use as Daly City's ad hoc

"City Hall". To date the aging, unimposing, and unique storefront building remains an officially unmarked location of significant historical interest near the Top-of-the-Hill in the neighborhood known as Original Daly City. A more imposing governmental headquarters would be constructed in 1913.

Humble beginnings - Daly City's first ad hoc City Hall where elected officials were given the oath of office in 1911. Shown below as it appears in 2011. Photo by Michael Rocchetta.



After all the new officers "subscribed to the Constitutional oath" before the Judge, Trustee Dennis Quillinan was elected Chairman pro-tem of the Board until Edward J. Freyer took over as the first holder of the Mayoral gavel.

According to the Daly City Record, the first matter of gravity to challenge the Board was the determination of a location in which Trustees could conduct official sessions. Several earlier ad-hoc meetings had been held in various sites, including local stores. Not all Daly City voters totally approved of those earliest venues. At least one meeting had convened in a private residence, generating criticism from citizens that accused the newly elected quintet of exclusivity. The 1911 vocal electorate, who might be considered the forerunners of 2011's brigade of city hall watchers, also spoke out regarding lack of accommodations for the viewing public, and hinted overtly about reportedly clandestine activities.

Ordinance #1 fixed the meeting place of the Board of Trustees and times for holding regular meetings. The ground-breaking electees voted that all regular Board meetings would be held at 8 p.m. each Monday at 612 Mission Road. Ordinance #2 regulated the bonding of officers: \$500 for Poundmaster; \$2000 for City Marshal Fred T. Hopper; \$4000 each for City Clerk William J. White and City Treasurer Timothy Sheehan. Ordinance #3 addressed the selling, disposing of, or giving away of any spirituous, malt, or fermented liquor or wine, or any mixture thereof without a liquor or saloon license. Ordinance #4 addressed establishment of streets, sidewalks, alleys, squares, and parks. Regulations within this Ordinance also oversaw traveling merchants, peddlers, and riding on sidewalks in all vehicles except

baby carriages and invalid chairs. Ordinance #5 provided for the design and character of the Official Seal for Daly City. The seal, which the City Clerk was directed "to procure, keep, and use," was to "consist as impressed of a circle having on its face and within its circumference the following in substance and effect: DALY CITY, Incorporated Mar. 22, 1911, San Mateo Co., Cal." F. B. Woodhouse, who had run unsuccessfully for the office of Trustee in March, achieved a moment of fame by being the first person to make application for a dog license after passage of Daly City's official animal Ordinance #6. Frank Woodhouse would go on to greater recognition from 1916 to 1918 by becoming Daly City's third Mayor.

In months to follow, additional official acts and Ordinances would be pondered and passed by the Board of Trustees. Their first appointment was the naming of James J. "Duck" Sullivan to serve as pound master. Ordinance #13, adopted in April, 1911, established that neither animals nor vehicles could be ridden, driven, run, or operated faster than five miles an hour near public schools or the Top of the Hill, and no faster than ten miles per hour elsewhere in Daly City. To date, according to the 2011 City Clerk Annette Hipona, Daly City has enacted 1354 Ordinances. K&BG



Dennis Quillinan and family, sent via Internet by his great granddaughter Gail Harms. She lives in Beatrice, Nebraska.

Dennis Quillinan was born in 1868 in Middlesex, England, and died in 1929 in San Mateo, CA.

In addition to being elected a Daly City Trustee (City Council Member) in 1911, he was involved in local Republican party politics and was appointed as a Fire Commissioner in 1910 for the Volunteer Fire Department.

IN MEMORY OF A GUILD FRIEND

Longtime Guild member **John Olcese** passed away March 29, 2011 at the age of 80. He was the grandson of Francesco and Maria Olcese who emigrated from Liguria Italy in the late 1800's and settled in Colma



where they raised vegetables. John and Assunta Olcese, John's parents, started in the flower industry in 1946, raising sweet peas and later fuchsias, geraniums, and daisies.

John graduated from Jefferson High School where he was Senior Class President and Captain of the baseball team. He later attended the University of San Francisco as a member of the USF baseball team. He was lifelong avid sports fan, especially for the San Francisco Forty Niners, and as a member of the Old Timers Baseball Association.

John joined in his parents business after finishing his service in the U.S. Army and continued to operate John's Nursery, one of the oldest wholesale nursery businesses in the area specializing in perennials and annuals, until his passing.

John was a long time member of the Guild who will be remembered as a member of a pioneer family, for his beautiful fields of flowers in Daly City, and his generous donations of flowers for Guild raffles and landscaping in front of our museum.

(Thank you to Guild Director and family member Marilyn Olcese for providing memorial information.)

WHAT THEY WERE WEARING FOR A JUNE WEDDING, 1911



Orsella Lecusi and Angelo Montilione, grandparents of Richard and Michael Rocchetta, married in June of 1911 at age 13 and 21. Originally from Sicily, Italy they eventually moved to Redwood City in 1945. They were married for 60 years.

SIDEWALK RAMPAGE AN ARGUMENT FOR INCORPORATION

Colma Record, March 17 1911 - Wednesday morning another villainous outrage was perpetrated in Vista Grande by a teamster... who deliberately drove a heavy truck loaded with flour for over half a block on the side-walk on Melrose Street, north of Theta Avenue, damaging the walk fully \$50 and then across the corner at Melrose and Vista Avenue, breaking the walk there. Do we need incorporation?

authors include *Little Boxes* [Westlake], by Rob Keil [\$38.25]; *Great Daly City Trivia Book*, by Bunny Gillespie [\$16.50]; author and Guild Member Bernie Winn has four of his books in our shop: *From "The Top Of The Hill"* [\$20]; *California Drawbridges* [\$19]; *San Francisco Underfoot* [\$38.25]; and *Railway Adventures (Europe)* [\$10]. These titles are all out of print. Also, we stock *Crab is King*, by Bernard Averbuch [\$5.50]; and finally, *Daly City Fire Department Centennial, 1907-2007* [\$5.50]. All of these books are available for purchase at the gift shop. [Sales tax is added to all quoted prices.] By way of mementos we have original vintage ashtrays [\$9] and shoe horns [50 cents--what a deal for all metal!] from the former Swanson's Westlake Bowl. Hint for non-smokers, the ashtrays make a great candy dish. [I have one on my buffet!] Original Doelger Homes high-ball drinking glasses [\$5.50 each]. These originally were presented as a set of four to each original owner of a Westlake home; the detailed gold-leaf artwork is incredible. There are packages of six blank note cards with original artwork by Ken Gillespie of iconic Daly City locales [\$3]; we have a Daly City 75th Anniversary U.S. Postal Service commemorative first day Issue stamped envelope [\$3]; Ken Gillespie's great Blimp History commemorative informational pamphlet [\$1.25]; a pin made by Judith Christensen showing an illustration of our museum [\$2.50]; and History Guild lapel pins [\$3.00]--no Guild member should be without one, or two. Our merchandise makes fine gifts for any occasion -- how about a special centennial gift for yourself or a special surprise for a friend. Of course you'll have the satisfaction of knowing that all proceeds benefit the Guild and continued museum renovations. [Please see photo above for most items.]

OTHER HISTORICAL HAPPENINGS

The **Colma Historical Association** will be having a fundraising **garage sale on Saturday, May 14th** 10 am - 5 pm at 15000 Hillside Blvd. @ F Street as part of a citywide garage sale day. You won't want to miss the vintage *Life Magazines*, and other collectible items. Mark your calendars for their **annual birthday meeting on Tuesday, July 26th** at 7 pm at the Colma Museum, 1500 Hillside Boulevard, Colma.

Cypress Lawn Heritage Foundation Walking Tours meet at the Noble Chapel, (Cypress Lawn's East Campus) at 1:30 pm: **Saturday, May 15th** "A Celebration of Outstanding Women at Cypress Lawn"; June 18th "The Streets of San Francisco at Cypress Lawn"; July 16th "The Magnificent Angels of Cypress Lawn"; August 6th "Heritage Walk of Cypress Lawn".

San Mateo County Museum at 2200 Broadway, Redwood City will hold its annual Immigrants Day Festival from noon to 5 pm on Sunday, May 15th. The event features free performances, craft activities for kids, free museum entrance, and ethnic food tasting (\$5 each for "tasting cards").

Future Centennial Events: Centennial Committee member Marilyn Olcese tells us to mark our calendars for a **Daly City Centennial Gala dinner planned for Saturday, September 24th** at the War Memorial Building. The Committee will be planning events through March of 2012. Stay tuned for the announcement of specific dates and events announced on the City's website at www.dalycity.org and *Fog Cutter* newsletter and in future editions of the *Tattler*.



MUSEUM DONATIONS & VOLUNTEER SERVICE

Museum neighbor and friend **Billy Wiggins** who voluntarily maintains the landscape and cleans the sidewalk area in front of the museum surprised us recently with a springtime planting of cheerful flowers; **Bianca Caserza** donated printed materials from the Jefferson High School class reunion of 1954 & 1955; Kathleen Manning donated a 1988 Marjorie Tobias PTA cookbook and a painting of a train on behalf of the **Pacifica Historical Society**; **Michael Rocchetta** donated Serramonte HS gym wear from 1970; we received our computer program donations from **TechSoup Foundation**; and **Carol Simmons**, who had previously donated an unsigned series of watercolors of Daly City schools on behalf of the DC Library, recently donated the final painting in the series that depicts the Top-of-the-Hill and the old JD Library, now our museum. (This painting will be displayed at our May 2011 meeting.) Ongoing thanks are due to all Board Members who serve as museum docents along with volunteers **Carole Hutchins; Alex Gallegos; Dave Crimmen; Christina Hernandez; Marcus Gonzales; Russ Brabec; and Bunny Gillespie.**

GUILD SEPTEMBER PROGRAM

The Guild takes a summer break -- our next edition of the *Tattler* will announce the general member meeting on Wednesday, September 21st, program to be announced. Best wishes for a delightful spring and summer and we look forward to seeing you in September!

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.

FIRST CLASS MAIL



CENTENNIAL YEAR 2011



HISTORY OF RECIPES

Last call for recipes! There are a few weeks left to submit your favorite recipes and be a part of the cookbook to celebrate Daly City's 100th Anniversary. Send recipes by regular mail to the museum with "Attn: Recipes", or by email. Be sure to include your name, address, phone number and/or email address. For info, call or email Marie Brizuela 650-755-7188, mbriz1@aol.com.

THANKS TO MAY REFRESHMENT DONORS & PROGRAM VOLUNTEERS:

Annette Hipona, Emile Thomas, Jr., Betty Williams, Dana Smith, and Judith Christensen will be providing refreshments at our next May meeting. Thanks are also due to: Hospitality Chair Elinor Charleston and hospitality assistant Marilyn Olcese, who set up and serve with a smile at every meeting (and always bring extra treats); Marian Mann for organizing our raffle; Michael Rocchetta and Richard Rocchetta for coming early to set up equipment for the program; and to Richard who also makes arrangements for member meetings at the Doelger Center as our Program Chair.

GUILD OFFICERS AND DIRECTORS

Mark Weinberger, President	415/750-1939
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Judith Christensen, Treasurer	650/756-3128
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Marian Mann, Director	650/991-9386
Michael Rocchetta, Director	650/756-3960
Marilyn Olcese, Director	650/755-5616

Board meetings are held monthly and open to the membership. Please call Mark for further information..

Ken Gillespie, President Emeritus	650/755-5123
Bunny Gillespie, Secretary Emerita	
Elinor Charleston, Hospitality Chair	650/755-8267
Michael Rocchetta, Member Chair	

Tattler Editor & production: Dana Smith

Contributors: Dana Smith, Bunny & Ken Gillespie, Mark Weinberger, Rich Rocchetta, Marilyn Olcese, and Gail Harms. Thanks to Richard Rocchetta, Michael Rocchetta, and Judith Christensen for mailing our previous *Tattler*. Michael Rocchetta maintains our address list & labels.

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