

THE TATTERLER

JOURNAL OF DALY CITY HISTORY GUILD MUSEUM & ARCHIVE

GREETINGS FROM PRESIDENT MARK

On behalf of the board, I am pleased to welcome everyone back to the museum! We are now open for the first time since March 2020. For the months of February and March we will be open from noon to 3:00 pm, Saturdays only. After that we will reassess with the goal of resuming pre-pandemic days and hours to re-include Tuesdays. Please continue to check our Facebook page for immediate updates due to any uncontrolled circumstances. Whether new or repeat, come on by the museum to say howdy and to view exhibits which might be new to you. I want to thank our volunteer docents, who also happen to be the board of directors. Michael Rocchetta, Richard Rocchetta, Marcus Gonzalez, Algis Ratnikas, Dana Smith, Judith Christensen, and yours truly with volunteer Emily Chen are the skeleton crew who will endeavor to keep the doors open in this pandemic and, hopefully very soon, post-pandemic world.

Our March meeting also will be our first in-person since January 2020. Where has all of the time gone? As with many situations due to the pandemic, our meeting location has changed very slightly. We will now be meeting in the Merced Room off the Pacelli Gym, 145 Lake Merced Boulevard, in Westlake Park. The gym is directly opposite the Doelger Senior Center with ample convenient parking. The door to the Merced Room is accessible from the parking lot; you need not enter the gym. The door will be open and very obvious. **The meeting takes place at 2:00 pm on Sunday, March 20.**

Rob Keil, a former Daly City resident, will be our featured speaker. He has written yet another, very well-received book, this time on vintage automobile advertising. With his latest work is entitled *Art Fitzpatrick & Van Kaufman, Masters of the Art of Automobile Advertising*. According to the author:

This new 200-page lavishly-illustrated hardcover book, produced in cooperation with the estates of Art Fitzpatrick and Van Kaufman, includes 196 illustrations, accompanied by insightful text based on years of research. [Rob] conducted many hours of interviews with Art Fitzpatrick and his collaborators, as well as colleagues and family members. The book reveals the stories of the people, processes, and techniques that produced these masterpieces of advertising art.

Cont'd pg. 2

MARCH IN-PERSON LECTURE AND MEETING

SUNDAY, MARCH 20TH

2 pm

**Merced Room, Westlake Park
Pacelli Gym**

ROB KEIL

presents



All attendees are asked to wear the proper mask for Covid protection and be fully vaccinated. This venue allows plenty of space to social distance.

Lots of free parking – refreshments

Thanks to: Marcus and Grace Gonzalez, our hospitality crew, and refreshment donors Erin O'Rourke, Dana Smith, Judith Christensen, and Celeste De Martini.

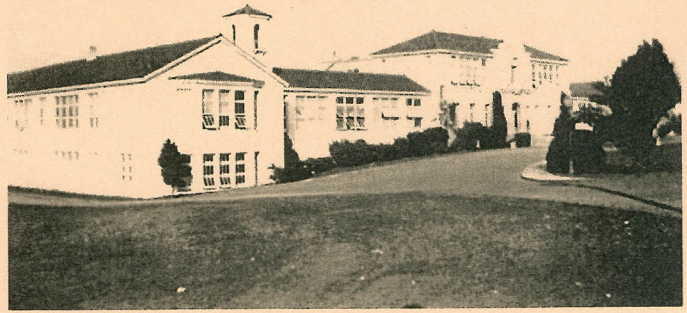
Unprecedented access to the artists' archives reveals never-before-published sketches, reference photos, and color studies. The book also introduces three other artists who were part of the Fitz and Van team, whose contributions have never been adequately publicized. [Rob] made several trips around the country visiting museums and private collectors, photographing original illustrations for this book. Interview quotes from Art Fitzpatrick provide detailed explanations of his techniques for creating perspective, distorting cars for dramatic effect, and painting the mirror-like reflections that became his trademark. This long-overdue retrospective of Art Fitzpatrick and Van Kaufman's work is sure to please classic automobile fans, as well as those interested in illustration and vintage advertising.

A little about Rob: Rob Keil is an award-winning advertising art director and filmmaker from the San Francisco Bay Area. A lifelong fan of Art Fitzpatrick and Van Kaufman's work, he met and became friends with Fitzpatrick in 2010. The two began collaborating on a documentary film project that would eventually evolve into a book. With the help of Fitzpatrick and Kaufman's families, as well as other collaborators and collectors, Rob has created an informative career retrospective of these remarkable illustrators. This is his second book. His first is the now out of print *Little Boxes: The Architecture of a Classic Midcentury Suburb*. For those who would like to know more about his latest book ahead of the meeting, please visit <https://www.fitzandvan.com>. Rob also donated his carpentry skills to build the wooden frames for our Timeline Exhibit.

I've written in past *Tattlers* about our acquisition of a great many photographs, documents and other mementos of the late Georgette Sarles. Her beauty shop was the oldest surviving business in the Westlake Shopping Center at the time of her death. [That distinction probably now goes to Walgreens, which has been there since the 1960s.] Interestingly, her former space is now a hair salon, though completely new and unrelated to the former business. We have boxes upon boxes donated by her nephew, Ron Sarles, DDS, and other items from her brother, John Marignac--including our most prized possession, the signature gold leaf glass sign that distinguished Georgette's of Westlake for almost 60 years. March marks the two year anniversary of her passing. When visiting the museum, let us know that you'd like to review the Georgette Sarles Collection and we'll make it available to you.

Finally, we hope as many members and newcomers as possible will attend this first in our resumption of in-person meetings. It will be wonderful to meet and reconnect with folks again after two years of remaining incognito. For our May and September meetings, we will feature historians on the former Santa's Village in Scotts

Valley and San Francisco's Playland at the Beach, respectively. These will be another two in our ongoing series of long-gone amusement park venues where Daly City residents and others in the San Francisco Bay Area recreated over the decades.



Jefferson High School, 1939

EARLY HISTORY OF JEFFERSON HIGH SCHOOL

by the late Bianca Ratto Caserza, submitted by Rich Rocchetta

To commemorate the 100th Anniversary of the establishment of Jefferson High School in 2022, we are printing an early history of the school. The following article is from "Jefferson Union High School Class of 1955 50th Anniversary Classbook" and written by Bianca Ratto Caserza, a longtime Colma/Daly City resident, who not only graduated from Jefferson but also taught at Jefferson High and Jefferson High School District for many years. The late Ms. Caserza was a longtime History Guild Member and was a featured commentator in Daly City's 100th Anniversary video.

The beginning of our school district dates back to 1856. Mr. G. Dunks, property owner, donated land from the railroad tracks to Mission Street to the county for school purposes. Jefferson Hall was built by Frank Pierce, R. S. Thornton (the first school trustees), and A. Ver-Linden. In 1882, an addition facing San Pedro Road had to be built, for more students were attending. By 1885, another building was erected on Allemany Street at the corner of Hill and Market Streets. In 1922, Mr. Savage, the elementary school principal since 1898, realized that a high school was needed, for the school population had grown from 120 students to 1250.

Jefferson Union High School officially commenced operation on June 2, 1922. The first members of the board were Matthew Grady, chairperson; Stella Jensen, clerk; Florence Stockton, Adolph Gehrenger, and Roderick McDonald. In September of that year, Mr. Neil O. Best with a faculty of three teachers—Gilda Bellini, Gladys Lukes, and Barto Molineux—greeted a student body of 50 students. The board paid the elementary district one dollar a year for the use of Old Jefferson Hall. Mr. Best, whose annual salary was \$2800, also taught mathematics,

Cont'd pg.3

science, and boys' athletics. Courses offered that year were mathematics, science, English, Spanish, dramatics, commercial arithmetic, typing, bookkeeping, spelling, penmanship, physical education for girls, civics, vocational guidance, free hand drawing, music and athletics for boys.

A need for new facilities soon became evident, and during the same year, a bond issue was approved to provide \$180,000 for a new school. Two sites were suggested, and different factions throughout the community became involved in a controversy as to where Jefferson Union High School should be located. One group wanted the new school to be on Hillside Boulevard (Edgewood Terrace). Another group wanted the site of the Union Coursing Park between Mission and Railroad Avenue where greyhound dogs chased rabbits for the amusement of weekend crowds. In addition, prizefights were held there in the early part of the (20th) century. The issue was submitted to voters after weeks of deliberation by the board, followed by a heated campaign. The voters on March 23, 1923, selected the Union Coursing Park.

Beginning on August 1, 1923, the Colma Community Center on Dunks Street (now Interstate 280) was rented for \$10 a month for five months with a possibility to extend the lease for another six months. On March 28, 1924, Mr. Truman Bentley was elected trustee for the school board. On May 7, 1927, he was appointed building and grounds supervisor. He became chairman of the board on May 5, 1928. He resigned from the board in 1934 to join the faculty to teach manual training and woodwork classes.

The new building was dedicated on May 3, 1925. The first graduation of thirteen students was held May 28, 1926; the Senior Ball was held the following evening. The University of California, Berkeley, accredited JUHS on July 16, 1926. A month later an alumni association was formed. Mr. James Ferguson became principal on July 1, 1929 and in 1932 was also given the title of superintendent.

In 1933, the state paid the school district \$17,139.50 for property to be used to widen Mission Street. From 1928-30, all teachers had to live in the district. In 1933, the board ruled that unmarried women would be given preference over married women in teaching positions. To help the unemployed [during the depression], the faculty was willing to contribute 5% of their salary. In 1934 and 1935, bus transportation was provided for coast side and Brisbane students. In 1935, the board accepted a \$69,545 grant from the Federal Emergency Administration of Public Works to JUHSD to help finance the gym and

pool. On January 5, 1937, the cornerstone on the gym building with the numerals 1937 was placed; the dedication of the gymnasium was June 5, 1938.

In 1956, there were double sessions at Jefferson with Westmoor, although all seniors attended Jefferson. The district has had a adult division since 1923 and five high schools: Jefferson (1922; the new building since 1963), Westmoor (1957), Terra Nova (1961), Oceana (1962), Thornton Continuation School (1966), Serramonte (1970) closed in 1981, reopened in 1993, and closed for the second time in 1995. In 1970, the district offices were relocated there from the Westlake area of Daly City. The new Jefferson has been upgraded as well as the gym, the only building left from the old campus. The football field has lights for night games, a gift from John Madden.

Parade starts at 11:00am. The Guild will have a table with Jefferson memorabilia in the "Walk Down Memory Lane" in the cafeteria, along with other groups.

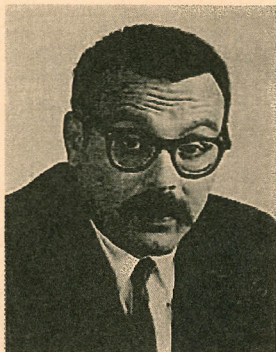
VINCE GUARALDI JAZZ PIANIST

By Michael Rocchetta

Vince Guaraldi was born on July 17, 1928 in San Francisco's North Beach. His birth name was Vincent Anthony Dellaglio. His mother Carmella Marcellino

Guaraldi, cont'd

divorced his biological father and married Tony Guaraldi, who adopted him. Vince's Maternal Uncle, (Carmella's Brother), was musician and whistler Muzzy Marcellino. You can hear his distinctive whistle in the television series theme for Lassie and also in the 1967 Hugo Montenegro's recording of the song "The Good, The Bad and the Ugly".



Vince Graduated from Lincoln High School then attended San Francisco State College (Now San Francisco State University). He then served in the U.S. Army as a cook in the Korean War.

He first joined Cal Tjader in November 1953 in a group

called called the Cal Tjader Trio. Their first recording was in 1954 and included "Chopsticks Mambo", "Vibra-Tharpe" and "Lullaby of the Leaves". By 1955 he had his own trio with Eddie Duran and Dean Reilly. He then reunited with Tjader in June 1956. He and Tjader were a big hit performing at the 1958 Monterey Jazz Festival.

Guaraldi left the group in 1959 to pursue his own projects full-time. He probably would have remained a well-respected but minor jazz figure had he not written a number for his 1962 Antonio Carlos Jobim/Luis Bonfã album "Jazz Impressions of the Black Orpheus" which was inspired by the French/Brazilian film Black Orpheus, which won an Academy Award. Fantasy Records released the single Samba de Orpheus trying to catch the bossa nova wave. It didn't get much play and was about to sink without a trace when DJ's began to play the B-side, his "Cast Your Fate to the Wind". It became an instant hit and won a Grammy for Best Original Jazz Composition. In the spring of 1965 the British group Sounds Orchestral took it to the Billboards Top 10. He then recorded albums "Bola Sete and Friends" with Bola Sete and undertook the role of composer and pianist for the Eucharist chorus at San Francisco's Grace Cathedral.

Lee Mendelson, who was producing a planned Peanuts television documentary, heard Guaraldi's "Cast Your Fate to the Wind" on the radio of a taxi cab while crossing the Golden Gate Bridge; He contacted Ralph J. Gleason, jazz columnist for the San Francisco Chronicle and was put in touch with Guaraldi. He proposed that Guaraldi score the upcoming Peanuts Christmas Special and Guaraldi enthusiastically took the job, performing his composition of "Linus and Lucy" on the phone two weeks later. The soundtrack was recorded by the Vince Guaraldi Trio, with Drummer Jerry Granelli, and Fred

Marshall. Guaraldi went on to compose the scores for seventeen Peanuts television specials, Plus the 1969 feature film "A Boy Named Charlie Brown" as well as the unaired television program of the same name.

Vince Guaraldi died suddenly on February 6, 1976 after performing at Butterfield's Nightclub in Menlo Park. He is buried at Holy Cross Cemetery in Colma. Vince Guaraldi lived in the Daly City Westlake Skyline/Palisades area until around 1965 when he and his family moved to Marin County.

(*Editor's note:* Three of the Guild's board members are musicians: Michael Rocchetta keyboardist, Richard Rocchetta accordionist, and Algis Ratnikas is known for his Café Barbar Jug Band and Lithuanian folk music. Former board member and longtime Guild member Vaughn Jones has had a lifetime career as a professional pianist and organ player.)



One of the Westlake Highlands signs, at South Mayfair and Wildwood, circa 1954.

MEMORIES OF "THE SIGN"

By Marcus Gonzalez

Kids can turn any object into a toy and any place into a playground. Give them a vacant lot and an abandoned billboard, and their creativity will do the rest.

By the mid-1950s, Henry Doelger was developing the Westlake District at nonstop rapidity. With Westlake Unit #1 well settled and the blocks around the new shopping center nearly finished, Doelger turned his attention southward to the bluffs on both sides of Highway 35. With breathtaking four-county views, he dubbed this area the Westlake Highlands. The redwood-framed houses went up and sold quickly at a starting price of \$11,995.

The great postwar move from cities to suburbs was in full swing. Doelger did what he could to steer the migration to the Highlands. He erected several large billboards along Highway 35. A couple were west of the

The Sign, Cont'd

highway in what later became the Palisades, one was at South Mayfair and Wildwood avenues, and one was at South Mayfair and Westridge.

By the early 60s, the Highlands were sold and the ads covering the sides of the billboards were painted over. Doelger shifted construction south to St. Francis

Heights. For some reason, he left the billboard at South Mayfair and Westridge standing for years after the ad had been erased.

Kids too are builders at heart, with time and boundless imagination on their side. An old billboard is too tempting a thing to leave untouched. The first thing kids discovered, after removing slats at the boarded-up base, was that the sign was hollow inside with plenty of room to move around. They set about nailing handholds into one of the stout pillars that suspended the sign some six feet off the ground; this brought them to the first level.

The support bracing inside the sign made perfect bases to build more platforms. The kids built a second platform about 10 feet above the first. More handholds were nailed in for the upward climb, and small holes were broken out along the ascent for view ports.

The crowning glory of this renovation was the third and final platform. This was the neighborhood skybox. Even the smaller kids could peer over the top, and the view was spectacular. With the wind in your face, there before you was all of Westlake, eastside Daly City, San Francisco, the Marin Headlands, and ships heading inbound for the Golden Gate or outbound to the Pacific.

Tall as it was, some 35 feet high, the sign (always called simply "The Sign") was fairly narrow. This left plenty of room to play or meet up in the weedy lot. Kids were less supervised in those early Westlake days. I don't recall a single parent ever entering the lot or climbing into the sign.

By 1963 or so, Doelger must have remembered that he had one more vacant lot in the Highlands. The sign was torn down, and the lot was used to put up a new house. If you go to the northwest corner of South Mayfair and Westridge, you'll notice a house that looks distinctly different from the ones around it. By then, Doelger was experimenting with Asian motifs.

After the Westlake Highlands were sold off, the sign was rendered obsolete and its days were numbered. Still, within the fleeting time frame of a few short years, kids came up with a way to repurpose the old billboard, reimagine its possibilities, and enjoy it to the fullest.

THANKS to: Algis Ratnikas for installing software on our museum computer and making repairs on the door, Michael Rocchetta for continuing his project to scan and post all new *Tattlers* at the end of the year, Judith Christensen and Michael Rochetta for managing our

member renewal, Perky Ramroth for a substantial donation of Westlake and Doelger historical documents from the Gillespie collection, Rich and Michael Rocchetta for manning a table of artifacts at the 100th Anniversary event for Jefferson High School.

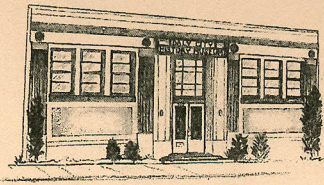
The Guild remembers Frawley Lynch, a longtime member who recently passed away. He is survived by his wife of 35 years, Sylvia, and by neighbors and Guilders Judith Christensen, Dana Smith, and City Clerk Annette Hipona, who loved him like a brother. He worked for over 25 years as a machinist for the SF Water Department, providing their renown holiday luncheon. He was a helpful neighbor, community activist, and loved animals... working with Judith Christensen one summer to spay and neuter 20 stray and abandoned cats in the Original Daly City neighborhood. San Francisco comedian Bob Sarlatte, a childhood friend, gave the eulogy at Holy Angel's Church, recounting baby boomer days in the San Francisco avenues.

WELCOME NEW MEMBERS FROM OUR GIFT MEMBERSHIP DRIVE

Marie Narlock; John and Cathy Bianchi; Tim and Cathy Pappas; Maria Campbell; Tanya Angsburg and Robert Schmitz; Judy ChenMelissa Beltran; Jenny Otrosina; Iris Beilan; Jerry Spooner; and Ray Hawthorne. Our special member offer continues through the year. With your paid membership, you are entitled to give a \$10 gift annual membership for up to two new members for \$10 each. Gift memberships are sent an assortment of 4 previous *Tattlers*, with a card announcing your gift and special message, and 4 new *Tattlers* throughout the coming year. Give the lasting gift of history for any occasion!

MUSEUM EXHIBITS... PERFECT FOR AN HOUR VISIT... Now Open every Saturday noon-3 pm

We have two major exhibits and lots of ephemera on display. The Timeline exhibit is too extensive for a one-time visit, but each decade of history can be examined in about 15 minutes... lot to learn from repeat visits. The upper gallery in the larger front room of the museum has 20 large photo murals, with a self-guided interpretive booklet. Lots of local history for junior high school and high school research and projects. We have a great collection of high school yearbooks for your perusal. Artifacts from the archaeological dig of the Native American village at Mussel Rock that have been carbon dated back 1,500 years. A hand-pulled chemical fire wagon from 1907 (yes, early residents who fled the 1906 earthquake and fire were VERY concerned about fire prevention!) Come have a browse!



DALY CITY HISTORY GUILD MUSEUM

& ARCHIVE

6351 Mission Street Daly City, CA 94014

650/757-7177

OPEN SATURDAYS NOON – 3 PM



Please visit us on Facebook at “Daly City History Guild Museum & Archive”

www.dalycityhistorymuseum.org

FIRST CLASS MAIL

**Western Neighborhoods Project
Museum in the former Cliff House Gift Shop!**

This FREE exhibition ends April 15th. Historic photographs of the area, bathing suits from the Sutro Baths, charming vintage Cliff House souvenirs, and more from WNP will be displayed alongside artifacts from Sutro Heights statuary, the Sutro Baths Museum, and selections from the Egyptian collection amassed by Adolph Sutro, stewarded by the Global Museum at SFSU. Local art and kid-friendly interactives are also part of this “pop-up” exhibit.



GUILD OFFICERS AND DIRECTORS

- Mark Weinberger, President** 650/757-7177
president@dalycityhistorymuseum.org
- Richard Rocchetta, Vice-President**
- Marcus Gonzalez, 2nd Vice-President/Museum Director**
- Judith Christensen, Treasurer**
- Algis Ratnikas, Secretary**
- Directors: Michael Rocchetta, Dana Smith**

Ken Gillespie (1924-2011), President-Emeritus, Bunny Gillespie (1926-2017), Secretary-Emerita, Grace and Marcus Gonzalez Hospitality Crew

Board meetings are held quarterly and are open to the membership. Please contact Mark for further information.

Daly City History Guild Museum & Archive is a
501 (c) (3) nonprofit organization
Memberships begin at \$25 per year.

Tattler Editor & production: Dana Smith
(dana@vikingsmith.net)

It's time to renew your membership!
*The History Guild is an all-volunteer organization
privately funded by your membership.*