

THE TATTLER

JOURNAL OF DALY CITY HISTORY GUILD MUSEUM & ARCHIVE

GREETINGS FROM PRESIDENT MARK-

Our September meeting was one of our most-requested repeats: *Remembering Playland at the Beach...50 Years Later!* We had planned a larger event than the one we originally did in 2018. However, due to several circumstances beyond our control we had to scale it back.

We had a good turnout and the audience seemed to really enjoy the documentary, filmmaker, historian, and of course, the It's-Its that we served to one and all. I'm sure we'll do it again on the occasion of the 75th Anniversary, however yours truly and the current board plan to be long retired or more by then. A future group will no doubt carry on well.

For our January meeting, we change topics, but whenever possible still with a Daly City focus. Gene Slater is author of *Freedom to Discriminate How Realtors Conspired to Segregate Housing and Divide America*. He is an authority on affordable housing, has designed programs for the United States Department of the Treasury, and has a very distinguished record that spans more than forty years. His research staff utilized our materials in the museum, and the book has a focus on Henry Doelger's Westlake housing development. To borrow from the tome's publicity on the official Heyday books website:

"Freedom to Discriminate uncovers realtors' definitive role in segregating America and shaping modern conservative ideology. Drawing on confidential documents from leaders of the real estate industry, Gene Slater reveals how realtors systematically created and justified residential segregation.

To defend all-white neighborhoods against the civil rights movement, realtors put the right to discriminate at the center of individual liberty, effectively redefining and weaponizing "freedom" and providing a roadmap for conservatives nationally. This far-reaching strategy reached its peak when realtors successfully campaigned for a California constitutional amendment that would
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IN-PERSON LECTURE AND MEETING

SUNDAY, January 15th

2 pm

Merced Room, Westlake Park
Pacelli Gym

Gene Slater

will lecture on his book

*Freedom to Discriminate How
Realtors Conspired to Segregate
Housing and Divide America*

*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 – raffle

THE GUILD REMEMBERS TERRY COUNCE

Guild member, community organizer and volunteer Terry Counce died suddenly of natural causes in August at age 74. She helped organize Top of the Hill Improvement Association (TOTHIA), was a treasured docent at the Asian Art Museum, and a frequent visitor on her daily walks to our museum. She was known as a bright, engaged woman with a love for life.

permanently prohibit fair housing. In the process they created the script of color-blind freedom that polarizes America on issue after issue today.

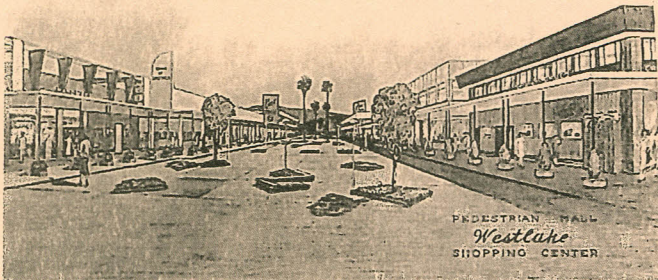
Slater reveals how California and its powerful realtors would shape segregation for years to come. He shows why one of the first all-white neighborhoods was created in Berkeley, why the state was the perfect place for Ronald Reagan's political ascension, and how Reagan's early career—drawing on the realtors' arguments—would lay the groundwork for current conservative narratives.

A landmark history told with supreme narrative skill, Freedom to Discriminate traces the increasingly aggressive ways realtors justified their practices, and how America's divides and current debates are rooted in the history of segregated neighborhoods. Slater makes a case that shatters preconceptions about American segregation, connecting seemingly disparate features of the nation's history in a new and galvanizing way."

Please be sure to review the work at <https://www.heydaybooks.com/catalog/freedom-to-discriminate/>. Of course, you won't want to leave the meeting without purchasing an autographed copy of your own.

January is our membership renewal month. We are entirely supported by your private donations. We are all volunteer, so your donations directly fund the operation of the museum, our lectures and *Tattler* journal. Thank you in advance for your continued membership.

On behalf of the board and our intern Julian and volunteer Emily, here is wishing a Happy Chanukah, Merry Christmas, Happy Kwanzaa, Happy New Year, and more to our Guild membership family.



The Westlake Mall pedestrian walkway was turned into a street for cars.

A NEW ADDITION TO OUR WESTLAKE ARCHIVE

The Guild recently received a donation from the Gillespie archives donated by Perky Ramroth, daughter of the late Bunny and Ken Gillespie. The donation consists of two excellent scrapbooks compiled by Gertrude Kendree, widow of U.R. Kendree who was in charge of the construction of Westlake Shopping Center. The scrapbooks contain aerial photographs and documents from the early 1950s, including architectural drawings by San Francisco architect Lloyd Gartner of the pedestrian mall and many of the first signature buildings in the mall, including J.C. Penny's, Leeds, Woolworths, Sears, the Westlake Food Center, Jay Vee, etc.

The photos and drawings are accompanied by notes, supposedly written by Mrs. Kendree. At the front of one of the scrapbooks, there is a listing of all the Westlake Center businesses, certainly a jog to the memory of anyone who frequented the mall in its early days. I was particularly surprised by so many aerial photos of the early and massive grading of the area by Henry Doelger.



(Yes, that's me!)

in the men's department of the J.C. Penney store in Westlake in 1976 on the main floor. My, how time flies! Rich [Rocchetta, HG VP]

In 1945 developer Henry Doelger purchased 1,350 acres of land in San Mateo County just south of San Francisco; the tracts had previously been used for hog Doelger would go on to develop the area into and cabbage farming. Over the next twenty years, the Westlake neighborhood of Daly City, including the 40-acre shopping center, originally named Westlake Town & Country Shopping Center, in the center of the tract. Doelger broke ground on the Westlake development in 1949. The planned community became notorious for its racial restrictions. The 1968 federal Fair Housing Act making race-based housing discrimination illegal.

Westlake Center opened in 1951, making it one of the earliest malls in America. At the time, its 3,000-car parking area was the largest in America. It was also the first community shopping center in the Bay Area. Its open-air pedestrian promenades allowed the center to be used for outdoor concerts, art shows, fairs, dances, and other community events for many years.

Doelger sold the Westlake Shopping Center in 1965. Westlake was subsequently purchased by the Westlake Development Company in 1972, which later sold it to its current owners, Kimco Realty Corporation, in 2002.

WESTLAKE WARS

RESIDENTS IN A DALY CITY SUBDIVISION
FIGHT THEIR HOMEOWNERS ASSOCIATION

by Carol Lloyd, special to SF Gate
(excerpted) Dec. 10, 2002

"In the whole U.S., I would say in the whole world, there has not been another intruding, dictatorial act perpetrated on the owners of free residences as here. And ... for fifty years. A dictatorship that has lasted longer than any political dictatorship in the world, including in Cuba." -- Mrs. Ursula Deutsch



Mrs. Deutsch's typewriter where endless protest letters were created, DC History Museum, 1922

When I receive e-missives like the one above... after sitting with U. Deutsch in her proper Westlake

home... her hyperbolic turns of phrase no longer seem excessive. Complete with California Supreme Court decisions, internal documents (from her secret source on the WSIA board), minutes from meetings and letters between opponents that are full of slurs, threats and

byzantine bureaucratic maneuverings, her well-organized, meticulously highlighted documents chronicle the 52 years WSIA has existed [WSIA no longer exists] -- for better and for worse -- as a sort of surrogate government for its 6,500 residences. Over the years, countless legal and personal battles erupted over the housing association's operations, resulting in lawsuits, accusations of criminal behavior and a deep-seated rift between pro-WSIA residents and those who believed the organization was a fraudulent, money-raising racket for power-obsessed board members and their hired guns.

The battle over the WSIA is a long one, and Deutsch, one of the founders of the resident-advocacy group Concerned Homeowners of Westlake, is its most persevering warrior... The ins and outs of the story of this development of single-family homes, built by Henry Doelger between 1947 and 1964 and comprising nearly a third of Daly City, are cumbersome and complicated at best. When Doelger began selling the properties in 1949, he created a homeowners association with a "Covenants, Conditions and Restrictions" (CC&Rs) document to codify preservation of the spanking-white racial purity of the community. (By 1964, the WSIA was the largest housing association in California.) The "Restrictions" part of the CC&R prohibited homeowners from selling, renting or living with anyone "not of the white or Caucasian race" -- unless they were employed as live-in servants. Should homeowners break this cardinal rule, they would be obligated to pay \$2,000 to each of their eight closest neighbors to offset the presumed decline in property values.

By 1948, the U.S. courts had already ruled that such racial restrictions were not enforceable, but this didn't deter developers from drafting them and homeowners from adhering to them.) After the 1968 Fair Housing Act made it common knowledge that racial residential restrictions were illegal, the WSIA ceased to act as an arbiter of who was an acceptable resident and instead maintained "aesthetic standards" -- determining which plants could be planted in the front yard and whether lawns were kept sufficiently green... But without common property to maintain, Deutsch argues, the homeowners association, one of the biggest in the country, had no reason to exist.

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Of course, not all Westlakers agree. Norman Karasick, a member of the most recent WSIA board, tells me by phone that he considers the organization a necessity. Yet, unlike many neighborhood groups, membership in the organization is not voluntary... For failure to pay yearly assessments, which are tiny amounts -- or engaging in unacceptable gardening practices, residents could receive fines, threats of lawsuits and liens on their properties, which often amounted to thousands of dollars in penalties... Linda Telles, a resident of Westlake for 39 years, recalls that when she tried to attend a meeting in the 1980s, all conversation stopped when she entered the room. "They told me it was a closed meeting and they wouldn't open their mouths until I left." The second time, she says, she came with some fellow homeowners, but they were not allowed in the door. The third time she tried to attend, she found the doors locked and a sign explaining that the meeting had been moved to another location.

Sometimes, homeowners would discover their legal relationship with the WSIA only after they had signed on the dotted line and bought their new home... For 47 years, one lawyer and Westlake homeowner, Hartley R. Appleton, acted as the WSIA's legal counsel, aggressively pursuing the group's complaints. In the end, after receiving hundreds of thousands of dollars in fees, he retired. Since Appleton's retirement in 1997, three law firms have represented the WSIA ... Two cases have reached the California Supreme Court, many have played out in small-claims court and some have been highly personal, including two lawsuits filed in which residents accused their opponents of threatening to murder them. Over the decades, hundreds of liens were filed against homeowners, and there were countless struggles over the most inane matters. Many homeowners discovered they owed \$500 fines for removing the withering palm trees in their front yards or adding a strip of roses in the wrong place. Others got into conflicts with the WSIA for prohibiting additions to their properties even after they had received building permits from the city.

In 1980, some of the 51 subdivisions began the process of formally terminating their relationship with the organization, gathering the necessary notarized signatures from more than 50 percent of the homeowners and filing them with the county government in Redwood City. Over the course of the next three years, 12 subdivisions legally terminated their membership, but the WSIA ignored their claims and continued to levy assessments and slap liens on properties for undue

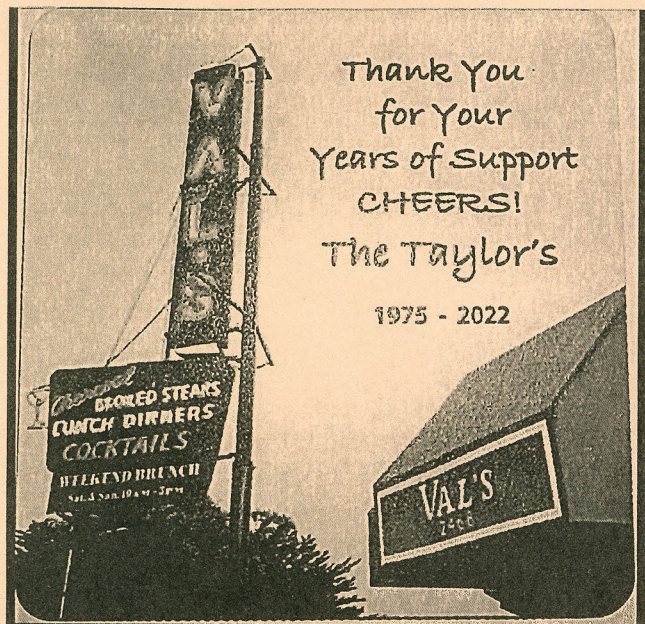
assessments. In 1981, Deutsch helped found Concerned Homeowners of Westlake to organize homeowners against the WSIA. In 1997, the homeowners from terminated sections sued the WSIA in small-claims court to recover assessments they had been charged. The homeowners won, and when the association appealed to the state Supreme Court, the original judgment was upheld. In 1998, the WSIA hired a new attorney, who decided to rewrite the CC&Rs and claim Westlake was a common-interest development, the same legal entity condominium developers organize under, in which shared property is maintained. To shore up this claim, the WSIA claimed it had discovered five tiny pieces of shared property, hitherto thought to be part of Daly City and Pacifica streets. The WSIA also hired a property-management company, which was paid more than \$70,000 a year. Although the details of these new covenants were not made public, many homeowners began to get nervous when they saw an item in a property manager's budget that made mention of foreclosure. ... "We had bought single-family homes, not condominiums," says Linda Telles. "The idea that they could now foreclose on us, that they could enter our homes -- that's when people got very angry." Upon hearing about these new covenants and rules, even former association attorney Hartley R. Appleton, now retired but still a Westlake homeowner, chose to sign the termination statements.

Homeowner Alicia Holdinghausen recalls that in 1998, many of her neighbors stood in lines in the rain for hours, waiting to sign documents with notary publics to terminate their relationship with the WSIA... Again, the WSIA refused to recognize the terminations of the 19 subdivisions that compiled signatures. As a result, the neighborhoods' homeowners filed their papers with the California Superior Court, which again found in favor of the homeowners.

Now the WSIA has all but ceased to exist. The group's phones have been disconnected, and the last board of directors retired earlier this year. The property-management company terminated their contract, and all the lawyers have washed their hands of WSIA business. (None of the most recent group of attorneys returned phone calls requesting an interview.)

... Why would a homeowners association that deals with such picayune bits of money and is run by a volunteer board of directors become the locus of such acrimony and conflict? Is it just that some neurotic homeowners have too much time on their hands, or is it something more structural that is reshaping the American dream into a realm that few of us would recognize?

"I would like to share this commemorative coaster given out at a private party for longtime customers of Val's restaurant... As a 70-year patron, I was 9 years old when Rudie's Redwood Room reopened in 1957 by new owner Val Connely. RIP, 1952-2022. My Friday harem will have to find another haunt. We shifted to Val's after the old Joe's shut down in 2014. My aunt was a cocktail waitress there in the late 1950's-1960's. Sad to see it go, wish the two brothers well in their retirement. The restaurant had a good 70-year run! - John Palmer



Note: The building will house a new cannabis dispensary.

IMMIGRANT STORIES

5'3" Sol Weinberger Became a BIG Man in Idaho Springs

Excerpts from article by Jack Sulivan

Mark Weinberger: My great-grandfather died in 1952 at age 88—almost 15 years before I was born.

The diminutive Sol was born in 1864 in a part of Europe then in the Austro-Hungarian Empire. At the age of 17 he emigrated to the United States, arriving in 1881 aboard the steamer *Normannia*. Sol had been preceded by an elder brother, Simon, living in boom town Cripple Creek where he was running a saloon. In Cripple Creek Weinburger met his future wife, Anna Glauber, a woman who had immigrated to Colorado from Hungary. When they married in April 1892 he was 28 and she was 27. They would have a family of two sons and a daughter.

By 1900 Sol had left Simon's employ and struck out on his own, opening a liquor business in Idaho Springs, Colorado, about 30 miles west of Denver. Idaho Springs had been the site of the Pike's Peak Gold Rush, the state's first gold strike. Mining for valuable metals and minerals became the mainstay of the town long after the gold-bearing gravels were exhausted.

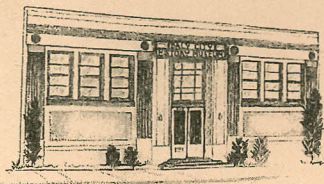


Weinberger opened his saloon and liquor store and became known for his civic contributions. Sol sold liquor in stoneware jugs with lettering under an Albany slip glaze that are avidly collected today. In 1916 — four years before National Prohibition — Colorado went "dry." Sol had no choice but to shut down his saloon and liquor business...settling in San Francisco.

The 1920 Census found him there, living on Hyde Street with Anna and their two sons. Sol gave his occupation as "oyster salesman." Not long after, however, with Theodore Glauber, a relative of his wife, Weinberger opened a restaurant at 1510 Fillmore Street, soon followed by a second eatery in which he was sole proprietor located at 1106 Market Street.



The San Francisco restaurant business was profitable for Weinberger. By 1933 he had moved with his wife to an elegant large townhouse and at 69 years old, retired. In 1937, Anna died at age 72 and was buried in Hills of Eternity Memorial Park in Colma and Sol lived another 15 years, dying at the age of 87. His grave lies adjacent to Anna's.



DALY CITY HISTORY GUILD MUSEUM

& ARCHIVE

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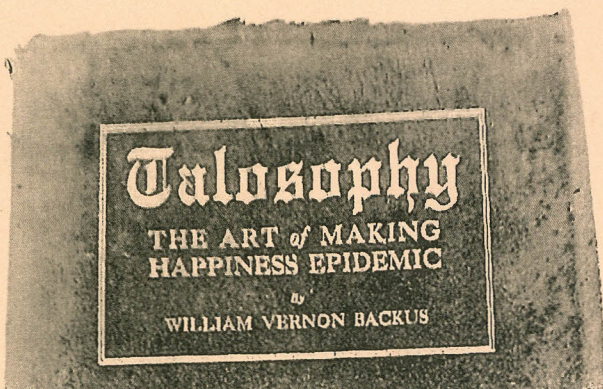
OPEN TUESDAYS AND SATURDAYS NOON – 3 PM



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

www.dalycityhistorymuseum.org

FIRST CLASS MAIL



THE APPRECIATION LEAGUE

Editor: I found an antique book in the museum, donated by Daly City libraries and published in 1913. Author William Backus conceived of the idea of the Appreciation League, whose members would wear identity buttons to encourage the spread of love among the populace. *"Through its army of active members... the teaching of appreciation along broad humanitarian lines will within a decade make universal peace an accomplished fact and lead the forces of evil into channels that will make for the brotherhood of man and for the rehabilitation of the human race."* Of course, Mr. Backus did not foresee the coming of WWI or the current state of world affairs. Ah, if it could just be that easy to hand Mr. Putin an Appreciation League button!

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) Your comments
appreciated!**

It's time to renew your membership for 2023!
Thank you.