

JANUARY 2022

THE TATTLER



JOURNAL OF DALY CITY HISTORY GUILD MUSEUM & ARCHIVE

GREETINGS FROM PRESIDENT MARK

Well, here we are again. March will mark two years since the coronavirus shut us down along with the rest of the world. I've written numerous times before that I really believed that we would be back to meeting in person and welcoming folks to visit the museum [again]. Here is the latest: we will meet via Zoom for our January gathering. We are making a VERY concerted effort to meet again in person for our March general membership meeting. This would mark exactly two years since we all last met in person. Also, due to the coronavirus, Daly City Parks and Recreation has not decided where exactly in the Doelger Senior Center complex we will meet. The pandemic upended everything. We had been meeting in the Larcombe Clubhouse most recently and before that in the Cafe Doelger since the Guild originally formed. The board has decided that we will reopen the museum to limited access beginning in February 2022. This will be dependent on the state of everything, variants, etc. The plan right now is to reopen on Saturdays between noon and 3 pm for the first two months. If all goes well, we would then restore pre-pandemic days and hours just as before. Keep your fingers crossed that we finally get back to where we all once were in our lives. Our January speaker will be Felicia Leong, CEO of the Daly City-Colma Chamber of Commerce, who will share the history of the chamber. Felicia has headed the chamber for the last two years. She studied business management at San Francisco State University and has a background in fundraising--having done this for the Chinese Hospital in San Francisco; in addition, Felicia is a registered yoga teacher with a long record of community involvement, including Girl Scouts, Operation Santa Clause, and the Silicon Valley Harvest Food Bank. This meeting is on Wednesday, January 19, 2022 @ 7 pm and will be held virtually via Zoom.

I've written previously about our friends and fellow historians at the Western Neighborhoods Project [WNP], also known as Outsidelands. As you'll recall they bid on a great many artifacts from the former San Francisco Cliff House, which closed in 2021. Their group walked away with most of the prized possessions they had sought.

Cont'd pg 2

ZOOM LECTURE AND MEETING WEDNESDAY JANUARY 19TH AT 7 PM

Felicia Leong
CEO of the Daly City-Colma
Chamber of Commerce
**will share the history of the
chamber**



**Mark Weinberger and Felicia Leong
at the Daly City Museum**

Chamber of Commerce of the
United States of America



CERTIFICATE OF ORGANIZATION MEMBERSHIP

Greater Daly City Chamber of Commerce

Note: Mark Weinberger will send an email invitation about one week before this meeting. Please save his instructions on how to view and participate. If you are unsure whether we have your correct email, please inform Mark at:
events@dalycityhistorymuseum.org

Due to a prolific and emergency fundraising campaign, they secured more than \$150,000 to rescue these one-of-a-kind treasures, which will now stay intact and not be scattered far and wide. Many of these objects, including the iconic Whitney totem pole, are on display in and next to the former Cliff House gift shop--now a pop-up mini museum operated by the WNP and open Thursday - Sunday from 11:00 am to 4:00 pm. The exhibit is scheduled to run through April 10, 2022. After that date a permanent location will be sought. Please visit Outsidelands.org or phone 415-661-1000 for additional information. We plan to co-sponsor a Sept. 2022 lecture and meeting with them, focusing on the 50th anniversary of the demolition of Playland at the Beach and the end of an era. The Guild is in possession of a great number of museum-quality photographs taken during its final days. These professional, mounted black and white photographs give a bird's eye view of the end of a most magical and nostalgic venue that greeted young and old for almost 60 years. The Guild acquired these and a great many other images, known collectively as the Samuel Call Chandler Collection [Daly City's longtime former city librarian]. We are unsure who the mystery photographer[s] of these many images was/were or why they originally ended up with the Daly City Public Library, but we are indebted and most appreciative to be their permanent depository as we have utilized them many times for past programs and will certainly use more in the future.

Give a lasting gift – a gift of **HISTORY!** Last year we offered free membership because of hardships many were facing due to the pandemic. Many of you responded by sending in generous donations anyway. This year we are asking for renewed memberships and offering up to two gift memberships at \$10 each for every renewed member. The current *Tattler* plus three previous editions will be mailed with every gift membership, including a card acknowledging your gift of history.

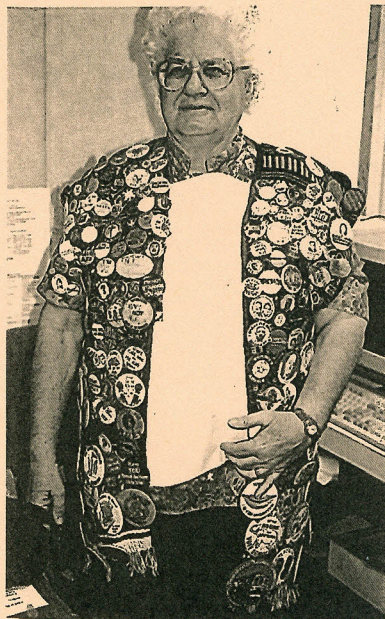
Finally, on behalf of the entire Board, I wish you a happy holiday season and for all of us **HOPE** for the New Year!

REMEMBERING PAT HATFIELD 1932 - 2021

Longtime Guild member and local historian Pat Hatfield passed away on December 6, 2021 at the age of 89 years. Patricia and her late husband, David Hatfield, lived in Colma since 1950 where they purchased a home and raised three children, Patricia, Betty Jane and David Jr. Pat worked for J.C. Penney Co. as a Customer Service Supervisor from 1972 until she retired in 1993. She also helped establish the Colma Historical

Association and Museum where she served as President and Board Member from 1993 to 2016.

Pat always generously brought treats to our Guild meetings and instituted a style of family hospitality at the Colma Association which included staff lunches and full dinners at the Colma meetings. She was renown for giving out treats at Halloween to over many hundreds of children visiting her home every year.



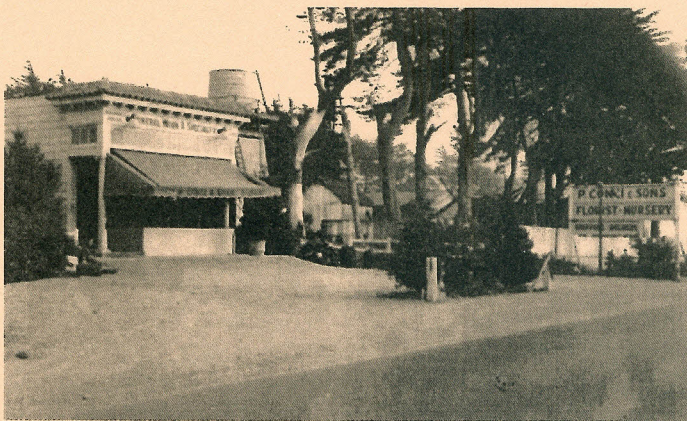
Pat and David loved to travel all over the country in their camper, stopping at museums all along the way.

(As her wish, there will be no services.)

Pat at the Colma Museum modeling the 1960's vest with "hippy" pins.

THE CONCI NURSERY

By: Richard Rocchetta



The Peter Conci and Sons Nursery was located at 2231 Junipero Serra Blvd., approximately at the site of the current Dunn Edwards Paint store. It was established at the turn of the 20th century by Italian native Peter Conci who was from Genoa, Italy. He settled there in 1895 on property he purchased under a government land grant.

At the site, he and his wife, Faustina, raised their children, Peter, Emil, Diva and August. Starting out growing cauliflower, he later went into the cut flower business, a trade he taught his sons. They supplied American Beauty roses for many florists located in San Francisco. After Peter's death in 1927, his sons carried on the business. Cont'd pg 3

In early 1963, the nursery closed as the Interstate 280 freeway was going to be built through the property. The home built by Peter Conci where his children were born and the business he established years earlier would soon be no more.

An interesting note: By 1940, Peter's son, August, was parks superintendent for the City of Day City. According to a 1963 article in the *Daly City Record*, "Working part-time, he planted the trees and shrubs and flowers that make up Marchbank Park...(and) he has seen the completion of Frankfort, Lincoln, Edgeworth and Westmoor Parks." At one time, an area adjacent to the rear entrance of the Daly City City Hall contained a rose garden named "The August Conci Rose Garden".

Editor's Note: Tom Conci from Redwood City, Peter Conci's son, recently brought documents to the museum, where he was met by Mark Weinberger. Tom is moving to North Carolina and gifted our archive with some deeds from the 1800s and early 1900s--all pre-incorporation--that are signed by Robert Thornton!

ED CEREGHINO, JEFF HIGH GRAD, PROFESSIONAL BASEBALL PLAYER AND EDUCATOR

By: Richard Rocchetta



The previous two *Tattlers* profiled two Daly City citizens and Jefferson High School graduates who went on to play baseball in the Major Leagues. This article describes a Daly City resident and Jefferson grad but whose baseball career did not include a trip to the Major

Leagues, but in addition to playing in the Minor Leagues his influence on many students was probably more important.

Ed Cereghino was born on November 24, 1933 in San Francisco, but lived in Daly City. He attended Jefferson High School and graduated in 1951. While a senior at Jeff, he was an excellent baseball pitcher who pitched five no-hitters for the Indians and led the team to the league championship that year. He was also the star of the 1951 East-West (baseball) All-Star Game in San Francisco.

He was immediately signed by the New York Yankees with a \$100,000 "bonus baby" contract—the term used at the time when Major League teams signed prospects they thought had potential to enter the big leagues. Unfortunately, he never made it to the Majors as the Yankees at that time had a powerful staff in which Ed couldn't break in.

He was optioned to the San Francisco Seals of the Pacific Coast League in 1951. Subsequent Minor League teams that Ed played for were: the Kansas City Blues (52,53,54), Binghamton Triplets (53), Denver Bears (55), Sacramento Solons (55), Richmond Virginians (56,57), and New Orleans Pelicans (58). His Minor League record is 52 wins and 66 losses with an ERA of 4.40 in 205 games.

After his baseball career was over, he returned to his true love, education. He spent 30 years in teaching and administration and was principal at Jefferson High School in 1968 and 1969. On June 7, 2000, Ed Cereghino was inducted in to the San Mateo County Sports Hall of Fame. His plaque describes him as "a flame-throwing senior star (who) struck out 184 in just 110 innings" at Jeff.

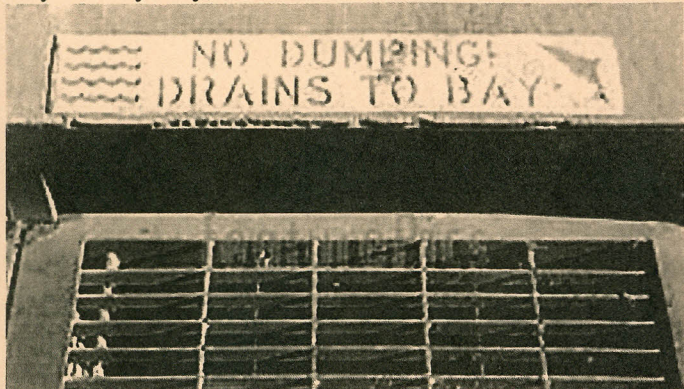
Ed passed away on March 10, 2019 in Lodi, California.

THE HISTORY BEHIND DALY CITY'S ORIGINAL STORM DRAIN STENCILS

By Mark S. Weinberger

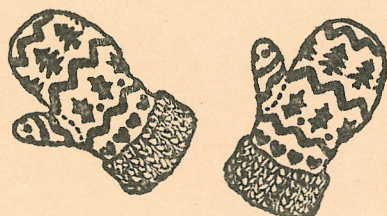
Almost 30 years ago, during the summer of 1993, I had an idea to create an environmental awareness campaign and enlisted community and local government support. I had noticed that other communities further down the peninsula were then marking all of their storm drains with stencils that educated and explained that storm drains, officially known as catch basins, emptied directly to SF Bay or the Pacific Ocean. Anything poured down the drain, motor oil, solvents, paint, dog poop, etc., went untreated, draining directly to waterways and

watersheds. With the exception of San Francisco, which has a sewer system that treats storm drain discharge before releasing it to the bay or ocean, San Mateo County cities lack that feature. After making inquiries with the City of Daly City, I was enlisted to lead an all-volunteer



citizens' campaign to paint each of the city's few thousand catch basins; I should recall the actual number, but thankfully I do not any longer. There were a lot! We covered the Bayshore, Southern Hills, Original Daly City, Westlake, Palisades, Serramonte and all the rest of the many neighborhoods. At that time, Daly City had an all-volunteer anti-graffiti patrol, led and coordinated by the Guild's own Marian Mann. Working all together, local volunteers, including Guild Board Members Michael and Richard Rocchetta, along with juveniles who were ordered to perform community service as restitution for graffiti offences, we stenciled each and almost every catch basin we could locate within three months' time.

This happened each and every Saturday, rain or shine. I ended up talking myself into a job for which I had not been looking, but was glad to accept to help make a positive difference. There were probably as many as thirty volunteers in addition to the juveniles who participated. As the years passed, the original stencils faded and otherwise needed replacement. The next time around, the city utilized professional workers and applied a hot press with a raised logo--which really should have happened the first time around like other communities but didn't for reasons unknown. Here we are almost three decades later and most if not all of the original stencils have been replaced with ones much more permanent. Who knows? If you happen to one day find yourself near a small, unmarked alley or cul-de-sac or possibly look down in the Westlake Shopping Center, you might still spot a long-faded original that perhaps was overlooked for a replacement. That is how the effort to have cleaner catch basins originally began, with me opening my mouth--a time I was very happy to have raised my voice.



INTERVIEW WITH PAT HATFIELD

By Dana Smith

In 2009 I was accepted into the MA program in Museum Studies at SFSU. Pat Hatfield, then President of the Colma Historical Association, was very supportive of my late-in-life graduate studies. One college project was an interview I had with Pat in 2010.

Q: How did you first get interested in local history?

Pat: I was asked by the City Manager to start a Colma Historical Association in 1993. This was the result of a question I had asked a number of months before. "Why doesn't the Town of Colma have a senior group or historical association? I spend time with my mother in Novato and attend their groups, which are well received. I think we should have something similar as most towns do. We have nothing!" She replied, "Go for it! The town is being given the old 1863 Southern Pacific train depot that is in the way of the BART right of way." So I had to learn about Colma's history, which I found to be very unique.

Q: I know you and David traveled around the country visiting local history museums. How did this influence the development of the Colma Museum?

Pat: My husband and I loved to take weekend rides and vacations in our camper. We stopped at every town along the highways to look at their museums and learn about where we were and what to visit. We learned something from every single one! Some were dark and gloomy and you couldn't read the signage. Some were crowded to the extreme, making it hard to really see what was there. Some docents hovered over you and made you uncomfortable and some never even said "hello". Some displays had no explanations. You learn from all of these examples. Every museum is unique in its own way of presenting history. Sacramento has its railroad displays, Carson City has its mining history.

Q: What do you see as the challenges in the future for local, volunteer history museums?

Pat: The greatest challenge I see today for all non-profits is volunteer help. Money is the root to everything, so working for no pay does not seem to be as acceptable in today's world. If people realized the greatest reward of completing a job that helps others in some way is more satisfying than any monetary reward you could receive. The best part of volunteering is making new best friends who have the same type of goals. Volunteers seem to be special people.

Q: Why do you think history is important?

Pat: History does repeat itself! You learn from mistakes and from the good decisions that reap rewards. So, looking at past history does help decision making now and into the future to take the right course of action.

Climate Change Magazine (printed) and *Climate Change Online* were created in 2017 in Redwood City to cover local news, including culture, politics and environmental issues. Mark Weinberger was interviewed in a recent edition on local history museums. You can subscribe for free at climatewc.com

San Mateo County's
Mini Museums

preserve and educate about local history

By Heidi Van Zant

Dotting downtowns across the Peninsula, little testaments to bygone times, stand some dozen small but mighty community museums and history rooms. With an earnest but dwindling cadre of volunteers as their backbone, these gems are found in many towns from Colma, Pacifica and South San Francisco to Burlingame, Belmont, Menlo Park and Half Moon Bay.

Overshadowed, perhaps, by the San Mateo County History Museum in downtown Redwood City and other bigger cultural attractions, these mini museums are hiding in plain sight, each filling a unique niche. They operate mostly on shoestring budgets of donations and membership fees yet are so eager for company that admission is still free.

While many of these community museums are still temporarily closed because of Covid restrictions, a handful including those profiled here have reopened or can be visited by prior arrangement.

The flight suit worn by locally raised astronaut Rex Wallerum at the San Carlos Museum.



Daly City History Museum

Being a docent of the Daly City History Museum can be a lonely endeavor but volunteer Mark Weinberger doesn't seem to mind. "I believe in this museum even though some days we have no visitors," he said with a glance around the quiet museum located, ironically, on one of the busi-

est stretches of Mission Street at John Daly Boulevard, known as the Top-of-the-Hill.

The stately museum, opened in 2009 in the city's former Art Deco library, has been especially hard-hit by the pandemic and has been closed since March 2020. Visitors can make individual arrangements with Weinberger to see the museum until it reopens to the public.

The museum shares the block with a smoke shop and a dry cleaners, and its stucco exterior gives little hint of the beautiful and expansive interior with warm

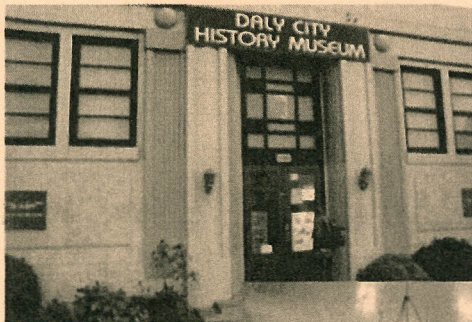
wood floors, paneled walls, huge pendant lights and large windows.

Hundreds of vintage photos are on display, original documents from the 1880s, a 1907 hand-pulled fire wagon and a cowbell from the John Daly dairy owned by the city's namesake. Visitors can take a self-guided tour of the rooms or watch a video of the town's history. Before the pandemic, tours were offered for school groups and the infrequent wayward guest who found the museum by happenstance.

Those who do find the museum are rewarded with wonderful nuggets of history – a display on the iconic Cow Palace exhibit hall, photos from legendary restaurant Westlake Joe's, a sign from the sales office of Henry Doelger who turned sand dunes into housing lots, sports memorabilia and a cardboard cut-out of the town's most famous lad, football legend John Madden.

More macabre displays include the weapon used in 1966 to shoot Daly City Police Officer Richard Klass, 25, with his own gun. Visitors also will learn that Daly City hosted a duel in 1859 near Lake Merced that resulted in the ending of dueling in California. "I was surprised how much history Daly City has," said long-time Daly City resident Weinberger, who recounts the story of the duel with great relish and detail.

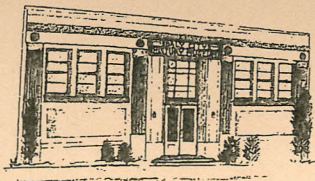
Daly City History Museum, 6351 Mission St., dalycityhistorymuseum.org. Open by special arrangement only until further notice. Free.



Mark Weinberger

"I believe in this museum even though some days we have no visitors."





**DALY CITY HISTORY GUILD MUSEUM
& ARCHIVE**

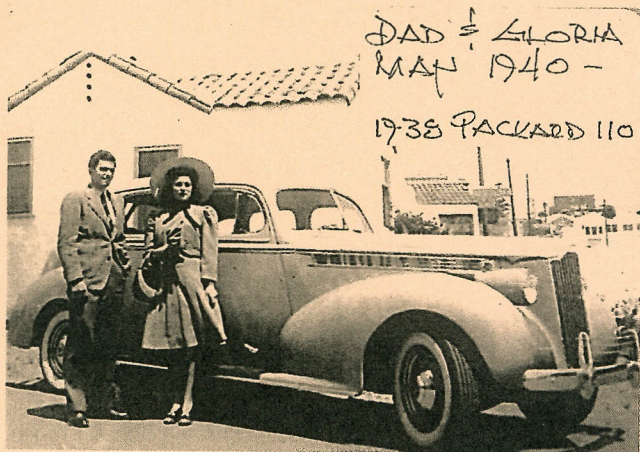
6351 Mission Street Daly City, CA 94014
650/757-7177
Currently closed due to pandemic



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

www.dalycityhistorymuseum.org

FIRST CLASS MAIL



V. Fontana & Co. has been in continuous operation since it was founded by Valerio Fontana in April 1921. Located in the historic Fontana Building, it has been operated by the same family in the same two locations for four generations. The old Motorville Motel, demolished a few years ago, can be seen in the background.

2021 was the 100th anniversary of the business. Congratulations Fontanas!

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 Gonzales 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)

Note from editor: I've been producing the *Tattler* for over 15 years and it has become more difficult with Covid depression. This edition was inspired by support from Lorraine D'Elia. Thank you, Lorraine, for your kind comments. - Dana