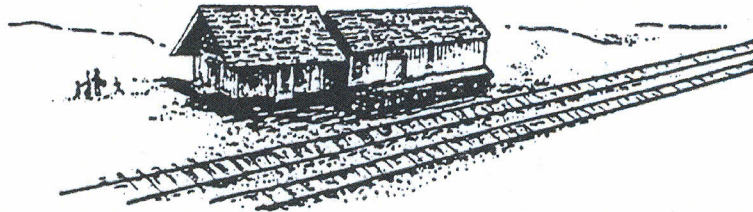


NEWS & NOTES
FROM THE
COLMA HISTORICAL ASSOCIATION **Founded 1993**



1500 Hillside Boulevard, Colma, California 94014
(650) 757-1676

colmahist@sbcglobal.net
www.colmahistory.org

January, February, March 2018

Newsletter #120

CHA President's Message

2018 is here with much to look forward to. Who knows what is around the corner! **Upcoming is our first Quarterly Membership meeting on Sunday, February 11 at 2 PM at the Museum.** We will be swearing in our newest CHA Board Member, **John Goodwin.** (See story on page 3.). The program will be a slide show by **Richard Hansen**, "San Francisco, Before and After the 1906 Earthquake."

At our October 2017 Quarterly Meeting **Richard and Michael Rocchetta** entertained us with a re-enactment of several radio shows aired on KYA by Olivet Memorial Park in late 1935 and early 1936. We all learned Olivet's phone number and we chimed in, "DElaware 0-3-2-2!"

We would especially like to thank the **Rene and Mila Medina Foundation and the Fortune Players Group, Inc.** for their very generous donations to us at the end of last year. Both entities have been long-time, loyal supporters of our mission.

We would also like to thank **Mark Fontana of V. Fontana Monuments** for engraving the names of deceased members each year on the headstone in our memorial garden next to the train station.

In 2017 we added four former members to our Memorial Headstone. **We pause in respect and thanksgiving for Arnold Champagne, Joe Nano, Dorothy Tenaza and Bunny Gillespie.**

Arnold Champagne was a master woodworker and created several pieces for our museum – the waiting room bench reproduction in the train depot, the office equipment exhibit shelves in the main museum, the kiosk between the train depot and the blacksmith shop, and the small bench in the History Room.

Bunny Gillespie and her husband were founding Members of the History Guild of Daly City/Colma, and they were Daly City's official Historians. Bunny also served as a docent at the Colma Historical Museum and wrote articles and songs about Colma. She authored several books on Daly City in the *Images of America* series.

Colma News: Brian Dossey is our new City Manager. He has been with Colma for 14 years starting out as the Recreation Director and moving to Administrative Services Director. He knows Colma very well, is well-liked, and has outstanding administrative skills. He completed an MBA in city management several years ago. Construction on the Town Hall has resumed with a completion target date in late 2018. The Town Council reorganized in early December 2017. Rae Gonzalez is our new Mayor and Joanne del Rosario is Vice-Mayor. 2017 has seen the arrival of several new businesses in Colma – Black Bear Diner in Serra Center, Tuesday Morning in 280 Metro Center, and Car Max on Serramonte Blvd. Both 280 Metro Center and Serra Center are experiencing remodeling.

Wishing you a New Year full of health, prosperity, wisdom, courage and hope as the future unfolds.

Maureen O'Connor

FUTURE EVENTS

- **January 21, Sunday, 2 PM, History Guild of Daly City/Colma Birthday Meeting.** Doelger Senior Center.
- **February 11, Sunday, 2:00 PM, 1st Quarterly meeting.** Colma Historical Museum.
- **April 7, Saturday, 11:30-2, 13th Annual Tea of Many Themes,** Colma Community Center.

Board of Directors

Maureen O'Connor	President
Edward Graham	Vice President
Richard Rocchetta	Secretary
Margy Baldwin	Treasurer
John Goodwin	Member
Earl Harper	Member
Esmeralda Harper	Member
Frank Maffei	Member
Michael Rocchetta	Member
Pat Hatfield	President Emerita
Dorothy Hillman	Treasurer Emerita

Committee Chairs

Maureen O'Connor	Newsletter Editor, Dinner Chair, Tea Co-Chair
Richard Rocchetta	Museum & Office Manager, Fundraiser Event Operations
Michael Rocchetta	Restoration Expert Technical Consultant
Diana Colvin	Membership Chair
Pat Hatfield	Tour Coordinator
Sue Hudson	Hospitality Chair Tea Co-Chair
Volunteers Needed	Program Chair(s)
Susanna Hnilo	Garage Sale Chair
Connie O'Leary	Website Manager

Docents

Margy Baldwin, Jason Deguzman, John and Sean Goodwin, Ed Graham, Earl Harper, Esmeralda Harper, Pat Hatfield, Maureen O'Connor, Marianne Petroni, Michael Rocchetta, Richard Rocchetta

Volunteers (ad hoc)

Iris Beilan, John Goodwin, Al Hipona, Judy Hnilo, Marianne Petroni, Joe Silva

Museum Hours

Tuesday through Sunday – 10 AM to 3 PM

Mondays & Holidays – Closed

Quarterly Meetings – at Colma's Historical Museum

2nd Sunday in February (Feb. 11) ----- 2 PM

Last Tuesday in April ----- 6:30 PM

July 26th -- Annual birthday 6:30 PM

Last Tuesday of October ----- 6:30 PM

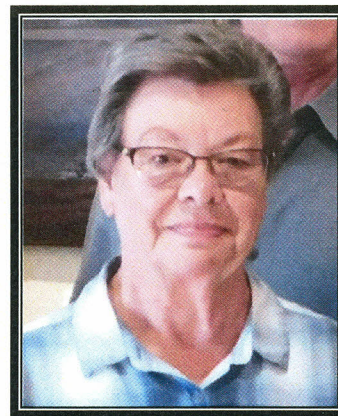
Help With Our Meetings

We appreciate additions to our refreshments and we welcome gifts for the drawings held at our meetings. Questions? Call the Museum (650) 757-1676.

Tours of Our Cemeteries

The Colma Historical Association gives museum and cemetery tours on request Tuesday-Sunday. A donation for the tour is appreciated. Call to reserve a tour date - (650) 757-1676.

MARGY BALDWIN **CHA Treasurer & Docent**



by Maureen O'Connor and Margy Baldwin

Margy Baldwin is CHA's outstanding Treasurer. How did she get involved? She came to the museum shortly after she retired in 2014 looking for information on Broadmoor-Colma for her great grandson who had a school project, "Towns Where We Live." We had a "Volunteer with CHA" flyer out that caught her eye and she mentioned that she would be interested. As Margy tells it, "Maureen corralled me into being a docent on Tuesdays before I walked out!"

Margy trained as a docent under Pat Hatfield. It was immediately apparent that she had great organizational skills. Dorothy Hillman was retiring after many years as CHA treasurer. We asked Margy if she would consider being on the Board and becoming Treasurer and were fortunate to hear, "Yes. I will." Margy was sworn in during our July 2015 Quarterly Meeting. Dorothy oriented her to the duties of treasurer and Margy stepped right up. She and Richard Rocchetta have created an Excel reporting system that makes records quickly accessible. Margy has also developed a "balancing system" with data entry by one of our other volunteers, Jason Deguzman, which requires that each come up with the same figures. Our finance activity is easily accessed and transparent.

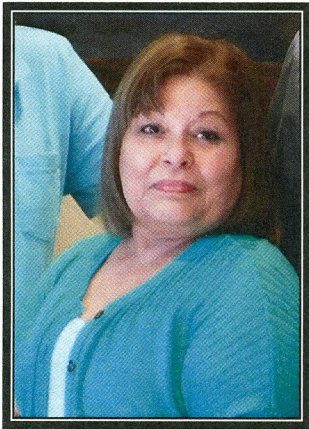
Margy was born in Alturas, Modoc County, CA, and was raised in nearby Adin, a small farming and lumber industry community. She moved to San Francisco in 1967 to train as a medical assistant. Tucked away in NE California, her mother had no idea what was going on in SF at that time (the Flower Child period). When Margy and her parents arrived at her rooming house on Buena Vista East in the Haight Ashbury, her mother almost took her back to Adin.

Margy met and married her husband, Bill, in 1969. In 1970 Margy became the stepmother of five wonderful children when Bill's former wife died. They moved to Santa Rosa in 1971 to raise the family and added another child to the family. The Baldwins moved back to Broadmoor-Colma in 1979. When her

youngest entered kindergarten, Margy returned to work in the insurance industry, spending the last 29 years of work as a systems analyst for California Casualty. "It was a great place to work, a family more than a company."

Margy is a gift to our association and the sentiment is mutual. She says that being with CHA is a "wonderful experience. I've made new friends and gotten over my fear of speaking at meetings. This is the most experience I've ever had being in contact with the public. I love it!"

ESMERALDA HARPER
CHA Board Member & Docent



by Maureen O'Connor and Esmeralda Harper

Esmeralda loves Colma and decided to volunteer as a Docent in 2014 at the urging of her mother-in-law, Edie Harper. Esmeralda first moved to Colma with her family in 1965 from the Brownsville, Texas area. "I always loved Colma. It was a close knit community. Our rented home on B Street was surrounded by open property. We had a lot of great family gatherings there." She remembers the last of the hog farms and the Colma Farmers Market. Like many Colma citizens, their kitchen had dishes and flatware that arrived in the swill sent to Colma from SF hotels to feed the hogs. Esmeralda attended "Little Jeff," Colma Intermediate (now T.R.Policita), and Jefferson High. She knew Mr. Policita.

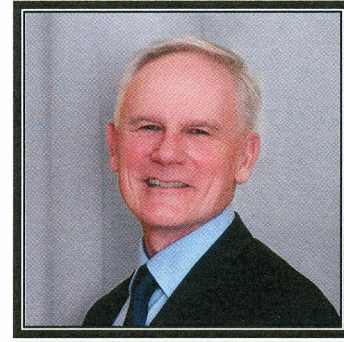
Esmeralda always loved hair styling and started attending summer school training when she was in 10th grade. She is still styling hair professionally.

Esmeralda is now married to Earl Harper, another Board member who was born and raised in Colma. They have five sons, two daughters, and seven grandchildren.

As a Board member, Esmeralda is always reading Colma and California history found in our library. She loves meeting visitors and hearing stories of Colma and the surrounding area. She is amazed that more

Colma residents aren't interested in local history. Her suggestion, "Get involved in your town!"

JOHN IRISH GOODWIN
Our Newest CHA Board Member



by Maureen O'Connor

Please welcome John Irish Goodwin who has joined our Board, filling a vacant position formerly held by Ron Doyle. John, his wife, Silvia, and son, Sean, moved to Colma in 2003, purchasing a home in Verano, the newly established condo community on Mission Road. He has served as secretary and president of the Verano Homeowners Association. The family joined CHA 2015.

John became a Colma Town Council member in December 2016. He was anticipating his retirement in September 2017 and wanted to keep busy. He retired from 27 years with the National Park Service where he served most recently as a law enforcement agent at Golden Gate National Recreation Area. (We didn't waste any time recruiting him to the CHA Board!)

When I approached John about becoming a Board member, he showed immediate interest. I learned he has a love of history. He has a degree in General Studies with a focus in History. How perfect!

FROM THE TIMES GAZETTE

July 19, 1924, Vote on Lawndale Incorporation

Voting on "the incorporation of the cemetery district of the northern part of the county now known as Lawnsdale (sic)..... The place named for the polling place by the resolution is that of Catherine Wight on F. (sic) street, between San Bruno avenue (now Hillside Blvd.) and Kelley street (no longer in existence). The following officers were named: inspector, Olga Ottoboni; judges, Stella Jensen and Catherine Wight; clerks, Edward Weisenberger and Joseph Lagomarsino."

NOTE: The date of this election had to be changed because the territory described in the first petition did not have sufficient inhabitants! The territory was expanded in a second petition. On August 9, 1924, incorporation passed 39 to 36!

HOW TIMES HAVE CHANGED IN COLMA!

Colma's Vegetable Farms 1892-1940

From an interview by Samuel Chandler with
August Conci on Jan. 24, 1973

"Around 1892 large numbers of Italians began to move to the Daly City-Colma area. This is when the vegetable farms (or truck farms) were started. Mr. Conci attributes the great amount of vegetable farming done to the tradition of vegetable farms in Italy.

"The larger farms were 100 to 500 acres. The labor was all done manually – either by the families themselves or by laborers, who were paid about a dollar a day. The crops grown were lettuce, potatoes, cabbage, celery, carrots, beets, cauliflower, artichokes, and others. Cabbage and potatoes were two of the chief crops, with artichokes being the main crop in the Pedro Valley.

"Some of the big vegetable growers were Lagomarsino, DePauli, Varni, Degliantoni, Canepa, and Capurro.

"There were about twenty packing houses in Colma and this was really the only industry. The ranchers together formed the Colma Vegetable Association which was a group that purchased, packaged and sold the crops. They would arrange with an individual farmer to purchase a certain quantity of crops at a set price. The association would then package and market them.

"The vegetables were transported by refrigerated railroad cars. About 60 carloads per day were sent out from this area. The Southern Pacific Railroad came right into Colma, so this made the transporting of the vegetables very convenient for the growers.

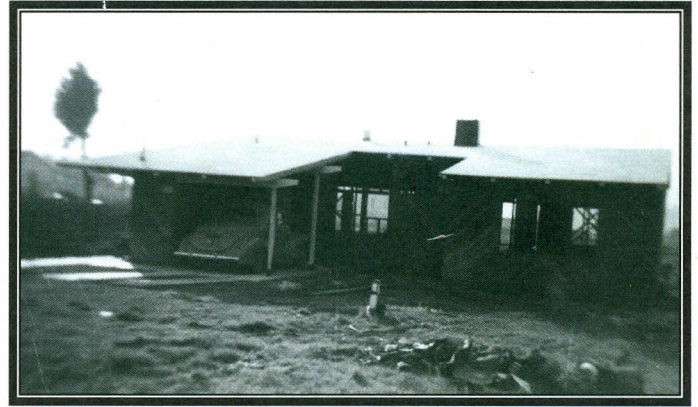
"As late as 1939 the population of Daly City was only about 8,000, but from that time, it continued to grow extremely rapidly. With the rapid growth land became more scarce, and the vegetable farms were forced to move to less populated areas such as Pescadero, Half Moon Bay, Palo Alto, etc."



A truckload of cabbage bound for San Francisco

Boulevard Park 1949

Before Sterling Park was developed the area was known as Boulevard Park. In 1949-50 Harold and Violette Brown built a house at 464 C Street. Violette wrote that there were only seven other "very old" homes on C Street at that time. Just the center portion of C Street was paved. There were no sidewalks. Most of the land was covered with vegetable gardens.



The Brown's home (under construction) on C Street, 1949

Sterling Park 1951

By 1951 Boulevard Park had become Sterling Park. There were more homes and the community was coming together. *Sterling Park* was the local weekly newsletter, edited by Sam Felser. Here is some news from November 11, 1951, Vol. I-3.

"As you will recall our last issue covered the subject of street signs. One member of the community called and suggested that we change the street signs to read more uniformly with the surrounding area. To be a little more specific, to use proper names, such as historical land marks or famous people. A little imagination such as this would have been helpful when this area was first placed on the map, however, at this late date it would be quite difficult and probably impossible to request that the U.S. Post Office change their routes, maps and public records. We think it would have been a good idea, too.

"IMPORTANT: It has come to our attention that many residents of our community are unaware that we are an unincorporated area, and as such, the normal functions such as police protection are delegated to the County Sheriff. We have been advised that this area is patrolled by the Sheriff, however the closest station is located at the San Francisco Airport. The phone number is JUnO 8-4741. In a case requiring emergency attention, contact the Daly City Police and they will aid you pending the arrival of the County Sheriff."

"We understand that some of the women in the community have formed a little club for informal get-togethers, and we hope to receive some constructive suggestions that will be of interest to Sterling Park."

Welcome to Our New and Renewing Members

Business – Serbian Cemetery

Family – Richard Hansen & Karen Tang

Senior Member – Janice Bacigalupi, Linda Brugioni, Marilyn Fullam, Susan Hudson, Dante Ivani, David Nannini, Ellen Newman, Julia Padreddi

THANK YOU
FOR YOUR
SUPPORT!

Recent Gifts to the Museum Related to Colma

- **Richard Hansen** – Stereopticons, maps and U.S. Geological photos of San Francisco and the Peninsula.
- **Jean Paspisa** – Four casket display samples and samples of linings from a San Francisco funeral home.
- **Shirley Plank** – Susan B. Anthony Elementary School yearbook, 216-2017.
- **Frank Risso** – Numerous items related to Colma and cemeteries. Among them: temperature gauge from Colma Box Co., firefighters dress cap belonging to Attilio Conserva, memorial badges from local lodges, various postcards and vintage photos and booklets of local and San Francisco cemeteries, "Show Folks of America" yearbooks, milk bottle top from Witt's Dairy, receipts and deeds from local and San Francisco cemeteries and funeral homes, eleven glass negatives of Cypress Lawn Cemetery from the 1930's, stereopticon slides of Laurel Hill Cemetery.
- **Peter Verducci** – Awards and plaques given to Peter's uncle, Frank Verducci (owner of Serramonte Ford in Colma), golf cap with caricature of Frank Verducci along with his business card.

Our new casket sample display



Help us Identify "The Reiner Street Cowboy"



We recently received this photograph for our archives. It shows a man on a horse on Reiner Street, Colma about where the Colma Fire Department is today. In the far left is the Belli Building on San Pedro Road. The Colma Bocci Ball building is on the right. Can anyone help us to identify the man on the horse? Contact the Colma Historical Association at 650-757-1676 or email us at colmahist@sbcglobal.net.

"Many Springs"

"Colma" is an Ohlone Indian word meaning "many springs." Records from the late 1700's at Mission San Francisco de Assisi indicate the Ohlones called the area east of San Bruno Mountain "Colma." Many streams ran down off the mountain.

And then there's the story of the young boy getting off the train at School House Station shivering in the damp fog and saying, "It's cold, Ma!" The early Italians claimed that the name came from a town and mountain in Italy called Colma. The Ohlone were here first so we'll go with them!

GRAVE HUMOR

"Quiet Neighbors" has sales appeal!



COLMA HISTORICAL ASSOCIATION
1500 Hillside Boulevard
Colma, CA 94014

YOU ARE INVITED!

1st Quarterly Meeting

Sunday, February 11, 2018

2:00 PM, CHA Museum

Program: Slide show by Richard
Hansen, "San Francisco, Before
And after the 1906 Earthquake"
Fellowship and Buffet follow

TO:

Annual Tea of Many Themes

Saturday, April 7, 2018

11:30 – 2:30, Colma Community Center

COLMA IN THE CALL 1934

We have recently been allowed to copy some articles and photographs from Olivet Cemetery. Below is an article from *The Call*. You'll note there have been some changes in Colma since 1934. How many can you find?

By John Bruce *The Call*
People and Things 8-20-34

One of those towns that comes under the heading of being the only one of its kind is right at our doorstep, being passed daily by countless thousands who hardly know they have been there. It's the city of the cemeteries, Lawndale, incorporated August 5, 1924, as a town of the sixth class.

Most cities of the world have their cemeteries widely separated, but San Francisco's are all within an area of about three square miles. And yet, while Lawndale was incorporated to perpetuate the burial grounds, it has a population of 460. At the first of the year there were 139 registered voters.

The town doesn't encourage shops except those dealing in cemetery supplies and it has no post office of its own, using Colma's. Joseph Cavalli, a blacksmith of long residence, is police chief, and C. E. Lowe, a gardener, is judge. But there is no jail and when someone must be put away the Daly City lockup is "borrowed."

A Taxless Town!

There are many advantages in living in Lawndale, for its citizens pay no taxes. In the first place there are few expenses, the principal street being the highway, state maintained.

Besides the city charges \$1 for each burial and, since they average 575 a month, you can see there is some income there. Speeding fines help out, too. There is no Chamber of Commerce, since Lawndale

doesn't need to worry much about its future.

In fact, everyone down there is more or less in the same business, although not quite like Mark Twain's desert island castaways, who made a living taking in each other's washing. But a list of the officials shows what a wise little town it is:

All in the Business

The mayor, C. J. Newell, is superintendent of Holy Cross; the councilmen are Paul Delucchi, florist; M. Jensen, superintendent of Olivet Memorial Park; W. A. Newall, superintendent of Cypress Lawn; Fred Lane, superintendent of Woodlawn Cemetery.

The town clerk, E. A. Weisenburger, is proprietor of a memorial stone yard; the treasurer, H. Kempf, is a nurseryman.

Inside that three square miles there are fourteen cemeteries: Olivet, Japanese, Italian, Serbian, City of San Francisco, Woodlawn, Greenlawn, Eternal Home, Chevera Kadisha, Salem, Home of Peace, Hills of Eternity, Cypress Lawn and Holy Cross.