

HISTORICAL SOCIETY OF SOUTH SAN FRANCISCO, INC.

# The Industrial City ECHOES

Newsletter No. 156 - December 2021

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## 2022 Calendar

Jan. 24 .....	Board Meeting
Feb. 28 .....	Board Meeting
March 21 .....	General Meeting
April 18 .....	Board Meeting
May 16 .....	Board Meeting
June 20 .....	General Meeting
July 18 .....	Board Meeting
Aug. 15 .....	Board Meeting
Sept. 19 .....	General Meeting
Oct. 17 .....	Board Meeting
Oct. 21 .....	Banquet Dinner
Nov. 21 .....	Board Meeting
Dec. 19 .....	General Meeting

*Members are welcome to  
Board Meetings.*

*Members and non-members are  
welcome to General Meetings.*

*We will be asking everyone to  
observe the San Mateo County  
health guidelines*



## Program for December General Meeting

**Monday - December 20 - 7:00 pm**

Magnolia Senior Center, 601 Grand Avenue, South San Francisco

### HISTORICAL SOCIETY HOLIDAY GATHERING

Since COVID 2019 concerns still exist, we will be asking everyone to observe the San Mateo County health guidelines which require masks be worn at indoor events.

We will have space for social distancing.

The Board has decided to cancel the business portion of the meeting this year.

Let's just spend time enjoying refreshments (safely packaged) and ...

*the GREAT company of Members!*

*This program is free and open to members and non-members.*

## Masked Up for the September Meeting



A good turnout for our meeting!  
Al Banfield gave a presentation  
on the history of the Garden  
Chapel and the Slate of Officers  
were sworn in.

*Left to Right: Bill Zemke, Valerie  
Sommer, Julie Chimenti, Ruth DeNardi,  
Rich Irli, Donna Smith, Denise  
Fernekas, Dave Casagrande, Ginny  
Tilton, Rich Garbarino, and John Penna*



## Historical Society Social Media

Check out our website

[www.ssfhistory.org](http://www.ssfhistory.org)



If you don't already, please be sure to follow us on Facebook and Instagram!

@ssfhistory

@ssfhistorymuseum

@plymireschwarzhouse



## Message from Historical Society President

As incoming president, I would like to thank Bill Zemke and the Board Members for staying on an additional year due to Covid, and we welcome new members Rich Garbarino and Ginny Tilton. We have a great team and I am grateful and excited to be working with them.

These last few months we have seen a rebirth of opportunity in that people are more comfortable visiting the Museum and Plymire-Schwarz House and we have been able to hold functions in both places that brought people and revenue back to the Historical Society. We hope to continue on that path in 2022.

Last, I want to thank ALL of the volunteers who work on behalf of the Historical Society. They foster a great sense of community and they are wonderful ambassadors for our city.

Dave Casagrande



## Acquisitions

### MUSEUM

**RL Bertini:** SSF High School football programs from 1947.

**E Montegani:** Pictures from Zellerbach Paper, Bank of SSF bags and SSF golden Jubilee flag.

**Bradley Viace:** Photo and painting of Mrs. Cunio.

**Rich Garbarino:** Various 1930's brochures and newspaper articles on Bay and Golden Gate bridges.

**Dino Xerogeones:** SSF school class photos from 1938, 1944/45.

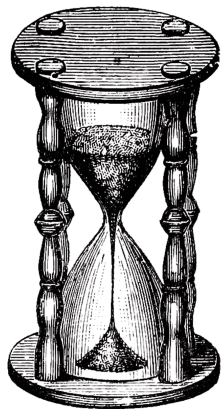
**Joe Ross:** "Traveling Teller Bank" Souvenir of Bank of South San Francisco.

### PLYMIRE-SCHWARZ HOUSE

**Eric and Denise Bloom:** 2 Adirondack chairs and 2 wicker chairs

**Donna Puizina-Alvers:** Vintage aprons & linens, garden rocks and abalone shells, vintage kitchenware and serving ware.

**Manola Scovel:** Vintage: hats & purses, kitchen linens, kitchenware, cups & saucers, figurines, plaques, candlesticks.



## It's That Time of Year! Renew Your Membership for 2022!

We have made it easy for you. Just fill out the envelope provided in this newsletter, enclose a check, mail, and you're done! You will continue to receive the Historical Society Newsletter and help to preserve the storied history of South San Francisco. Also...Please consider buying a gift of membership for a relative or friend for the holiday season....best bargain ever!



## In Memory

Lando Leonard Baldocchi

### MEMORIAL DONATIONS

*In Memory of Roy & Rose Bava*

Donors: Ermanno & Roberta Matteucci

*In Memory/Honor of  
Elizabeth Ervin's Birthday  
for Museum Exhibits*

Donor: Virginia Ervin

### 2021 FALL RAFFLE DONATIONS

Dave & Margie Casagrande

Rich & Barbara Irli

Jane Oclassen

Bill & Jo Zemke

### PLYMIRE-SCHWARZ BOUTIQUE DONATIONS

Gail Davison

Donna Puizina-Alvers

Diane VanZant

### GENERAL DONATION

Jackie Kious

## Gift Certificates Now Available

What do you get somebody who has everything? How about a Plymire-Schwarz House gift certificate? Now available for any denomination and good towards Boutique purchases and House events.

Please contact us for more information or to make a purchase:  
info@plymirehouse.org  
(415) 290-3559.

## New Members

MEGAN CALLAN

CAROLYN COHN

CARRIE GORDON

JOHN KEENAN

DIANE MINSKY



# PLYMIRE-SCHWARZ HOUSE

## Halloween Cocktail Party at the Plymire-Schwarz House

October was a BIG month at the Plymire-Schwarz House. We recently held a fundraiser raffle for a cocktail party for one winner (Betty Battaglia) and 11 guests. The house was decorated for Halloween inside and outside (more on that below). Family and friends arrived in costume and were greeted at the door by our resident “butler”. Once inside, they sipped beverages and enjoyed some tasty small bites, participated in a Schwarz painting scavenger hunt which provided an opportunity to see all of the decorated rooms and, best of all, spend time with our “Hostess With the Mostess”, Betty Battaglia. Everyone enjoyed themselves (including our volunteers!).

Many thanks to all who worked so hard to provide a most entertaining evening for Betty and her family and friends -- the very creative food, the house decorations, the house cleaning and dusting, tending bar, greeting guests, and putting everything back again. We have AMAZING volunteers and it showed October 30.



## No Tricks, Just Treats - Halloween 2021

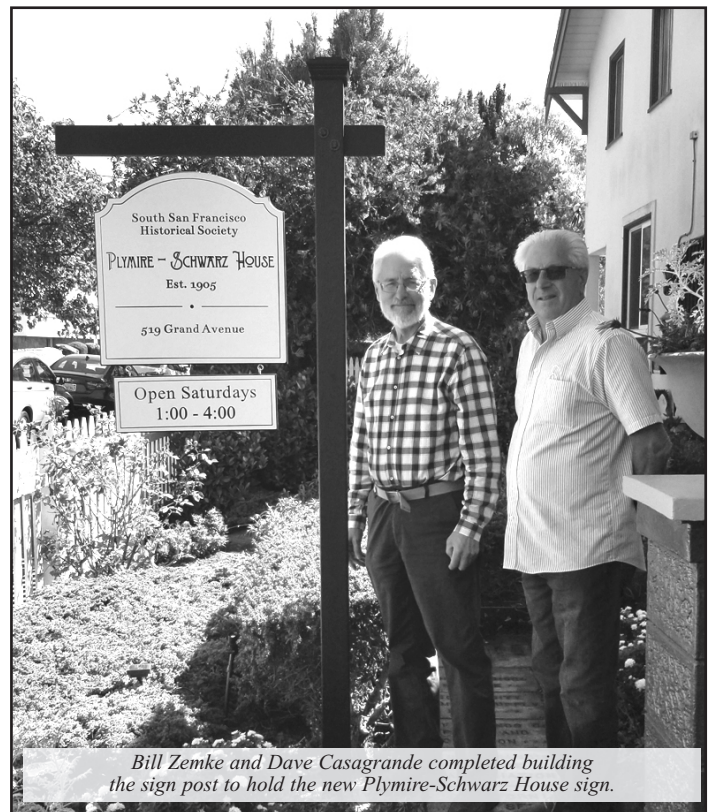


It has been decades since the front door of the Plymire-Schwarz House was open in the evening waiting for Trick-or-Treaters. Last year, volunteers decorated the house windows to provide some fun for “the locals” during the Covid Shutdown. This year they stepped up the decorations and handed out candy to over 200 trick-or-treaters. Special shout out to John Keenan, professional lighting and event designer, and our newest Historical Society member, for contributing special effects with up-lights that cast a spooky green glow to the front of the house. Everyone LOVED IT! A special thank you to ALL of the volunteers who put this special Halloween showstopper together. We hope we see some of the families in the future when the house is open again on Saturday afternoons.

*We were closed for a couple of weeks preparing for the holidays but the House and Boutique have re-opened.*

*Come by for a free tour of the House and get a jump start on your holiday shopping in the freshly-stocked Boutique! (Saturdays 1pm-4pm)*

## Sign of the Times



*Bill Zemke and Dave Casagrande completed building the sign post to hold the new Plymire-Schwarz House sign.*

Thanks to the generosity from members, donors, and supporters not only was our lovely historic house painted this year but we were also able to adorn it with a new sign. We are so grateful to everyone who helped make this possible.

## An Afternoon at the Museum



Recently, the South San Francisco Historical Society auctioned off an opportunity for a lucky winner(s) to host a catered party for 12 at the South San Francisco Museum on Chestnut Avenue. Our winners were Rich and Elaine Garbarino who were very excited to play host for their friends.

When the big day arrived, they were able to share the entire museum with their guests. Besides nibbling an array of savories and sweet treats as well as sampling beverages from our Mixologist, there was plenty of time to tour the museum and then participate in the "Museum Scavenger Hunt". Guests paired up into teams and hunted for specific items and indicate where they were found. A lot of fun!

We look forward to having more programs at the Museum in the future and are grateful to the volunteers who put together this event.



## Raffle Winners

Thanks, again, to all who participated in our 2021 Fall Raffle and congratulations to all the winners! Tickets were drawn by newly-elected Historical Society president, David Casagrande, and overseen by outgoing president, Bill Zemke. Below are the list of winners (at the request of one of the prize winners, last names have to been truncated for privacy).

### AND THE WINNERS ARE ....

#### Grand Prize

Private Halloween Cocktail Party at The Plymire-Schwarz House.

Winner: Betty B.

#### Second Prize

Private Wine & Cheese Party at the Historical Society Museum.

Winner: Elaine G.

### South San Francisco History Books Now Available for Online Purchase.

Our books and DVDs make great stocking stuffers! Visit our Gift Store under the "More" tab at [www.ssfhistory.org](http://www.ssfhistory.org) to make a secure online purchase.

#### 3 - Third Prizes

Private Bubbly & Appetizer Shopping Party in The Plymire-Schwarz House Christmas Boutique.

Winners: Georgeanna B., Sharon M., Rich B.

#### 5 - Fourth Prizes

Custom Gift Baskets

Winners: Jamie W., Robert G., Marciana O., Kathleen K., Linda F.

#### 10 - Fifth Prizes

\$10 Gift Certificate for

The Plymire-Schwarz House Boutique

Winners: Mary H., Val C., Roberta C., Denise F., Evonna M., Sandy B., Caroline D., Jamie W., Lori H., Margaret B.

## Notes from the Museum

Our museum opened its doors again in June with new hours of 1 to 4 pm on Saturdays. The first 5 months have gone well thanks to the excellent work of our dedicated docents. The museum committee continues to make small improvements to make the museum user and volunteer friendly. The office area has been re-organized and updated. We are working on a new database program for inventorying our new donations and eventually, the existing archives.

The museum committee has also been working with the South San Francisco Library to secure a community grant from Genentech. This grant has the following goals:

1. To increase visibility of collections held at SSFPL History Room and Historical Society of SSF.
2. To process collections currently held at SSFPL that are not accessible to the public or staff.
3. To encourage more community engagement with the historical collections in our city.
4. To enhance the community's understanding of how the city's diversity shapes and contributes to the city's history through the ongoing collection and preservation of materials that reflect South San Francisco's diverse communities.

## VOLUNTEERS NEEDED!

Do you have a couple of hours, once a month on Saturday afternoon to join the Docent Teams at the Chestnut Avenue Museum, or the Plymire-Schwarz House or to volunteer in the Boutique?

For more information contact Margie at 650-296-4012



## Amazon Supports SSF Historical Society

AmazonSmile is a way you can support Historical Society of South San Francisco every time they shop with Amazon - at no additional cost!

Customers who shop at [smile.amazon.com](https://smile.amazon.com) will find the same Amazon they know and love, with the added bonus that AmazonSmile will donate a portion of the eligible purchase price to Historical Society of South San Francisco.

Here is a direct link to the  
Historical Society:

<https://smile.amazon.com/ch/94-2714976>

Alternately:

**How to use AmazonSmile on a web browser:**

1. Visit [smile.amazon.com](https://smile.amazon.com)
2. Sign in with the same account you use for Amazon.com
3. Select your charity ([Historical Society of South San Francisco](#))
4. Start shopping! Remember to checkout at [smile.amazon.com](https://smile.amazon.com) to generate donations for your chosen charity.
5. Tip: Add a bookmark to make it easier to shop at [smile.amazon.com](https://smile.amazon.com).

**How to use AmazonSmile using the Amazon app on your mobile phone:**

1. Open the Amazon Shopping app
2. Navigate to the main menu (=)
3. Tap on Settings and then select "AmazonSmile"
4. Select your charity ([Historical Society of South San Francisco](#)) and then follow the on-screen instructions to turn ON AmazonSmile in the mobile app.
5. Once AmazonSmile has been activated in your app, future eligible app purchases will generate a donation for the charity you have selected.

To be sure you're shopping from the correct page you'll see the AmazonSmile logo in the corner of the page and "Supporting ([Historical Society of South San Francisco](#))" below the search bar.

Excerpts from *The South San Francisco Enterprise*

Wednesday, November 16, 1949

THE ENTERPRISE - SHOPPING NEWS

Page 13

# Thousands Will be Attracted To Brentwood Super Market Opening Starting Thursday

## Bus Service to New Brentwood Super Market

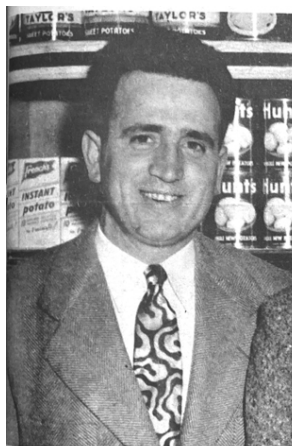
Housewives will not have to wait for the family jampy to be brought home to do their shopping at the new Brentwood Super Market as bus service to the market is available to all sections of South San Francisco.

If you are not certain of which bus to take Walt Ryan, owner of the South San Francisco Transit company, states you will be informed of the correct busses if you call JUnio 8-2131.

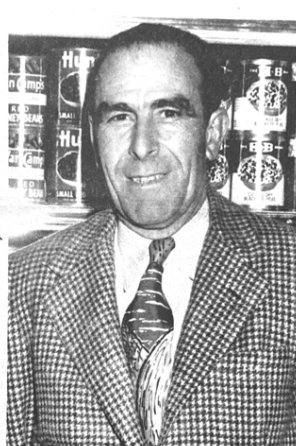
**SOUTH SAN FRANCISCO  
ENTERPRISE**

South San Francisco, Calif., Wednesday, November 16, 1949  
Volume LIV Number 46

## These Men Invite You to SSF's Largest Market



JOHN BENETTI



BART TUCCORI



FRED BENETTI

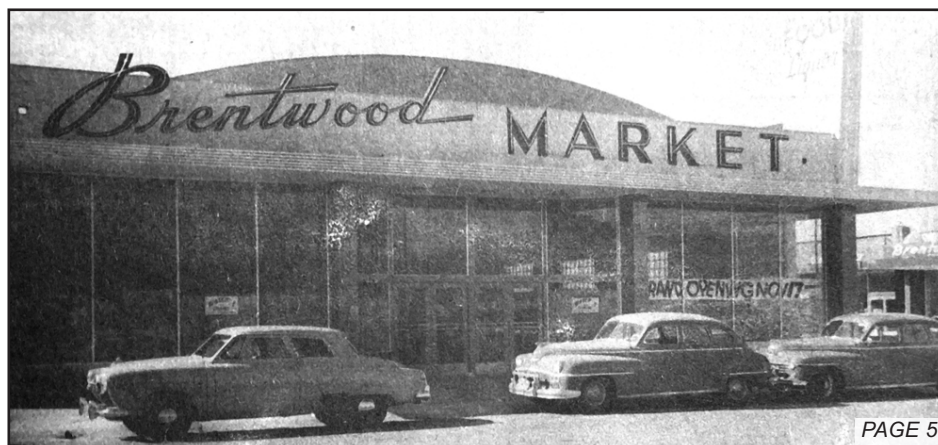
Shortly after the war Fred Benetti, John Benetti and Gart Tuccori opened the Southwood Food Center on El Camino Real. The trio built during a time when building costs were at a peak. Business observers predicted that such a location along with high building costs would keep the store just another neighborhood market.

Today, nearly three years later, the trio has completely outgrown the El Camino location and are now opening their second store. The Brentwood Super Market is among the largest

grocery stores in San Mateo county.

Months of careful study and planning with architects was necessary before the plans could be prepared for the super market. The market is conveniently located at the entrance to Brentwood just off El Camino Real.

Hard work and a constant desire to give service to customers has enabled the trio to constantly increase their business sufficiently to encourage them to open the city's largest market.





## The Industrial City ECHOES

Historical Society of South San Francisco, Inc.  
80 Chestnut Avenue  
South San Francisco, CA 94080

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Organization  
U.S. POSTAGE  
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San Bruno, CA  
Permit No. 750

OR CURRENT RESIDENT

### Historical Society of South San Francisco

#### Board of Directors

President .....Dave Casagrande  
First Vice President .....John Penna  
Second Vice President .....Ginny Tilton  
Recording Secretary .....Denise Fernekes  
Treasurer .....Julie Chimenti  
Financial Secretary .....Donna Smith

#### 2019-2022 Directors

Lynn Boldenweck, Nancy Casazza, Diane Huddleston,

#### 2021-2023 Directors

Jeanette Acosta, Ruth DeNardi, Rich Garbarino,  
Rich Irl, Valerie Sommer, Bill Zemke

#### Ex Officio Members

Diana Ferrari, Mary Giusti, Sylvia Payne

#### Plymire-Schwarz House Steering Committee

Director: Dave Casagrande  
Jeanette Acosta, Julie Chimenti,  
Mary Giusti, Gene Hessler, Donna Smith

#### Museum Committee

Julie Chimenti, John Penna, Lois Severi, Valerie Sommer,  
Donna Smith, Bill Zemke

*The Historical Society is co-sponsored by the SSF Parks & Recreation Dept. It is through the City's generosity that many of the Society's goals are accomplished.*

### Contact & Location Information

#### Historical Society of South San Francisco, Inc.

80 Chestnut Avenue  
South San Francisco, CA 94080

#### Historical Society Museum

80 Chestnut Avenue  
650-829-3825  
Saturdays (1-4:00 p.m.)  
Please call if you are interested  
in volunteering at the museum.

#### History Room / Grand Avenue Branch Library

306 Walnut Avenue  
650-877-8533  
By appointment only.

#### Historical Society's Plymire-Schwarz House

519 Grand Avenue  
650-875-6988  
Saturdays (1-4:00 p.m.)

### Memberships Expire December 31

Membership runs on a calendar year expiring annually on December 31st.  
Membership is \$15.00 per person - \$20 per family.  
If you are interested in becoming a new member contact the Society at 650-829-3825 or  
Mail your check to:  
Historical Society of South San Francisco  
80 Chestnut Avenue  
South San Francisco, CA 94080

ECHOES: 650-829-3825 • [ssfhistorical@gmail.com](mailto:ssfhistorical@gmail.com)

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