

HISTORICAL SOCIETY OF SOUTH SAN FRANCISCO, INC.

The Industrial City ECHOES

www.ssf.net/history

Newsletter No. 145 - March 2019

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2019 Calendar

March 18	General Meeting
April 15	Board Meeting
May 20	Board Meeting
June 17	General Meeting
July 15	Board Meeting
July 20-21 & 27-28	Victorian Tea
August 19	Board Meeting
September 16	General Meeting
October 18	Annual Dinner
October 21	Board Meeting
November 2	Champagne Reception
November 18	Board Meeting
December 16	General Meeting

General meetings are held at:
Magnolia Center, 601 Grand Ave. - 7:00 p.m.

Board Meetings are held at:
Society Museum, 80 Chestnut Ave. - 7:00 p.m.

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



Program for March General Meeting

Monday - March 18, 2019 - 7:00 pm

Magnolia Senior Center, 601 Grand Avenue, South San Francisco

The SSF Historical Society is excited to present **NorCal Paranormal Project** as our speakers at our General Meeting on March 18th.



Most of you know this team of investigators have brought researchers to the Plymire-Schwarz House. Now this is your opportunity to see and hear how paranormal research is conducted and learn about the equipment used when looking for paranormal activity.

Come early to make sure you get a seat as we expect this to draw a good crowd!

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

December General Meeting



The Historical Society entertained with a wonderful singing program by **The Fault Line Chorus**. The chorus meets in the Burlingame First Presbyterian Church on Tuesday nights at 7:15 and visitors are welcome.



Message from Historical Society President

Happy New Year to everyone. Hopefully you are already making progress on your New Year's resolutions. This year, your Board is moving to better understand our finances and working towards developing a budgeting process. At the Plymire-Schwarz house we are planning the replacement of the picket fence around the front yard. The pickets have been ordered and thanks to our volunteers the project will be completed by May. Again this year, the Society and the South San Francisco History Room will be participating in San Francisco History Days. This event will be held at the historic Mint at the corner of Fifth and Mission on Saturday, March 2 from 11:00 to 5:00 and Sunday, March 3 from 11:00 to 4:00. If you want to see what other historical societies and associations are doing this is an excellent opportunity.

Thanks to all the docents and members that volunteer their time and energy to making our society visible to the public and an active part of our community.

Bill Zemke



Museum Accessions

- **Bruce Brian & Family** – SSF High School Baseball Scrapbooks belonging to Coach Bob Brian, covering the years 1954-2001
- **Cindy Balbi Oliver** – Book: Early California Families, 1850-1909, Inches, Silicani, Cavo, Balbi
- **Elizabeth Ervin** – Maid of Honor carpet sweeper, 1940s
- **Julie Chimenti** – Painting by Marty Martinez of Sign Hill (1996)
- **Karl Rolih** – Irish Town Grand Reunion Shamrock Key Ring (11/1/1997)

The Historical Society

Museum was recently visited by resident's of Aegis Living in South San Francisco. We enjoyed their visit as much as they did!



In Memory

Robert J.V. Easterday

Dolores "Lola" Garcia

Donald Oclassen

Marlis (Eberle) Risso

MEMORIAL DONATIONS

Nilda DelBianco
Diane Martin

Lola Garcia
Robert & Sylvia Payne

Barbara Lara
Frances Murphy

Al "Cookie" Lovi
The Richard Bordi Family

Roy Uccelli
Basil and Barbara Cavaliere

HISTORICAL SOCIETY DONATIONS

Gene Hessler
Karl Rolih

New Historical Society Members

Danielle & Vinney Fornesi

Kylie & Dennis Hicks

Sonny Koya

Valerie Lynne

Eva Martinez

Debbie McGrath

Olma O'Neill

Norma Pistoni

Sal Rodriguez

Lifetime Historical Society Members

George & Margot Giusti



Check out and LIKE the
South San Francisco
Historical Society
Museum Facebook page

facebook.com/SSFHistSocMuseum/

2019 List of SSF Historical Society Members

Many thanks to the following for your continuing membership. If you don't see your name listed, please consider renewing your membership today! Our Society depends on you.

ELIZABETH & JESSE ABELAR	FRANK DRAGO	STEVE & GLORIA LAGOMARSINO	DONNA PUIZINA - ALVERS /
JEANETTE ACOSTA	BARBARA ERVIN	BARBARA & LARRY LEUSING	PAUL ALVERS
MARK ADDIEGO	ELIZABETH ERVIN	JOAN LEVY	NANCY PYLE
MEL ADDIEGO	VIRGINIA ERVIN	J. LYNN LEWIS	RON & LISA RACQUEL
CHRISULA ASIMOS	DONNA & NORM FARIA	CARIN LOCKWOOD	SYLVIA RACQUEL
DANIEL BAKER	DENISE FERNEKES	NORMA LOMBARDI	CHRIS & DELIA RAMOS
ANN BALDASSERONI	DIANA FERRARI	VALERIE LYNNE	RUTH REIMCHE
LANDO BALDOCCHI	REYNOLD & PATRICIA FITZPATRICK	DEBORAH McGRATH	FRANK RISSO
DELORES BALESTIERI	PAUL FORMOSA	LOIS MARES	MICHAEL ROCCHETTA
ALFRED BANFIELD	VINNEY & DANIELLA FORNESI	MARIAN MARSILI	RICHARD ROCCHETTA
JEANNIE BARNES	TOM & PAT FOURIE	DIANE MARTIN	SAL RODRIGUEZ
HILDA & MARK BARRADAS	CHARLES FRACCHIA	EVELYN MARTIN	ANNIE ROGERS
MARYANNE & BILL BARTH	DAVID & MORENA GALLAGHER	EVA MARTINEZ	JOAN ROGERS
BOB & NANCY BARTOLI	RICHARD & ELAINE GARBARINO	LOU & MARY MASINI	KARL ROLIH
BETTY BATTAGLIA	PATRICIA GARZOLI	KARYL MATSUMOTO	CAROL ROZZI
ROY & ROSE BAVA	ROBERT GIORGI	ROBERTA MATTEUCCI	STEVE ROZZI
ALEECE & JOHNNY BEAULIEU	GEORGE & MARGOT GIUSTI	MICHAEL & MARCIA MELONI	ROZZI PRODUCTIONS
LYLE BECKMAN	MARY GIUSTI	COL. ROBERT & BARBARA MOJICA	VIVI SARANTITIS
RICHARD & JEANNETTE BERTOLDI	GIANNA GIUSTI MC CUNE	GENE MULLIN	IOLE SARI
GEORGEANNA BINETTI	GERMAN GONZALEZ	FRAN MURPHY	GIULIO & LORRAINE SBRAGIA
ERIC BLOOM	CAROL GOODRICH / DARBY REID	LORRAINE MURPHY	MANOLA SCOVEL
LOUIS & BARBARA BOCCALEONI	JOANNE & DAVID GORDON	JACK MURRAY	JAMES SEUBERT
LYNN BOLDENWECK	JEAN GRAHAM	DOLLY NAVARRO	LOIS SEVERI
ED BONANNO	DON GRANT	ELISA NOONAN	NICOLE SHEA
SAM BONANNO	JANINE GREENWALD	LIZANORMANY	DONNA SMITH
RICH BORDI	FRAN GUEVARRA	VIRGINIA O'BRIEN	MAGGIE SMITH
JOANNE BORTOLI	GINA GUGLIELMONI	JANE OCLASSEN	VIRGINIA REILLY SMITH
SHIRLEE BRASCHI	PRADEEP & KUMKUM GUPTA	MAUREEN O'CONNOR	VALERIE SOMMER
BILL & ELEANOR BREITE	ESTHER GUTIERREZ	MARY O'KEEFE	MARK SORENSEN / DANIELLE
ANDREA & ARNOLD BROOKS	PAT HATFIELD	OLMA / RORY / RED O'NEILL	CICCARELLI
JACQUELINE BUCKLEY	JUNE HEISE	BERTHA ORESTI	NORMA STEFFEN
KEN & DOROTHY BUHAGIAR	GENE HESSLER	BERNICE CHURCH OWENS	JOANNE STORKAN
RICHARD & SALLY BUSALACCHI	KYLIE & DENNIS HICKS	EDNA PACHECO	REV. GARY THOMAS
MICHAEL CALBREATH	CAROL & RALPH HINTON	CATHLEEN PARRA	GINNY & JERRY TILTON
DAVID & MARGIE CASAGRANDE	JUDY HNILO	MARIE PATEA	LYNN TONDORF
NANCY CASAZZA	JEANNETTE & RICHARD HOLT	ROBERT & SYLVIA PAYNE	LULA TUBBS
ADELE CASSINELLI	EUGENIA HOVLAND	FRAN PENNA	CATHERINE TUMILTY
BASIL & BARBARA CAVALIERI	DIANE HUDDLESTON	JOHN PENNA	ROBERT TURNBERG
ALAN & JULIE CHIMENTI	ROBBIE HUERTA	MARIANNE PETRONI	ANNAMARIA UCCELLI
LOLA CLARK	NORMAN HYNDING JR.	VIRGINIA PETROVITZ	THE UCCELLI FAMILY
KATHERINE GONIS CRUM	RICHARD & BARBARA IRLI	EDITH ANN PIRAZZI	JOAN VINA
MARY CURUTCHET	LESLIE JENSEN	NORMA PISTONI	VICKI & MICHAEL VITALIE
GAIL DAVISON	MARIANNE JOHNSON	STEVE & ANNETTE PITOCCHI	KEN & VIOLA WEBER
DAN & RUTH DENARDI	CAROL KING	SANDRA POBE	RAY & MARIE YOSCHAK
RAYMOND & CAROLINE DENARDI	KEVIN KING	POLETTI REAL ESTATE CO	RAY & TANA YOSCHAK
MARIE & RONALD DERENZI	JACKIE KIOUS	JOHN PROUTY	JO & BILL ZEMKE
DORIS DE ZORDO	SONNY KOYA		

Historical Society Dues Expired on December 31st.

*If you have not renewed or want to become a new member please fill out this form and mail with check made out to:
South San Francisco Historical Society,
80 Chestnut Avenue, So. San Francisco, CA 94080*

Name/Names/Corporation _____

Address _____

Phone # _____ Email _____

☐ Student \$5.00 ☐ Individual \$15.00 ☐ Family \$20.00

☐ Supporter \$25.00 ☐ Corporate \$100.00 ☐ Life Membership . . . \$500.00

Orange Avenue Memorial Park – Once Known as the Willows

By Lola Garcia
March 2002

They called it the “Willows” and parents cautioned their children to stay away from the area because “bands of gypsies and hoboes were hiding there.” Nevertheless, many adventurous boys spent hours in the forbidden place playing pirates, cowboys and Indians, and cooking potatoes over campfires.

Then in 1925, South San Francisco Land and Improvement Company deeded 20 acres of the area to the City. At the time the City Council was starting to focus on the necessity for parks and playgrounds.

Perhaps parents were right about warning their children to stay away from the Willows because in 1928 when the SSF Land and Improvement Company started to clear its land of a thick growth of willow trees, the “largest and most complete booze manufacturing outfit in the north peninsula area was discovered.” According to Police Chief Louis Belloni the east of Orange Avenue site had been under surveillance for some time.

SSF Land and Improvement Company deeded another 7.8 acres to the City in 1934. Once again, the Willows became a forbidden area for children when a man named Mulligan (who was wanted for murder) was reportedly hiding in the area.

Also, in 1936, 26 volunteers offered to construct a fence around the baseball diamond. They maintained the fence would “shut out wind that blew across the park.”

Under the supervision of the Town of Baden Improvement Club the volunteers would construct the fence on a Sunday, specified by the City Council, using their own tools. Mayor David W. Ratto (the first SSF Mayor of Italian descent) promised there would be a BBQ on that special Sunday.

Eventually Orange Avenue baseball diamond would become a park. The Boy Scouts’ Log Cabin was built in the 1930’s and is the earliest park structure still remaining*

Congressman Jack “Zack” Anderson was

present in November 1947 when SSF Mayor Leo Ferko presided at ceremonies dedicating Orange Memorial Park as a living memorial to WWI and WWII veterans who died in those wars. Also, a final two acres deeded by SSF Land and Improvement Company was received by the City in 1947.

The group picnic shelter was built in 1965 and a concrete BBQ, built in the 1940s, was replaced at the same time. The City’s Corporation Yard was completed in 1967 and was considered the first adequate location for the City’s Parks Department. Later, the Parks & Rec Department was moved to its current location at 33 Arroyo Drive. In 1998, the Corporation Yard was moved

to its new beautiful location on North Canal Street.

Appropriately, the Eternal Flame sculpture in memory of WWI and WWII Veterans (originally placed at City Hall in 1963) was moved to Orange Memorial Park in 1984. In April of 2000, the City dedicated the softball field to Mr. Archie Fregosi, a long time South San Francisco resident and businessman who was also a volunteer fireman, who contributed generously to our community.

*The historic log cabin was demolished in 2006 to make room for the new Orange Memorial Park recreation building and basketball courts.



Lola Garcia, Evelyn Martin, Mrs. Gellepsi, Tony Gellepsi, Elizabeth Ervin

Lola Garcia

Dolores Helen Garcia ♦ Sept 8, 1919 - Jan. 3, 2019

As we greeted 2019, we also bid farewell to an SSF treasure: Lola Garcia. If you lived in South San Francisco, if you read "The Enterprise Journal" - you knew Lola Garcia. Born and raised in South City, she passed away January 3rd, a few months shy of her 100th birthday. She could best be described as combination of Louella Parsons and Herb Caen (Google it!) Her three-decade long tenure with The Enterprise Journal began in the 1960's where covered current women affairs. Over the years her column morphed into a veritable who's who and who's doing what in SSF. The final Enterprise hit the presses years ago, but the memory of Lola will forever echo throughout South San Francisco. *(From the Historical Society Facebook Page)*

ECHOES

Do you enjoy your quarterly edition of Echoes? You can help pay for the cost of printing by sending a donation to the South San Francisco Historical Society
80 Chestnut Avenue - So. San Francisco, CA 94080.

Please indicate that the donation is for the Echoes newsletter.

Thank you!

South City Car Wash

Family Owned and Run Since 1958

Celebrating 58 years serving the community, Basil Cavalieri, owner of the South City Car Wash, has been a long-term member of the International, National and Western Car Wash Associations, the Better Business Bureau and the South San Francisco Chamber of Commerce.



Basil & Barbara Cavalieri received the Legacy Award at the chamber dinner on February 21, 2019

During this period the family business supported local police, fire, schools and youth sports programs. While also supporting current and former men and women in uniform with free car washes, food and gifts on Veteran's day. Additionally, the family business is extremely proud that it has provided jobs to our community members. Environmentally concerned, South City Car Wash operations utilize advanced technologies to recycle 75% of wash water.

Basil Cavalieri was awarded the Victor John Feudale Award by Historical Society of South San Francisco in 2016.

Our best wishes to Basil and Barbara for serving South San Francisco since 1958. Everyone will miss you!

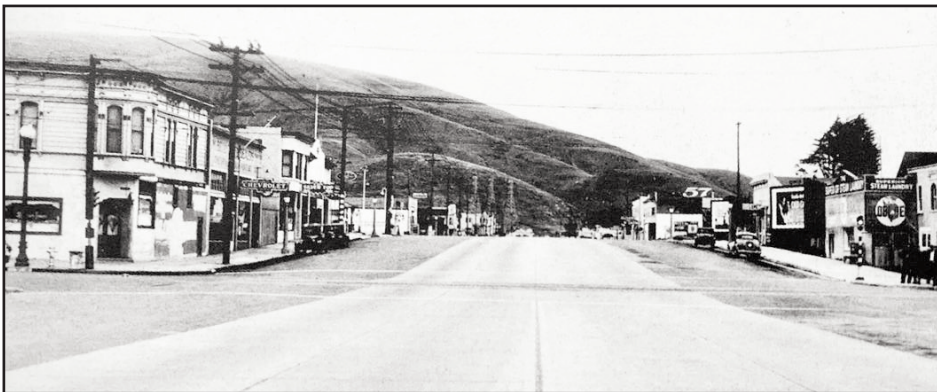
Taken from southcitycarwash.com



Bob, Basil and Julian



Barbra in the gift shop



Bayshore Boulevard (now known as Airport Boulevard) c. 1930.

On the right are buildings that were later torn down when Highway 101 was built. On the left is the Merriam Block: a rooming house on the second floor and a saloon on the corner with a ladies' entrance on the boulevard side.

It was the only intersection in SSF in the 30s that was controlled by a traffic signal.

Fun Facts

What was the first...

- School?** . . San Bruno District School
- Post Office?** . . J.T. Dunn Building
- Women's Club?** .South San Francisco Women's Club
- Judge?** . . Judge Hubachek
- Policeman?** . . . Mr. Vanderburgh
- Hospital?** .Home of Dr. H.G. Plymire
- Grocery?** .Pioneer Grocery
- Theater?** .The Nickelodeon
- Industry?** .Western Meat Co. 1894
- Fire Station?** . . Third Lane between Cypress and Linden

HISTORICAL SOCIETY OF SOUTH SAN FRANCISCO AWARD NOMINATION FORM

Suggested Nominee _____ (person or entity)

If entity, suggested contact person _____

Victor John Feudale Award: _____

Statement in support of nomination – Include how this person or entity has contributed to the identification, preservation, or publication of our history or historic sites of our city, or of promoting the well-being of the Society through the significant contribution of their time, energy and resources.

Return to: Historical Society of South San Francisco
Attn: Dave Casagrande, 80 Chestnut Ave., So. San Fran., CA 94080



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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Permit No. 750

OR CURRENT RESIDENT

South San Francisco Historical Society

Board of Directors

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First Vice PresidentDave Casagrande
Second Vice PresidentRich Irl
Recording SecretaryDenise Fernekes
TreasurerJulie Chimenti
Financial SecretaryDonna Smith

2017-2019 Directors

Lynn Boldenweck, Nancy Cassasa, Diane Huddleston,
Gloria Lagomarsino, Lois Mares

2018-2020 Directors

Jeanette Acosta, Sam Bonanno, Ruth DeNardi,
Gene Hessler, Valerie Sommer

Ex Officio Members

Roy Bava, Diana Ferrari, Mary Giusti,
Sylvia Payne, Ginny Tilton, Ray Yoschak

Plymire-Schwarz Steering Committee

Director: Roy Bava
Jeanette Acosta, Rose Bava,
Dave Casagrande, Julie Chimenti,
Mary Giusti, Robbie Huerta, Donna Smith

Museum Committee

Director: Sylvia Payne
Lois Severi

The SSF 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
Tues & Thurs (2-4:00 p.m.) and
2nd & 4th Saturdays (1-3:00 p.m.)
Office Hours: Weds (10-2:00 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
Wednesdays (2-4:00 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:

South San Francisco Historical Society
80 Chestnut Avenue
South San Francisco, CA 94080

ECHOES: 650-829-3825 • ssfhistorical@gmail.com

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