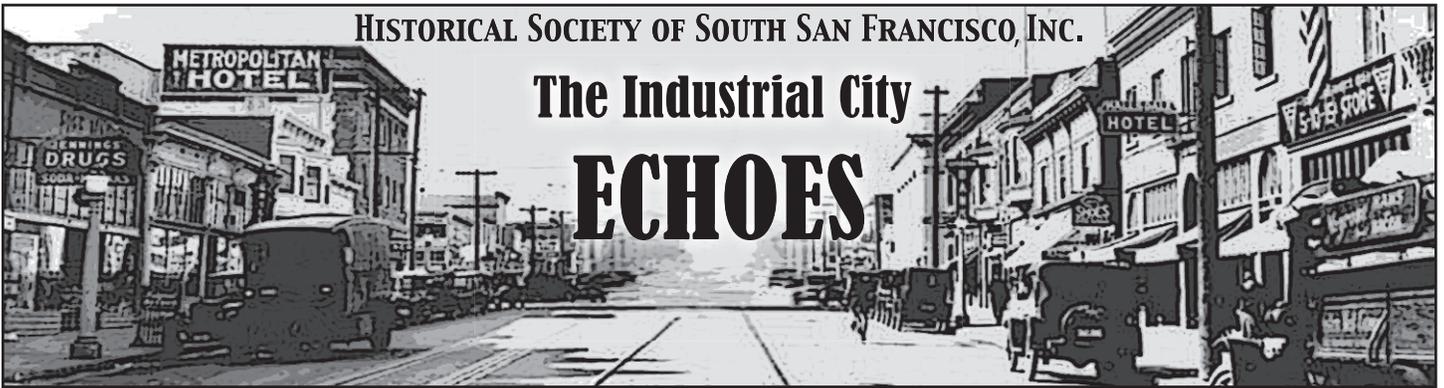


# The Industrial City ECHOES



Newsletter No. 147 - September 2019

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## 2019 Calendar

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 September General Meeting

Monday - September 16, 2019 - 7:00 pm

Magnolia Senior Center, 601 Grand Avenue, South San Francisco

**Dave Cattalini, from Roy Brizio Street Rods, Inc.,** will be the guest speaker at the September meeting. Roy Brizio Street Rods, located in South San Francisco, have been constructing cars that are meant to be driven for four decades. They specialize in traditionally styled rods and customs that are as at home on the floor of the Grand National Roadster Show as they are on a cross-country road trip. This will be an interesting presentation for everyone...but especially if you are a car enthusiast!



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

*Attention Cookie Brigade!*

*Please remember to bring some treats  
to share at the meeting.*



### The following 2019 - 2021 Slate of Officers - Directors is to be voted on at the September 16th General Meeting

- Lynn Boldenweck
- Nancy Casazza
- Diane Huddleston
- John Penna
- Ginny Tilton

## Donations

Donation envelopes are available at the museum and the P-S House. Memorial donations will be listed in the newsletter. Donations can also be targeted and are much appreciated to offset the printing of the newsletter. *Thank you!*

### Check out the Historical Society on Social Media!



/SSFHistSocMuseum  
/historicalssf  
/plymireschwarzhouse



@historicalssf  
@plymireschwarzhouse



plymirehouse.org

# PLYMIRE-SCHWARZ HOUSE

## Tea & Boutique

It was GREAT! Our amazing Tea volunteers at the Plymire-Schwarz House are celebrating the conclusion of Year 17 and we think No. 17 was the best one yet. The House looked beautiful, our amazing volunteers went the extra mile over the two weekends to see that our guests had cups of imported and domestic teas, wonderful savories and sweets, beautiful table settings, fresh and frilly flowers and lots and lots of fun items to

purchase in our Boutique. We hope you have great photos as souvenirs from our selfie station in the back yard or purchased our "Tea Shirts" to keep you in the Tea-spirit all year long.

Our volunteers are the BEST and many worked for months behind the scenes. We hope it showed.



SO...mark your 2020 calendar for July 18 and 19 and July 25 and 26. Those are the dates for our No. 18. We will work hard to find new ways to make that Tea even more special for you.

*Margie Casagrande and Jo Zemke, Co-Chairs  
Plymire-Schwarz Tea*

## Plymire-Schwarz House Acquisitions

Thanks to the help of **Diane Martin**, the Plymire-Schwarz House recently received a donation of furniture from **Evelyn Martin**. The beautiful chest in the Brides' Room is a Martin family heirloom. There is also a lovely china cabinet for the Living Room.

*Thanks to the Martin family for their continuing generosity.*

**Donna Puizina-Alvers** - Vintage linens, planters, framed prints, kitchen utensils, figurines, occasional furniture.

## New Historical Society Members

- Rosemary Armanino
- Eunice A. Brabec
- Bill & Valerie Carley
- Miriam Chaname
- Liru Chin
- Marina Horn
- Mary Hutchings
- Sheila Loggan
- Melanie A. Olson
- Julia Sandy Sterling
- Ramona Tamaresis

### Want to Become a Member of the Historical Society?

Just fill out this form and mail with check made out to:  
Historical Society of  
South San Francisco,  
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 Member \$500.00



## Message from Historical Society President

Just a short note to say thanks to the many volunteers that make our organization a success. These efforts enrich the lives of our members and the community and it has been a great year so far. We built a new picket fence at the P-S House, hosted another very successful tea, and continue to welcome visitors to our museums and work on upcoming events. Our two Victor John Fuedale Award winners exemplify this volunteer spirit, working hard, and often quietly behind the scenes, to make our organization great. Join me in congratulating Lois and Lynn on this well deserved honor.

Bill Zemke



## Museum Accessions

- Jeanette Acosta:** Swift & Co. ID card belonging to Luigi Petroni (father);
- Stephen Peck:** Portrait photos of Catherine and Edwin C. Peck (c 1920) and photo of couple boarding airplane at Mills Field (1926); 1908 wedding announcement, and numerous newspaper clippings;
- Barbara Cavaliere:** Parcel post labels and air mail stamps;
- Mary Giusti:** Clothing hanger from "The Hub", Mandolay Bay giveaway fan, Bertucelli & Ames ruler (store giveaway); photos from opening day at Borba's Machine Shop (1951);
- Paul Nutini:** Windbreakers Semi Pro Football Team programs, photos, newspaper articles (1948); SSF Hi School photos, and 1944 grammar school band photos;
- Doris DeZordo:** South City Car Wash fleece lined blue and white windbreaker jacket;
- Elizabeth Ervin Family:** HOTHRA T-Shirt, Santini & Rocucci photos (exterior), SSF Hi School memorabilia, Folders Coffee Story pamphlet (1960); misc. photos and newspaper clippings;
- Bron Ioli:** Bron's Barber Shop memorabilia – razors, strap, sharpening stone, shears, and brush (1930-1960);
- Gloria Galeotti:** Rose Seghetti's mother's slip (c 1890);
- Ethel Ferrario:** Antique miniature ivory pipe (1930), and "Charga-Plate" (first type dept. store credit card); and
- Mary Spangler:** Memorabilia from Spangler/Harks family – assorted school books and novels, SSF Hi Freshie News (1917 & 1921), Twistum toy (c 1920), baby clothes belonging to Ray Spangler, tea linens belonging to Edna Harks, photos of Edwards Wire Rope employees (c 1930s), and numerous other family mementoes.

## MEMORIAL DONATIONS

### Elizabeth Ervin

Jeanette Acosta, Sharon Albera, Paul Alvers & Donna Puizina-Alvers, Four Star Auto, Susan Kennedy, Diane Martin, Evelyn Martin, Catherine Plevin, Frank, Robyn, & Olive Risso, Susan Savino, Lorraine Wormald

### Raymond Yoschak Sr.

Alfred & Madeleine Banfield, Ray & Rose Bava, Alan & Julie Chimenti, Susan Kennedy, Diane Martin, Flor & Nenar Nicolas, Frank, Robyn, & Olive Risso, Valerie Sommer, Caroline Tassan, Jerry & Ginny Tilton, Bill & Jo Zemke, Shirley Zocchi & Family

### Patrick Brosnan

### Ted Cerruti

### Bob Easterday

### Judy Larratt

### Douglas Wigton

Richard Bordi & Family

## IN HONOR OF DONATIONS

### Elizabeth Ervin's 100th Birthday

Alan and Julie Chimenti  
Barbara Ervin, Ginnie Ervin  
Theresa Shoemaker

### Sylvia Payne

South San Francisco Women's Club



## In Memory

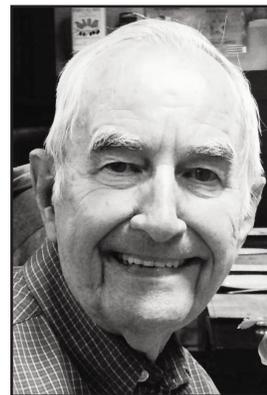
Rena Cattaneo

Ted Cerruti

Mary Ann Guaraglia

### Raymond Yoschak Sr.

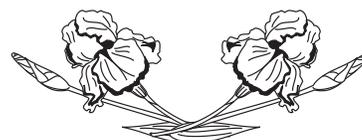
May 20, 1935 - June 3, 2019



Ray was born in Swoyersville, PA. He is survived by his loving wife Marie of 61 years, and his three children, Viola Weber (Ken), Raymond, Jr. (Tana) and Kathleen Hoffman (Gary), two grandchildren, two great grandchildren.

Ray and Marie relocated the family to South San Francisco in 1965. Ray was an electrician by trade for nine years and later employed by the City of South San Francisco as a building inspector for 22 years. He was active in many social and professional organizations throughout his life, including the Young Men's Institute Council 32, Elks Club Lodge 2091, SIRS Branch 91, IBEW Local 617 Retirees Club, South San Francisco Conference Center Authority (board member), North Peninsula Boys and Girls Club (golf committee), and National Electrical Contractors Association (NECA).

Ray was very engaged in the Plymire-Schwarz House and South San Francisco Historical Society serving as president from 2008-2010, received the Victor John Feudale Award in 2008, and the Lifetime Achievement Award in 2018.



## 35th Annual South San Francisco Historical Society Banquet

It's fall already and the Banquet Committee will be WRAPPING up loose ends for our 35th Annual Banquet. And we will be WRAPPING fabulous raffle prizes for our infamous "Salami" raffle. Two very deserving women will be receiving the Victor John Feudale Award: Lynn Boldenweck and Lois Severi! If you would like to donate gift cards, wine or other appropriate items for our raffle we would certainly appreciate them. They can be dropped off at the Museum during operating hours. Please be sure to mark "for banquet". Invitations and raffle tickets will be mailed separately. Hope to see you at the banquet. It's always a fun evening. It will be held on Friday, October 18th, 2019 starting at 6:00 PM at the Elks Lodge, 920 Stonegate Drive, South San Francisco.

Ginny Tilton, Banquet Chairperson

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### 2019 Recipients of the Victor John Feudale Award



**Lynn Boldenweck** was born in Madera CA in 1936. Her family settled in Daly City in 1941. Lynn graduated from Jefferson High School in 1955. She worked a summer job at Dun and Bradstreet which was where she met her husband, Bill. She married in 1958 and has two sons, Bill III (1959) and Stephen (1962). She moved to South

San Francisco in 1963. Both sons went to South City schools and graduated from El Camino High School.

Lynn's volunteer work started with the PTA and the South San Francisco Community Scholarship Assoc. She worked on the Christmas Tea At Molloys and Annual Chili Cookoff fundraisers when they first started. She worked as a sub yard supervisor for the S.S.F.U.S.D. and volunteered in classes at Serra Vista. Working for the school district turned into a full time job as a clerk/registrar at Buri Buri. Lynn retired in 2008.

Lynn is currently active with the Historical Society as a docent at the museum and a volunteer at Plymire Schwarz House events. She is also active with Friends of the Library, the Annual Chili Cook off for the Learning Center, Improving Public Places, the SSF Cultural Arts Commission - Chair, and art class with Buri Buri Kindergarten students.

*"We couldn't have found a better place to live, raise our children, and make friends. We have truly had an amazing life here."*



**Lois Severi** was born on January 3, 1932, to Nello and Armida Lazzari at SSF General Hospital. She attended Magnolia Grammar School and then 7th-9th grade at SSF Junior-Senior High School. Her Grandfather, Amerigo Lazzari, opened the Corner Market at Maple and Commercial Avenues in the 1920's. Lois remembers fondly stacking

the shelves of the grocery store. In 1946, the family moved to Redwood City and she graduated in 1949 from Sequoia Union High School. She then attended San Jose State and later San Francisco State graduating with a bachelor's degree in education. She began teaching 1st grade in the SSFUSD in 1954 at Parkway. In 1955, staff moved to Sunshine Gardens and opened a K-3 school. She also taught kindergarten or 1st grade at Spruce and Monte Verde. In 1975-77 she returned to SF State and received her master's degree in early childhood education. She retired from the district in 1989 after teaching for 31 years.

In 1955, Lois married Richard Severi and they had three children: Mark, Lori and Scott. She has six grandchildren and four great-grandchildren. In retirement she began to care for three of her grandchildren and did some traveling.

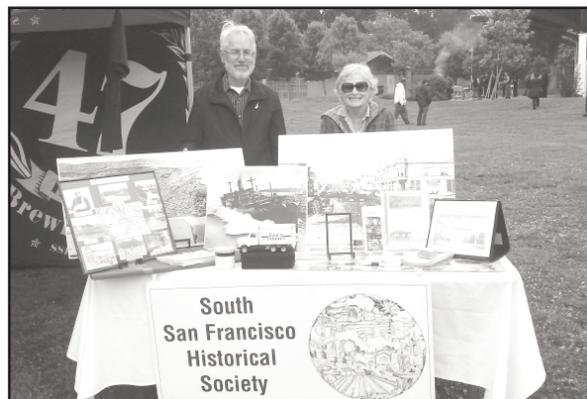
In 2014, Lois discovered the Historical Society and has been volunteering organizing the museum's warehouse. She has thoroughly enjoyed her time at the museum. She is also a member of All Souls Catholic Church and the California Retired Teachers Association.

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### KTVU FOX Morning News Featured the City of South San Francisco

On Friday, July 12th the news team was based at Orange Avenue Memorial Park. Bill Zemke and Sylvia Payne manned the Historical Society booth.



### November Library Program

South San Francisco Public Library announces an upcoming author talk and book signing by Former Mayor/Councilmember John Penna.

Scheduled for Saturday, November 23, 2019, at 2:00 pm at the Main Library.

"J. R. Penna" will be reading from his recently published novel, *Who Am I*, set in South San Francisco. All are invited to attend this featured literary event.

# TOWN OF BADEN – CAPTURES GERMANY’S ATTENTION

*“Not many folks remember the place called Baden. Fewer yet know about the notorious events occurring long before the farming community was absorbed by South San Francisco. Baden’s beginnings were boisterous and frantic as any frontier western town inhabited by characters larger than life.”* (June Morrall, San Mateo Times correspondent, 3/1/2002.)

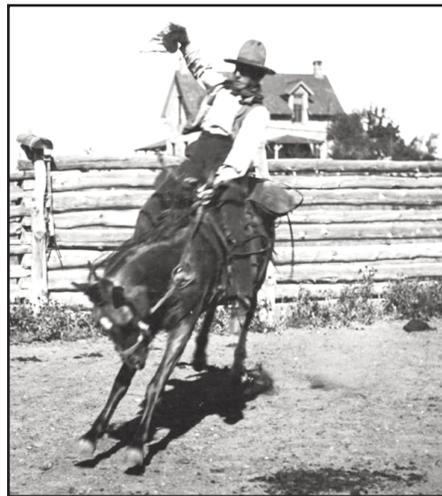
At the turn of the 20th Century, Baden was the Peninsula’s major hold-out to the Old West and home to many cowboys. It became the perfect place for a new industry to develop at the Miller and Lux Ranch – transforming bucking broncos into war horses. In July and August 1900, W. R. Grace & Company of San Francisco, began construction of strong wooden corrals on scores of acres, for the purpose of equine education. Three hundred men were hired to break 5,000 horses and mules for the use of the German army in China. (Germany was a member of the Eight-Nation Alliance fighting near Peking, China, in response to the Boxer Rebellion.) Horses were being brought fresh from the ranges of Montana, Nevada and Northern California.

The contract with Germany was to supply horses and mules, six to ten years of age, weighing about 1,050 pounds or more, and free from blemish, by the end of October. Mr. John Loggan, working for the German government visited Baden in September, to inspect the horse corrals and meet the vaqueros – he found the business running smoothly and on schedule. Locals found it to be an on-going Wild West Show. With the influx of workers and visitors, nearby hotels were filling up. Grace & Co. quickly constructed a boarding house specifically to house and feed 75 to 100 horsemen.



Local merchant, Julius Eikerenkotter, visited Lux Ranch on one particular Wednesday and reported to the *Enterprise Journal*, that he had the privi-

lege to watch Pete Broner, Al Turner, and John Clueford, among twelve to fifteen other vaqueros, giving a star (and free) performance with dexterity and lightning-like rapidity as they roped, saddled, bridled and broke the untamed colts. Vaqueros, occasionally injured by horse kicking, or, by their own carelessness, were skillfully attended to by Dr. H. J. Plymire, who would put them in bandages and take them out of spurs for a few days. Horses and mules were routinely seen by San Francisco veterinary surgeon Mr. E. J. Eney. There were only a few cases where a horse was so seriously injured, he needed to be put down. Other notable horse lovers in attendance were Supervisor Howard Tilton, Mr. Terrence Masterson of San Bruno House, Mr. Jack Halton of Union Coursing Park, and Captain Rehberg of Baden.



It was a rough and tumble business from beginning to end. The work was done quickly without wasting time on sugar and coaxing. The horses and mules were urgently needed in China, so the breaking in of such a large number means a minimum of time for each. The vaqueros put on a splendid exhibition of rough-riding and reckless nerve for those spectators who purposely made the travel to Baden.

Once the tamed animals were ready for travel, bands of 200 horses and mules were driven down Grand Avenue and up the bay shore to San Francisco. After a

few days they were inspected by the German Government and as soon as accepted they were put into a huge enclosure aboard steamers, such as the *Bosnia* and *Frankfort*, for their long ocean journey to China. The choicest specimens were separated and given special attention as they were to serve as officers’ horses on the battlefield.

As the end of October drew near, management commenced reducing the work force as the breaking of horses at the Lux corrals approached completion. W. R. Grace and Co. reported between seven and eight thousand horses and mules were handled at the horse-breaking corrals. Baden’s Wild West Show became a thing of the past, and soon the picturesque vaqueros and their fiery steeds were missed from the streets.

*(Sources for article were taken from San Francisco Call, August 21, 1900; San Francisco Chronicle, October 21, 1900; San Francisco Examiner, August 18, 1900; Leslie’s Weekly, December 1, 1900, and Enterprise Journal, August-October, 1900.)*

S. Payne, July 22, 2019

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## California Revealed Project

Explore the South San Francisco Public Library’s online collection on Internet Archive! We now have new content available through the California Revealed Project, including early editions of city directories dating back to 1906, original Baden registers from 1896, and the SSF High School’s publication “The Iris” from 1918. Discover these local treasures and more here:

<https://archive.org/details/southsanfranciscoliberalry>

and

Historical Society Museum:  
<https://archive.org/details/southsanfranciscohistorical>



# The Industrial City ECHOES

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

NON-PROFIT  
Organization  
U.S. POSTAGE  
PAID  
San Bruno, CA  
Permit No. 750

OR CURRENT RESIDENT

## South San Francisco Historical Society

### Board of Directors

President .....Bill Zemke  
First Vice President .....Dave Casagrande  
Second Vice President .....Rich Irl  
Recording Secretary .....Denise Fernekes  
Treasurer .....Julie Chimenti  
Financial Secretary .....Donna Smith

### 2017-2019 Directors

Lynn Boldenweck, Nancy Cassasa, Diane Huddleston,  
Gloria Lagomarsino, Ginny Tilton

### 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: Dave Casagrande  
Ex Officio: Roy Bava  
Jeanette Acosta, Julie Chimenti,  
Mary Giusti, Gene Hessler, 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.)  
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](mailto:ssfhistorical@gmail.com)  
Layout & Design: Gloria Lagomarsino • [amgraphics25@yahoo.com](mailto:amgraphics25@yahoo.com)