

THE TATTLE

JOURNAL OF DALY CITY HISTORY GUILD MUSEUM & ARCHIVE

GREETINGS FROM PRESIDENT MARK

Happy holiday season and New Year to one and all!

I want to remind everyone that our four general membership meetings are now all daytime, happening on the third Sunday of the month @ 2pm. They occur in the Larcombe Community Clubhouse immediately adjacent to the Doelger Senior Center. Please mark them your calendars: January 19; March 15; May 17; and September 20. Again, all on Sundays @ 2 pm.

For our first meeting of 2020, we welcome a new speaker on a new topic. Marc Alcock will speak on the topiary that is commonplace in Westlake. Last year he visited the museum to research and write a book which, while its focus is California Topiary, it has a segment on Daly City. He documents homes around California with a "special relationship between architecture and nature." Marc is a British photographer based in San Francisco. To quote from his bio: "His projects often deal with the visual language of environments. Through sequencing and an attention to the unique form, color and texture of a place, his images hint at stories beyond the frame." We're sure that this will be a most informative and revealing presentation. Who knows? Perhaps your house is featured in the book.

You might have learned that Burgermeister in Westlake has closed its doors. The owner, Paul Mogannam, decided to try a new concept for that space. He'll be back with a different restaurant in the near future. While he was clearing out the place, he very generously donated two oil paintings of Daly City which he commissioned when he first opened Burgermeister. They are HUGE, more than 12 ft. each in length, and depict present-day Daly City. One shows the horse stables and the coast looking north; the other depicts the view from the top of the hill stretching toward the ocean. They are magnificent; our only predicament--how best to display them as our space is so very limited. We're working on this. One solution would be to have them on display possibly at the War Memorial Building, which is close to the museum. In addition to Paul, we want to

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DAYTIME HISTORY LECTURE

**Sunday, January 19
at 2 pm**

MARC ALCOCK

**SPEAKS ON TOPIARY THAT IS
COMMONPLACE IN CALIFORNIA AND
WESTLAKE**



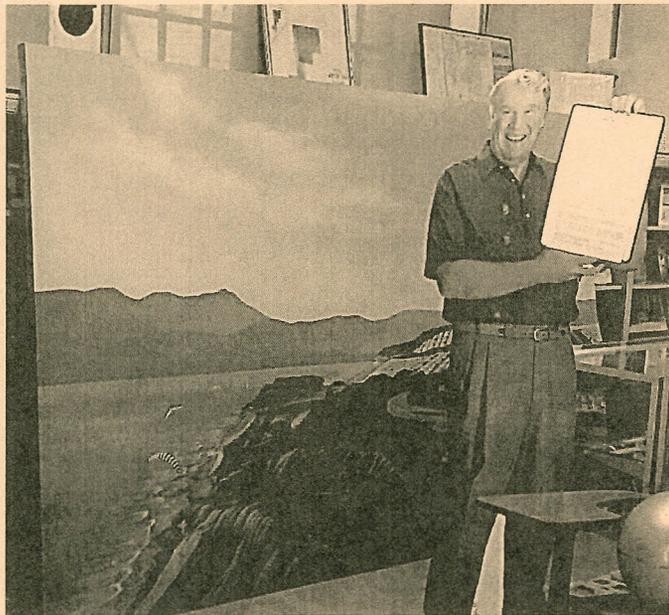
Topiary is the horticultural practice of training perennial plants by clipping the foliage to develop clearly shapes, whether geometric or fanciful.

**101 Lake Merced Blvd., Daly City
Larcombe Clubhouse - *New Location!*
(just west of the Doelger Center Café)**

Free to the public – loads of free parking
light refreshments – invite a friend!

Thank you to our gracious Hospitality Crew,
Grace and Marcus Gonzalez, and to
refreshment donors Annette Hipona, Maureen
O'Connor, Abby and Mel Margolis, Laura James
and Denise Schwarzbach.

offer our gratitude to Daly City Director of Public Works Richard Chiu and his staff who aided us immensely by agreeing to transport the paintings to the museum. No ordinary truck or van would have worked, and we certainly would have needed to make arrangements to rent a hauling vehicle. Thank you, Daly City!



And who is that standing in front of a mural?

We were sorry to lose the historic Serra Bowl, which was bulldozed for a housing development. We were fortunate to receive several artifacts a few years ago which are on display. I've shared before that while housing may always be necessary, it is truly a shame when we lose another recreation/sports/entertainment venue. People will always seek to enjoy themselves and 'get away from it all.' Unfortunately, there is now one less place to do that. Back in the day, Daly City had at least four bowling alleys located in different parts of the city. In the 1980s, yours truly bowled in the Westmoor High School Bowling League at Swanson's Westlake Bowl. Those were the days! Also leveled in the name



of progress--or specifically, a hotel--was the former Denny's coffee shop in the Serramonte Shopping Center north parking lot. It had been there for close to 50 years. While not showcasing the grandest culinary fare, it nonetheless served many a hungry diner. Another local institution to bite the dust.

And finally, it's time to renew your membership in the Guild family. We are an all-volunteer organization that depends totally on finances from you, our membership. Your continued support inspires our work. Membership renewal form and return envelop are enclosed in this edition of the *Tattler*.



Editor's Note: Guilder Bob Calhoun is a frequent guest writer for the SF Weekly and we have reprinted excerpts from his stories

numerous times in the Tattler. Bob has also published books and has signed a deal with ECW Press to publish a collection of my crime stories. Penny Bjorkland and the murder on the San Bruno Mountain will be a big part of this new book due out in 2020.

YESTERDAY'S CRIMES: THE TV HUCKSTER WHO DEFRAUDED APPLE

There was a time in this town when a TV pitchman with a cramped stereo store on Mission Street could bilk a Silicon Valley tech giant • 4/08/2019 SF Weekly, by Bob Calhoun



Matthew's TV and Stereo on the gentle incline at "Top of the Hill, Daly City" didn't have a whole lot of floor space, but it was STILL

kind of a big deal. The Monkees signed autographs there before playing a sold-out show at the Cow Palace in the 1960s, and Michael Dorn from Star Trek: The Next Generation pushed 8-track players there in the 1970s when he went to San Francisco State.

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But owner Steven Matthew David achieved his highest level of local fame in the 1980s when he bombarded the local airwaves with TV ads where he offered free bikes with 25" Zenith TVs and Sanyo car stereo systems. "Get a bike!" David exclaimed as he hovered over his store's stacked inventory via green screen, as triumphal stock music set an upbeat tone... "Over the years, we've moved 150,000 bikes," David boasted to the Examiner in 1992... He wanted to get in on that original tech boom coming out of Cupertino at the time, so he hatched an ingenious — and illegal — scheme that actually bit into Steve Jobs' bottom line.

In March 1984, David conspired with John Lynch, an employee of the Archdiocese of San Francisco, to purchase 2,700 Apple computers using the institution's educational discount. The computers were supposed to go to Catholic schools, but only 450 Macs made it to classrooms while David moved the rest out of his Computer Connection store in San Francisco at full price. According to the Examiner, David also billed Apple \$100 per computer in service fees, claiming his company installed the contraband Macs at the schools. Apple estimated it lost more than \$700,000 from the scam. "We're painfully aware of it and are trying to resolve it," Rev. Miles Riley, a spokesman for the archdiocese, told the Chronicle after learning of the scam. "We want to pay back what is owed and make amends." David and Lynch were indicted on fraud charges by the San Francisco District Attorney's office on May 15, 1986. While David was still pleading not guilty, Lynch copped to the rip-off and was sentenced to three years probation, 500 hours of community service and a \$500 fine. By August, David pleaded no contest and was required to return more than \$860,000 in cash and computers to Apple, a now \$1 trillion company that has avoided paying billions in U.S. taxes by storing its cash offshore.

The Apple scam wasn't the first time that David had a brush with the law over his business practices. In 1974 David advertised impossibly low prices on products that were conveniently out of stock as a way of luring customers into the store. David paid an out-of-court settlement of \$80,000.

After paying back Apple in 1986, David closed down his Computer Connection store, but Matthew's kept on going until November 1992 when now-defunct national chains like Circuit City and the Good Guys drove him out of business... Today the building is home to a One Dollar Only store — where, it should be noted, several items go for more than a buck.

Editor's Note: Peter Hartlaub's blog recalls a Steven Matthew David commercial that used special effects near the end where David magically appears out of nowhere in the middle of his employees who all expressed a unified look of surprise. Despite nefarious activities, Steven Matthew David put "top-of the Hill" Daly City on the map in the Bay Area.

CONTINUING HISTORY OF THE COW PALACE

The following is a further continuation of Colma Councilmember Diana Colvin's definitive recitation of the history of the Cow Palace before the Guild a few years ago. She is also the Rentals and Operations Officer for the Cow Palace. A final installment will appear in a subsequent "Tattler." Prepared by Mark Weinberger.

The 1960s

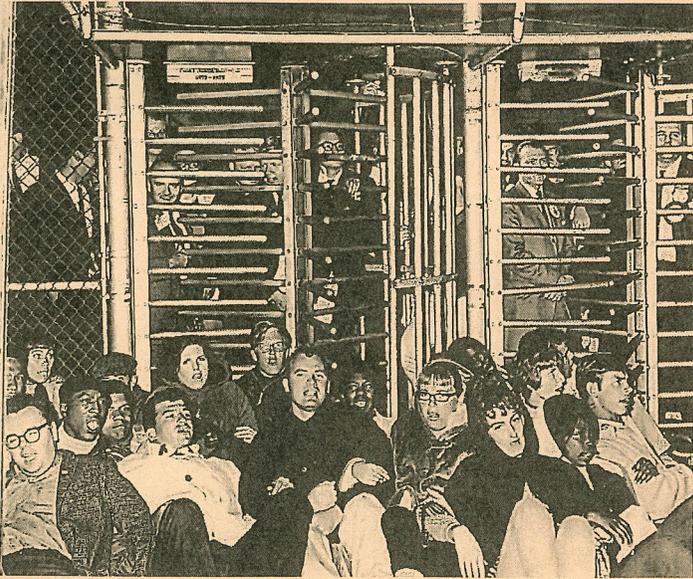


The Democratic Candidate for President John F. Kennedy Rally held November 1, 1960. This is considered the most electrifying event ever held at the Cow Palace. The Peace Corps was proposed by Kennedy at this rally.

The 1964 Republican National Convention held July 13-16, 1964. Senator Barry Goldwater was nominated as the GOP's first 'far right' candidate.

The first time pickets in the parking lot received national television coverage at a convention.

Martin Luther King, Jr. May 30, 1964. The Rev. MLK, Jr. delivers his impassioned plea for stepped up resistance to segregation. The 'Religious Witness for Human Dignity' interfaith rally brought over \$16,000 to the Freedom coffers.



Pickets at the 1964 Republican Convention

The Beatles concert on August 14, 1964. The first USA appearance, after appearing on the Ed Sullivan television show on CBS. A real riot atmosphere emerged after 28 minutes, the foursome dropped their instruments and ran for the safety of their dressing room.

The 1970s

Evel Kinevel sets World Record motorcycle jump, January 23, 1970.

National Basketball Association final playoff games, May 20-23, 1975.

The Golden State Warriors home-based at the Oakland Coliseum returned to their 1960s home court at the Cow Palace on May 20, 1975. On May 23, 1975 they made it four straight wins over the Washington Bullets, becoming the 1975 NBA champions.

The momentum and growth of the Cow Palace has continued through its historic 79 years. We've been host to a myriad of record-setting, sell-out concerts, family entertainment events such as Disney on Ice and Ringling Brothers & Barnum and Bailey Circus, boat and car shows, sporting events such as boxing, wrestling, professional tennis, basketball, hockey, and unique events such as the San Francisco Flower & Garden Show.

Editor's Note: Public protests finally ended less wholesome events at the Cow Palace. In November of 2010, rave-type events were banned by the Cow Palace board in the wake of drug-related illnesses and deaths. Raves typically involve one or more DJs playing electronic dance music, usually starting after dusk and lasting through 'til dawn.

Raves are infamous for drug use, particularly the use of Ecstasy and LSD. 16,000 attended the 2010 event which ended raves at the Cow Palace.

In April and again on November 19th of 2019 the Cow Palace banned gun shows from the venue.



Crowds at Cow Palace Gun Show... a thing of the past!

SOME REFLECTIONS ON HISTORY

By Dana Smith

The only thing new in the world is the history you don't know. Harry S. Truman

I was watching "Criminal Minds" on TV and they always end the show with a quote. This quote made me stop and write it down and I have been thinking about why I think history is important. So important that I have been the editor of the *Tattler* for over a decade and a board member of the Guild for even longer.

We've all heard the saying "History repeats itself." While it's important to be inspired by positive people and actions in history, it's even more important not to repeat the horrors of the past. For me history is less of a passion and more of a human responsibility to bear witness to "never again" events.

I have always enjoyed the Rick Steves travel shows and his travel books are in my opinion a "must have" on any European trip. However, I had always thought his chirpy, cheerful historical information while visiting troubling sites like a dungeon a bit odd. I was very pleasantly surprised with the release of his excellent documentary "The Story of Fascism in Europe." In Rick's words: "The memory of these dark times is as important as ever. And the people who lived through Europe's fascist nightmare — the destruction of Europe, the Holocaust, and the ultimate, heroic Allied victory — are like flickering candles keeping the memory of those dark times alive... it occurred to me that the last of those

ring out. And for those who respect the value of learning from history, the passing of the last people with a firsthand, living memory puts us at a kind of crossroads ... Future generations have a responsibility to keep those lessons alive."

History can be forgotten, buried or rewritten to promote half-truths or even lies to enhance or protect reputations of individuals and entire countries. Even in small, local history museums this is something we confront in less extreme ways in deciding what to write about and what "facts" to archive. Fortunately, I haven't had to make any troubling compromises in my editing of the *Tattler* or in my timeline exhibit at the museum. It was very satisfying for me to influence the truthfulness of interpretive signs at the Daly City Mussel Rock Open Space, relate the miscarriage of justice at the end of the 19th century in the murders of the Mitchell family, African-American farmers in the area, and the environmental disaster that was and continues at the former Mussel Rock Landfill.

I've asked other Board Members to opine about the importance of preserving history in future editions. I'm curious to see what they will say.

DALY CITY KLINGONS?

By Dana Smith (Hlja', tlhIngan Hol vIjatlh or Do you speak Klingo)

Editor's notes: The mention of Michael Dorn (Klingon Worf in the Star Trek TV Show and movies) selling tapes at Matthews got me thinking about a mention of Daly City Klingons in Bob Calhoun's wickedly funny book "Shattering Conventions."

At a Star Trek convention in San Francisco in 2010, Calhoun relates Klingon actors asking all participants in costume to join them on the stage for an offkey rendition of the Klingon War Song, including Daly City Klingons. Calhoun comments: "I knew that Daly City had the largest Filipino population in the United States... but who knew my town also welcomed immigrants from the Qo'noS, the Klingon home world?"

At a later Wondercon convention at the Moscone Center Bob met up with the Daly City Klingons again, encouraging them to take on some cocky storm troopers from Star Wars. "I later befriended the original Daly City Klingon... Mitchell Johnson who had been driving a SF muni bus for years... in a later email Johnson said that he had tears in his eyes as he climbed onstage with Martok and Gowron to sing "The Klingon War Song." Johnson also dressed up as Darth Vader for charity visits to hospitals. Organized Klingon cosplay groups are big on blood drives, even winning a challenge with Storm

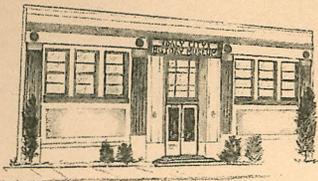
Troopers at a Portland, Oregon blood drive. Bob comments, "it can only be a matter of time before symbols of their empires are placed alongside the emblems of the Kiwanis Club and Knights of the Columbus on those towering welcome signs that you find on the border of every suburban township."



Daly City Klingons at Moscone Center (Bob Calhoun)

And indeed, Bob has been our very own Guild Klingon at a Star Trek Convention in SF as Santacon was in process. (Santacon is a flash event which brings together hundreds of people dressed in Santa costumes.) Bob was a two-fer, a Klingon Santa. "I never posed for so many selfies... The highlight of the day had to be when Michael Dorn, Worf from *Star Trek*, spotted me during his Q&A session in the auditorium. "Klingon Santa," he said in his deep baritone, and the audience of over a thousand Trekkies started to cheer... I was Klingon Santa, spreading joy to the worlds." Quuch QI'lop (Happy Holidays in Klingon!)

Guild News: Michael Rocchetta has spearheaded an ongoing effort to collect, organize and scan all past *Tattlers* to continue updating our online archive. Recently, Perky Ramroth filled in some gaps by donating missing editions by her mother Bunny Gillespie. The Board approved funding to post all new and recovered past editions to our website. Helen Fiscaro recently made a Guild donation in memory of our local historians who passed away in 2019: Russ Brabec, Frank Maffei, and Ed Graham. Notices are sent to relatives but we will also feature donations in honor and memory in the *Tattler*. You may also want to consider a gift membership – a special card will be sent to the recipient with most recent *Tattler*. Thank you to Tom Salvador for donated Jefferson High yearbooks for '66, '67', and 68.

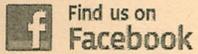


**DALY CITY HISTORY GUILD MUSEUM
& ARCHIVE**

6351 Mission Street Daly City, CA 94014

650/757-7177

Open Tuesdays and Saturdays from noon to 3 p.m.



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

www.dalycityhistorymuseum.org

FIRST CLASS MAIL



This beautiful photo of a Shaggy Mane mushroom was taken by the Guild's own mushroom expert Fred Stevens in a grassy area next to the baseball field near the Pacific Plaza office building. Fred is co-author of the highly acclaimed book "California Mushrooms – The Comprehensive Identification Guide."

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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.

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TIME TO RENEW YOUR MEMBERSHIP!

Thank you!