

# THE TATTLER

## JOURNAL OF DALY CITY HISTORY GUILD MUSEUM & ARCHIVE

### GREETINGS, FROM PRESIDENT MARK

Where to begin? I hope that everyone is safe and well-- as well as any of us can be during this critical time in history. While I have not experienced the pandemic myself, I've certainly gone through the fallout that we've all collectively endured. When will life return to normal? What is 'normal' now? Please know that the Board is keeping our membership in our thoughts, and hopes that everyone is coping as best they can.

We were going to try to host a virtual meeting in September via the Zoom application. I polled the membership for whom we have email addresses, and unfortunately only 11 folks replied that they would participate. Perhaps the lack of responses was due to the difficulties of loading Zoom onto computers and then being able to use it to view and take part in the meeting. It would not have been fair to enlist our speaker for such a small audience. In addition, there would be quite a few logistics involved to host this meeting; we may endeavor to do this as a special meeting in November if we still aren't able to meet in person. If you can, please watch a short tutorial on YouTube that explains all about Zoom and makes it easy to install. Type in 'Zoom tutorial,' and there will be many selections from which to choose.

I'm sorry to share that we lost one of our bedrock members of the Guild back in March, but thankfully not due to the pandemic. Georgette Sarles was a pillar of the community and had the longest-operating business in the Westlake Shopping Center; beginning in 1962, she opened the Georgette Beauty Salon; she had bought an existing beauty parlor and transformed it into her own. It served the community for 58years!

Upon learning of her passing, I got in touch with both her brother and nephew. After expressing our sympathies, I asked that they consider the museum for any memorabilia or historical items that they might be willing to donate. I couldn't have expected a more favorable response. Georgette's brother, John Marignac, gave us a very large and beautiful walnut plaque with gavel that she had received from the Merchants Council of Westlake Association; she had long been active in the

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### Daly City Museum Closed Until Further Notice Due to the Pandemic Zoom Meeting & Lecture planned for November (to be announced)

Martha Diel, a new Guild member, sent this poem via Facebook. "In case my fellow Daly City current or previous residents don't appreciate the fog there, maybe my poem that I wrote about it 20 years ago might bring back some fond memories of our little city."

### AVALON DRIVE

I glanced outside my window  
And watched as children played  
In their innocent and carefree world  
Where memories were being made

There were cowboys chasing Indians  
Who were hiding in an alley  
And mommies pushing strollers  
Carrying baby dolls named Sally

There were bicycles and baseball gloves  
Tonka trucks and GI Joes  
The game of life, Monopoly  
And little girls in dress-up clothes

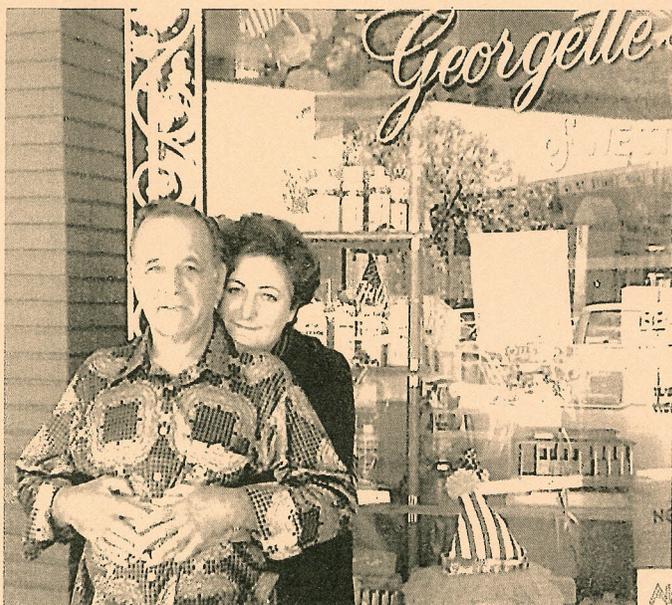
There were ladybugs locked up in jars  
And headbands made of flowers  
A chilly fog was in the air  
But still they played for hours

There were palm trees that surrounded them  
With stories to reveal  
Of a time when simple dreams came true  
And fantasies were real

As the darkened skies call them home  
They wait for a brand new day  
To kick the can or hide-and-seeek  
And play, play, play

In their dreams they'll always keep  
These memories alive  
Of a town called Daly City  
On the street of Avalon Drive

Daly City-Colma Chamber of Commerce, where she was President Emerita. We also received a trove of vintage photographs of the shopping center, many of which are new to us; a beautiful set of oversized ceremonial wooden scissors that the chamber used for ribbon cuttings; and finally, the crown jewel--the vintage gilded gold leaf glass sign surrounded by a custom-made oak frame that reads "Georgette's of Westlake." This sign was cut from original window of long ago. We don't know the story behind it. I had long coveted the sign, telling Georgette many years ago when she was a guest speaker at our meeting, that if she ever retired and closed the shop, that it would be a most handsome addition to our collection of legacy businesses' memorabilia. At the time she laughed, and explained that she planned to keep on going. That is just what she did until her heart gave out. We also received many documents, photos, and other ephemera from her nephew, Ron Sarles. Immediately following her death, the store was closed and the entire contents, hair products, furniture, fixtures, etc. donated to a black non-profit that works with veterans. This selfless act of generosity and kindness is most exceptional, especially during these turbulent times. We express our sincere thanks to John, Ron and their families for helping us to remember a pistol among Westlake and Daly City giants, whose stature was eclipsed only by the size of her heart. Fare thee well, Georgette. We will remember you fondly.



**Georgette and husband Dino Sarles in front of the salon. Dino died in 2005 after 33 years of a happy marriage. Michael Rocchetta remembers "she would post in the obituary section a memorial with a picture of him every March on the anniversary of his passing."**



## MORE DONATIONS:

Michael and Richard Rocchetta retrieved the following items via Helen Fisticaro from the office of the Chamber of Commerce: Chamber trophies and bowling pin trophies, a framed photo of Pete Markovich, and three chamber banners. Rich commented, "their lease is up at the end of the month and one of the directors saved these items for the Daly City Museum. Don't know where they will be headquartered in the future. There are some nice additions to the items Mark picked up. We viewed the photos from Georgette's and they are very nice." Michael Rocchetta has finished scanning all of the Sarles photos for the Museum archive. Guilder Joseph Curran donated a box of city memorabilia, including a painting of City Hall. Congratulations to Joseph on his retirement from Daly City administration after 24 years, most recently as our Library and Parks and Recreation Director, and many thanks for his support of our lecture program. Perky Ramroth donated pictures from 1949 and 1953 of Marchbank racing horses from the Gillespie collection, one a rare picture including Mrs. Marchbank.

## WE ARE STILL ASSISTING HISTORY RESEARCHERS

### BIGGER BANG TV

We received an email request from Bigger Bang TV in London:

"I am contacting you from a TV Production company in London called Bigger Bang Communications. We specialize in producing informative and exciting documentary series about Science, Technology and Nature to top broadcasters around the world, winning an Emmy in 2017 for our series 'Stephen Hawking's Favorite Places'.

Our latest series, *Crimes and Conspiracies: Decoded*, for the Science Channel in the US is currently in the research phase. A team of experts use cutting-edge forensic science and state of the art CGI to solve or  
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debunk the world's most enduring and inexplicable mysteries. One of our subjects is based around the infamous mystery surrounding the Navy Blimp L-8 which crashed without any crew on board in Daly City during WWII.

I am doing some of the initial archive research for the series, and have naturally come across your organization. It would be fantastic to know what the process might be for us to obtain any suitable images, witnesses statements or footage you might have." - Deborah Westrup, Archivist

Dana Smith spent a day at the museum combing our files for material and Michael Rocchetta scanned photos. We are waiting for an update on the project. We will keep you informed.

You may remember the TV show "Unsolved Mysteries" that began in 1987 as a series of specials narrated by Raymond Burr, Karl Malden, and Robert Stack. The program became ongoing on and off until until 2002, an end that coincided with Stack's illness and eventual death. The show was known for Stack's ominous narration. The Daly City Mystery Blimp was featured on the show May 19<sup>th</sup>, 1993, and interest in the mystery disappearance of the crew and crash of the blimp have continued to fascinate to this day.

### PolicyLink Report

PolicyLink is a national research and action institute dedicated to advancing economic and social equity. It focuses on policies affecting low-income communities and communities of color. It is a nonprofit organization based in Oakland, California. The Guild was able to assist in a report they are producing on the history of racial inequality in housing access in California.



A young Georgette behind the counter

## SAN FRANCISCO HISTORY DAYS 2020 - The Show Must Go On - New Format, Same Old Fun!

Because of the pandemic, the fabulous and free San Francisco History Days previously held at the Old Mint in San Francisco has had to adjust to social distancing. The program will be held on September 25-27! A variety of programming is planned including virtual and self-guided activities. The History Guild Centennial DVD will be broadcast... check their website for an updated schedule.

The host committee will begin with a virtual kick-off event on the evening of Friday, September 25<sup>th</sup> where the public will be introduced to participating community groups in celebration of this 10<sup>th</sup> year showcasing local history. This event will lead into an entire day of city-wide programming on Saturday, September 26<sup>th</sup> and Sunday, September 27<sup>th</sup>. Check their website for details: <https://sfhistorydays.org/>

Still have questions? Email event coordinator Nicole Meldahl, Executive Director of Western Neighborhoods Project, at [participate@sfhistorydays.org](mailto:participate@sfhistorydays.org)

### 900 FOLLOWERS ON FACEBOOK!

Mark Weinberger, our Facebook manager, reports that we now have 900 followers. Check it out for interesting facts and discussions of Daly City lore. Recently, follower Sue McGuirk sent a photo of DCFD baseball players at Marchbanks Park. Jacqueline O'Donnell passed on the photo to Pat Cunneen, who identified the players.



Top Left to Right : Rich Merlo, John Roy, Pat Cunneen, Gary Curto, Barry Griffin, Lyle Church.  
Bottom L-R: Chuck Christian, Gene Klingler, John Jacob, Dressler, Dale Cheli, John Castagnola. The contest went on for a couple of years with both chiefs Elmer Kennedy DCFD and Petrocchi DCPD suiting up.

“The pic was taken at Marchbanks Park where we played against the DCPD (We won each game). We used Westmoor High uniforms and the DCPD wore Jefferson High uniforms. I don’t recall any of the kid’s names.” - Pat Cunneen

## LISA’S MEXICAN RESTAURANT TURNS 50!

**Guest Contributor: Lisa Marie Monroy**

Fifty years ago, my parents Juan (Morgan) and Sara Burciaga along with their friend Jane DeMartini, opened the doors to Lisa’s Mexican Restaurant.

My father at the time, was a retired Merchant Seaman. He had many years of experience in hard labor, and a keen sense of business. My mother had experience working in local restaurants and cared for her five children at home. She had no formal culinary training, only a passion for cooking

Together, they had a dream and a goal to open their very own restaurant. Shortly after I was born, they took a chance and opened Lisa’s. Being the youngest of the family, they named it after me. Lisa’s was welcomed by the community and loved by the locals. It thrived for many years.

My mother worked tirelessly in the kitchen while my father tended the bar. With the help of many family and friends the restaurant was a success. In 1975, they opened Lisa’s II at the old 5 mile house in San Francisco. Another success! By 1980, my parents decided to sell both restaurants, and pass the torch to Mavie, she kept the name and the business going for another 25 years.

Mario and Jose, owned Lisa’s for the past 15 years to the present day. With the help of their amazing head cook Maria who still whips up some of my mother’s original recipes.

Lisa’s, affectionately known as “a little hole in the wall”, located at 6582 mission St. Daly city, has been a pillar in the community and supported by the locals for fifty years. We thank Juan, Sara, Jane, Mavie, Jose, Mario, Maria and the countless employees over the years, for their hard work and dedication. Our family salutes you. It is my honor to say Happy 50th anniversary Lisa’s Mexican Restaurant. Salud! - Lisa Marie Monroy

## DÉJÀ VU – 1918 PANDEMIC

In 1918, a new influenza virus emerged. During this same time period World War I was taking place. The conditions of World War I (overcrowding and global troop movement) helped the 1918 flu spread. The vulnerability of healthy young adults and the lack of vaccines and treatments created a major public health

crisis, causing at least 50 million deaths worldwide, including approximately 675,000 in the United States.



**An emergency flu hospital staffed by US Navy Hospital corpsman was set up in Civic Center San Francisco to help care for those stricken by the influenza outbreak - Getty Images (Excerpted from NBC News Report, April 25, 2020 by Dartunorro Clark)**

October 1918 San Francisco’s Board of Health requires any person serving the public to wear masks and issues strong recommendation to all residents to wear masks in public. On November 21<sup>st</sup>, San Francisco residents gathered in the streets to celebrate the recent end of World War I and the Allies’ victory and the end of an ordinance that shut down the city and required everyone to wear face coverings in public to stop the spread of the so-called Spanish flu. By mid-October, the cases jumped from 169 to 2,000 in just one week. Later that month, Mayor James Rolph put in place social distancing practices and met with health officials, local business owners as well as officials from the federal government to discuss a plan to close the city. Eventually, on Oct. 18, the city voted to shut down all places of public amusement. "The man or woman or child who will not wear a mask now is a dangerous slacker," read a public service announcement from the American Red Cross. That did not stop people from defying the order — 110 people were arrested and given a \$5 fine in one day in October shortly after the measure went into place, improperly wearing a mask or not wearing one entirely. Over time, the jails were overcrowded with people failing to adhere to the rules. However, most cases were later dismissed.

By the end of October, there were 20,000 cases and more than 1,000 deaths. However, as the days went on, the city saw a dip in newly reported cases, which prompted officials to begin to reopen the city and rescind the mask  
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order. By the end of November, officials believed the city had stabilized. A blaring whistle alerted gratified residents across the city as residents flocked to theaters, restaurants and other public spaces. City officials would soon learn their problems were far from over. Three weeks after that celebration of removing their masks, San Francisco city saw a dramatic resurgence. Shortly after the New Year in 1919, the city was hit with 600 new cases in one day, prompting the Board of Supervisors to re-enact the mandatory mask ordinance. Protests against the mandate eventually led to the formation of the Anti-Mask League. The detractors eventually got their way when the order was lifted in February. San Francisco's failure to take swift action and the decision to ease restrictions after only a few weeks had huge ramifications. With 45,000 cases and more than 3,000 deaths, the city was reported to have been one of, if not, the hardest-hit big city.



Court held in open air in SF, 1918 - Getty Images

Roughly a century later, the San Francisco Bay Area imposed the nation's first stay-at-home order and other restrictions when coronavirus cases were rapidly growing, placing a spotlight on its pandemic response again. As of September 8<sup>th</sup>, SF has had 9,982 confirmed cases of Covid 19, and 86 deaths.

James Tweedie just published a local history/culture book about Washington's Long Beach Peninsula called "Long Beach Short Stories". He comments: "Few people know that Willapa Bay is the second largest bay on the U.S. coast from Cape Flattery south—second, of course, to SF Bay. Among other things, it is the largest producer of oysters in the country." The small Peninsula town of Oysterville boomed during the Gold Rush by providing oysters to San Francisco. Judith Christensen and Dana Smith's family beach cabin was located a mile from Oysterville.

## CAUSE AND EFFECT

Poem by James A. Tweedie

There was a time  
When coastal fog embraced my neighborhood  
As thick and dense as smoke from rain-soaked wood.  
The hidden world was shrouded in suspense;  
At times I couldn't see my backyard fence.

Then came a time  
When all the fog-bound hills were paved with streets  
And parking lots. Where once we heard the bleats  
Of ovine flocks and lows of dairy herds  
Now traffic noise replaced the song of birds.

So, in good time,  
The shingled roofs, the asphalt and concrete  
Absorbed, retained and radiated heat.  
And, as the weeks and years went by, we found  
The fog no longer hugged and kissed the ground.

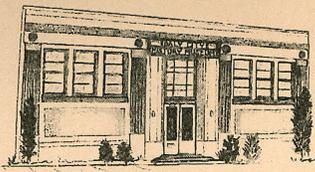
Today, in time,  
It's not as if the fog's no longer there,  
It simply hovers higher in the air.  
It seems that when we change one thing or other,  
The thing we change will also change another.

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"Greetings, I grew up in Broadmoor, where my father, the Rev. Herbert C. Tweedie, served as Pastor of Broadmoor Presbyterian church for many years. We were close friends with Ken and Bunny Gillespie in those days. My sister, Penny (Tweedie) Manis still lives in Daly City. Today, while reminiscing, I wrote a poem I thought might amuse you... As an aside, while in college at SF State, for six years I worked for the Daly City Public Library under Sam Chandler as a library Monitor. As part of my job I spent many evenings assisting in the work of the Mission Street library branch. A location, I suspect, you know well!  
Wishing you all the best,  
James A. Tweedie, Long Beach, Washington

## DO WE HAVE YOUR EMAIL?

Your History Guild Board of Directors met this month via Zoom Internet on September 10<sup>th</sup>. The meeting went smoothly! If you have email and haven't received notices from Mark Weinberger, please email [president@dalycityhistorymuseum.org](mailto:president@dalycityhistorymuseum.org) to be added to our email notices to include Zoom logistics.



**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](http://www.dalycityhistorymuseum.org)



**FIRST CLASS MAIL**

**Marcus Gonzalez Remembers Lisa's**

"I remember going to Lisa's for the first time with my family around 1972. My father told me it was named after the owner's daughter. At the time, it was a sort of gathering place for Mexican-Americans from Colorado (like my parents) or New Mexico. The original owners were from one of those states.

Our own Alex Gallegos used to patronize Lisa's often as did a couple of my father's boyhood friends, Gilbert Saez (Alex's neighbor), and the Sandoval brothers, Ike and Julian. Many of these folks came out to California during World War II or shortly before. Lisa's was a great place to gather, enjoy a delicious meal, and hear stories about the old days in the Rocky Mountain foothills of Colorado." - Marcus

*Editor's note:* Thanks to our poets and Lisa Marie Monroy for their contributions to this edition of the *Tattler*. Submissions are always appreciated by mail or email.

**GUILD OFFICERS AND DIRECTORS**

- Mark Weinberger, President** 650/757-7177  
president@dalycityhistorymuseum.org
- Richard Rocchetta, Vice-President**
- Marcus Gonzalez, 2<sup>nd</sup> Vice-President/Museum Director**
- 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.**

**Tattler Editor & production: Dana Smith**  
**([dana@vikingsmith.net](mailto:dana@vikingsmith.net))**

**Stay safe! We shall persevere!**

