"Gateway to the Peninsula"

OFFICIAL HISTORY of
Daly City, California
"Gateway to the Peninsula"

A HISTORY OF THE CITY OF DALY CITY
San Mateo County California

by
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PREFACE

"The purpose of history is to give value to the present hour and its duty."
—Ralph Waldo Emerson

This history was prepared for one major purpose: to make clear to the people who live in Daly City and Colma and the territory that surrounds them that they live in an area that has had an exciting past and is slated for an equally exciting future.

This book makes no pretense of being a complete history. It is designed, rather, to be a resource that may answer many of the questions that have been asked about the gateway cities.

A word of thanks goes to many people who have had a hand in this volume: to Arthur Bodien, Henry Sundermann, Edmund Cavagnaro, Maude Hanselman, Ethel Hahn, Edward Dennis, Frances Rickmann, Jean O'Rourke, Bernard Lycett, Anthony A. Giammona, Lillian Fletcher, Lanti Molloy, Lyal Ingersoll, Velma Yule and others who were members of a Daly City Historical Committee that dreamed that such a book was possible.

For assistance in the preparation of this volume, the writer takes real pleasure in acknowledging the valuable help of Margaret Sommer, Shelby Ross, Robert Kearney, Anne Dissing, Connie Shanabarger, Anna Ohlendorf, Betty Buckley, Betty Mazza, David Rowe, RaymondLetsinger, Donald Fleming, and to the members of the City Council of Daly City: Anthony A. Giammona, Victor G. Kyriakis, Paul M. Hupf, Bernard J. Lycett, and McRobert L. Stewart.

Samuel C. Chandler
September, 1973
Daly City, California
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Gateway to the Peninsula
I. Early History

Down the Old Mission Road near the grassy slopes of San Bruno Mountain, the City of Daly City and the village of Colma stand as gateways to the famed San Francisco Peninsula.

Nature has blessed the land they occupy with temperatures that rarely reach 70° and seldom drop lower than 40°. As a result, flowers bloom in December as well as in May and vegetables grow throughout the year. This is a land that is often covered by thick, white fog that forms over the Pacific Ocean, then sweeps inland and crosses the northern peninsula, leaving a belt of cool air between the sunshine of San Francisco's Mission District and the heat of the southern part of the peninsula. This rather strange weather caused Elbert Hubbard to write that the secret of the beauty and vitality of San Mateo County lies in the variation experienced in its everyday temperature. Here he found what he called the cool breeze mated with the warm sunshine.

The weather picture is illustrated by the high and low temperatures recorded in Daly City in 1968 by the U.S. Weather Bureau:

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The histories of Daly City and Colma begin with the same date, October 9, 1776, when the Mission San Francisco de Asis (Dolores) was dedicated. With solemn oaths both priests and soldiers resolved to secure the land nearby for the king of Spain and the natives for God. During the services the priests claimed the land southward for sixteen miles as a place to raise crops and to forage herds of cattle and sheep.

Within two years after the dedication, the priests from the Mission and the soldiers from the Presidio had marked out a winding trail that connected San Francisco to the rest of California. At the place where the road reached the top of Mission Hill the priests noted a gap between San Bruno Mountain and the Coastside Hills and named it La Portezuela. It has since been known by other names, notably Daly's Hill, the Top of the Hill, and the Center of Daly City.

After passing through La Portezuela, travelers on the Mission Road continued southward until they reached the bottom of the slope. There the road divided with the left fork leading to a station on San Mateo Creek and the right fork
becoming Old San Pedro Road and proceeding to a garden area along the coast side of the peninsula.

During Spanish times the grassy slopes near the Mission Road, and the land between the San Bruno Mountain and the Pacific Ocean, remained in a state of nature. Wild cattle roamed through the acres of brush. Bears wandered up from the Pedro Valley along the coast feeding upon the smaller animals such as cotton-tails, woodrats, chipmunks and squirrels that lived in the tangled undergrowth.

Meanwhile, momentous changes were stirring in other parts of the world that were to have a profound effect upon this part, as well as all sections of California. On the opposite side of the continent the English colonies had united to throw off the rule of a European prince. Once they had achieved independence many of the residents of the new United States moved westward to tame the wilderness, moving ever closer to California, with the San Francisco Peninsula as one of their goals.

Before the Americans reached the Pacific coast, however, the Spanish colony of Mexico gained freedom from its motherland and became a republic, with California as its northernmost province and with Mexican grandees as its governors.

Moving rapidly, the governors reduced the Spanish missions to mere parish churches and granted the acres owned by the priests to Mexican nobles to hold as princely ranchos. Three of these touched the land now filled with the cities of Daly City and Colma.

Rancho Buri Buri covered 15,000 acres in an area that is presently covered by a part of Colma and portions of the cities of Burlingame, San Bruno, South San Francisco and Millbrae. Its owner, Jose Sanchez, lived in an adobe house and owned eight yokes of oxen to plow his fields and gather his crops. In one area of his land he had a grist mill; in another a rodeo ground where he and his neighbors held an annual event.

Rancho Laguna de la Merced covered one half a square league lying around a lake bearing the same name. For some reason, perhaps because his grant was the smallest in the area, Jose Antonio Galindo, Master of Merced, did little to develop his land before he sold it to Francisco de Haro, son-in-law of the owner of Buri Buri.

It is interesting to note that in 1839 Señor Galindo was arrested for murder by de Haro, who was the alcalde, and sent to San Jose because there was no jail in San Francisco and too few men to guard him.3

After the American occupation of California, Rancho Laguna de la Merced passed to American owners, then to the Spring Valley Water Company and eventually was subdivided with portions of it becoming part of the Westlake area of Daly City.

The third rancho to touch the Daly City-Colma area was known as Guadalupe la Visitacion y Rodeo Viejo. Stretching from the Visitation District of
San Francisco southward to the present day City of South San Francisco and eastward from the Bayshore to the Mission Road, this vast estate was the property of Jacob Primer Leese and his lovely wife, Rosalia Vallejo, sister of the famous general, Marano Vallejo.

Within ten years after leaving his birthplace in Ohio, sandy-haired Jacob Leese had established businesses along the trail that led from Santa Fe, New Mexico to Los Angeles and to San Francisco. His building in Yerba Buena Cove, serving him both as a house and a store, was the first dwelling to be built in San Francisco, and his daughter Rosalia was the first child born in that city.

Of Jacob Leese's occupancy of the Rancho Visitacion, Dr. Frank M. Stanger writes:

Leese obtained permission to occupy his grant in 1838 or 1839 and took possession by putting cattle on the place. On the site of the present town of Brisbane he built a mud-and-timber house (1840) and a corral, and enclosed eight or ten acres for cultivation by building a brush fence across a corner, so placed that the slough, the hill and the Bay, together with his fence kept the cattle out of his crops. He built another house and a corral in Visitacion Valley where his majordomo and Indian herders lived. This was his main headquarters for cattle herding. Leese himself lived most of the time in Yerba Buena (San Francisco), visiting the rancho about once a week and staying there at times with his family for the season of matanza (butchering).

In 1841, Leese traded his rancho to Robert Ridley for Calloyomi Rancho in Sonoma, and thus passed out of the history of Northern San Mateo County. Within less than a decade, however, butchers, bakers, and dairymen had moved onto the land.
Ranchos of San Mateo County
Under the Republic of Mexico
1822-1846
After California became a sovereign state in the American Union, the owners of the Rancho Laguna de la Merced laid claim to the land between the San Bruno Mountain and Lake Merced. Through endless lawsuits they pressed their claims only to meet one delay after another. Indeed, the matter was not settled until 1853 when a U.S. government survey stated that most of the contested land was government property and therefore could be acquired by private individuals.

The declaration swept through San Francisco and all of California, firing the imaginations of men who rushed to take up the land for homes and ranches. The first two to arrive were Patrick Brooks and Robert S. Thornton.

Brooks went to the foothills that were soon to become known as Colma Hills. There he was joined by James Casey, Sr., Michael Comerford, John Castle, Dennis Murphy, Michael Fahey, Patrick Flannelly, John Brooks, Michael O'Riley and two other sons of the frontier named Emerson and McKenna.

Soon other settlers, most of them of Irish extraction, followed the first families to the Colma Hills, the area later covered by portions of Colma and the Westlake and Serramonte sections of Daly City and portions of Pacifica. These settlers established ranches and farms that were soon supplying markets in San Francisco with potatoes and grain.

For more than a decade they prospered. To some settlers it seemed that they had reached a "land of great promise. Some of them, indeed, referred to these farms as Happy Valley. Then came disaster in the form of a decade when the fog that passes over the land grew thicker than usual, leaving the atmosphere damp and dark. The grains of all varieties died in the ground. A severe blight attacked the potato patches, killing vines before the potatoes were produced.

One by one the settlers sold their land and left the area. So many in fact, that by 1877, when the dampness and blight reached the height of their severity, all but a few of the Irish families were gone. Those who remained continued to fight the blight and finally overcame it by importing from Oregon the seeds of a variety of potatoes known as Garnet Chili, which proved impervious to the blight. However, potato raising never resumed its former proportions. Some ranchers turned to cattle raising and dairying, proving both could be profitable when pursued on large tracts of land.
When the settlers, prompted by dampness and blight, offered their lands for sale, they found buyers among the immigrants in San Francisco, especially the Italians. These were people who believed the climate and the soil in the Colma Hills and San Pedro Valley areas were suitable for growing such diverse crops as artichokes and cabbages and even flowers. Because their perseverance and courage were so great their story must be told in a separate chapter of this history of the gateway cities.

As the land in the hills was being developed, so were the acres of flat land between Lake Merced and the Colma region. Robert S. Thornton, who had been the first settler, was soon joined by others. Among them were I.G. Knowles, Peter Dunks, Joe Hill, a merchant named John D. Husing, Frank Pierce and Thomas Harrison.

Caught up in the excitement of the gold rush that started in 1849, these men had come to California from many far flung lands: Dunks and Husing from Germany, Knowles from the state of Ohio.

Robert S. Thornton came from Rhode Island and his wife, Sarah Ann Smith, from Massachusetts. Shortly after their marriage he boarded a ship that sailed around the tip of Argentina; then northward through the waters of the Pacific Ocean to San Francisco. His voyage covered 17,000 miles and required eight months to complete.

Arriving in San Francisco in 1851, he found the harbor filled with ships that had been commissioned for the journey from the eastern seaports of the United States but on reaching San Francisco were deserted by the gold hungry passengers and crew members. The owners of one of them hired Thornton to work as a blacksmith on the vessel as it sailed up and down the San Francisco Bay.

While so employed Robert Thornton read of the results of the survey that opened northern San Mateo County to settlers. Moving rapidly he established a claim, part of it covering the land south of Lake Merced and near the ocean beach that has become a state park bearing his name.

Two years later when he had improved his land enough to establish his claim, he journeyed back to Rhode Island to convince his Sarah Ann that he had found a place to build their home. Apparently, she did not need much convincing for soon they were traveling around the Horn, as Mr. Thornton had done four years before.

Sarah Ann Thornton reported to her granddaughter that she was too seasick to enjoy the voyage. No doubt she was afflicted with the tensions and monotony described in the diaries of passengers who made the seemingly endless voyage in the unseaworthy hulks of the era.

In a piece that he called "A Brief History of Colma's Early Days," Mr. Thornton recorded what seemed to him to be the "most unjust and even infamous litigations that have ever been known in the history of the State of California."
LAKE MERCED FROM THE DALY CITY SHORE
SAND DUNES ALONG THE PENINSULA
Peace, happiness and prosperity reigned supreme until 1859 when the settlers were suddenly startled by the sight of surveyors encroaching on their premises; trampling down their crops with utter disregard for the rights of the people.

They pretended that our lands belonged to the Laguna Merced Rancho, an almost worthless waste of desolation at the time, while our settlers had cultivated their lands and had fine crops on every acre, all fenced and with good respectable houses, barns and other good improvements.

The government had given us patents to all of these lands, and we felt secure in our rights. We, of course, filed our protests in writing to the General Land Office in Washington, D.C. against the encroachment of our lands, whereupon our opponents began suits of ejectment in the State courts. This necessitated the organization of the settlers in a club called the "North San Mateo Settlers' Union," for the purpose of defending their rights in the State courts in the protection of their homes.

The group selected R.S. Thornton as their legal fighting man to prosecute the cases in the Federal and State courts. A power of attorney was signed by every member of the club, giving Mr. Thornton full power and authority to fight the cases to the best of his ability and judgment for the interest of all concerned and he entered into the hard task of fighting against rich capitalists, who had kicked us off our lands by tricks that were most villainous, for there was not a particle of justice on their side. They merely wanted to steal our lands and proposed doing so regardless of even a sunbeam of decency. Mr. Thornton spent the principal part of six years scouring the country for testimony and attended strictly to the courts and land departments, going back and forth to Washington to look closely into all matters so that our record should not be tampered with in the Supreme Court. The Attorney-General warned him that it was war time in Washington and sometimes it has been known that slick thief writers have tampered with the record papers.

We pledged ourselves to fortify ourselves and fight it out legally first, but if not able to do so legally to defend our rights regardless of the means employed or the consequences.

We asked the court for an injunction to stay the State Supreme Court judgment until the Federal Court had determined the encroachment of the surveys of the Laguna Merced Rancho on our lands. This injunction was denied us and we regarded this as a warning to prepare for war, and we at once secured, through a friend, seventy-five Kentucky rifles, with a four-pounder brass cannon, with
grape and cannister shot and plenty of ball cartridges for the rifles. On my 160 acres, in my barn, we fortified our rendez-vous with 400 sacks of potatoes as our fort, with portholes cut in the side walls to fire out if we were assaulted by our enemies. A consultation with Judge Crocket, our main attorney, who advised us that we had better give up possession until the Federal Court had decided the cases.

As soon as our opponents got the news that we had given up the fight, on the sixth day of June, 1863, they came with the Sheriff and a band of hired roughs from San Francisco, with guns and bayonets. They appeared early in the morning at Mr. Knowles' house and ejected him and his family and left two men in possession with their guns for defense. The next day, the Sheriff was on hand with his gunmen to protect him, and he went to every settler's house and left a gunman in possession of each settler's home, and the settlers were ordered to move out and leave their cultivated crops, which were about ready to be harvested. The value of these crops was an average of about $1500 on each 160 acres of land.

There was Messrs. Pierce and Van Winkle, who had acknowledged some lease of the Deharros, who owned some interest in the ranch which the Sheriff concluded not to eject. Therefore, Mr. Pierce's and Van Winkle's places were opened to us for protection. Also, Mr. Charles Clark, who was not ejected, gave us quarters in his place. Most of our settlers, however, stayed near the outskirts of our lands until the Federal Court had determined the cases. Mr. Knowles purchased two acres of land that is now called Hillcrest and built a cow barn and dwelling house which still stands upon that high point.

All this time this villainous war was going on I was pushing our cases in the United States District Court and finally secured a decision by that court in our favor that the new owners of the Ranchos were wrong in encroaching on us, and ordered them to take the old survey of the ranch made in 1853.

This decision left the settlers' land outside of that survey. Soon after that David Mahoney, the man who was put forward by the capitalists in this fight against us, filed affidavits of fraud that they alleged the Government officials and the settlers had perpetrated against their ranch. The court granted a rehearing, and it took about six months to rebut this charge of fraud. The court held there was no fraud proven although reversed its first decision, by altering the survey so it took in most of our lands. The judge announced, however, in the last words of his decision, that it afforded him much satisfaction to feel that the decision was subject to a review by a higher tribunal, where any
errors into which he had fallen would be corrected. This decision was made on July 25, 1863.

I immediately entered an appeal to the Supreme Court of the United States and hired extra clerks to assist the clerk to get the record to the Supreme Court at Washington as soon as possible. I got the record off to the Attorney General’s office at Washington by the middle of September and I sailed on the steamer Sonora for Washington on the 23rd of October, 1863, arriving in Washington November 19, 1863. The next day I called on the Attorney General who said he received our appeal record, and that he would send it to the Supreme Court and have it put on the calendar, which I found was done. At this point of the controversy I found Attorney General E. Bates, to be our warm friend, and he remained loyal to us all the way through the fight in the Supreme Court, aiding my attorneys by taking part in the argument before the Supreme Court. Our opponents’ arguments did not seem to draw out any response from the court. These arguments were submitted to the court about the first of December and on the 15th day of December, 1865, a unanimous decision was rendered in our favor in all things that we appealed from, thereby establishing our titles as good titles from the United States. I took a copy of the decision of the General Land Office for patents, and they were given to every settler on these public lands. This long litigation was not all in vain, for it resulted in perpetual perfection of the titles to the largest portion of the lands which constitute the town now called Colma.

I closed up all of our land matters in Washington about the first of May, 1866 and sailed for California and arrived here about May 24, 1866 with our titles and final decree of the Supreme Court and we immediately commenced taking possession of our homes that our opponents had occupied for three years without even paying us damages or rents for our lands.
IN THE BEGINNING all was called Colma. Robert Thornton on the beach, Patrick Brooks in the hills, Michael Comerford near Mussel Rock, each believed he lived in Colma.

In the early 1860's a Colma shopping center developed at the confluence of Mission Trail and Old San Pedro Road. Here a school developed and a railroad depot was built.

Nearby Joseph J. Hill built a store that provided the settlers with clothing and tools as well as flour and sugar and coffee. It became virtually a community center with a large and elaborate bar in one end and a post office in the other. It gave Mr. Hill an office where he conducted governmental business since he was both the county assessor and tax collector. Sometime after 1870 Mr. Hill sold his business to a Mr. Pasalaqua who passed it on to Salvadore Belli who became well known as a pioneers' merchant of Colma.

On May 5, 1867, a German immigrant named John D. Husing developed a general store on Mission Street around the corner from Joe Hill's place of business. During its history the building that housed Husing's store passed through several hands until it became a saloon that was called the White House Gardens.

Across the street from the White House Gardens, between Mission and San Pedro Roads, one Ned Daly established a butcher shop. Nearby on San Pedro Road Robert S. Thornton built a blacksmith shop and employed Jacob Bryan to work with him. Eventually Mr. Bryan bought the business, freeing Thornton to engage in real estate.

A ramshackle saloon known as Sweeneys was built on the corner of Mission and Market. It was purchased in the early 1880's by George Collopy who built there a hall that was used for dances and other forms of entertainment.

On the other side of the railroad tracks, another hall was built for the use of the farmers' grange. The building was later used as a school.

While the shopping area grew San Francisco firms were surveying the area to determine if it was suitable for the development of industry. Apparently convinced, the firm of J. Frank and Co. chose a site near the railroad station for the erection of a three story shoe manufacturing building.
As the building was being erected, on Christmas Eve 1869, a gale arose and leveled it "as flat as a pancake." Undaunted, the owners rebuilt their factory, but soon disaster struck again. On August 20, 1870, the entire factory was consumed by fire. Thus perished Colma's first industry.

Later a fuse factory, employing Chinese as well as American laborers, operated in the area. Like the shoe factory it proved to be a short lived industry.

How and from whom Colma got its name remains a mystery. Some historians believe the name was applied by miners from the California goldfields and is a corruption of Coloma, a mining camp in El Dorado County. Others, however ascribe to a tale which holds that the name originated when a boy from sunnier parts of California jumped out of the train at School House Station and shouted, "Gee, it's col' Ma!"

Whatever its origin the name Colma appealed to the settlers who were not content to hear their home called School House Station or Sand Hills, or any of the names that were once used to designate the area.

St. Anne's Catholic Church was dedicated by Archbishop Alemany on July 24, 1868, and named for the oldest daughter of Peter Dunks, who had given the land for the church in memory of favors granted to his family by his daughter's patron saint and name sake. The church building itself was built by the Catholic settlers of the community who donated their services, time and material. When they had completed it Father Borman and Father Dempsey came from San Mateo County to conduct the first religious services in the Colma-Daly City area. History records that St. Anne's was just a mission at its inception, but later became a parish with Holy Angels as its name.

While the pioneer Catholic parish was developing, the Protestants who moved to Colma established a Sunday School that met in the worshippers' homes. As rapidly as possible the various denominations built chapels. Therefore, at the beginning of the twentieth century there were several chapels for Protestant worship in or near Colma. Much credit is given to Mrs. Henry Ward Brown for the development of Protestant chapels.
SOMEONE BUILT A TAVERN near the hill that the Spanish called La Portezuela and named it the Abbey House. For over fifty years it served as a landmark to travelers on both the Old Mission Road and the slightly newer San Jose Avenue.

In 1871, during a homestead craze that struck the San Francisco area, it gave its name to a subdivision that did not develop. The plans for this development were most ambitious, stretching from Vista Grande Avenue in present day Daly City to a point well past Holy Cross Cemetery.

Dr. Frank M. Stanger’s research indicates that the lots in the Abbey Homestead subdivision were to be 100 by 120 feet in size, and "designed for homes with extensive gardens. Most of the streets were to bear the names of contemporary European statesman and generals. To this day the names of Gambetta, Moltke, Bismark and Thiers remain on streets projected by the planners of the Abbey Homestead.'

Another group of sub dividers, calling themselves the School House Homestead Association, laid out a tract west of the Colma business district. Their plans called for thirteen streets running north and south from the juncture of San Pedro Avenue and Mission Street into modern day Broadmoor. The north-south streets were called Reiner, Allemany, Hill, Railroad, Dunks, Briggs, Clara, Bryant, Augusta, Annie, Frank, Yates and Brady. These streets were divided by an east-west boulevard that was named Washington Street by the developers. At its head was the property that Peter Dunks had presented to the Catholic Church; at its feet was a fifty acre plot for future development. Like the Abbey Homestead, the School House Tract failed to develop. Many of the plots were unsold while some of those that had been purchased were subsequently sold for taxes.

Meanwhile, the business community along Mission Road continued to grow. In 1888 the Great Register of San Mateo County listed a realtor, liquor dealer, and boiler-maker among the tanners, blacksmiths, painters, carpenters, dairymen, and farmers who were doing business in the area.2

While the settlers were tilling their land and the businessmen were starting their enterprises, the Colma and La Portezuela areas were always subject to the influence of a growing, bustling San Francisco. This angered some residents and frightened others into joining groups that called for a separate county government.

But even the creation of San Mateo County did not stop San Franciscans from crossing the county line to gamble and to fight. This led to what has become
one of the most noted duels in California history. The immediate cause of the quarrel between United States Senator David C. Broderick and David S. Terry, former Chief Justice of the Supreme Court of California, was a speech in which Judge Terry called Senator Broderick an arch traitor; but the underlying reason for it was the political conflict between Terry, who advocated the extension of slavery, and Broderick, who was opposed to slavery in any form.

Quoting a local correspondent, Robert Baldick describes a scene that has inscribed forever the names of Terry and Broderick in the lore of Daly City:

All things being in readiness, the pistols were cocked and the hair-triggers set by the seconds. They were then delivered to the combatants. It was observed at this time that Mr. Broderick appeared nervous and ill at ease. He repeatedly twitched the skirts of his surtout, as though they were in his way. He was also somewhat out of position, and Mr. McKibben corrected him. Broderick closely measured with his eye the ground between himself and Terry. Mr. Benham read the conditions of the meeting, and Mr. Colton followed with instructions as to the firing. Broderick was still nervous, but Terry stood firm and erect, a silhouette against the early morning light. The men held their weapons muzzle downward. A moment of painful silence ensued.

"Gentlemen," said Mr. Colton, in a clear voice, "Are you ready?" Both replied, but Broderick delayed a few seconds. He then said, "I am ready."

"Fire! One—' There was a report from the Senator's pistol. It was answered in a second by Terry's weapon. Broderick's pistol was discharged before he brought it to a level. This was probably caused by the fineness of the hair-trigger and his want of familiarity with that particular weapon. The bullet buried itself in the ground, two-thirds of the distance between himself and his antagonist. It was a splendid lineshot, fallen short of its mark. Broderick had the reputation of being an expert with the pistol, and this result surprised those who knew his skill. With the crack of Terry's weapon, Broderick winced, turned half round, and then made an effort to recover himself. "Hard hit," his friends murmured. These words were proved by his unavailing efforts to maintain an upright position. He drooped until finally he fell prone on the ground, with his pale face toward the sky. He was hard hit.

Mr. Broderick was removed from the ground three-quarters of an hour after he was shot, placed on a mattress in a spring wagon, and taken to the residence of his friend, Leonidas Haskell, at Black Point. He lingered in great pain until Friday, September 16, and expired at 9:20 in the morning. He did not speak much during his suffering. From his rent and torn breast no breath came without exertion. Words were
agony. He felt, to use his own expression, as though a thousand pound weight was pressing on his chest. But he did utter a sentiment which had great significance a few years after his death. "They have killed me," he said, "because I was opposed to slavery and a corrupt administration."
SITE OF COLMA'S FIRST BUSINESS VENTURE

MISSION & MARKET STREETS, COLMA 1910
AS THE BUSINESS enterprises near San Francisco developed, a dairy that was to become a cornerstone of the City of Daly City was established in the northern extremity of the county between the Old Lake Merced Rancho and Mission Road. Its first owner was one M. Holenworth who established a homestead near La Portezuela in 1853 and remained there until some time after 1868 when his land passed to John Donald Daly from the Millbrae area.

Of this second owner a reporter for the Daly City Record wrote, "John D. Daly, for whom the City of Daly City has been named, is one of the few men who helped to bring about the present development of this section of the county, and to find a more interesting character than John D. Daly, or one more closely associated with the upbuilding and history of the northern end of the peninsula would indeed be a difficult matter."

Surely this is true. When he was but thirteen years old John Donald Daly and his mother sailed down the Atlantic coast from Boston to the Isthmus of Panama. There they joined a mule train that picked its way through the jungles in an effort to reach the shores of the Pacific Ocean.

While they were with the mule train, John Daly’s mother grew thin—probably from yellow fever—and died, leaving her son to find his way to California where he had no relatives or friends to receive him.

For anyone the trip from Panama to California was arduous, but for a lone-some thirteen year old boy it was almost impossible. Upon reaching Panama City he found himself to be one of hundreds of argonauts who were contending for a place on the ships that docked on their run from the Straits of Magellan to San Francisco.

Often such vessels were unseaworthy and many had crews of drunken sailors or untried men who had been pressed into service. History tells of ships floundering on the strands of Mexico; of others sinking into the Pacific. Some ships caught fire when a candle or rude jolt ignited the gunpowder and dynamite that the ships carried for merchandising in California.

While no one seems to know how thirteen year old John Daly obtained passage on such a ship, it is believed that he agreed to work for the captain and did so during his long days at sea. He was fortunate enough to find a friend, a lad named Newhall, to share the otherwise lonely hours.

When his long sea journey was over John Daly supported himself by doing odd jobs for the dairymen of San Mateo County. At fifteen he took a job carrying...
the mail from Millbrae to Belmont as part of a San Mateo County version of the Pony Express. Later he worked on a dairy ranch between the Fifteenth and Sixteenth Mile Houses in San Mateo. Still later he transferred to the W.J. Fifield Dairy Ranch near Pilarcitos Lake. There he remained until he accumulated enough money to start his own dairy.

One day as he was driving a mowing machine on Mr. Fifield’s ranch he saw sixteen year old Lillie Carrick who had come to the ranch to visit its owners. He courted her and they were soon married. To complete his family group John D. Daly brought his father and his step-mother from Boston and established a home for them in Belmont. The records of the Daly family show that Lillie Carrick Daly died, and eight years later her husband married Florence Smart.

After he acquired the Holenworth Ranch, John D. Daly renamed it the San Mateo Dairy and specialized in milk and egg production, distributing his products from 1010 Valencia Street in San Francisco. Within a few years his ranch house and his barns were among the largest buildings in the northern part of San Mateo County. His payroll included twelve men, some of whom lived on the 250 acre ranch.

One of his employees said that he was both a shrewd businessman and a generous neighbor. One of his employees said of him, “Mr. Daly had very little schooling but possessed a great intellect. He could estimate the size and condition of land—good or bad—while engineers were still figuring. He had a general knowledge of most every subject, especially business and science.”

His daughter remembered that he never refused to lend “a helping hand.” She reported that he built a small cabin in the middle of his pasture land where he kept a stove, some chairs and a bed. Later he added a garden and detailed an employee to keep it weeded; all this so homeless people could go in and cook a meal and have a place to stay. No one ever robbed him or abused his property.

Sometimes John D. Daly’s business acumen and his generosity met, as in the story of his association with one John Deltorchio. Deltorchio was a printer who came home from World War I with a desire to establish his own business. Sensing an opportunity to help a young man as well as venture into a new business, John Daly built a print shop on Mission Street and financed John Deltorchio in a business that flourished for over thirty years, benefiting both Daly, the financier, and Deltorchio, the printer.

In 1907, shortly after the 1906 earthquake and fire, John Daly broke up his dairy at the top of the hill and sold all of his land except three or four acres between San Jose Avenue and Mission Street. He moved his barn from the top of the hill to this property and built a small house and surrounded it with flower gardens. Meanwhile he spent most of his time building the city which sprang from his land and that of his neighbors.
6. Earthquake and Fire of 1906

Through the white dawn of April 18, 1906, the farmers in the Colma Hills moved from one chore to another, working to the rhythm of quivering eucalyptus trees.

Down from the hills in the dairyland, milkers and stable men worked through the morning fog waiting, it would seem, for something to enliven the day.

When it came it exceeded by far their expectations.

First there was a rumble, then a quake, followed by a series of quakes that shook San Francisco and set fire to its center before moving down the peninsula.

Let it not be supposed that the earthquake of 1906 that devastated San Francisco by-passed her neighbors. Thundering through San Mateo County it caused landslides at Thornton Beach and upset the construction of the Ocean Shore Railroad. Further south it shook the reservoirs that held San Francisco’s water supply and smashed the pipes that carried the water to the city.

Many other places reported damage, including San Mateo, Palo Alto, Leland Stanford University, and Agnew State Hospital.

For the Daly City-Colma area, however, the truly great effect of the earthquake lay in the movement of people rather than in physical damage. By dozens and scores, refugees from the holocaust in San Francisco moved down Mission Road leaving the great city with the ruins of twenty-eight thousand buildings. For days and weeks the people came from their demolished homes or from the unburned parks and streets where they had gone to escape the quake and the fire.

Edmund Cavagnaro, who was a boy living near the county line, recalled the coming of the refugees. He wrote that what he had seen on the days following the earthquake was a scene never to be forgotten. “I still remember the people coming, some with a dog, a cat or a canary in a cage. They walked out Mission Road, sometimes turning to look over their shoulders at the flames and smoke. It just seemed they couldn’t get far enough away.”

Obtaining food and shelter became the first problem to concern the refugees. Sensing this, the residents near Daly’s Hill provided as much food as they could. Indeed, John Daly and other dairymen earned the refugees’ never-to-be-forgotten gratitude by donating many quarts of milk. This was supplemented by
the wagonloads of vegetables and flour that were sent by the farmers from the Colma Hills and other areas. All such efforts were coordinated by the American Red Cross. Remembering these efforts Mr. Cavagnaro wrote:

Within a few days of the disaster the Red Cross arranged with Mr. W. Powell, owner of the Colma Lumber Company, located at No. 42 Bismark Street (now Wilson Street) to set up a relief station in his lumber mill next door to Mission Road.

People came from miles around to get the rations. West End School at 5630 Mission Street (now Longfellow School) was overrun with people who were burned out in San Francisco.

Using wood from Powell's lumber yard and canvas from the supplies of the Red Cross and the United States Government the refugees built tents and shanties. In them they placed bits of furniture that they had salvaged from the ruins of San Francisco.

At night many people slept on the ground encircled by the fireplaces they had fashioned from rocks and bricks. For eating, some of the refugees walked back to San Francisco to salvage plates and cutlery; others ate from pots and dishes that were donated by the Red Cross and other charitable groups.

Meanwhile forces were at work to provide ways and means for the refugees to remain in the area. Real estate developers appeared to persuade the land owners to divide their holdings into building lots. With the deeds to such lots in their pockets these realtors moved among the refugees in the Daly City-Colma area and in San Francisco, selling land to anyone who could buy it. The price of lots ranged from $200 to $300 apiece. On them, homes could be constructed for as little as $1,500, or remnants of burned out houses from San Francisco could be purchased for a few hundred dollars and dragged to the Daly City-Colma lots.
7.

Jefferson Elementary Schools

At an early date John D. Daly moved his family to San Francisco so his children could attend what he deemed to be better schools. Even as he did so, his neighbors in Colma and in the area that became Daly City were aware of the need for building adequate schools.

In 1866 they formed the Jefferson School District, which included a school built in 1856 on Mission and Old San Pedro Roads. While it was a one room school filled with benches for the students and a rustic desk for the teacher, it prompted the builders of the railroad that came through the area to call the depot School House Station. Soon this name became attached to both the depot and the post office, and so designated them until 1888 when Colma became the official name of the area. Even today the name lingers to designate a prominent Daly City thoroughfare, "School Street."

Within a year after the formation of the Jefferson District a new school was built on two lots donated by Peter Dunks, who is remembered for several donations of land for public use. This school stood where the Jefferson School Annex now stands.

The school was closed from the middle of December until the first of March so the children could remain home to help with the spring plowing and planting. This lengthened the years that the students spent in school. Thus, in the higher classes it was not unusual to see, occasionally, big boys and girls close to adult age.

It is interesting to note that the trustees for this school were the earliest settlers, including Patrick Brooks and Robert Thornton.

Twenty years after the first school was built a bond issue was passed "to make repairs on the old school and to build a new building." In commenting on this house of learning a school official left a description as follows:

A new large room and an imposing steeple had been added to the old building. This made it a two-room school to take care of the increased attendance of about eighty to ninety pupils.

In the middle of each room was a big pot-bellied stove. Stoking that stove was a hazardous job and only the big boys were permitted to "stoke up" under the eagle eye of the teacher.
The new school was a big improvement over the one-room school. Each room now had two anterooms, one for the girls and another for the boys.

Today the back portion of the little building on San Pedro Road called the Jefferson Annex (now abandoned for school use) contains all that is left of the first Jefferson Elementary School.²

As recorded by Byron Curry in his *History of the San Mateo Public School Districts*:

Other early school buildings, now demolished, were the Vista Grande, located at Mission and Vista Grande, which was built some time after a bond election was passed in 1894; and the Woodrow Wilson Elementary on Santa Barbara Avenue, which was constructed in 1917 [and has been rebuilt].³

To continue the story of the development of the area schools, we turn to the Jefferson Elementary School District's *Teacher's Background of Information*:

Crocker, a new Jefferson, and Woodrow Wilson schools were built in 1935. No new schools were constructed until 1950 when Garden Village was built. The next year Colma Primary and Colma Intermediate (seventh and eighth grades) schools were opened. Westlake School was next in 1952, followed by Benjamin Franklin in 1953, and Olympia in 1955. Vista Mar and Vista Grande opened in 1958. In 1960, in addition to new General Pershing School, Daniel Webster, Thomas Edison, Abraham Lincoln and Fernando Rivera Schools were opened.⁴

During the decade of the 1960's new schools were built and named Christopher Columbus, Franklin D. Roosevelt, M. Pauline Brown, and John F. Kennedy. District offices were constructed at 101 Lincoln Avenue in Daly City. These schools will be followed by others that are planned to serve the children in the Serramonte area and in other new sections of Daly City.

Thus the one room school of 1856 had by 1972 grown into a district of twenty-one elementary schools with 9,373 students served by 462 teachers and 18 principals.

To the credit of the men and women who sat on the school board when these schools were being constructed and to the architects who planned them, the schools received national recognition for their excellence. This is demonstrated in an article that appeared in *Architectural Forum* in which Allan Temko said, "These schools appear with sudden brilliance: gay, technically inventive, adorned with paintings and sculpture, carefully suited, thoughtfully planned."⁵

Only a few of the names of the early teachers of the Jefferson District are available. These were Miss Etta Tilon, Miss Ada Hughes, Miss Eva Knowles, Miss
Rose Schubert and Miss Henrietta Engel, who taught at General Pershing School for thirty-five years.

In 1898 William J. Savage became principal of the Jefferson School and served until 1918 when he became superintendent of the entire Jefferson Elementary School District. This post he held until 1931 when he closed thirty-three years of service to the Jefferson District.

One of the teachers who taught under his direction said of William J. Savage, "I think he caught a vision of what the Jefferson district would become. He was always planning a new school or a big project." She recalled that, "He walked from school to school making a regular pilgrimage, sometimes every day, and always at least several times a week. He carried all his records in his head. There was no central office. And everybody adored him, for he helped many people out."7

To this may be added a tribute from one of his students. "I'll always remember Mr. Savage. He had a kind but scholarly charm that the students admired."8

8. Bayshore School District

In 1874 the Jefferson School District was divided, with the land east and north of San Bruno Mountain and along the Bayshore becoming a new district, known as the Visitacion District. A new school house was built for the education of children from all the area covering the present day City of Brisbane and the Bayshore region of Daly City.

"By the year of 1938," writes Byron C. Curry, "it appeared to the residents of Bayshore that their population had grown static and that if they could be separated from the Visitacion School District, their present school facilities would be sufficient for some time."

They therefore petitioned the separation of the Visitacion District and the formation of the Bayshore School District. This was accomplished in 1938-39. "Their estimates of the population of the area were hardly accurate, Mr. Curry reports, "as the daily attendance of the school went up from 97 to 402 in the next ten years, necessitating additional plant facilities."

In the 1944-45 school year a kindergarten was established giving the Bayshore area a full program for kindergarten, intermediate grades, and junior high age students. In 1972, 466 students were enrolled; there were twenty six teachers, two principals, a school nurse and a superintendent.

Prior to 1971, the Bayshore district had been administered by the superintendent of the Brisbane District. This position was held by Mrs. Natalie Lipman, who is fondly remembered by many of her students. In 1971, after Mrs. Lipman retired, the Bayshore District elected not to renew the arrangement with the Brisbane District and employed Guido Colla as superintendent of the Bayshore District.

Referring to Mrs. Lipman many residents of Bayshore echo the words that William J. Savage spoke of another great teacher. "Under her direction every child was lifted up and did more than he thought himself capable of. With her the prevailing idea was, how much can be done today."

Although their school district is one of the smallest in the San Mateo area, the people of Bayshore give it their support. This is evidenced in the large number who are members of the P.T.A. and in their attendance at meetings.

Surely, then, the people of Bayshore shout with Horace Mann, "The common school is the greatest discovery ever made by man."
FRANKLIN D. ROOSEVELT SCHOOL

FERNANDO RIVERA JUNIOR HIGH SCHOOL
FROM GRADE SCHOOL, students of both the Jefferson Elementary and the Bayshore Districts move into the jurisdiction of the Jefferson Union High School District, which serves students from Brisbane and Pacifica, as well as those from Daly City, Colma and Bayshore.

This peninsula-wide district was formed in 1922 with Neil O. Best as the head of a faculty of three teachers. There was a student body of fifty. Recounting its formation and its first year, a student wrote, "Our school, Jefferson High School, is going to be like Abraham Lincoln. It is starting at the very bottom. It is not going to stay at the bottom though, and let other schools of the county, like South San Francisco High, San Mateo, Pescadero, and Sequoia pass it by.""

In this statement the youthful author was sharing in a resolve that was held by many residents of the northern section of San Mateo County. As early as seven years before the organization of the high school district, the editor of the Daly City Record penned similar sentiments, "Our schools are not only abreast of the times in everything, but are leading. Much they have achieved; there is every reason for the people to be proud of them and they are. The few knockers have very little interest in education.""

On August 5, 1922 a bond issue was voted to provide $180,000 for a new school. Two sites were suggested, and Edmund Cavagnaro writes, "The factions got into a tussle as to where the school should be located. One group wanted it on what became Hillside Boulevard where Edgewood Terrace is now located; another group wanted the site of the Union Coursing Park, between Mission and Railroad Avenue, where in bygone years greyhound dogs had chased rabbits for the amusement of weekend crowds in the grandstands that faced Mission Road.""

Since one of the sites was within the then unincorporated area known loosely as Colma, the "tussle" seems to have degenerated into a battle between the communities. After weeks of indecision the Jefferson High School Board decided to submit the issue to the voters.

A heated campaign followed—in Daly City, so it seems, most campaigns have been heated—ending on March 29, 1923 when the citizens selected the old Union Coursing Park on Mission Street, number 6996, as the site of the high school.
Speaking of the choice of this site, a long time resident said, "That's one fight that Colma won." Ironically, however, within a decade the site of Jefferson High School and the surrounding land had been incorporated into Daly City.

With the approval of the bonds, noted above, construction of the high school began and proceeded, although the amount of money approved had to be increased by the levying of a building tax. When the high school was completed and was ready for occupancy it was held as a grand and modern school facility and christened "Jefferson High School.

Grand as it was, Jefferson High School soon proved too small to accommodate the growing number of children. Time and time again the voters were asked to approve tax increases, which they did in 1925, 1928, 1936, and 1947. Each addition enlarged the Jefferson High School until it had twenty-seven classrooms, an industrial plant, a gymnasium, a swimming pool, a little theater, a machine shop and a wood shop.4

Records show that Jefferson High School was rebuilt in 1963 and at that time was once again hailed as a grand, modern school facility. It was by then one of four schools that served the Jefferson Union High School District. These were Westmoor and Jefferson in Daly City; Oceana and Terra Nova in Pacifica. Still the growth continued. In 1970 Serramonte High School was built in the area that the pioneers of a hundred years before had known as the Colma Hills, and Thornton School was acquired from the elementary school district to serve as a continuation school.

These schools have been widely publicized as 'amazing schools.' In an article appearing in the November issue of Architectural Forum, Allan Temko writes that Westmoor High School is a "sweeping monument, crowned by its barrel-vaulted gymnasiuums."5

Mr. Temko notes that the high schools are brimming with bright primary colors, and enlivened by sculptural forms in concrete. He calls them examples of the kind of idealized inner environment to which the community might one day aspire.6

As directed by the Education Code in the State of California, the Jefferson Union High School has ever been governed by a board of five trustees elected by the qualified voters of the district.7 The first persons so elected were Adolph Gehringer, Matthew M. Grady, Florence Stockton, Roderic MacDonald and Stella Jenson.

The records show that Mrs. Jenson served twenty-four years and Mr. Gehringer twelve. Their services and that of their colleagues set a precedent that has seen several men and women devoting long years of service to the high school district. Andrew Vireno served twenty-five years, from 1931 to 1946, while Mrs. Anna M. Eason served twenty years.

One of the initial acts of the first Board of Trustees was to provide for a chief administrator. Since then four men have filled the position: Neil O. Best,
1922-1927; James Ferguson, 1927-1944; Stanford Hannah, 1944-1956; and Edward D. Morgan, 1956 to the present.

In 1969 the Jefferson Union High School District had 7,512 students and 344 teachers. In 1973 the figures had grown to 7,825 students and 433 teachers, which includes 25 administrators.
WESTMOOR HIGH SCHOOL

SKETCH OF SERRAMONTE HIGH SCHOOL
Cemeteries

In 1887 the Roman Catholic Church consecrated a cemetery south of Colma on Mission Road. This event changed the development of Colma as much as any in the area's history. Holy Cross was hardly finished before the establishment of Home of Peace in 1888 as a Jewish Cemetery. The Hills of Eternity, also Jewish, was finished in 1889. Cypress Lawn opened in 1892 and was acclaimed one of the most beautiful non-sectarian burial grounds in the United States. Salem, another Jewish cemetery, was established in 1893. Then came the Italian Cemetery in 1894.

Mount Olivet opened in 1896 followed in 1903 by Greenlawn, also called the Odd Fellows Cemetery, and in 1905 by Woodlawn Memorial Park, also known as the Masonic Burial Ground. Ultimately a Serbian Cemetery, a Japanese, and a Greek Orthodox Memorial Park joined the others. Meanwhile two Chinese cemeteries were opened, one of them in the Colma Hills, where it remains although surrounded by the Serramonte development.

Since 1901 the cemeteries in Colma have served the City of San Francisco where burials are prohibited. The cemetery area has grown until it extends into the hills on both sides of Mission Road with those burial grounds on the east touching Hillside Boulevard and those on the west reaching Junipero Serra Freeway.

At the beginning of 1973 the number of cemeteries, memorial parks, and crematories exceeded twenty. Added to this number was a pets' rest cemetery and crematory.

Around the cemeteries, flower shops and stone cutter yards have developed into industries that add to the uniqueness of the area. Indeed, sometimes the whine of the mill and the talk of the florists are the only sounds to disturb an atmosphere that has been described by Roy W. Cloud as, "an air of quiet" that covers the "processions of mourners" who come to leave their loved ones in "the all embracing care of old mother earth."

Sensing this aspect of the cemetery area, Colma's poet, Mattrup Jensen wrote:

There's a spot—to attract your attention
With life's phases—too numerous to mention.
There's our Memorial Park.
There the sunbeams soul entrancing—
Through the leaves and trees are glancing,
There the babbling streams go dancing,
There's our Memorial Park.
CHINESE CEMETERY

VAULTS AT HOLY CROSS CEMETERY
II. Saloons – Hotels

During the earliest days of the American occupation of California a legend grew up that held that the northern part of San Mateo County was an area that tolerated hard drinking and gambling. It was a legend based on some realities and upon many exaggerations.

Saloons and roadhouses were among the first business concerns to be established in old Colma. By 1888 more than 4 percent of the men of Colma who were listed in the Great Register of San Mateo County were saloon keepers or bartenders. Two years later, in 1890, Polk’s Business Directory listed six saloons among the twenty business concerns in the area. By 1915 the number of saloons and business houses that served liquor had grown to fifteen out of forty-nine concerns.

These saloons varied from a counter in the rear of a store to a large building devoted to the distribution of spirits. While many are remembered to this day, only a few can be mentioned here. One of them was the White House Gardens, that occupied a building that had been one of Colma’s first stores. After passing through several hands, it was occupied by James Casey and was known as the White House.

Across the street on Mission and Market Streets stood a ramshackle saloon known as Sweeney’s. In the early days it was purchased by Michael Fay, Sr., who in turn sold it to George M. Collopy. Eventually Mr. Collopy built a large brown shake building that was used for dances and other forms of entertainment. Long after its proprietor’s death, Collopy’s Hall stood as a landmark of the area’s history. It was torn down in 1970, one hundred years after its builder opened his first saloon on that site.

Another landmark was the Abbey House that stood at the top of Daly’s Hill and gave its name to all the area in the vicinity of San Jose Avenue and Mission Street.

Still another was the Villa Hotel which featured a restaurant that was as well known as its bar.

The Northern was a roadhouse that was owned by J.W. Marchbank and was reminiscent of the Northern Club that he kept in Alaska during its gold rush days.

Writing of such saloons, George Kirchhubel, himself the proprietor of a tavern on Mission Street, says,
Mission Street had a good many saloons in those days, starting with the Abbey House on Top of the Hill, to the Lawndale next to Millett's Hotel and world famous training quarters adjacent to the cemeteries. Each saloon was famous for its special Sunday dinner, and each outdid the other with special dishes it was noted for. There was also free lunch for those looking for a snack. This consisted of various cuts of meats and cheeses together with a variety of sliced breads.

Many an old timer has said that this [Mission Street] was the finest mile and a half of eating and drinking found anywhere in the country.
POKET'S SALOON, TOP-OF-THE-HILL—1909
In 1848, while the ink on the treaty that made California a part of the United States was still wet, the City Council of San Francisco passed a resolution regarding gambling. Heavy fines were fixed for parties arrested for gambling, while the authorities were authorized to "Seize for the benefit of the town all money found on gambling tables where cards are played." Although this resolution was soon repealed, it illustrated a desire on the part of some San Francisco residents to keep gambling out of their city.

In spite of such desire, San Franciscans saw their city become one of the gambling centers of the west. For decades they saw its doors open to reckless miners who came to spend their gains in the great gaming saloons of the period. By 1852 reporters were noting that in the San Francisco area there were more places than ever "of dissipation and amusement, more tippling and swearing, more drunkenness and personal outrage." As part of San Francisco County, the Colma-Daly City area received a generous share of the gambling and the gambling houses. There were gaming tables, with cards and dice in nearly every bar that sprang up on Mission Street. Even grocery and dry good stores featured spots where games of every variety could be found.

After the creation of San Mateo County and again when vigilantes sought to redeem San Francisco, the gambling in San Mateo County developed on a still larger scale and so continued until one law after another—local or state—put a stop to it.

Related somewhat to the subject of gambling is that of horse racing. For Daly City this activity recalls the name of one of her greatest benefactors, John William Marchbank. Coming to San Francisco after a career as a miner and tavern owner in Alaska, Marchbank associated with San Francisco's richest men and, it is said, provided a place in Daly City for their gaming pleasure. It is reported, however, that he would let no Daly City resident gamble in his places.

Shortly after the end of World War I, he purchased Tanforan Race Track and is credited with bringing the race games and horse betting at tracks back to California after a provision killed horse racing in California. Sometime later he acquired ownership of the Daly City Record and published that newspaper for several years. On its pages he wrote his belief in America and of his hope for its greatness.
J. W. Marchbank gave Daly City the beautiful park that bears his name and contributed heavily to the public library. During the great depression of the 1930's he clothed and fed many needy Daly City families. It is reported that many homes were saved from foreclosure by Mr. Marchbank's generosity.

While engaged in Tanforan Race Track and in other activities, Mr. Marchbank built a motion picture theater where one of his road houses had been. The site is now occupied by the Starlite Market. Here he catered to children, even providing free popcorn and ice cream on special occasions.  

Perhaps no other activity expresses the reason for Mr. Marchbank's philanthropy more than his concern for America's children. After years of presenting his long-remembered Christmas parties he wrote, "Young American men should know that this is a great land. It always has been and always will be a land of opportunity. Happiness and rich rewards are in store for the fellows who have energy and courage to work toward accomplishment."

LEFT: BROADMOOR POLICE BOOKING GAMBLING SUSPECTS.

BELOW: THE OLD CAPITAL CAFE — SUPPOSEDLEY USED FOR GAMES OF CHANCE.
13. Dog Racing

For some residents of the San Francisco area, the 6900 block on Mission Street is remembered for its part in a colorful chapter of history. In the words of Ann Kahle, "When we pass Jefferson Union High School grounds and see many folks watching a football game, a few of us recall that on that site there was once the Union Coursing Park. It was large and surrounded by a seven foot tight board fence and several rows of eucalyptus and cypress trees that were used for windbreaks."

In this coursing park dogs chased live rabbits while the patrons sat in the grandstands near the corner of School Street and Railroad Avenue and cheered for their favorite greyhound. "Everything was first class," wrote a reporter. "The hounds were grand and the hares were strong."

Another reporter wrote that the coursing park "is the finest on the coast," and he wrote, "Mr. Spreckles, it is stated, is head mover in the concern, which practically guarantees its success, and that together with a double track, which it is rumored the Electric Railway proposes laying in the spring, will boom things in Colma."

Mrs. Kahle remembers that the grandstand was very large and decorated with pennants. To reach their seats, sightseers and gamblers alike came from San Francisco on the Electric Railway to School and Mission Streets, then transferred to another car that ran along School Street to the entrance.

Races were held on Saturdays and Sundays with thirty or more courses each day. Sunday courses started at 11:30 A.M. while Saturday's races began at 1:30 P.M. Admission was twenty-five cents with ladies admitted free. At this price the races attracted so many people from San Francisco and other places, the people of Colma and its environs found it difficult to see the races that made their town famous.

The records show that the proprietors of the park were so determined to make their races the best in the west they went to London, England to find E.J. Bull, Esquire to serve as judge of the races.

Today many people who remember the Union Coursing Park recall with George Kirchhubel that "as each event began and ended, the gold and silver changed hands. When the last pair of dogs had broken from their slips, and the chase was ended, the morning and racing came to an end. Now it was time to 'wet the whistle' and put on the 'nose or feed bag,' so the great majority of them proceeded to Mission Street to their favorite saloon."
In 1904 a wave of public sentiment brought a law that made coursing races illegal and brought the activities in the Union Coursing Park to a sudden halt. Still, dog racing in some form or another continued in the area, culminating in the race course that became the chief industry of Bayshore.

This venture was so popular it attracted crowds from all over the San Francisco Bay area, just as the Union Coursing Park had done thirty years before. Like the earlier park it was forced out of business in a wave of sentiment against dog racing and the gambling that accompanied it. In 1939 the attorney general ruled that such activities must stop. And stop they did.
IN 1903 ONE James W. Coffroth, already famous as Sunshine Jim, cast his eyes toward the Daly City area as a home for the boxing empire he was building. Securing a license from the San Mateo County officials to hold sparring exhibitions, he erected an arena on Sickles Avenue within fifty feet of the San Francisco County line. It is said that from this location Coffroth could secure protection from San Francisco police while operating under San Mateo County regulations.

Soon training quarters and satellite arenas dotted the whole of northern San Mateo County. Among the most noted were arenas in the abandoned Union Coursing Park on Mission, a well equipped gymnasium near the rear of the old White House Saloon, and training quarters at Millett's near Colma Creek. Large crowds were attracted to these areas to watch the most famous names in boxing fight or to see them work out before their matches.

"It was a real thrill to watch those work-outs," writes Edmund Cavagnaro. "Jack Johnson, for a heavyweight, was really a master boxer; Ketchell, a terrific puncher; and fearless Packy McFarland, a fast and terrific puncher and proved it in his only fight here. It seems his trouble was making 1 33 pounds weight."

As stated, the fights that were held in the Sickles Street Arena were policed by both San Francisco and Daly City authorities. But those in the arenas further removed from the San Francisco county line were under the protection of Colma and San Mateo County authorities assisted by "a lot of Daly City citizens sworn as deputies."

These men had plenty to do, for sometimes the atmosphere around the arena was so charged with excitement it produced far more fights outside of the arena than inside. For years after, the one time deputies recalled men being pulled from their horses and others being beaten to a proverbial pulp as they rushed to the arena.

One of the most noted fights was staged September 9, 1905 with Battling Nelson tangling with Jimmy Britt. Another was staged in 1909 with Stanley Ketchell, middleweight champion, against Jack Johnson, the first Negro heavyweight world's champion. Apparently Johnson had been living high and was concerned about Ketchell's knockout ability. So there was a private understanding that neither fighter would try "anything funny" (try for a knockout).
It proved to be a tame fight until the twelfth round when Ketchell saw an opening and forgot the understanding. With all his power Ketchell threw his famous right hand to the heavyweight's jaw. Under the blow Jack fell to the ground but bounced right up again and flashed a perfectly timed uppercut that put Ketchell on the mat to be "out for a whole hour." 7

Another world championship fight held in a Daly City arena saw San Francisco's own Willie Ritchie take the world's lightweight crown from Al Wolgast, who had lifted it from Battling Nelson, a noted veteran from the Daly City-Colma fight area. Indeed for nearly a decade the Colma-Daly City arenas ruled the lightweight as well as other divisions of boxing.

Besides Ketchell, Johnson, Nelson, Ritchie, Wolgast, and Britt, the northern portion of San Mateo County saw Tommy Burns, Billy Papke, Joe Gans, Bill Squires, Dick Hyland, Abe Attell, Owen Moran, and others whose memory adds romance to the San Mateo County communities where they fought. Also remembered are such men as Colma's own Joe Millett, who trained the great a score of years before 1915 when a California ruling against pro boxing ended what has been called Colma's decade of fame.
SOME OF THE early farmers of Colma were gardeners from sections of Italy that catered to the royal houses and great estates of Europe. In their new home, as they had done in the old land, they planted flowers and marketed their crops in the nearby cities. By the year 1900 they were growing so many varieties and in such number, their flowers were shipped to all parts of California.

So many farmers grew flowers that by 1920, it is estimated, 20 percent of the land of northern San Mateo County was used for flower raising. By 1944 one third of the $18 million agricultural output of San Mateo County was in flowers, many of them grown in the Colma-Daly City area. The production remained high in spite of the housing developments and highways that occupied much of the land following World War II. In 1970 San Mateo County still ranked second in California in the production of cut flowers. The gross value of the flower crops in the county was $23,511,000.

The first flower growers planted their crops in the fields and protected them from the fog with cheesecloth; even so, the weather killed all but the most hardy types. Among the varieties that survived was the Ulrich Brunner Rose that produces a large cherry-red blossom that is in great demand and generally commands a high price.

Growers discovered that California violets do well in soil that will produce strawberries and potatoes, two of the chief crops in Colma, and with proper care will give off a scent of delicate perfume. So many violets were grown that in Colma in 1916 over 450 acres were used solely in the cultivation of violets. Colma violets were found on the flower stands as far away as Missouri and Kansas. It is estimated that in 1916, 100 dozen bunches of Colma violets were taken to San Francisco daily. Dahlias, marigolds (especially African marigolds), chrysanthemums, marguerites and strawflowers were among the varieties that grew in the area.

For flower growers the day’s work started about 4:00 A.M. with whole families cutting the blossoms and wrapping them in bunches and the bunches in wet paper or cloth. As soon as the flowers were ready the growers delivered them to the flower stands in San Francisco or to the flower market that was on Bush Street until 1917, then moved to 5th and Howard Street and subsequently to 6th and Brannan.

As the twentieth century progressed the growers started to plant their flowers in greenhouses, thus making it possible to produce more varieties and to
place the growing period on a year round basis. In the greenhouses fern growing became a major industry with twenty-eight acres under glass according to a 1936 report. "Colma and San Francisco," wrote a reporter in 1936, "supplied the entire Pacific Coast with cut ferns, 80 percent of them coming from Colma." Heather production and the cultivation of other kinds of liners became a part of the activities in the greenhouses.

The building of greenhouses seems to have saved the flower industry in the Colma and Daly City area from being snuffed out as one housing development after another gobbled up the land.

Flower growing in northern San Mateo County was a family enterprise with father, mother and children doing their part. Among those families now recalled were the Podestas, Concis, Raggios, Lagomarsinos, Ottobonis, Tealdis, Garibaldis, Pappas, the Paul Von Kempf concern and many others who will long be remembered. After the construction of greenhouses some larger concerns located in the area—among them the Avansino-Mortensen Company and the McLellan Company. Indeed the Rod McLellan Nursery near the southern part of Colma became so famous that it opened its gates to tourists, with as many as 6,000 visitors in a two day period gazing at the orchids, anthurium, stephanotis, roses, carnations, gardenias, agapanthus, and daisies growing there."
16. Truck Gardening

As stated in Section I, the first settlers of Colma went to the hills and established farms and ranches. Potatoes became their chief crop but truck gardening also occupied their attention.

"These farms or ranches," writes Mrs. Teresa Altieri, whose father was a pioneer merchant, "were practically self-supporting small communities, raising nearly all food necessities. Most of the farms had small butcher shops and dairies and all farmers' wives raised poultry: chickens, geese, turkeys and ducks. In many instances they had their own forges, leather tools, carpentering tools for constructing and repairing buildings, furnishings and implements. In some instances, saddlers, wagonsmiths, and cabinet makers made regular yearly visits to ranches where, with the materials and tools there, they built equipment such as wagons, sleds, harnesses, furniture, and repaired the year's damage."1

Describing the life of the first settlers Mattrup Jensen wrote, "There were no real roads, and the cow trails which served in winter were so muddy that sleds had to be used in place of wagons. Oxen were the beasts of burden that the farmers used to haul heavy loads over muddy roads."2

Mr. Jensen and others report that the largest ranches employed Chinese coolies as laborers. "They came and established their own quarters where they lived while they worked in the potato patches or the grain fields. From this contact two Chinese Cemeteries were established in the Colma Hills.

Among the activities that occupied the early settlers, tree planting in the damp and sandy soil was one of the most pleasant. Trees surrounded the garden spots and lined the fences. They grew near the houses providing shade and comfort. Many of the trees, especially the cypress and eucalyptus, were purchased from Mr. Comerford, who grew them from seeds and sold the small trees for prices starting at 15¢ each.

Prompted by heavy fog and blight, a high percentage of the first settlers sold their land to immigrants who planted vegetables and flowers as field crops. In a remarkably short time the Colma Hills were covered with fields of brussel sprouts, cabbage, cauliflower, artichokes, turnips, carrots and beets. "All beautifully kept with rich cultivated soil."3

It has been reported that at one time the railroad station in Colma shipped more pounds of cabbage foods than any station in the United States. It also shipped many pounds of potatoes and other truck garden products. Surely the statistics are impressive. It has been reported that as many as eighteen carloads
of potatoes were shipped a day by the Colma Vegetable Growers. In 1894, 1,742,825 pounds of cabbage were sent from the Colma region. According to estimates, there were seasons during the years from 1912 to 1945 when the number of acres in the Colma and Daly City area planted with cabbage plants reached 10,000.
17. Dairying and Stock Raising

The Anza Expedition brought the first settlers to San Francisco with herds of cattle that soon multiplied on the hillsides and in the valleys of what is now San Mateo County. Spanish bullocks and cows were earmarked and branded and turned out to roam, wild and free, until rodeo time and the "matanza," or killing season that followed.

By 1790 hides and tallow from animals that were raised in the Colma Hills or on the slopes of San Bruno Mountain were being shipped to Spain or down the Pacific coast to the mines and plantations of Mexico and South America. Hides for export sold for $1.50 apiece in cash and for $2.00 if bartered for goods. Tallow was worth three cents a pound.¹

Neither the Spanish settlers nor their Mexican successors favored milking and did little of it. Milk cows were practically unknown until they were brought in by the Americans.

It is probable that J.G. Knowles, whose land was in the middle of the present day City of Daly City, established the first dairy in San Mateo County to supply milk to the residents of San Francisco. His business was founded in 1853 and lasted until his acres became part of an urban development.

Following this lead dairying became one of the leading industries in the area. The dairies became large plants with huge barns, blacksmith shops, coolers and steam engines and they were surrounded by acres of hay and grain. Reports indicate that on some dairies as many as 288 cows were milked every morning and every evening.³

The products of the dairies were taken to San Francisco in large wagons drawn by six or eight oxen or mules and were delivered to dairy plants in the city. From there they were taken in milk wagons to the homes and shops of San Francisco. This procedure continued until shortly before the 1906 earthquake when seven dairymen formed the Dairy Delivery Company to market their products.

A handbill reprinted in the San Francisco Daily News in 1926 illustrated a change in the development of the gateway cities. "Little Farms, the advertisement read, "For chickens and truck farming! Where are they? Colma Farms, only eight miles south of San Francisco."⁴
The promoters viewed these “little farms” as one to two and a half acre plots (it so happened that some were several acres larger) for raising poultry, or for berries, bulbs, celery, tomatoes, artichokes, and other high yield, highly profitable crops.

Little farms replaced most of the remaining dairies and ranches in the Colma Hills and in the sandy areas that became Westlake. Indeed the small farm movement proceeded down the coastside of the peninsula toward Half Moon Bay. While some such farms produced berries and vegetables, as the developers had suggested, others raised pigs. Hog ranches, they were called. Their owners learned that pigs could thrive in the foggy weather and could be fed swill from San Francisco restaurants and marketed with no great trouble. Hog raising proved so successful that a 1936 report indicated there were 43,000 hogs in San Mateo County.

But pig farms produce an ugly smell and are unsightly, so almost from their beginning there was agitation against them. In response the farmers moved their ranches inland and continued raising pigs until the development of the subdivisions following World War II.
ONE OF THE LAST OF THE OLD RANCH HOUSES IN COLMA
A S LONG AGO AS 1875 writers were referring to San Mateo County’s excellent roads. But Robert S. Thornton didn’t think the roads were so excellent. With road improvement as his concern, in 1858 he became an ex-officio road master and called for money to fill the “mudholes. Fifty-five years later he was still concerned, and although an old man, he was leading a drive for a special tax for road improvement.

In his endeavors he was joined by most of the people of old Colma. They talked about rough old Mission Street and about the holes in the roads that had to be filled with willow brush and rails from settlers’ fences to pry stages out of the mud.

In 1908 James Casey got himself elected to the Board of Supervisors for the express purpose of fixing the roads. “Good Roads Casey” they called him in a salute to his long and earnest fight for highways and streets that would encourage settlement and progress. It was he who induced Santa Clara, San Mateo, and San Francisco counties to pass resolutions asking that Mission Street–El Camino Real be made a state highway. The eventual result of this and other drives was the construction of 125 miles of highway in San Mateo County.

In 1910 when automobiles and airplanes were a novelty, Jim Casey induced the San Francisco Motor Club to sponsor a gala show at Tanforan with the proceeds earmarked for road improvement in the north county area. Several of the first air pilots in American history and the first automobile drivers joined with balloonists and glider pilots in a show that demonstrated their skills. Contemporary accounts state that the affair was a grand success.

As an organ for the roadbuilders the Daly City Record sounded the cry. “We are in hearty sympathy with the goal of good roads, the editor said as he announced his paper’s support of a bond issue. When it passed he hailed it as “a vision of San Mateo County as Gloryland.”

In 1913 the voters of San Mateo County approved a bond issue for $1,250,000 which the State of California agreed to match. These funds made it possible to complete several road projects. Among them was the construction of a road that connected Colma and Daly City to the coastside villages. Another was the improvement of School Street and Spring Valley Boulevard, now a part of 87th Street. Still another was the laying of Junipero Serra Highway along a course that had been selected long before.
Completion of these projects was just the start. By 1915 so many shorter roads had been built that the editor of the Record wrote, "The improvements are so pronounced that anyone who has been away for seven years would hardly know the place to see it now." The fight for better roads has gone on and on with City Councils, the San Mateo County Supervisors, and the California Legislature continually facing the subject. From time to time whole communities have joined in. Even school children have written essays and letters and otherwise joined in the campaign. As a result, in 1972 five major highways—two of them freeways—ran north and south through northern San Mateo County while a part of the freeway and several other highways connect the bay shore with the coast side.

At the close of 1972 all of the public streets in the area were paved. Daly City alone reported 110.2 miles of paved streets within its city limits.
MISSION ROAD—1915, LOOKING NORTH FROM THE SOUTHERN PACIFIC OVERPASS IN COLMA.
SKYLINE BOULEVARD, NORTH FROM WESTRIDGE AVENUE—1923

RAILWAY TRACKS AT DALY CITY'S TOP-OF-THE-HILL, NEAR MISSION STREET AND SAN JOSE AVENUE
LOOKING EAST OVER THE JUNIPERO SERRA FREEWAY — SAN BRUNO MOUNTAIN IN THE BACKGROUND
OCEAN SHORE RAILWAY TRAIN, RAN FROM 12th & MISSION STREETS IN SAN FRANCISCO
THROUGH DALY CITY AND DOWN THE COAST TO SANTA CRUZ
19. Railroads

The railroad came to the San Francisco Peninsula in 1863. On October 23rd its coming was heralded by some 400 people who swarmed into six cars and rode to San Mateo County’s Francisquito Creek where they joined in a picnic as guests of the management.1

The railway’s first stop after leaving San Francisco was near a rustic school house that had been built where Mission Street and Old San Pedro Road met. For want of a better name the railroad officers called their depot “Schoolhouse Station.” The designation remained until Colma became the name of the area. In 1868 the San Francisco-San Jose line joined the Southern Pacific Railroad of California and thereby became part of a system that covered all of California. This proved most beneficial to the farmers of the Colma-Daly City area, providing for them a means of shipping their produce to far away markets.

At the turn of the century Southern Pacific commissioned a number of surveys to determine the cost of laying tracks from San Bruno to San Francisco. The surveys led to the construction of a new main line with its first stop when traveling south from San Francisco at a station known as Visitacion, presently within the City of Brisbane. From there the trains ran along the eastern foot of San Bruno Mountain in South San Francisco.

To serve passengers on the old line a horseshoe was established with a train leaving Third and Townsend in San Francisco and traveling to South San Francisco and then turning north onto the new line to run back into San Francisco. However this service on the old line soon dwindled to one round-trip passenger train a day and then ceased entirely in 1942.2

The first electric streetcars to run down the peninsula from San Francisco were owned by the San Francisco-San Mateo Railroad Company, referred to by many as the Joost Line. Its service to Daly City dates from 1893 and to San Mateo from 1903.

From the Top of the Hill in Daly City, the Joost trains ran down Mission Street serving the cemeteries with stops at the Chinese and Holy Cross Cemeteries and at a depot known as Brooksville. From thence it went to Tanforan and on to San Mateo.

Along the cemeteries the line had several connecting streetcar lines. Mount Olivet Cemetery had a private line that operated until 1926 as a free car, no fares being charged. To Woodlawn Cemetery there was a branch line which was used for funeral cars, but no regular service operated on it. There was also a
spur line that ran from Holy Cross to South San Francisco.

In 1936 the entire line through Daly City was shifted and new pavement was laid over the old lines down the center of Mission Street. Eventually the service ceased beyond Daly City's Top of the Hill, which remains the terminus for San Francisco's Car 14.

Another railroad joined in serving the San Francisco Peninsula on October 2, 1907 when an electric engine hauled two coaches carrying 125 people into San Francisco. During its existence the Ocean Shore Railroad ran from 12th and Mission Streets across the peninsula on a right-of-way that is now Alemany Boulevard to Daly City and present day Garden Village near Broadmoor. Thence it ran to Thornton Beach and down the coast to places with such exotic names as Vallemar, Rockaway, Montara, Half Moon Bay, San Gregorio, Pigeon Point, and on to the end of the line near Santa Cruz.

"The popularity of the railroad that skirted the ocean," writes Rudolph Brandt, "was so great that on week-ends flatcars with benches were pressed into service to handle the crowds." Many Daly City and Colma people rode the trains to the beaches where some played in the surf and others went fishing or hunting. In his memoirs Edmund Cavagnaro recalled crowds of fishermen riding the trains "loaded with fish, mussels, and abalone.

He reported the clubs with their headquarters in Daly City used the Ocean Shore trains for excursions to Princeton by the Sea, Green Canyon, and other spots for picnics and sports." On the other hand Saturday night theater trains enabled residents in San Mateo County to see a show in San Francisco and return to their homes in the same evening.

Other than passenger service the Ocean Shore Railroad carried freight to and from the dairies and farms along the Pacific Coast. At Thornton Beach it picked up cars loaded with chalk from a quarry located a short distance from the present day site of the Olympic Golf Course.

In spite of its popularity the Ocean Shore Railway was always in financial straits, being sold at least two times to avoid bankruptcy. This, along with legal suits filed by various persons and groups of persons, stopped the service, with the last run being made in 1920. Attempts in 1921 and 1933 to revive the Ocean Shore Railway failed and the line passed into history with the editor of the Coast Side Comet writing its epitaph, "Rest in Peace. As late as 1956, however, it was necessary for the Superior Court of San Mateo County to break the Ocean Shore right-of-way across a major area of the Westlake development of Daly City.
“FERRY TO UNION PARK” UNITED RAILWAY CAR—1900

MISSION STREET—EARLY 20th CENTURY—6700 BLOCK
## SOUTHERN PACIFIC RAILROAD

### (Northern Division)

**Commencing Monday, April 21st, 1879, Passenger Trains**

**WILL LEAVE AS FOLLOWS:**

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#### STANDARD OF TIME.

*Trains run by Anderson & Randolph's (San Francisco) Time.*

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**The 10.40 A.M. Train Connects at Pajaro (Daily) with the Santa Cruz R. R. for Aptos, Soquel and Santa Cruz.**

**On Saturdays Only—The 3.30 P.M. Train Connects at Salinas (Daily) with the M. & S. V. R. R. for Monterey.**

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**SOUTHERN PACIFIC TIME TABLE—APRIL 21, 1879**

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76
Rapid Transit

Even as this history is being published, the Bay Area Rapid Transit System is building a station in Daly City which will link the "Gateway to the Peninsula" with cities as far away as Hayward, Concord, Pleasant Hill and Fremont. Meanwhile, studies are being made to provide rapid transit for San Mateo and Santa Clara Counties. When this project becomes a reality, the Daly City Station, now at the end of the line, will be in the middle of a huge rapid transit network known by its initials, BART (Bay Area Rapid Transit).

Its effect upon Daly City is evidenced in the plans, already formulated, to erect a two-decker parking facility near the station and to include shops in the BART station complex. Meanwhile, apartment house owners anticipate a need for additional facilities, and city planners predict that the adjacent area will experience a great amount of redevelopment.

BART is expected to fulfill the dreams of the first men to build railroads in the San Francisco Bay Area. A single track will add one-way capacity of 28,000 seated passengers per hour to the roughly 9,200 per hour now handled by four freeway lanes, thereby providing an alternative to costly personal transportation.

Rapid transit is expected to diminish the duplication of services and facilities, thus reducing the spread of urban sprawl. It is expected to reduce environmental pollution, in that BART trains emit no air polluting exhaust and are quieter than automobiles and trains. It is expected to alter the social fabric of the Bay Area cities by making transportation accessible to everyone. This will provide for a wider choice of education and recreation to the young and improve the ability of the handicapped to be self-sustaining.

For Daly City, the projected extension of rapid transit to the airport will provide greater access to that facility and more jobs for Daly City residents. The extension to San Francisco will tie Daly City even closer to the metropolis that influences its population growth and its development.

Further testifying of the effect of BART upon Daly City is the construction of a six lane thoroughfare through Daly City. When it is completed it will utilize both Knowles and Los Banos Avenues from Junipero Serra Boulevard to Mission Street and all of the land between them.

The BART station itself covers fourteen acres bounded by St. Charles Avenue on the north, the Southern Freeway on the west, Knowles Avenue on the south, and the DeLong Street extension (partially on the alignment of San Pedro Avenue) on the east.
SKETCH OF THE NEARLY COMPLETED BART STATION IN DALY CITY, PRESENT TERMINUS OF THE SYSTEM

ULTRA MODERN RAPID TRANSIT TRAIN THAT WILL SOON RUN BETWEEN DALY CITY, SAN FRANCISCO & MANY EAST BAY TERMINALS
THE SUBDIVISIONS THAT dotted the land after the 1906 holocaust bore little relationship to each other. There were no codes to govern the construction of buildings, and little, if any, action was possible to provide drainage, sewage, roads, or even to insure a water supply.1

Sensing the problem as early as 1898, community leaders joined in committees to study ways and means of securing self government. Matching their efforts, J.L. Brown, editor of the Colma Record, used the power of his press to urge his fellow citizens to take action. Time and time again he wrote, "We need incorporation for self-protection and for the advancement of the Colma District. Will the Colma district people continue to be fall guys for the other fellow? Give us an incorporation. Then we'll be in a position to get our rights. Do not aid false gods."2

Meanwhile movements in San Francisco to annex all or part of San Mateo County frightened the residents of the Colma area. Neighbors asked each other, "Where in God's name would the Colma District get off at?" The reply was chilling, "We would simply be at the mercy of San Francisco, the same or worse than we are now at the mercy of the southern portion of the county, who regard us as out of the county up there in the north end."3

One of the most serious movements toward incorporation developed in the autumn of 1908. On August 22, a petition was published proposing the incorporation of the City of Vista Grande. The proposed east-west boundaries stretched across the peninsula from the bay to the ocean, while the proposed northern boundary was the San Francisco city-county line, and the southern was the northern limits of South San Francisco and the old Buri Buri Rancho. Thus included were the present day cities and towns of Daly City, Colma, and Brisbane, and all the surrounding unincorporated area including the San Bruno Mountain.

The vision of a city covering so much territory was beyond the imagination of many residents and did not reckon with the deep seated differences that were developing in the area. Therefore, while the proposal was being discussed powerful opposition arose to insure its defeat. Among the opponents were such pioneers as Robert S. Thornton and G. Lagomarsino. Also opposed were the owners of the Crocker Tract and those of the Spring Valley Water Company and the proprietors of most of the cemeteries.

Not only did Vista Grande's failure shatter the dream of a single city for northern San Mateo County, but it demonstrated to observers that three rather
distinct districts had developed. In the southern part the residents were gardeners and ranchers seeking to perpetuate a rural environment.

In the eastern portion of the region on the foothills of the San Bruno Mountain and along the bay shore, a district was developing quite independently of the communities on the western side of the mountain.

In the north near the San Francisco line and southward along Mission Road, the people lived on small lots and were interested in urban developments. For these "city folk" incorporation was necessary. "We must be in a position to demand our rights," read an editorial in the Colma Record, "and we can only do that successfully with the independence of a city charter to back us."4

A group agreeing with the editor called a mass meeting to study incorporation and to select a committee to study the schemes that were proposed. The committee that was appointed chose to contact the people through other mass meetings. Each meeting that was held was filled with arguments of the pros and cons of incorporation. The opponents held that a land covered with ranches and gardens is more adequately governed by a village or township organization than by a city council. They predicted that a city government would drive out the ranchers and gardeners with regulations imposing sidewalks and sewers upon areas that did not need them. Other opponents argued that the residents of the area were too young or too laden with debts to devote their time to the activities of a city government.5

As the fight over incorporation grew, the opposition seemed to settle in the south in the old Colma Hills area and near the cemeteries. Finally the committee suggested that this area be eliminated from future incorporation schemes. Writing of this action the Colma Record reported, "The committee was of the opinion that Colma would antagonize the movement and that it would therefore be wise to exclude all the territory south of School Street. The committee disclaimed any ill feeling in the matter and said it would gladly welcome Colma either before or after the new city government is formed, provided the people there wish it."6

Even as the committee made its recommendations, it earned the enmity of people who fell into three groups: The residents of the excluded area who favored incorporation; those in the same area who fought the incorporation of any part of the area lest a new city engulf them; and those residents of the included area who feared that not enough people had been included to insure the city's success.

During the heat of the debate the editor of the Record expressed the views of many:

The Record is glad of this spirit of fairness, and that there is no desire to force Colma in the matter; that could undoubtedly be done with the large vote up here... The time is ripe and incorporation is a sure thing, and it is hoped our people will join the harmony wave to better our
DALY CITY'S TOP OF THE HILL  
—ROCK QUARRY IN BACKGROUND

below  
"LOTS FOR SALE"  
—MISSION STREET TRACT

Mission Street Tract

5 CENT CAR FARE
In the Fastest Growing District of the City

Lots $300 and upwards

J. W. Lawson, Mgr.
1107 Post Street
San Francisco, Cal.

Chas. F. O'Brien & Co., Agents

No Interest No Taxes

Take Ocean View Cars, or any Mission Street cars, and transfer to Ocean View cars, get off at Daly's Hill, just below City limits; our salesman will meet you there.
SANTA BARBARA AND VISTA GRANDE STREETS A FEW YEARS AFTER INCORPORATION.
conditions all along the line.  
But harmony did not prevail. As the debate raged some influential people who favored the incorporation of the whole area joined the forces opposing incorporation. Among them were both state and county officials.

Meanwhile, the committee called a mass meeting to decide the exact boundaries of the proposed city and to choose its name. On January 16, 1911, they filed a petition with the San Mateo County supervisors to incorporate the City of Daly City. The boundaries proposed were determined by the ends of building tracts that ran south from San Francisco along the San Bruno Hills to Price and School Streets and west to the summit of the hills. The population of the proposed city was estimated at 2,900 people.

Accordingly, the Board of Supervisors set the 18th day of March, 1911 for a special election to determine whether Daly City should become incorporated, and also to elect municipal officers prescribed by law.

During the time that lapsed between the notice and the voting, the residents continued to debate and to hold mass meetings, wherein many facets of incorporation were discussed. On the eve of the election, the Colma Record summed up the feelings of many voters as follows: "Tomorrow, Saturday, March 18, 1911, is the most important day in the history of Vista Grande, Mission, Hillcrest, Crocker Tract, and West End Homestead, for it denotes a Spirit of Progress. Good citizenship will assert itself."

The events of the day when the vote was taken were filled with drama that was described by George Kirchhubel, Daly City businessman, as follows:

The polling place was the upstairs backroom of John Letlos's Restaurant on Mission Road. For the voting day the supervisors had ordered the room sealed off from the restaurant.

To many people today it may seem strange that an area as large as Vista Grande should have only one voting precinct, but in those days the men were the only voters, and their work was in San Francisco. The mode of transportation was the streetcar, and the people of the Vista Grande, Knowles, Mission and Hillcrest tracts boarded the car either at the Knowles Avenue switchback on Mission Street or at the waiting station at the top of the hill, opposite Hillcrest Drive. The people from the Crocker Tract with the exception of a very few living in the far west end got the streetcar at either Templeton, Evergreen or Crocker Avenue, so the farthest they had to walk to the precinct was three blocks, which in those days was hardly anything, even to a woman carrying two babies.

There is little doubt that a more vigorous, thorough campaign was ever conducted in this area. Opposition to the incorporation had sprung up and there were just as many reasons against the incorpora-
tion as there were for. No one would make any predictions as to the outcome, and when the election day finally came both sides were ready to get their vote.

And so on this day of March 18th they started voting early, and it continued through the day, with the voting very heavy after working hours. When finally the polls were closed nearly every registered voter had voted. Whatever the outcome of the election, the result would be a true expression by the people.

Then began the canvass of the ballots. The inspector took out the key from his pocket and opened the ballot box. He turned the can upside down, then emptied the ballots on the table. As he counted #1 he placed the ballot inside the can again. This followed on until the last ballot in the can counted was 262. This checking with the roster of citizens voted, the tallying was now ready to take place.

As the inspector watched, the judge reached into the can and opened the first ballot for recording. Then followed one of the most seesaw battles ever seen in this neck of the woods. First the incorporation was ahead, then the incorporation was behind. This continued with absolute silence prevailing throughout the room from the onlookers. As the count was nearing the very end the judge read one of the last ballots, "against the incorporation." "Tally," said the clerks, meaning the diagonal crossing of four straight lines, that meant five. Everyone in the room knew that the count was 130 votes for. He then opened the next ballot, against. "Tally," said the clerks. Now the vote was 130 for and 130 against.

There were only two ballots left. One vote against, and the incorporation would be beaten. Again the judge reached far down into the can. Slowly his hands came up with the ballot. They were not as steady as they had been at the start of the count. No one was blaming him. He took a deep breath as he opened the ballot, and recorded it in a firm voice, "For the incorporation." A big sigh was heard in the place, whether it was relief or frustration depended on the viewpoint of the individual. And now here was the teller. In a flash the judge had the ballot in his hands, and he was unfolding it. The inspector was looking over his shoulder and everyone was straining to see which way it was cast. His mouth was opened and "For" was all that could be heard, for immediately the room was full of shouting, hand shaking and jumping with joy. As though there were instant television, the bartender across the street in Knowles Saloon ran out with his shotgun and fired two shots. He shouted, 'Drinks on the house, the incorporation wins.' There followed up and down the street two shots from every saloon, the signal that the incorporation had been successful.
ABOVE: AFTER A LONG MEETING
LEFT TO RIGHT: TIM O'ROURK, HENRY SUNDERMANN, A.J. BODIEN, T.P. MORAN AND H.H. SMITH

WHEN THE RAILROAD RAN THROUGH DALY CITY
Daly City's Former Mayors

EDWARD FREYER
1911-1912

B. C. ROSS
1912-1916

FRANK B. WOODHOUSE
1916-1918

H. H. SMITH
1918-1936

PAUL G. SELMI
1936-1940

JOHN J. FAHEY
1940-1942

ANTHONY J. GAGGERO

JAMES P. GREEN
Apr-Dec. 1946, 1949-1952

MELFORD D. BATTYE
1946-1948

JOSEPH J. VERDUCCI

MICHAEL R. DeBERNARDI

EDWARD J. DENNIS
1959-1960

FRANCIS P. PACELLI

ROBERT B. ST. CLAIR
1961-1962

ALBERT E. POLONSKY
Apr.-Dec. 1966

BERNARD J. LYCKETT
Dec. 1966-1973
For this occasion the drinks were on the house, someone picked up the tab, and nobody cared who. There followed a night of celebration perhaps never equalled in the city. I can still remember that night. All night and early morning shots were being fired, people celebrated in the streets. It was like Chinese New Year in Chinatown. When at last the town seemed to have settled, some drunk would come home, go into the house and get his gun and fire two shots and holler at the top of his lungs, "Hooray for the Annexation." The whole procedure then started up again. When at long last came the dawn all was quiet and it was back again to work.10

The City was now on its way.

On the same ballot that created the City of Daly City, Edward Freyer was named mayor with Martin Oberhaus, Al J. Green, Thomas J. Mullins, and Dennis Quillian as councilmen (trustees). Also chosen were Walter J. White to be city clerk and T. Sheehan as treasurer. Ed Knight became city attorney and Ellis C. Johnson recorder. Mrs. Clara Chess became Daly City's first justice of the peace and one of the first women in California to hold that position.

Four days later these officers met in a converted tool shed to be sworn into office. The Record reported that 'each gentleman seemed to drop into the spirit of his position with ease, acting like real old timers.'

From the first ballot to the present time spirited campaigns have been a Daly City tradition. Such issues as the annexation of this or that suburban development, the creation of city facilities and departments, and the adoption of the Manager-Council form of government have been placed on the ballot for the decision of the electorate.

In the selection of city officials the people of Daly City have seen the names of men and women from nearly every walk of life appear on the ballot. It is interesting to note a few who have been leaders. Mayor Robert B. St. Clair guided city affairs while he was captain of the San Francisco 49ers football team. Mayor Edward Dennis was a noted labor leader. Mayor Hugh Smith was born in poor circumstances in Canada and rose to become a bank director. Councilman Henry Sundermann was born in Germany and came to America as a runaway boy. Many of the leaders were members of the first families to settle in the area—Mayors Green, Selmi, Gaggero, Verducci, Dennis and Lycett to mention a few. Others were men who chose to live in Daly City after having resided in other parts of the Bay Area.

As an example of the devotion of Daly City leaders we refer to Burton C. Ross. Although a former councilman and mayor, he accepted an appointment as city clerk, saying, "I am only interested in the development of the city." Following his example other men have served the city in several ways—as councilmen, commissioners, city attorneys, judges, and so forth.

From 1911 to 1972 forty-eight men served as members of the city council.
with sixteen having served as mayor. In the words of a long-time resident of Daly City, "They were honest to goodness down to earth men."2

Daly City adopted the Council-Manager form of city government in 1955 while Dan E. Anderson was serving as city administrator. City managers to date have been Howard Stites, 1955-1958; George W. Watts, 1958-1959; Edward Frank, 1960-1969; and David R. Rowe 1969 and still serving.

To advise the City Council and the department heads, Daly City relies on commissions and boards. Six of these were operating in 1973 as follows: the Personnel Board, the Planning Commission, the Recreation Commission, the Library Board of Trustees, the Civic Center Corporation and the Redevelopment Agency. Records show that throughout its history Daly City has benefited greatly because of the long service rendered by many board and commission members.

The resolution of the people who have served Daly City, either as employees or as members of councils and boards, has been a great factor in the growth of each department of the city. This is exemplified in the records of the three oldest departments: fire, police and public library. All three relied on volunteers until the growth of the city made it necessary to staff them with full-time personnel. Today the stories of the heroism and loyalty of these volunteers are favorites among the people of the area.

Among the activities that have received wide notice is the creation and maintenance of the Daly City Water Department which in 1973 remains one of the few municipal systems in California.

In 1913 the voters of Daly City approved a bond issue of $100,000 to do three things: install a water system in the sections of the city where it was most urgently needed; to purchase the existing Crocker system and wells; and to build a pump house and a reservoir of a million gallon capacity. In truth the system was very small, serving a section of Daly City bound by Citrus Avenue on the south, the Southern Pacific Railroad on the west, Hillside Boulevard on the east and the city limits on the north.

To increase the coverage, the voters approved a bond issue in 1924 that was used to replace the old Crocker system. Within a few years a city councilman noted that both bond issues were retired with the profits gained by the system.

From these beginnings, Daly City's "water works" has grown until in 1973 it served all of Daly City except the Bayshore District. "It now has 165 miles of pipe," writes Engineer Herbert McDonald, "serving all of the city except the Bayshore District."13

The present water system maintains a State approved water laboratory which is operated by certified personnel, and it is one of the few operated by water systems in the county.
POLITICAL POSTER OF THE 1934 ELECTION ERA

Daly City
Has
Good Government
Let's keep it.

H. H. Smith
Paul G. Selmi
Julius Twesten
Henry Sundermann

Retain
Smith
Selmi
Twsten
Sundermann

Election April 9, 1934

(Over)
Daly City Fire Wagon in 1909 Parade

Rock Quarry
Mission & Hillside, Daly City
DALY CITY CITIZENS
EXAMINING THE FIRST WATER PIPES

KNOWLES POND—NOW MARCHBANK PARK
WIDENING MISSION STREET IN 1936

DALY CITY PUBLIC LIBRARY—1920
View of the western front portion of Daly City's Civic Center, with lush shrubbery in stark contrast to the exposed aggregate construction which is highlighted with panels of marble and black metal sash works.
The interior decor of the building utilizes aggregate, marble, and dark oak trim with black metal accessories. Large areas in the lobby are devoted to plants and flowers.
O'ROURK HOME ON EVERGREEN AVENUE BUILT SHORTLY AFTER THE 1906 QUAKE
HOUSE AT 1687 SULLIVAN AVENUE NOTED AS AN EXAMPLE OF THE AREA’S POST 'QUAKE HOMES.
The annual Fire and Police Baseball Games are now things of the past. The Police have been deeply involved in Police Athletic League activities since 1957 and the Fire Department has been very active in Operation Santa Claus for over 20 years.
Dedicated in December 1965, this 270 bed General Hospital is the largest medical facility in the city. Its prominent location makes it a landmark from the surrounding areas. Private medical office buildings and convalescent homes have been constructed nearby.
From 1911 to 1914 the Daly City City Council met in various places. Among them were buildings on Mission Street. One of them has been converted into a laundry; others have become stores while some have been torn down.

In 1914 the first City Hall was built at 75 Wellington Avenue. It was a tall two-story wood frame building with a dance hall on the top story. The cost of construction was $6,000.

Twenty-four years later, the people passed a bond issue to replace the 1914 City Hall with a new building. It was finished in 1939 and dedicated with ceremonies featuring a parade and speeches from local, county and state officials. The sponsors of the day, the Native Sons of the Golden West and the Daughters of the Golden West, hailed the City Hall as a handsome structure of cast concrete and steel.

Speaking for the citizenry, Mayor Paul Selmi noted that the completion of this building marked the climax of a long struggle to provide adequate facilities. Said he, "It is undoubted that the better equipped to serve we are, the better job we can do of making Daly City an A-1 community in which to live." 14

The rapid growth of Daly City in the period after World War II expanded Daly City's municipal government so much, it outgrew the Wellington Avenue building. A serious study of the present and future needs resulted in the erection of a Civic Center costing three and a half million dollars that was raised by a group known as the Civic Center Corporation.

The design of the Civic Center thus built consists of the intersection of three square buildings resting on an existing mound in a way that allows for a maximum number of first floor entrances. The neo-classic design of the building was chosen by the architects, Donald F. Haines, Zaven Tatarian and Associates, to include concrete columns and fins, glare-reducing glass, and marble spandrels. The internal arrangement includes a general reception area in the center of a central mall that acts as the nucleus for traffic circulation to the various departments.

In the center of the mall, a stairway rises to the second floor with the whole area crowned by a plexiglass dome to admit natural light and ventilation. Thus the whole building is constructed to serve an aesthetic as well as a functional purpose.

Writing for the dedication of the Civic Center, Mayor Bernard Lycett wrote, "City government is not a fixed or stationary business. It is constantly changing, and therefore, requires a progressive and dynamic attitude toward the fulfillment of its responsibilities, which the new City Hall symbolizes both in appearance and in potential service." 15
Daly City's Elected Officials

...1973...

ANTHONY A. GIAMMONA
MAYOR

VICTOR G. KYRIAKIS
MAYOR PRO TEM

PAUL M. HUPF
COUNCILMAN

BERNARD J. LYCETT
COUNCILMAN

McROBERT L. STEWART
COUNCILMAN

ANNA OHLENDORF
CITY CLERK

ANTHONY J. ZIDICH
CITY TREASURER
Although the election of 1911 created the City of Daly City, annexation continued to occupy the minds of the citizens of northern San Mateo County. From its birth Daly City spread in all directions, annexing plots of land and whole districts, including the business area of Colma, the western sand dunes, and even a portion of the Colma Hills, until it stretched from the San Bruno Mountain to the Pacific Ocean.

Watching Daly City's growth, the proprietors of the cemeteries, together with the florists and ranchers, restated their old fears of city regulations and determined to resist the southern march of Daly City.

As a result, long, bitter debates between Daly City and Colma residents accompanied each annexation scheme that was proposed. Sometimes life-long friendships were shattered and long feuds were created in their stead. Even among the children the battles of incorporation caused fights at school with tomatoes and eggs serving as bullets.

Apart from the threat of annexation to Daly City, the owners of the cemeteries and the residents of Colma were worried that San Francisco would be able to enlarge its boundaries by annexing unincorporated lands in San Mateo County. On August 11, 1924, therefore, the owners of the cemeteries and the lands that surrounded them agreed to incorporate into a town they called Memorial Park.

They soon learned that the San Mateo County Board of Supervisors would not permit the use of the name they had chosen, since there was already a Memorial Park in the county. On the spur of the moment, they proposed the name of Lawndale, which was accepted, only to be rejected by the United States Post Office Department.

Finally the matter of a name was submitted to a vote of the people of the area who decided to use the old name of Colma for their newly created town. Then its newly elected mayor, Mattrup Jensen, who was the General Superintendent of Mount Olivet Cemetery, wrote, "I am the Father of the City of Lawndale, name now Colma, the only city of its kind in the world. May it always be held sacred to posterity."

At the beginning of 1973, Colma covered an area of one and eight-tenths square miles. It is governed by a five man city council. One member of the council is named mayor and presides over meetings, which are held twice monthly.
The city has a city clerk and a treasurer, who are elected, and a chief of police. At night and on week-ends further police protection is furnished by the special district of Broadmoor. Fire protection is provided by the Colma Fire District.
ORROWING PHRASES FROM a publication of the United States Division of Mines, a long time Daly City resident described the acres of land stretching east and west from the developed sections of Daly City to the ocean and south from Lake Merced to the Pacifica Hills as "a section of soft sedimentary rocks and of buff sands and clays with interbeds of pebbles and shells and known as Fog Gap."¹

The area was described by Edmund Cavagnaro, who was born on a nearby ranch, as a wild place before 1945, where canyons came down from the Colma Hills and men went hunting because all kinds of game were seen there.²

In 1945 the firm of Henry Doelger Builder, Inc. purchased this foggy land of pig ranches and cabbage patches from the Spring Valley Water Company, which had owned it since acquiring it from the owners of the old Laguna de la Merced Rancho. Turning a deaf ear to realtors who advised against building in the area, the Doelger Company carefully laid plans for building a subdivision in Daly City in the area which was soon named Westlake.

The vision of an area of homes, schools, churches and shopping centers belonged to Henry Doelger and his brother John. This is illustrated by the things now recalled by their associates and employees. "Come and help me build a city," Henry Doelger is reported to have said to his associates and employees. They came, hard working, efficient people and business firms.³

In 1948 the Doelger Company started building in a section called Unit One and did not cease until 1962 when all the land in Westlake was covered with homes and the Doelger Company stood ready to build the Fairmont section of the City of Pacifica.

Some critics have branded Westlake as "a look-alike, think-alike instant suburb" and it is reported that it inspired a popular ditty about ticky-tacky boxes. Others, however, have called it "polished Westlake" and spoken of it as the "highfaluting area" of Daly City. In truth, it is a community that satisfies many of its residents. Their sentiments were expressed by Daly City Mayor Bernard Lycett when he said, "If people didn't want to live in this city and did not like what Doelger built during twenty-seven years in Westlake, it would still be sand dunes, cabbage patches, and hog farms."

Henry Doelger brought to the Westlake project experience gained in a lifetime of building. In 1922 he closed his hot dog stand on the corner of San Francisco's Seventh Avenue and Lincoln Way to join his brother Frank in the real
estate business. Within a short time he was building houses in the Sunset District of San Francisco.

The highlights of Henry Doelger's career were recorded by newspaperman Frank LaPierre:

There was only one way to sell homes out in the Sunset District of San Francisco in those days; you hammered a few nails along with the carpenters and when a prospective buyer came along, off came the coveralls and, presto, instant real estate salesman.

That is what Henry did!

He built 25 homes on 39th Avenue in 1926, his first year in business. Business increased as the population expanded and folks began moving into the "suburbs" of the city.

But the Great Depression hit Doelger hard, as it did everyone else.

For 18 months he gave up trying to build homes, let alone sell them. No one had any money.

By 1932 business was on the upswing again for Doelger.

He built homes that are standing in good repair today along 31st Avenue.

Between 1934 and 1940 the fellow who started with a modest hot dog stand was America's biggest homebuilder.

Doelger was doing what some builders had considered impossible—building two homes a day. By today's standards this is a simple feat.

Doelger City, they called the area that stretched from 27th to 39th Avenues between Kirkham and Quintara. Next was Golden Gate Heights on 15th and 16th Avenues.

World War II came along and Henry offered his services to the Army Corps of Engineers. He was assigned to build defense housing in the Bay Area, specifically in Oakland and South San Francisco where some 3,000 such units were constructed by Doelger.

The defense housing projects are currently under planning for replacement—27 years after Doelger built them.

Along with brother John, who retired from the company three years ago, Henry built homes along MacArthur Boulevard between Oakland and San Leandro. He returned to the Sunset and Richmond districts after the war and built 3,000 apartments. [Henry Doelger Builder, Inc. reports that this is the approximate number of homes, not apartments, built in the Sunset and Richmond districts.]

Open space suitable for housing was becoming harder to get. Turning a deaf ear to realtors who advised not to build in Daly City because no one would possibly want to buy a home that far away from
downtown San Francisco, Henry purchased 1,350 acres from the Spring Valley Water Company in 1945.

Swamps, gulleys, hog ranches, cabbage patches, barren sandy land, and foggy, windy, biting cold greeted the builder. Friends predicted Henry had been “had” when he bought the property.

More that two decades after he started pouring concrete in Westlake, mapping streets, and pounding nails, an orderly community of more than 22,000 people have moved in.5

In after-years when Henry Doelger disposed of his interests in the shopping centers and apartments that had remained his property, many residents of Daly City expressed their gratitude to him and his company for the creation of Westlake. Among them was James V. Grealish who penned the following letter that appeared in a local newspaper.

Dear Editor:

The sale of the Westlake apartments would appear to mark the passing of an era of great significance not only to the City of Daly City and San Mateo County, but also to the entire Bay Area.

Since it was the last sale of properties built by Henry Doelger in the development of Westlake, it completes the cycle started in 1948 with the first homes built in what had been for many years vegetable gardens. In addition to homes and apartments, the excellently planned growth of this area included parks, schools, churches, etc. which provides a complete, well-balanced community.

Credit for this tremendous undertaking goes to a man (Henry Doelger) who had the foresight, ability, and above all, the confidence in the future of the area. He not only planned and supervised the entire development, but, unlike most of his fellow developers, he lived in the community. He not only provided excellent homes at excellent prices to young families of the area including many veterans of World War II, but he provided countless jobs in the process. It would seem to me that he has made an invaluable contribution to our area.

Yet, nowhere have I read of any plans to honor this man with the recognition he so richly deserves.

James V. Grealish6
The homes built in the Westlake area include a wide variety of styles and finishes. The apartments include motifs of Italian, French, Chinese, and others. Many of these homes and apartments are near Lake Merced and adjacent golf courses. There are two shopping centers in the area which include stores of every variety.
DOELGER'S WESTLAKE HOMES
Bayshore (Daly City)

BAYSHORE CITY, NOW a division of Daly City, was part of the Visitacion Rancho that was conferred upon Jacob Leese in 1841. In 1859 Henry Schwerin, a German baker, bought several hundred acres south of the present day street known as Geneva Avenue. It is reported that he had a "herd of dairy cows on the side hills and—in the area that is now the parking lot of the Cow Palace—he started a horticulture nursery and sold cut flowers and shrubs to the San Francisco Flower Market."

The same writer reports that by 1860 the ancestor of the present Bayshore Boulevard came into existence as the San Bruno Toll Road; it connected with El Camino Real at San Bruno. At that time the toll gate was at the Seven-Mile-House, which continues to be a landmark, just south of Geneva Avenue.

Industry came to the Bayshore area in 1876 when W.C. Ralston organized the Union Pacific Silk Manufacturing Company. A few years later, however, the company was moved to South San Francisco.

By 1890 other companies were establishing themselves up and down Bayshore Boulevard in areas that became parts of San Francisco, the Bayshore district of Daly City, and Brisbane.

Attempts to subdivide the area began in 1868 and continued on a piece-meal basis until December 28, 1932 when an irregular portion of the populated area was incorporated as Bayshore City with Robert J. Hatch as mayor, and J.P. Lawson, J. Franzer, Herbert A. Ford, and Ernest Durbin as councilmen.

Truly it was a unique place with a race course as its chief attraction and dog racing as its chief industry. Besides providing the largest payroll, the race track paid most of the taxes and became the chief booster of the miniature city. Indeed, it is said that during the days of their greatest prosperity the owners of the race track presented Christmas presents and Easter baskets to the people of Bayshore.

But there came a day in 1939 when the attorney general of California ruled that dog racing was illegal. The track shut down, the dogs left, and the residents found themselves with a city government to support from a small tax base. Under the leadership of Mayor John Lawson and Councilmen Herman, Malone, Parker and Smith, Bayshore disincorporated and disappeared from the roll of California cities.

Even as the dog track was closing down, a new industry came to Bayshore, marking the area as the home of the Cow Palace.
This huge, state-owned convention hall and sports arena was built astride the boundary line between San Francisco and San Mateo Counties. In 1973 it contained more than 17,770 seats and provided parking for 6,500 automobiles. It was the home of two nationally famous shows, "The Grand National Livestock Exposition, Horse Show and Rodeo" and "The Junior Grand National. Since its construction it has been the site of national political conventions, trade shows, circuses, games, religious rallies, and other major activities.

Writing of the Cow Palace, the Westlake Times reported:

Impetus for the Cow Palace had its start with the successful staging of a livestock exposition at the 1915 San Francisco World’s Fair. The Exposition Company acquired a site in the Marina District of San Francisco, where the 1915 exposition had been staged. By 1931 support for the livestock exposition program had generated sufficient public acceptance to warrant sale of the Marina property.

The $25,000 left over was used to purchase 25 acres of land in Visitacion Valley—the site of the present Cow Palace today.

Original founders of the Cow Palace were C.H. "Bert" Sooy, a San Francisco lawyer; George J. Giannini, wholesale fruit and produce merchant; R.B. Henderson, San Francisco city official; Thomas L. Hickey, San Mateo County Supervisor; Robert P. Hollliday, newspaper publisher; Charles S. Howard, automobile dealer and sportsman; R.B. Krobitsch and Ernest Drury, hotel men.

Sooy was credited with raising more than $1,900,000 from federal, state, local and private interests. Groundbreaking ceremonies were held in November of 1935 in the height of the depression. One local newspaper complained, 'while people are being evicted from their homes, a palace is being built for cows.' The headline writer made it 'Cow Palace' and the name stuck. Born in derision the name now stands out boldly in letters 16 feet high and 170 feet long.

The work, begun in 1935, was completed five years later with labor largely supplied by the WPA. The dedication of the Cow Palace came in the fall of 1941 and featured the first Grand National.

In 1963 the newly formed City of Brisbane announced its desire to annex the San Mateo County lands between its borders and the San Francisco line. Not desiring to become part of Brisbane, a citizens’ association from Bayshore proposed that the residential area of Bayshore and the Cow Palace be annexed to Daly City.

A fight resulted with some officials of the Cow Palace and those of several large business houses trying to block annexation by the introduction of a bill in the legislature that would make it illegal for Daly City to annex the Cow Palace lands without the consent of the directors.
When the bill failed to pass the legislature, the matter was placed before the residents of Bayshore, who soon approved the annexation to Daly City.
ROADMOOR IS UNIQUE. With its streets backed up against the hills, it lies in the heart of Daly City. Yet it remains an unincorporated area with most of its services being provided by San Mateo County or by Daly City in compliance with contracts between “the city” and the county.

Part of this individuality that marks Broadmoor is found in its special police district which is said to be the only one of its kind in California. Although small it employs men who strive to give their tiny community the kind of protection found in the surrounding cities.

Broadmoor, although standing alone, has no history apart from the rest of the area. In pioneer times it was settled by Colma residents, S. S. White and the founders of the $75 Lot Homestead among them. The long history of the area is a story of ranches passing from one man to another until the land was needed for homes. Some of present day Broadmoor became the property of the Spring Valley Water Company and was called by that Company’s name until recent decades.

Like other developments in the area, such as Westlake and Serramonte, Broadmoor was built by a large construction company from San Francisco. In 1946 the Stoneson Company formulated plans to build the development that became Broadmoor. By September 1947 they had laid two streets, Sweetwood and Louvaine, and had erected enough homes for the first families of Broadmoor to move in.

Tom Callan’s hog ranch was nearby, although abandoned. Olcese’s pig farm and ranch was south of the area on land now occupied by Westmoor High School. A large pipe running through the area to the ocean was surrounded by willows. A little creek ran up the middle of a street that became MacArthur Drive.

As the construction went on, the pig ranches were moved and the pipes and streams covered. More streets were laid and more homes built, and along with them came the fierce pride that has kept Broadmoor independent and unique.

There are over twenty such communities in San Mateo County. Like Broadmoor some are nearly surrounded by larger cities. Most of the others are small settlements near the Pacific Ocean. Each is unlike any other part of the county and adds its flavor to the social environment of San Mateo County.
26. Era of the Builders

"A comfortable house is a great source of happiness. It ranks immediately after health and good companions."

— Sydney Smith

When Daly City paused to mark its fiftieth anniversary, it was noted that the building of houses had become one of its major industries. By 1957, in fact, the demand for homes became so great that newspaper reporters were detailed to write stories of the great number of buyers who came into the area looking for homes.

To meet the demand, the Zita Corporation was forced to grade its St. Francis Heights property on a round-the-clock basis. Meanwhile, other builders were rushing to complete plans for development on acres once reserved for vegetable gardens and dairy farms.

The Zita Corporation, a company that had erected 10,000 houses in other parts of California, moved its equipment into Daly City in 1957 and commenced building on a 276 acre plot.

Speaking for the corporation, George McKeon announced in the Daly City Record for February 7, 1957 that St. Francis Heights would be a fifty million dollar development.

In less than a year the Record, January 16, 1958, carried a picture of graded lots that had been sold to "home seekers who had put their cash on the line." The Record reported that during January, 1958, the Zita Corporation was moving a million yards of dirt per month to create the building sites. Subsequently, the reporter was forced to note that the constant hum of the grading machines had sent twenty-five Daly City residents to court to complain that the operation disturbed their sleep.

Building the houses in St. Francis Heights started in 1958 and was pushed so vigorously that by November 13, 1958 as many as seventy-nine units were being started each month while plans for other units and for roads, schools, utility lines and other improvements were being presented to the Daly City Planning Commission.

When the project was completed, St. Francis Heights consisted of over 2,000 homes, a multimillion dollar shopping center and three schools: Daniel Webster, M. Pauline Brown and Christopher Columbus. In the north it met Broadmoor Village while its southern rim extended into the hills that became the Serramonte portions of Daly City.

A 1972 report by the Daly City Office of Planning indicated that St. Francis Heights covered most of the area in census tracts 6014 and 6015. The estimated population of these areas was 11,454. There were 2,885 occupied housing units.
most of them being one-family structures.

Since October, 1959 a St. Francis Heights Improvement Association has been devoted to the task of keeping St. Francis Heights a beautiful area in keeping with the dream of the builders who described it as an ultra-modern area of homes.

Aside from the development of St. Francis Heights and, of course, Westlake, the 1950's and 1960's brought developments in several other areas of the Gateway Cities. A firm headed by a Colma resident, Gus Pedemonte, developed apartment house complexes in the vicinity of Price and Garibaldi Streets and others in an area stretching from 88th Street to the Daly City Civic Center on 90th Street and from Sullivan Avenue into the heart of Broadmoor.

As builders and as an old Colma family, the Lagomarsinos have left their mark upon Daly City as well as Colma. It is reported that the Lagomarsino family started developing the land as soon as they arrived in the area. Under the guidance of the founders, the family developed large portions of the Colma area for flower culture. Speaking of the family's thirty acres of violets, Mattrup Jensen relates in his unpublished memoirs that the Lagomarsino family employed dozens of women to pick violets and fashion them into bouquets and boutonnieres that were sold during such events as the 1915 World's Fair in San Francisco.

The second generation of the Lagomarsino family started early in their careers to buy and sell real estate and build housing units. Among these projects are the apartment houses along Hillside Boulevard in Daly City and Colma.

The list of other builders who erected single units and in some cases whole complexes has never been compiled. But let it be said that each has contributed greatly to the development of cities that have been called regions of comfortable homes.

The drama of the era of house building will long be remembered by Daly City and Colma residents. There were great battles over the location of highways, especially the connection between Junipero Serra Freeway and Skyline. There were court cases involving the realignment of roads. There were annexations that turned the residents of whole developments against those of others. There were heated elections with the fate of this or that project riding on the decision of the voters.

Through it all, schools, churches, playgrounds, shopping centers and all the other things that constitute a city were established to make the ever growing City of Daly City and the town of Colma interesting places upon the map.
THE COLMA HILLS are gently sloping mountains, tertiary in age and made of sandstone, shale, and a conglomerate of marine and continental origin. During the entire year they are green with flora; so green they gladdened the heart of Patrick Brooks when he came in 1852 to find a homestead. Selecting 400 acres in the center of the hills he made his house by carting the building materials from San Francisco.

Within a decade others joined him in the center of Colma Hills to build ranches that remained family farms for as long as fifty years. Ultimately J.A. and Harry Christen acquired a large portion of the Colma hills and started a dairy which they named for themselves. For some fifty years thereafter the Christen Ranch was a fixture in the Bay Area with “city people” traveling its narrow lanes to see a dairy in operation. Changing hands in 1963, the center of Colma Hills was renamed Serramonte and slated to become the home of thousands of suburbanites.

It is strange that the center of the Colma Hills should have been one of the first parts of San Mateo County to attract settlers, yet one of the last to yield to urban development. Serramonte, covering 950 acres of land formerly owned by Patrick Brooks, the Christen Brothers, and other pioneers, is a planned community of homes and apartment houses. Politically it is part of Daly City.

To create Serramonte, the Suburban Realty Company found it necessary to lay plans for one of northern California’s largest construction jobs. In 1963 plans were formalized for moving thirty million yards of earth and for laying as many as 17.7 miles of utilities in just one of the various units. In 1964 some eighty acres of recently graded slopes were planted to beautify the $200,000,000 development.

The realization of these plans is found in the 1970 census. There were 1,126 occupied housing units. While most of them were single family units, there were areas covered with medium rise apartment houses. An eighty acre shopping center was serving the public and a satellite shopping center was being developed. In 1970 Serramonte High School was rapidly growing into one of the largest in the Jefferson Union High School District; several grade schools were under the direction of the South San Francisco School District. A twenty-five acre city park with a public library and a fire house near by was being developed. Meanwhile, plans
were being formulated for building more homes and more apartments. In 1970 the builders’ estimate of the ultimate population of Serramonte was 21,000. This did not include nearby areas of Colma where both commercial and residential units were being constructed.

Southern Hills, on the opposite side of Daly City, is another development of the builders of Serramonte. Here on the hills that have stood as a barrier between Daly City and Bayshore and where San Francisco meets Daly City, Suburban Realty constructed their Sunstream Homes as another section of the gateway cities.

The men behind Suburban Realty and Sunstream Homes are Carl and Fred Gellert, brothers who have built so many homes they can stand on any hill in San Francisco and look down on some house or apartment building produced by their companies. After fifty years of building they had constructed 20,000 houses and were planning to build more. “We have always been proud of our homes and the fine reputation they enjoy,” said Fred Gellert, “so we feel an obligation to continue to give people the kind of homes they want for the amount of money they can afford.”
FRED GELLERT

CARL GELLERT

BUILDERS AND DEVELOPERS OF THE SERRAMONTE AND SOUTHERN HILLS SECTIONS OF DALY CITY
JETS OF WATER STREAMING FROM THE CEILING TO FLOOR TO ENLIVEN THE CENTRAL MALL OF THE SERRAMONTE SHOPPING CENTER—DALY CITY

This fountain area, which is one of many relaxation areas throughout the mall, draws many people. It is used for displays and entertainment for young and old.
Sparkling jewel-like, this large indoor shopping complex, adjacent to Highway 280, is one of several shopping centers in Daly City that provide the residents with a worldwide selection of merchandise.
IT IS QUITE LIKELY that in 1775 Captain Bruno Heceta named the San Bruno Mountain as he led a group of explorers along its slopes to the shores of Lake Merced.

Later, in 1841, the mountain was included in a grant to Jacob Leese and thus became part of his Rancho Guadalupe la Visitacion y Rodeo Viejo. Still later it became open space land dividing the eastern cities of northern San Mateo County from those in the west.

As we have already noted, in 1908 a movement failed that would have made the San Bruno Mountain and the valleys at its feet part of a city called Vista Grande.

Even then real estate promoters were projecting a suburban development in the Guadalupe Valley on the eastern slopes of the San Bruno Mountain. With high hopes they named their development Visitacion City, but they did not succeed in selling the lots, and hence Visitacion City died.

Dr. Stanger writes:

More than twenty years passed before any considerable number of home seekers discovered the sloping valley that looks out over the bay and is sheltered by the San Bruno Mountain from the fog and winds of the west. By 1930 the place was being promoted by another company under a different name. It had been called Visitacion City, but this was not Visitacion Valley and the name led to confusion. In choosing another name, however, everyone seems to have forgotten or overlooked other historic possibilities. Instead, the promoter, who is said to have lived in Australia and who perhaps saw a resemblance to the port city of Brisbane, named it, “Brisbane on the Bay.”

It is said, however, that the name was chosen by one Arthur Ennis, agent for the tract, in honor of the columnist Arthur Brisbane. Whatever the origin of the name, in due time it was used by the United States Post Office, and in 1961 became the official name of a general law city that was incorporated on November 28th of that year.

It is reported that the City of Brisbane began with only $27.00 in its treasury, and this came from a donation from the incorporation committee. This situation quickly changed with the operating budget steadily growing until it reached $753,471 for the year 1972-73. These funds provide for the departments.
of the city: police, fire protection, public works, recreation, water, finance, and for the city manager, who also acts as city clerk. The council also appoints a part time treasurer and city attorney. Library service is provided by the San Mateo County Free Library. In January 1973 Eugene Aiello served as city manager and William E. Lawrence as mayor. The population had reached 4,476 by this time.
San Bruno Mountain

The San Bruno Mountain with its narrow valleys and rounded peaks is the dominant physical feature of northern San Mateo County. Rising near the northern line of San Mateo County, it extends in a direction diagonal to the peninsula to Sierra Point near South San Francisco. From east to west it reaches a width of three miles between Sierra Point and the cemetery land of Colma. It reaches its greatest height at Radio Peak, 1,314 feet above sea level.

San Bruno Mountain is part of the California Coastal Range being separated on the north from the Contra Costa Hills and on the south and east from the Colma Hills. "The great bulk of the mountain," writes Neil Fahy, "is composed of late Cretaceous (100 million years old) dark greenish gray graywacke of the Franciscan Formation." Outcrops of dark shale chert of many colors are among the rocks found on the mountain.

San Bruno Mountain is drained by two main streams and several smaller ones. One of these, Colma Creek, runs from the top of the mountain to the valley eastward where it joins a fork of the stream coming from the Colma Hills then flows at the foot of the mountain until it reaches the Pacific Ocean. The other main stream is Guadalupe Creek, which flows through Guadalupe Valley. The smaller streams are mainly in ravines on the southwest portion of the mountain. Houses and road construction have altered the course of most of the streams on San Bruno Mountain.

Studies by Elizabeth McClintock and Walter Knight show that some 542 plants grow in the soil of San Bruno Mountain. Of these, 384 are classified as natives and 158 as introduced. Although a shortage of water has limited the wildlife population of the mountain, numerous species of birds and a smaller number of species of other animals have been found dwelling on Mount San Bruno.

While leading his men through the peninsula, Fernando Rivera and four soldiers climbed the mountain and from its crest watched the sun rise over the bay. The mountain was named a year later by Bruno Heceta for his patron saint. From that day to the present, the mountain has played a part in the lives of the people who have come to live at its feet. Men and women, even children, hiked through its glens and climbed to the top of its peaks. Mrs. Altieri, who grew up in "Old Colma," recalls hiking to its top. "When we arrived at the top, she said, "we waved a red shawl so Father, who was watching, would know that we arrived safely."
SAN BRUNO MOUNTAIN VIEWED FROM THE WESTLAKE SHOPPING AREA

RADIO AND TELEVISION TOWERS ATOP SAN BRUNO MOUNTAIN
Most of the San Bruno Mountain was included in the gigantic rancho known as Canada de Guadalupe la Visitacion y Rodeo Viejo, although some of its foothills were in Rancho Buri Buri. In 1841 it became the property of Robert Ridley who built a house with a shingled roof that set it apart from the thatched roof houses on the rancho. Mr. Ridley was forced to sell his holdings with 700 acres going to Robert Eaton and the rest to Alfred Wheeler who picked up his share for $875.00. In 1865 Henry R. Payson acquired 5,473 acres which was soon subdivided with the Visitacion Land Company acquiring the largest portion.

Charles Crocker acquired 3,814 acres of the Visitacion Rancho in 1884 and 183 acres the following year. In 1891 this land, San Bruno Mountain included, passed to the Crocker Land Company, and thence to the Foremost McKesson Company, who remain its present owners.

In 1972, referring to the San Bruno Mountain area, an employee of the Foremost McKesson Company wrote:

A number of plans have been made for use of the land; some have been realized. There are 290 acres occupied by the award-winning Crocker Industrial Park. The area, Antenna Hill, has a scattering of broadcasting transmitters. A quarry is operated on a 107 acre site next to the industrial park, though it is slated to phase out for a long-term program of landscaping. Guadalupe Canyon Parkway, a major county highway, traverses the property, connecting Bayshore Highway with Daly City. Otherwise, the land is virtually undeveloped.

As 1972 drew to a close the Crocker Land Company presented plans for developing the San Bruno Mountain with commercial, industrial and residential communities on the northern and eastern slopes. It further announced that it has plans calling for at least 1,140 acres to remain a regional park, forever dedicated to open space.
30. The Gateway Cities Face the Future

In 1961 Daly City marked its fiftieth anniversary. "A century of progress in half the time" became the official slogan of the celebration.

Newspaper articles recorded the city's phenomenal growth from a rural area in 1911 to a city that was expected to fill 4,900 acres with homes, schools and shopping centers. The reporters recorded Daly City's population growth from 2,900 people in 1911 to a community that was experiencing as much as 30 percent growth in a two year period. Meanwhile, the United States Army Corps of Engineers expected the population density of Daly City and its neighbors in Township One of San Mateo County to reach 7,452 persons per square mile by the year 2020.

City officials joined reporters in heralding the 1961 celebration as the beginning of an era of progress for Daly City. Thus, Edward Frank, City Manager in 1961, wrote, "The future of Daly City looks bright and promising with an emphasis on the expansion of boundaries and population, accompanied by modernizing governmental services to keep pace with the growth and economic development." ²

Mr. Frank noted that Daly City was primarily a residential community, providing homes for workers throughout San Mateo County and San Francisco. Perhaps this accounts for the large number of children he found living in Daly City. "There are," he wrote, "8,408 children—kindergarten through the eighth grade—in public schools and there are 948 in Catholic schools." He further reported that there were 3,600 students in Daly City high schools. Moreover, he predicted that the number of children would increase by "leaps and bounds within the next few decades." ³

Even as Mr. Frank was speaking of the large number of children in Daly City's population, stories regarding the high birth rate were appearing in the national press. One such article was penned by Thomas Dove and was published with pictures and comments.

Reporting that the birth rate in Daly City was 707 babies per 1000 women—about double the national average—Mr. Dove seemed at a loss to find a reason for such a high number of births. "Is it the food?" he asked. "Is it the water? Is it the hobbies or exercise?" He wondered if the birth rate could be
attributed to the teachings of the ministers of the twenty-one churches in the community. Then again, he suggested it might be due to the fact that the townspeople were "robust and large." For want of a better explanation, Mr. Dove finally accepted a reason given to him by a local minister. "It's due to a simple reason. Daly City is a happy community."^4

Since Mr. Dove wrote his article, the fertility ratio, which is the number of pre-school children (under 5 years of age) per 1,000 women of child-bearing age (between 15 and 44 years of age), had declined to 380 in 1970. In the same year, persons under 15 years constituted 28.7 percent of the population with those fifteen to nineteen making up another 8 percent. That these children were the progeny of young parents is witnessed in the fact that the median age for adults in 1970 was twenty-six years.\(^6\)

To some observers, however, Daly City, with its rows and rows of houses standing roof to roof and wall to wall, served as an excellent example of what Robert Tebbel called "the West Coast housing mess."\(^7\) Borrowing other phrases from Mr. Tebbel, reporters spoke of Daly City's housing developments as "sloppy, sleazy, slovenly and slipshod." They referred to it as a "slurb" and spoke of houses with squeaking floors, out of plumb walls and troublesome doors. National magazines seemed to fall over themselves in a fight to publish pictures of Daly City's rows of homes. Singers picked up the lines of a ditty by Malvina Reynolds that is said to have been written as the author traveled along Daly City's Skyline Boulevard:

Little boxes on the hillside,
Little boxes made of ticky tacky,
Little boxes on the hillside,
Little boxes all the same.
There's a green one and a pink one,
And a blue one and a yellow one,
And they're all made out of ticky tacky
And they all look just the same.\(^8\)

But many residents of Daly City did not agree. Their satisfaction with the homes in their community is evidenced in the slogans they suggested for the fiftieth anniversary:

"Happy hearts, homes and headway."
"Daly City is the place to be if you like a progressive community."
"Daly City, the brightest nugget in the Golden State."
"Be wise. Localize. Support the city you idolize.
"Be alert. Be progressive. Be strong. Move to Daly City."
One citizen, Charles Phelps, summed up the sentiments of many with a
If you want children and can't have them, don't give up. Try a trip to Daly City, California

The Town Where Pregnancy Is Catching

By THOMAS DOVE

THERE'S AN OFT-TOLD story in Daly City, town of 50,000 population, just south of San Francisco. It goes that a married woman visited her physician and said, "I'd like to have a pregnancy test." The doctor then asked, "Where do you live?" Said the woman, "Daly City." To which the doctor shook his head and said, "No need to take a test. You're pregnant, alright."

The reason the doctor spoke so confidently is in the statistics. That city is running 707 babies per thousand women consistently. That is about double the average. Let the most barren of couples move into the Daly City area and the stork takes a healthy bite out of them.

Why? What is it about the city that makes it act as if a fertility rite has been accomplished in its environs?

There are a lot of guesses and a lot of rumors but very little substantiation as to why women are more fertile in Daly City than in San Francisco, for instance, five miles away.

It certainly is, smiles the wise-guys, a dangerous place for a bachelor to take his girl on a week-end.

But the news is getting around and married couples unsuccessful in child-bearing are moving in in droves. This is kind of embarrassing to the Peninsula City because the San Mateo County School Board is having grave expansion problems. In the town of 50,000 population there are already 10,000 children in public school, more than 9,000 in High School and 3,000 in Parochial School. This is a fantastic school age average.

Why is this small? (Continued on page 68)
‘We’re the third white house from the corner—
you can’t miss it’

"DALY CITY’S LITTLE BOXES"

GELLERT PARK GENERAL PLAN
PROVIDING RECREATION, LIBRARY, AND FIRE FACILITIES
terse remark, "We're sitting pretty in Daly City." Even the San Francisco Examiner, although it had published pictures of Daly City's rows of homes, wrote, "The gambling rooms and bookies joints from Daly City have been replaced by quiet streets, schools and comfortable, middle-class tract homes."

Meanwhile, the population continued to grow, despite complaints of urban sprawl. In 1970 it was listed as 66,922 and estimated at 70,094 in 1972. The Daly City Planning Department estimated that the population would be 75,800 by mid 1975 with 83,100 within its planning area.

As Daly City approached the 1970's, it remained a community of homes and shopping centers. Some buildings dated back to Daly City's infancy while some were so new they had not been occupied. While some parts of the city were being studied for redevelopment, others were being made ready for their initial development.

Daly City houses, surrounded by palm trees and various bushes, presented a picture of contrasts, witnessing the styles of architecture and planning that the city had known and showing that Daly City residents came from all walks of life.

Indeed, it may be said that in 1973 Daly City was an integrated community. In 1967 there were 442 people living in homes with a gross yearly income of $20,000 or more while 556 lived in homes where the income was under $2,000. The greatest number of families enjoyed an income in the $6,000 to $15,000 range.

The 1970 census listed 86.7 percent of Daly City's population as white. This figure included 12,544 people of Spanish language or Spanish surname for a total of 18.7 percent of the population. Other minorities comprised 13.2 percent of the population as follows: 6.6 percent Japanese, Chinese, Filipino, Korean and Hawaiian; 5.4 percent Negro; and 1.2 percent other races. These figures show that 31.9 percent of Daly City's population was composed of either Spanish-Americans or non-whites.

To serve the growing population modern facilities have been built. Among the largest of these, Mary's Help Hospital, sits on a hill where it may be seen and admired as a beautiful and functional building. Erected in 1966, the ten-story hospital features complete medical and surgical care, maternity, pediatric, orthopedic care, diagnostic facilities and twenty-four hour emergency service.

Daly City's War Memorial Building has received national recognition for its architecture. Today it is the center facility of the city's sports and recreation activities.

Foremost among other recreation facilities are Lake Merced Golf and Country Club, the Olympic Country Club, and Cypress Hills Golf Course. Each maintains well kept grounds that add to the beauty of the city. Meanwhile, water sports are enjoyed at Thornton Beach State Park and at nearby Lake Merced.

Daly City's unique Civic Center and its modern post office, together with
the offices of the California State Department of Motor Vehicles, make Daly City's Sullivan Avenue a convenient government complex.

Over 1,500 business and professional firms are located in Daly City. The major industry is centered in the Bayshore section of the city, while the retail centers are spread throughout the city in the shopping centers along Mission Street and in the Serramonte, Westlake, St. Francis Heights, Broadmoor and Skyline developments.

As this history is being prepared, the city is developing Gellert Park. This twenty-five acre facility is being built upon land that was a gift from Fred and Carl Gellert, builders of Serramonte, and dedicated to Charles and Wilhelmina Gellert. It will feature tennis courts, baseball diamonds, a bocci-ball court, basketball and playground facilities. Ultimately, Daly City will construct a recreation center in Gellert Park to allow special recreation programming.

Plans have been formulated for a new main library on the northeastern edge of Gellert Park. It will house the most modern books and equipment, including an audio visual department and a library for the blind, which is a gift of the Daly City Host Lions Club and the Friends of the Library.

Other projects under construction in Daly City include a swimming pool and an enlarged community center in Westlake Park.

With their eyes on the future, many residents of Daly City share the sentiments expressed by Peter J. Markovich, Manager of the Greater Daly City Chamber of Commerce. "We know there are many things yet to be done, but we have accomplished much in the recent past. We share the optimism of many concerning the future of Daly City. We will move ahead and Daly City will prosper and take its rightful place among the leading cities of California."
Footnotes

Chapter 1, EARLY HISTORY (pages 1-4)


2. At the present Daly City-San Francisco boundary line, the width of the peninsula is six miles. Half of this, from the Mission Road to the San Francisco Bay, is covered by the San Bruno Mountain.


4. Ibid., p. 509.


Chapter 2, FIRST SETTLERS (pages 5-14)


4. A U.S. Department of Agriculture Circular (No. 741, 1946) reports that the production of Garnet Chili potatoes is presently confined to the Colma district of California.


7. A larger list was compiled by R.S. Thornton and was published in the *Daly City Record and Tattler* for December 25, 1915.


9. Ibid.

10. *Daly City Record and Tattler*, 25 December 1915.

Chapter 3, THE DEVELOPMENT OF COLMA (pages 15-16)


3. Interview with Jean O’Rourk, 1965.
Chapter 4, THE TOP OF THE HILL (pages 17-22)

1. Stanger, Peninsula Community Book, p. 43.
2. Richard N. Schellens, List of Business and Residents of Colma-Daly City, California, 1878-1915 (Daly City, California: Unpublished List in Daly City Public Library), pp. 1-5.
4. Ibid.

Chapter 5, DALY'S HILL (pages 23-26)

1. Daly City Record, 25 December 1915.

Chapter 6, EARTHQUAKE AND FIRE OF 1906 (pages 27-28)

1. N.J. Lee, Thornton Beach State Park (Daly City, California: Unpublished Manuscript in Daly City Public Library), p. 7.
3. Edmund Cavagnaro, Memoirs (Daly City, California: Unpublished Manuscript in Daly City Public Library), p. 3.
4. Ibid., p. 4.

Chapter 7, JEFFERSON ELEMENTARY SCHOOLS (pages 29-31)

8. Interview with Melvin Hanson, 1971.
Chapter 8, BAYSHORE SCHOOL DISTRICT (pages 32-40)

2. Ibid.
3. Horace Mann (Inscribed beneath his bust in the Hall of Fame.)

Chapter 9, JEFFERSON UNION HIGH SCHOOL DISTRICT (pages 41-44)

2. Daly City Record, 25 December 1915.
6. Ibid., p. 156.
7. California Education Code, 1971, Division 4, Chapter 2, Section 923.

Chapter 10, CEMETERIES (pages 45-49)

Chapter 11, SALOONS—HOTELS (pages 50-52)

1. Richard N. Schellens, comp., List of Business and Residents of Colma-Daly City, California, 1878-1915 (Daly City, California: Unpublished List in Daly City Public Library).
2. George Kirchhubel, Memoirs (Daly City, California: Unpublished Manuscript in Daly City Public Library), pp. 2-3.

Chapter 12, GAMING (pages 53-54)

2. Ibid., p. 423.
3. The Post (north San Mateo County, California), 4 and 5 October 1961.
5. The Post (North San Mateo County, California), 4 and 5 October 1961.
Chapter 13, DOG RACING (pages 55-56)

1. Anne Kahle, 'Notes on the History of Colma,' section 1 of Notes and Histories of Daly City and Colma (Daly City, California: Unpublished Manuscript in Daly City Public Library), pp. 8-9.

2. Redwood City Democrat, 24 March 1898.


Chapter 14, A DECADE OF BOXING FAME (pages 57-58)


2. Redwood City Democrat, 12 November 1903.


4. Ibid.

5. Henry Sundermann, Memoirs (Daly City, California: Unpublished Manuscript in Daly City Public Library), p. 4.


Chapter 15, FLOWER GROWING (pages 59-60)

1. Interview with August Conci, 4 January 1973.


6. Ibid.


Chapter 16, TRUCK GARDENING (pages 61-62)


**Chapter 17, DAIRYING AND STOCK RAISING (pages 63-65)**

1. History of San Mateo County, California, Including Its Geography, Topography, Geology, Climatography, and Description (San Francisco: B.F. Alley, 1883), pp. 100-103.
3. Ibid.
5. San Mateo Times, 7 October 1936.

**Chapter 18, ROADS (pages 66-72)**

2. Daly City Record, 4 April 1913.
3. Daly City Record, 2 May 1913.
4. Daly City Record, 25 December 1915.
5. Information from Daly City Public Works Department.

**Chapter 19, RAILROADS (pages 73-76)**

6. Ibid., p. 16.
Chapter 20, RAPID TRANSIT (pages 77-78)

1. San Francisco Airport Access Project. City and County of San Francisco, San Mateo County, Bay Area Rapid Transit, Oakland, California, 1972, p. 3.

Chapter 21, DALY CITY (pages 79-103)

1. Redwood City Democrat, 1 September 1898; 23 October 1905; and 11 June 1903.
2. Colma Record, 13 May 1910.
3. Colma Record, 6 May 1910.
4. Ibid.
5. See issues of the Colma Record during the year of 1910.
7. Ibid.
8. Unpublished manuscript in the San Mateo County Clerk's Office.
11. Daly City Record, 21 June 1951.
13. Herbert T. McDonald, Water Division History (Daly City, California: Unpublished manuscript in the Daly City Public Library).
14. Paul Selmi, Daly City Mayor, Daly City Record, 11 November 1938.
15. Bernard Lycett, Daly City Mayor, Daly City Civic Center Dedication Booklet (Daly City, California, 1967).

Chapter 22, LAWNDALE—COLMA (pages 104-106)

1. This partially explains the development of a feud between R.S. Thornton and B.F. Greene.

Chapter 23, WESTLAKE [Daly City] (pages 107-111)

1. Daly City Historical Committee: Interview with Senior Citizens, 1970.
5. Ibid.
6. Ibid.
Chapter 24, BAYSHORE [Daly City] (pages 112-114)

2. Westlake Times, 1 February 1963.
3. Ibid.

Chapter 25, BROADMOOR (pages 115-116)

Chapter 26, THE ERA OF THE BUILDERS (pages 117-118)

Chapter 27, SERRAMONTE AND SOUTHERN HILLS [Daly City] (pages 119-123)

2. A.S. Easton, Official map of the County of San Mateo, California, 1868.

Chapter 28, BRISBANE (pages 124-125)

2. Ibid., p. 171.

Chapter 29, SAN BRUNO MOUNTAIN (pages 126-128)

2. Interview with Teresa Altieri, 1965.

Chapter 30, THE GATEWAY CITIES FACE THE FUTURE (pages 129-134)

2. Edward Frank, "Growth of Daly City is Phenomenal," Redwood City Tribune, 3 August 1961.
3. Ibid.
6. Ibid.
13. Ibid., p. ii.
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