

THE RECORD

Real Estate Mania: how it all began - from "Swelldom" to Suburb -

Three months before the 1906 San Francisco earthquake, rumblings of another sort were already happening in Burlingame. The San Francisco Call newspaper reported on January 29, 1906 that 200 recent settlers had gathered at the railroad station, [within sight of Francis Carolan's polo fields at the current site of Burlingame High]. The train station had "for years been a stopping-off place for swelldom." However, this gathering of 200 recent settlers, called "toilers" by some, wasn't just a gathering, it was an uprising of sorts: the group wanted to establish a "regular town," complete with gas and electric lights. According to the SF Call newspaper, "many have refrained from purchasing property here for the reason that they believed it to be no place for a man without plenty of means." Thus, when someone made the announcement that "Burlingame was about to be forsaken by the followers of the hounds and devotees of the polo field" [for a new location at the site of today's Hillsborough Racquet Club], the news was "received with cheers by the new settlers." The article continued:

A committee composed of [five men] had charge of the session. All are wide-awake, hustling business men, and they explained to the assembled citizens that it was their plan to install a gas and electric light system at once . . . All the property holders were only too willing and too anxious to contribute to the fund. A contract will be let shortly, and when the lights begin to blaze out boldly in the darkness, then Burlingame will lose its last claim to exclusiveness and will surely resemble a real bustling town . . .

It was to them a sad sight that Francis J. Carolan and the other smart sportsmen gazed upon yesterday. From the polo field at the beautiful Crossways farm could be seen the gathering in the station. Men, women and children hustled and bustled around in a lively manner . . .

A saloon across the railroad track was doing a rushing business, while seekers of new homes alighted from nearly every car and scrutinized with critical eyes every available piece of land in the neighborhood of the swell club . . .

The new citizens of the village intend to ask the railroad company to run a train into this city that will land the men here in time to be at their posts of duty at 8 o'clock. The train service is the only unpleasant feature at the present time, and when this little defect is regulated, the new householders will settle down to enjoy life in the beautiful spot where once none save huntsman and poloists dared enter.

From "Swelldom" to Suburb continues on page 3

**"As grapes are to Napa,
Real Estate is to Burlingame"**

**Quarterly Meeting
Thur, Oct. 29, 7 pm**

**Real Estate Stories
see page 3**

OWN YOUR HOME

**Better
than GOLD!**

Owning your home brings you many things more precious than gold—a real home for your children, independence, and a splendid investment.

Turn Rent Receipts
Into a Deed

A small down payment, the rest in easy monthly installments like rent—and your home is yours. The following firms will be glad to give you more information.

S. A. BORN Bldg. Co., 929 Rosewood, San Mateo
Davis & Clifton, 1111 Burlingame Ave.
Lang Realty Co., 1441 Burlingame Ave.
Robert H. Smith, 1407 Burlingame Ave.
Arthur Warren, 1443 Broadway




Buy Burlingame Property

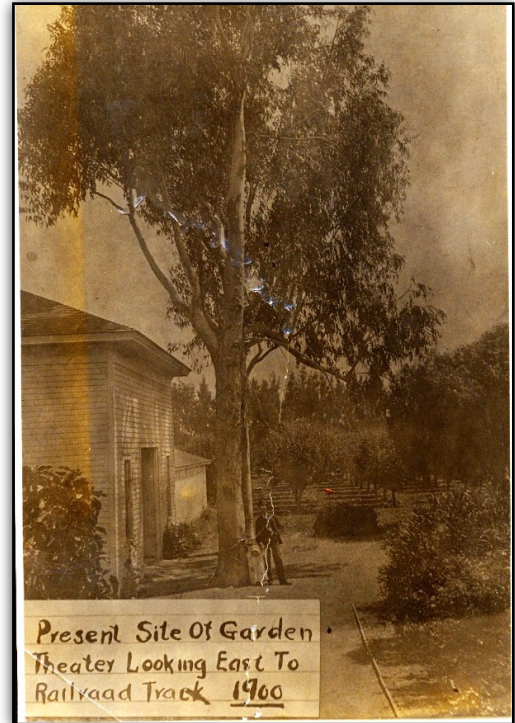
A home site in Burlingame is not only an enjoyable convenience, but a sound investment. Rising Peninsula real estate values and the steady growth of the Bay district assures an up-to-date residence in a growing community and a real estate investment that will pay big dividends.

These real estate firms can give you additional information:

S. A. BORN BLDG. CO.	929 Rosewood, San Mateo
DAVIS & CLIFTON	1111 Burlingame Ave.
LANG REALTY CO.	1441 Burlingame Ave.
ROBERT H. SMITH	1407 Burlingame Ave.
ARTHUR WARREN	1443 Broadway

NEW ACQUISITIONS . . . with thanks to:

John Harrison for a vintage Southern Pacific railroad spike and an electric glass insulator, likely from the infrastructure of the 40-Line electric streetcar; **Paul Constantino** for misc. clippings related to former and current Burlingame and Hillsborough; **Joe Cyr** of the City of Burlingame for misc. paraphernalia related to Burlingame businesses, city statistics and various events from the 1990s; **Farris Horak** for an advertisement featuring the “newly beautified” Fox Theatre, Peninsula Living newspaper, Aug. 17-18, 1957; **Carl Martin** for research and vintage newspaper clippings related to the life and business of Dorothy and Ralph Crawford, and the Studio Shop; **Ed Eisenman** for a wine glass with the inscription: 6th Annual Dispatcher of the Year Awards Dinner, 1991, and misc. historical papers and articles, including several pertaining to Pacific City amusement park; and to **Arlene Retzer Meyer**, relative of the Hansen Family, late of Newlands Avenue, for early photos (see photo at right) and other items related to Burlingame and the San Francisco Bay Area.



Northside of Burlingame Ave. looking east - Francard eucalyptus grove in the background

REMEMBERING FERN SCHMITZ:

There are many individuals who have contributed to the Society's 40-year long legacy, each in their own way. Soft spoken, but deliberate, Fern was one of the Historical Society's founding members. In the early years as Publicity Chair, she was instrumental in publicizing our first literary effort in 1977, "Burlingame: Lively Memories- A Pictorial Review". It was enthusiastically embraced by the community.

Though originally from Chicago, first settling in Burbank, California, she moved to and remained in Burlingame for 54 years, enthusiastically embracing Burlingame's history and passing her passion onto others, including youngsters whom she mentored during the annual Passport Tours.

She is legendary for having “saved” one of the three remaining “Burlingame Square” imprints at the station one day, when she noticed the concrete sidewalks being torn out on the southern end of the station area. It is only because she was able to convince the workers not to blast out the concrete square, that the imprint still exists for us to see, today. She will be missed.

At Right: Fern with E. Clampus Vitus member at Coyote Point for dedication of the Pacific City historic marker in 1999 and walking the Sawyer Camp Trail in 1990.



REAL ESTATE STORIES

Thursday, October 29 7 p.m.

We almost called this presentation, "Rosie's Realtor's." Burlingame Historical Board Secretary Rosalie McCloud (and Cathy Foxhoven) have put together a panel of Realtors with a combined 100 years of experience.

This promises to be a fascinating evening. After a brief historical summary of real estate sales through the years, we will hear stories from the panel of how things were and how they have changed.

Join us in the Lane Room of the Burlingame Public Library. at 7pm, Thurs. Oct. 29th

BURLINGAME REAL ESTATE STORIES

Through The Ages



Featuring a panel of professional Realtors:

Ross Bruce, Mary L. Hunt & Lorraine Kaufeldt

In Memoriam:

Dan Andersen
Maureen Brooks
Fern Schmitz

New Members:

Life: Jeff DeMartini
Individual: Mary Ann Garay
Linda Grassi



Thanks to:

Bill Koester at Associated Security Alarm Co. for services donated for installing fire safety related alarm equipment in the archives repository and to **ThermoFisher Scientific Employee Engagement Fund** at the request of Society member **James Wald**.

"From 'Swellldom' to Suburb," *continued from page 1 . .*



The great quake followed just three months later, and the plan to settle Burlingame was accelerated several fold, with real estate sales "shacks" popping up near the 40-line tracks, and railroad lines of both the towns of Burlingame and the short-lived town of Easton. The Town of Burlingame incorporated in June of 1908, and by April 1910, the "hill people" had had enough of burgeoning city life and the outlay of funds associated with less rural improvements, like sidewalks. They founded their own Town of Hillsborough instead. By the mid-1920s, Burlingame's population had surpassed that of San Mateo's.

What began with the 1870s planting of the elm and eucalyptus allee on El Camino Real, in preparation for future subdivision and property speculation by area pioneers has paid off in spades, with property values each decade surpassing the last. And, the rest, they say is history . . .

Burlingame Historical Society
P.O. Box 144
Burlingame, Ca 94011
www.burlingamehistorical.org
650-340-9960

Address Service Requested - Time Dated Material

Calendar

Quarterly Meeting:

Real Estate Stories

Thur, Oct. 29, 2015 7 p.m.

Lane Room, Burlingame Library

Burlingame Hillsborough History Museum

Museum Open:

1st Sun. of each month, 1-4 PM.

November 1, December 6

Museum Docents Needed!

No experience required. Please call
340-9960 to volunteer.

*Please remember us in
your trust or will!*

THE BURLINGAME HISTORICAL SOCIETY

FALL 2015, ISSUE 144

President's Message



On Sunday, August 2nd, roughly 80 residents and visitors participated in the SMCHA Burlingame Historical Society Victorian Day Walking Tours of Burlingame Avenue

and Railroad Station, as well as the Broadway area business district. It is truly rewarding for us to know that all the research necessary to prepare for each tour was genuinely appreciated by those who participated. If you were not able to walk along with us this summer, we hope you will be able to join us next year.

In other news, the long-simmering issue regarding Caltrans' efforts to widen a large section of State Highway 82-El Camino

Real at Oak Grove and Floribunda, is not yet resolved. Many questions posed by the community and the City through dozens of letters over the past two years remain unanswered. It is the sincere hope of this organization that Caltrans seriously consider implementation of simple, cost effective, non-invasive methods to facilitate left-turns at the intersection in question, before resorting to serious, non-reparable damage to the integrity of this valuable San Mateo County historic resource.

Thank you to all of those who have taken the time to express their heartfelt thoughts and ideas to the authorities at Caltrans, as well as the same sent to the State Office of Historic Preservation, the State agency charged with overseeing the effects of potentially damaging activities on historical treasures of our state and nation.

-Jennifer Pfaff

Current Officers 2015:

Co-President - Jennifer Pfaff

Co-President - Cathy Foxhoven

VP - Museum

Russ Cohen

VP - Membership and Education

Diane Condon-
Wirgler

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Secretary - Rosalie McCloud

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