



# THE TATTLER

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Sept. 2007

## Journal of the History Guild of Daly City/Colma

### Greetings from President Mark

I am very pleased to announce that at long last we have an agreement with the City of Daly City to move into the John D. Daly Library, which will be shortly after the library relocates to its new home in the War Memorial Complex, probably in late 2007 or early 2008. This has been quite some time in the making, but at long last we all stand ready to sign the license agreement granting us use of the facility for at least the next 20 years.

Our permanent history museum will require a lot of work to get up and running. In future columns I will be writing all about what we need, which will be mostly donations to renovate the interior and purchase museum-quality displays for an abundant collection and treasure trove of local lore -- only a fraction of which has been on display in our mini-museum these many years. The other necessary component to make this endeavor a success is your involvement. Yes, YOU! We will need volunteer docents to help operate our museum. There will be no paid staff, and in order to keep the doors open we will need your generous contribution of a couple of hours here and there to introduce the public to our treasured collection of yesteryear. Please consider helping your Guild during its hour of need; more to follow as we move forward.



THE HISTORY GUILD of DALY CITY/COLMA  
PROUDLY PRESENTS ANOTHER

# HISTORY EVENING!

**DALY CITY  
FIRE DEPARTMENT**  
100 Years  
Former DC Fire Chief  
Bob O'Donnell  
**WEDNESDAY**  
**SEPTEMBER 19<sup>TH</sup> 7:30 P.M.**  
Doelger Center Multi-Purpose Room  
101 LAKE MERCED BLVD., DALY CITY

**ADMISSION FREE!**  
Donations Gratefully Accepted ♦ Phone 755-5123 for Information

### HISTORIC DC FIRE DEPARTMENT PROGRAM

Daly City's stellar Fire Department, launched 100 years ago in the wake of San Francisco's disastrous earthquake and fire, will be saluted at the Guild's September 19 "History Evening" meeting. The program promises to be a hot one, with the focus on the department's remarkable evolution from a volunteer bring-your-own bucket brigade to today's state-of-the-art emergency services sentinel. Speaker for the 7 pm program will be former DC Fire Chief Bob O'Donnell.

A note of other business besides our revised dues schedule (please see emerita Bunny Gillespie's message further down), for legal and procedural reasons, we need to officially change the name of our organization with both the CA Secretary of State and the IRS from the Daly City Advocates to the History Guild of Daly City/Colma. There is a long story here which I will elaborate on at the meeting, but rest assured everything is fine, and your board recommends a hearty "Aye" vote. Finally, our bylaws committee, consisting of V.P. Rich and Director Mike Rocchetta and Treasurer Marie Brizuela, did a fantastic job cleaning up our bylaws. The board also recommends another vote in the affirmative.

Please continue to stay involved, for the times, they are a changin' ...and we want you to come along for the ride of a lifetime and to witness firsthand a long-cherished dream about to come true!

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HISTORIC DC FIRE DEPT cont'd from pg. 1

Instigated by the Vista Grande Improvement Club, the fire department was originally named the Vista Grande Fire Department. Most of the participants lived in the Vista Grande section of what was to become the nucleus of a city that would be incorporated as Daly City four years later. Founding Fire Chief George Edmonds welcomed a corps of 45 volunteers to an August 2, 1907, roll call at Poket's Hall, near the Top-of-the-Hill. The next month, a bell tower was erected at the corner of Vista Grande avenue and Miriam street. Later in September the bell summoned the volunteers to fight their first fire. And the rest, as the saying goes, is history.

Those planning to attend the Guild's Sept. 19 "History Evening" program are invited to bring along any pertinent Fire

Department memorabilia from their private collections for display and enjoyment of attendees. The Chief will be bring along informational handouts and will show a short documentary about the department.

Chief O'Donnell paid several visits to the Guild's Mini-Museum recently as he researched the department's 100 years of service to Daly City. Just ten days after the Guild meeting, the FD will celebrate its historic milestone with a banquet Sept. 29 at Lake Merced Golf Club. The public is invited. Reservations may be made through Sue McGuirk, (650) 991-8138. Festivities include 6 pm no-host potables, dinner at 7:15 pm, an 8 pm program, and displays of Fire Department memorabilia. A display of historical Fire Department artifacts may be seen through Sept. 29 at the DC City Hall.

### TIME TO CONSIDER HIKING HG DUES

For all of the Guild's quarter-century history, membership dues have been the most modest of any history-related organization in the Bay Area. *Think about it:* HG members receive five Tattler mailings per year, five "History Evening" programs per year, and five of the finest free refreshment buffets following each of our meetings. Additionally, the Guild staffs and maintains displays at the Mini Museum and supplies information to researchers and/or students gratis. All that and more, utilizing dues ranging from \$4 per student or senior to \$26 for businesses or patrons. Most of our members pay the lowest amount of dues. *Think about it.* Over the years, dues were kept minimal because they generated just enough to support the needs of the Guild. The Guild was not in the habit of collecting money for collecting's sake. But, times have changed. Our needs, with anticipation of moving our historical



materials into the John D. Daly Library building, thus expanding museum services to a larger community, have changed. *Think about it.* **The time has come** to welcome and support a dramatic change in the Dues Structure of the Guild. Your support of the Guild continues to be appreciated. *BG*



As Bunny so eloquently makes the case, the board has decided that we must revise the dues schedule at this time in order to help with the expenses of our new museum and make it the refunding success we all envision. **As such, the new dues for 2008 will be the following: Bronze or friend membership, \$25; Silver or benefactor, \$50; Gold or patron, \$100; and Platinum or sponsor, \$500.**

In retrospect, we probably should have adjusted the dues long before now. However, we have always tried to offer the greatest program experience at the lowest possible price. We thank you all for your past support and look forward to your continued membership during a most-exciting time in our history.

Respectfully, Mark S. Weinberger  
History Guild of DalyCity/Colma, President

### SM COUNTY JOURNEY FROM DAIRIES TO DNA

The unique hour-long video produced last year by San Mateo County Historical Assn., "Made in America: San Mateo County's Journey from Dairies to DNA", was presented for the enlightenment of attendees at our May membership meeting. Some local faces were recognized ... A priceless moment was shared as **Al Teglia** recalled bootlegging activities of his beloved mother and aunt. The DVD has been placed in the Guild's collection of audio-visual materials.

### TOSSING OUT MEMORABILIA?

Thanks to ongoing generosity of members and friends, the History Guild's collection of Daly City and Colma memorabilia continues to grow. Sincere thanks to the following recent donors:

**Vaughn & Gloriann Jones:** SMC Sports Hall of Fame souvenirs, Thornton Beach State Park history, 1982 damage photos. **Bianca Caserza:** Jefferson HS Class of '55 reunion book. **Davis Schooley:** original poem. **Daly City Chief of Police Gary McLane:** PD promotional items. **Shirley Plank:** Susan B. Anthony school year book. **Eleanor Nessler Smyth:** 1931-32 issues of Jefferson High School's "Totem Pole." **Bob O'Donnell:** DCFD history and centennial binder. **Colma Historical Assn:** 1915 & 1957 issues of "DC Record", Grand National lapel pin, DC Bank "Liberty Bell" giveaway coin bank. **M. DeMartini:** Serramonte HS memorabilia. **Home Sweet Home:** DC Eagles' banquet photo and SF supervisors' photo. **Hillside Homeowners:** Paper memorabilia re Colma gymnasium, Jr. Giants' field, Habitat for Humanity. **Anonymous:** Memorabilia re. Sarah Kelchava, advertising coin purse.

Before tossing away vintage DC/C paper goods, photos, souvenirs, and other relics of days-gone-by, consider donating items to the HG Museum collection.



### MEMBER HONORED BY COUNCIL

**Marie Loretta**, widow of Daly City homeowners'-rights advocate **Frank Loretta**, was honored by the DC Council with a designation in June as "**Marie Loretta Day**." A long-time member of the Guild and frequent donor of raffle prize temptations, **Mrs. Loretta** observed her 90<sup>th</sup> birthday in the Spring.

## GUILD OFFICERS AND DIRECTORS

Mark Weinberger, President	415/750-1939
Richard Rocchetta, Vice-President	650/992-9144
Marie Brizuela, Treasurer	650/755-7188
Dana Smith, Secretary	650/755-3432
Vaughn Jones, Director	650/756-6795
Marian Mann, Director	650/991-9386
Dee Canepa, Director	650/255-5596
Michael Rocchetta, Director	650/756-3960
Ken Gillespie, Director emeritus	650/755-5123
Bunny Gillespie, Director emerita	650/755-5123

*Tattler* Editor: Bunny Gillespie  
Production: Dana Smith

### HG ELECTIONS AT MAY MEETING

Election and installation of officers and directors at the May membership meeting launched a new year for the History Guild. All were elected unanimously, after their names were presented by Nominating Committee chair **Gloriann Jones**. With raised right hands, all were sworn to their duties by **California Senator Leland Y. Yee**. **Senator Yee** also presented an official red-bordered Senate Certificate of Recognition to the Guild.

Those retiring from the board, ie **Marilyn Olcese, Walter Riney, and Janice Uccelli**, were lauded by **President Mark Weinberger** and presented with small bonsai trees as tokens of appreciation for their contributions to the Guild over the years.

### REFRESHMENT DONORS FOR SEPT. 19 MEETING

Thanks, in advance, to **Alice Brockman, Marilyn Olcese, Janice Uccelli, and Betty Schultz** for signing up to donate treats for the upcoming membership meeting. For information, contact Hospitality Chair, **Elinor Charleston**, (650 755-8267). Additional snacks are always welcome.



History Guild of Daly City/Colma

c/o Daly City Mini-Museum

40 Wembley Avenue

Daly City, CA 94015

FIRST CLASS MAIL



Everyone Welcome!