

YOU "AUTO" SEE THIS: VERDUCCI AT SEPT. 20 MEET

Just before the leap into Fall we will say "solong" to Summer on Wednesday, September 20th, at 7:30 pm, at Doelger Center, for the first meeting of the 14th year of the Guild.

Our program will be led by a very prominent local businessman, Frank ("What are you waiting for?") Verducci, General Manager of Serramonte Ford, the first in location on Serramonte Blvd. Mr. Verducci will highlight the history of Colma's famous Auto Row.

A popular t.v. personality in ads promoting his Serramonte Ford business, he has one of the most easily recognized faces in video and automotive circles. His talk will focus on considerations leading to the creation of the Auto Row, as well as memories of experiences as a local businessman and community leader.

Vintage memorabilia relating to the local automotive scene will be displayed at the meeting. Attendees are urged to bring along pertinent items for display tables. Model cars, old license plates, car show trinkets, etc. will be shown, under the watchful eye of Guild director Ted Babow.



Frank Verducci

Mr. Verducci was raised in San Francisco and began his work in the auto field through service station dealerships in SF and South SF.

He became an American Motors dealer in 1955, followed by Mercury and Edsel.

THE HISTORY GUILD of DALY CITY/COLMA
PROUDLY PRESENTS ANOTHER

HISTORY EVENING!



WEDNESDAY, September 20th at 7:30 pm

The History of

COLMA'S AUTO ROW

FRANK VERDUCCI
"Sir Monty Ford!"



Doelger Center Multi-Purpose Room
101 Lake Merced Blvd., Daly City

ADMISSION FREE!

Donations Gratefully Accepted • Phone 755-5123 for Information

His first Ford association came at Turner Motors in San Bruno in 1962. In 1971 the Serramonte Ford opportunity came, developing into one of the largest Ford dealerships in the nation.

Service club (Rotary) work, Boy Scout, Seton Medical Center Foundation and Daly City/Colma C of C involvement have kept him in the local limelight for many years.

As Frank says, and as we emphasize, on September 20th, "What are you waiting for?"

GULP! NEW DUES SCHEDULE

Since the by-lawed inception of the Guild, we have kept the dues at a very low rate, most of our members in the 2.00/year category. While

this has been an attractive feature of membership, it hasn't been realistic financially.

With five meetings a year, five or six issues of the Tattler, mailing and reproduction costs, some refreshment expenses, and other costs involved in the operation of a five hundred plus members organization, your Board has determined that we must boost the dues...not a heckuva lot.

So, please find the new schedule below, which will be effective for the 1996 membership year.

(new) (old)

Seniors/Students	\$ 3.00	\$ 2.00
Individuals	\$ 5.00	\$ 4.00
Families	\$ 8.00	\$ 6.00
Patrons	\$25.00 (or more)	

BOXING EVENT A BLOCKBUSTER

Our June meeting, featuring S.F. author/historian Jerry Flamm, was a most delightful, informative and relaxing time, with plenty of flashbacks via slides, displays and audience participation.

With emphasis on the boxing scene that flowed over the County line for many years around the turn-of-the-century, Flamm's presence brought out a number of boxing aficionados, and names of former pugilistic personnae were bandied about in much more entertaining manner than the recent Tyson-McNeeley fiasco on pay-to-view TV.

The meeting celebrated the end of the 13th year of Guild formation, and the 9th year as an organization with by-laws and elected officers.

Nominating chair Jane Powell read the list of nominees for the election with no additional candidates beyond those named. So, the slate for the 1995-1996 year was re-affirmed and sworn by Lady Jane.

The list of Guild officers and directors is found on the rear page of The Tattler.

It was great to see Mary Hutchings back in style as Hospitality Chair, presenting snazzy goodies provided by Ray Harman, Julie Lenkert, Fran Bullard, Lola Garcia, Pat Hatfield, Michael Rochetta, Bunny Gillespie and Evelyn Martin. Helping set up were the very faithful Williams duo, with the beautiful decorations provided by Marilyn Olcese.

The meeting had been postponed from its original May date, due to the re-roofing of Doelger Center at the same time.

Thanks were extended to the very faithful hosts and hostesses at the Mini-Museum, who have formed a real cadre of greeters and explainers to the visitors each Tuesday afternoon from 1:00-2:30 pm. Walt Schultz, Don Manning, Collins Orton, Dick Larsen, Bunny and Ken Gillespie were specifically mentioned.

Raffle ticket sellers were Walt Riney and Hartley Appleton, vending ducats for prizes donated by Marilyn Olcese, John Olcese, Pat Hatfield, Bob Salazar and Bunny Gillespie.

TWO, FOUR, SIX, EIGHT, YES, WE DO APPRECIATE!

Members and friends who donate time, talent and treasure to the Guild most certainly should be noted:

Julie Lenkert, goodies for the June meeting, plus three fascinating books for the September raffle, including an autographed copy of Stanger's "South From San Francisco (a life story of San Mateo County)."

David Rowe, for photo-mementos of his years as DC's City Manager. Thank you, Dave, and we wish you the very best in your new retirement.

Frank Klassen, slides of the Daly City snowfall in 1962, and the Tanforan racetrack 1964 fire. DC's John Marchbank was a former owner.

Lola Garcia, for a vintage rubber stamp of the north peninsula group, the Ladies Home Club.

Ted Wurm, for a very rare and prized negative (1928) of the lands which now hold the famous Cow Palace.

Tom and Leah House, former Daly City residents, for a \$50 memorial gift in honor of **Lillian Fletcher**, the mother of **Bunny Gillespie**.

Walter and Betty Schultz, for DC Record clippings.

Val Connolly, Jr., for the use of his dad's boxing photo at Flamm night.

Marlene Harris Sheridan, 1927 Girls Peninsula Athletic League handbook of rules and regulations.

Irene Moresco Dalton, for her wonderful DCPD, City Council and business memorabilia. Her husband Arthur was a DC cop, a councilman, and worked for the Ocean Shore Railroad.

Gateway (May 20-21) Festival Volunteers: Russ Brabec, Elsa and Max Ramos, Betty Schultz, Dick Larsen, Don Manning, Marilyn Olcese, Les Balestra, Ralph Jordan, Bernice and Earl Pero, Gerry and Penny Manis, Ken and Bunny Gillespie.

Victorian Days in the Park (Aug. 26-27) Volunteers: Fran Bullard, Marilyn Olcese, Betty Schultz, Elinor Charleston, Mildred Eschler, Susan Tuttle, Mark Weinberger, Russ Brabec, Dick Larsen, Don Manning, the Gillespies.

Marilyn Short, a group of pix from the Burlingame Historical Society showing 1938 DC Festival of Youth and WPA recreation projects. In the crowds shown, Ken found a very youthful Bunny!

The Rocchetta family, advertising ruler from the famous old Joe's Nursery.

Chief Tim Guiney, of Broadmoor PD, for Broadmoor Police souvenir pins.

Richard and Doris Hill, for photos.

Dick Larsen, for use of vintage Jeff High pictures to re-photo for the collection.

Russ Brabec, for use of vintage #40 streetcar pix to copy.

Colma Historical Society, particularly president **Pat Hatfield**, for such friendly cooperation and the contribution of flat wooden mannequins for clothing display use.

Rev. Herb Tweedie and Marjie, for Broadmoor Presbyterian Church pictures.

Geno Fambrini, famed member of E Clampus Vitus, for "DC Blimp" souvenir badges. These will be on sale for \$4.00 (while they last).

Marc Weinand, for a boxed souvenir drinking glass from Westlake Shopping Center and Doelger Homes.

Driver Lindsey, for three books of old SF and North County sights, earthquake damage, etc.

The Longo family and Bill Mason, for pleasant notes of encouragement... and to all our ongoing, renewing and new members for being interested in things historical.

Lino Anit, for his expert photos of the DC City Council in action.

THANKS FOR THE GOODIES!

Goodies for the September 20th meeting at Doelger Center have been graciously volunteered by these very nice folks:

Trudy Ehrlich
Esther Appleton
Betty Schultz
Mary Hutchings
Marian Rocchetta

Hospitality chair **Mary Hutchings** will give a phone reminder shortly prior to the meeting. If there's any problem, please give Mary a call at 756-0864.

GUILD AT UPCOMING FAIRS

The Guild is participating in a pair of fall street fairs locally, for which **Guild** members are solicited to help set up and staff during the day.

Two-hour shifts work very well, with lots of fun interacting with the

passers-by. We have set displays that attract and are self-explanatory.

The first fair will at on the Mall at the Westlake Shopping Center on the weekend of September 9-10, followed by the Noodlefest in Colma, October 21-22.

If you'd like to sign up for a most pleasant community activity, give Bunny Gillespie a call at 755-5123.

40 YEARS AGO IN THE RECORD

The Daly City Record of September 23, 1955, featured these stories:

Ben Franklin School bids for construction were out, based on an estimated cost of \$700,000.

Aero Motors (Dodge) showed an ad for a pickup truck, \$1,459.

Television Log featured these programs on 4,5,7,9,13.

- 4 - Fireman Frank
- 5 - Winky Dink
- 7 - Lone Ranger
- 9 - Fresh Start
- 13 - Guy Lombardo

Patricia Jeanne Clark (36) of Stockton was named as new Daly City Librarian, replacing Lorraine Rollandi. Her starting salary will be \$415/mo., rising to \$505/mo after five years.

HISTORY GUILD OF DALY CITY/COLMA Officers and Directors

Ken Gillespie - president 755-5123

Neil Fahy - vice-president 756-2753

Bunny Gillespie - sec'y 755-5123

Roz Babow - treasurer 994-7662

Ted Babow - director 994-7662

Marilyn Olcese - director 755-5616

Elaine Riney - director 992-4696

Walter Riney - directors 992-4696

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