



HISTORY GUILD EVENING WILL SALUTE LOCAL MERCHANTS

Michael J. Markovich, president of the *Daly City Mission Merchants Assn.*, will be the featured speaker at the Guild's Wednesday, Nov. 21, 7:30p.m. "History Evening". He will focus on unique aspects of the business community that has clustered along historic Mission Street since the middle of the 19th Century. Hundreds of diverse businesses have served Daly City over the years. Old-timers still refer to Mission Street's enterprises as their "Miracle Mile". (At this writing, we're not sure if he'll have go-with photo slides, but we hope so.) For the program, the Guild will happily return to the recently-renovated multi-use room at Doelger Center, 101 Lake Merced Blvd., DC.


Mike's father, Pete Markovich, was among the "movers and shakers" of Daly City community life for many years. He was a founder of the DC/C Chamber of Commerce. The family insurance business has been in operation on Mission Street since 1945. The firm is a charter member of Mission Merchants, as well as the Chamber

Markovich, affectionately known as "Mike", is a member of the History Guild and a third-generation Daly City resident, with direct ties to the pioneer Markovich family that has resided here since 1911. The family home, built in 1930, is currently occupied by Mike's cousin, Ray Wille, also a member of the Guild. Active in many community projects and organizations, Mike has headed the family business since 1986.


Vintage items relating to the topic of the evening will be pulled from the Guild's collection of ephemera for display during the meeting.

THE HISTORY GUILD of DALY CITY/COLMA
PROUDLY PRESENTS ANOTHER

HISTORY EVENING!





WEDNESDAY, Nov. 21st. at 7-30 pm



Mission Street
"The Miracle Mile"
Mike Markovich
President
Mission Merchants Assn.

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

 **ADMISSION FREE!** 

Attendees are encouraged to bring along pertinent memorabilia, clippings, or photos for the enjoyment of those present.

Local Businesses Asked for MM Contributions

Local businesses were recently approached by mail on behalf of the Guild's collection of memorabilia. Letters were addressed to 50 DC/C establishments inviting donations of "giveaways", new or/and old, used as business promotional items. To date, the response has been less than overwhelming. The invitation still stands. If you

are a local business operator, or are on pleasant terms with an entrepreneur, your cooperation re the above is appreciated.

Meanwhile, we sincerely thank the following donors: **Landbest Realty, Lucky Chances, Cypress Lawn, The Cow Palace, Fisicaro & Giusti.** Their materials, we hope, will someday join others in a special display focusing on local businesses. It could be interesting.

Nice Things for November

Not wishing to break from tradition, refreshments will be served following our meeting this month. Those who signed-up at the September meeting to bring goodies in November are **Mary Nano** and **Diane Pitto.** We have a funny feeling the clip-board for contributions was not circulated fully at Holy Angels. We invite others to bring finger-food munchies on a plate ready to place on the table...for all to enjoy.

GUILD SALUTES HISTORIC HOLY ANGELS CHURCH

Another outstanding program on local history was presented Sept. 26 in the Parish Hall of Holy Angels Church on San Pedro Road as a trio of highly knowledgeable History Guild ladies took to the microphone to share their unique insight on several phases of the Church. A near-capacity crowd was on hand to hear the presentation.

Acting on a suggestion by HG director **Marilyn Olcese,** member **Bianca Caserza** led off the program with the history of the building in which we were meeting, as well as historical notes reflecting the Century-plus years since the pioneer church was dedicated in 1867, and when the pastor arrived for worship via horseback.

Julia Padreddii spoke from personal experience and dedication to many of the ongoing organizations of Holy Angels, and (last but not least) **Jean Gallagher** recalled her years as part of the Holy Angels School student body.

The Guild is very fortunate to have such capable, articulate women among its membership and is especially thankful for their gracious participation in the September "History Evening" as well as their participation in things-Guildish over the years. Thanks again, Ladies Four!!!

Victorian Days , Revisited

Victorian Days in Central Park, the fundraiser sponsored by the San Mateo County Historical Assn. was held on Aug. 25 & 26. Again this year, the Guild set up and hosted an informational display booth in "History Lane".

Because of an early printing date for The Tattler, we were not able to include in the Sept. Tattler the names of Guild helpers at that event, and thank them therein. Ergo, belated thanx (in addition to notes sent just after the activity) again go to **Mark Weinberger, Diane and Lou Pitto, Audrey and Bernard Winn, Linda and Terry Baillargeon, Betty and Walter Schultz, Walter Riney, Russ Brabec, Pat and David Hatfield, The Esteves Family, Elinor Charleston, and Ken and Bunny Gillespie.** *Historical Note: The Guild has been participating in Victorian Days since 1983. In the previous August, the History, Arts, and Science Commission of DC sponsored a similar display. The Guild had not yet formed.*

Eye-tems for the Museum

Recent additions for the Historical Collection continue to generate HG thanks. They include the following from---

- **Frank Franceshini-** DC progress photos.
- **Russ Brabec-**Geotechnical Hazard info.
- **Terry Sedik-** Mission Bell Motel postal.
- **Sal Torres-'96** Campaign sticker, '28 election cards.
- **Linda Abbey-**1929-33 Jefferson High student Evelyn Rancatore scrapbook.

- **Georgette Sarles**-A proper styrofoam "head", with wig styled in fashion of DC's 1986 75th Annsy. **Queen Esther Appleton**, and professional placement thereon of **Esther's** "diamond" tiara, previously donated. A sparkling display item for our Mini-Museum showcase.

Anticipating the Holidays

As is our custom, items suitable for Holiday Gifting will be for sale at the Guild Meeting. They include "From the Top of the Hill", "Great Daly City Historical Trivia Book", "Gateway to the Peninsula", "Crab is King", and DC history six-packs of stationery. Stocking stuffers, easy to mail.



So Fondly Remembered

The Guild Memorial Fund has benefitted lately by the kindness of friends and/or family wishing to honor loved ones, among them **Alan Frank Olcese**, who passed away August 24 at his home in Colma. An over-the-years friend of the Guild, **Alan** was the brother of History Guild director **Marilyn Olcese**.

Donors honoring **Alan** include **Walter Riney**, **Adrienne**, **Callan Realty**, **Louis & Bianca Caserza**, **Andrew & Louise Ferrari**, **David & Anne Gaggero**, **Robert & Fran Gaggero**, **Michele Gerald**, **Ralph & Martha Jordan**, **John Olcese**, **Mary Cattaneo**, **Elsie Schenone**, **Mrs. Josephine Pitto**, **Angelo Pitto**, **Elaine & Ron Riggs**, **Mrs. Angelo Rossi**; **John**, **Richard**, **Elsie Schenone & families**; **Virginia Spano**, **Evelyn Valerga**, **Lynwood & Gloria Blote**, **Bruna McKinnon**, **Albert & Stelia Ottoboni**, **Carol & Robert Jordan**, **Andrews & Carlo**, **Michael**

Geraldi, **Marie Demergasso**; **Louis**, **Diane & Tonette Pitto**; **Eleanor Spencer**, **Mr. & Mrs. Al Nocentini**, **Joylene & James Porter**, **Albert J. Podesta**, **Elinor J. Charleston**, **Anthony Iaccarino & Theresa Scopazzi**, **Eileen Murphy**, **Rosa Veronello**, **Frank & Helen Sokolik**, **Beth Feeney & family**, **Mrs. Louise Olcese**, **Ralph Olcese**, **Mrs. Dorothy Micheletti**, **George Ciarlo**, **Albina Ivani**, **Dorothy Micheletti**, **Angela Uccelli & families**, **Alvina Wegscheider**, **Sam & Eleanor Camicia**, **the Rose Olcese Bertucci family**, **the O'Connell family**, **John W. Davy**, **Ken & Bunny Gillespie**.

New pages in the HG Memorial Book (viewable on request when the Mini-Museum is open) are dedicated to those honored with monetary gifts on their passing.

Maria Amelia Palmer, an accomplished artist, soprano, nurse, and long-time DC resident, was honored by a contribution from her son, Guild member **John Palmer Jr.** Appreciation is extended to those celebrating the lives of **Alan Olcese** and **Maria Palmer**.

Condolence is offered to member **Roy Pulsipher** on the October passing of floral expert and history buff **Stan Roderick**, both members of the Guild since 1984. Sincere sympathies also to long-time member **Dolly Clarke** on the passing of her dear husband, **Alan**, during the Summer. Services were held in mid-September for HGer/Colma native **Les Balestra**, "Badge #5" of the Colma Fire Dept. Private services were held in early October for **Marjorie Tobias**, long-time Jefferson School District educator, for whom Vista Mar School was re-named some years ago.

Drawing Prizes Welcome

Opportunities to take home a wide variety of items from our every-meeting drawings continue to delight "History Evening" attendees. At the September session, the

magnificent focal-point floral arrangement was donated by the Mezcala Shop on San Pedro Rd. Chances are 3 for \$1, or 50cents each. Again the Guild is grateful for the generosity of members and friends who donate claimable treasures that keep those hopes high and winners happy. How to help? Just bring a pleasant parcel to the meeting and place it on the display table. Many thanks!!!

MEMBERSHIP APPLICATION

Yes, I (we) would like to join the
History Guild of Daly City/Colma.
 (please print)

Name(s): _____

Address: _____

Phone: _____

YEARLY DUES (renewed each January)

Senior/Student	\$4.00
Individual	\$6.00
Family	\$9.00
Patron/Business	\$26.00
	(or more)

Special gifts to the Guild in honor of
 Daly City or Colma pioneers or others
 are gratefully accepted.
 (Gifts are tax-deductible)

Mail to:
HISTORY GUILD OF DALY CITY/COLMA
 40 Wembley Drive
 Daly City, CA 94015

HISTORY GUILD OF DALY CITY/COLMA
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Diane Pitto	Director	(415)584-9876

FIRST CLASS MAIL

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