

# THE TATTLEER

Vol. 21, No. 3  
Jan. 2003

Journal of the History Guild of Daly City/Colma

## Happy Birthday To The Guild

As in years past, The Guild will celebrate its birthday at our January meeting. This year, the location has been changed to Doelger Center. We will NOT be gathering at Colma Town Hall. Actually, we've outgrown that traditional January facility. Which is wonderful!

The Guild will note its 21<sup>st</sup> anniversary of creation, again in high style, from 2-4 p.m. on Sunday afternoon, Jan. 19. There will be the usual special goodies, commemorative cakes, and beverages. Also as usual, napkins, paper plates and plastic forks will be provided for those who'd line up to pass in orderly fashion the bountiful buffet table, make their choices, carry their selections back to their table and enjoy. We shall be asking the Rec. Dept. to set up the multi-purpose room in "Doelger Café" style for this meeting, so that everyone may sit, sip, chew and chat.

### Library Progress?

Special speaker for the afternoon will be **Mrs. Susanna Gilden**, Director of Library Services for Daly City. **Mrs. Gilden** will bring us an update on the plans and progress of projected additions and enlargement of the Serramonte Branch of

THE HISTORY GUILD of DALY CITY/COLMA  
PROUDLY PRESENTS ANOTHER

# HISTORY EVENT!

Sunday, Jan. 19, 2003, 2 p.m.

**MEMBERS' PARTY**  
\*\*\*\*\*  
**Susanna Gilden**  
Director of Library Services

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

**ADMISSION FREE!**

Donations Gratefully Accepted • Phone 755-5123 for Information

the DC Library. This is the branch that has been housing the Guild's History Mini Museum since September of 1992, open each Tuesday from 1-2:30 p.m.

**Mrs. Gilden** is Daly City's ninth official Librarian, and the second person to hold the designation "Director of Library Services." She took over the reins of our four-branch system in 1999, bringing with her some 24 years of experience with Oakland Public Library system.

A pleasant energetic person, **Mrs. Gilden** spearheads plans for development

of the new Bayshore Branch of the DC Library, which will be shared with the Bayshore Boys and Girls Club, as well as overseeing plans currently on paper for improvement of the Serramonte Branch. A busy lady, she still manages to take time every so often from her demanding schedule to deliver a friendly "hello" to Guild hosts and hostesses at the Mini-Museum on Tuesday afternoons.

We are very excited about **Mrs. Gilden's** presentation, because we realize that our collection of archival materials is not being displayed to the best advantage. We are hopeful that **Mrs. Gilden's** remarks will bring us closer to realization of a more adequately-proportioned museum space within the Serramonte Library. **Come and hear what she has to say!!!**

### *Dues are due*

It's that time of year, again, when the Membership Chairperson, **Betty Schultz**, and the treasurer, **Russ Brabec**, look forward to hearing from many, if not all, of you on our mailing list. **Annual DUES ARE DUE for the year 2003.**

Some of you have paid in advance of the New Year. Some of you pay for several years at one time. Some of you don't pay at all.....

If you see a RED dot on your mailing label, we have not received dues from you for the previous two years, neither 2001 or 2002. If that's the case, this will be your last Tattler, unless we hear from you before the next mailing. We're sorry you're not interested in our historical endeavors.

If you have a GREEN dot on your

label, you've already paid through 2003. A BLUE dot means no dues are expected, which is the case with reciprocal mailings., NO dot means **your dues are payable now.** Check with **Betty** at the January meeting if you are in doubt.

### **John Madden-DC Connection was topic for Nov. HG meeting.**

The very real bond between Daly City and gentleman **John Madden**, who has been known to say, "Hey, I grew up in that town!", was the topic for the Guild's November "History Evening."

**President Ken Gillespie** was the primary speaker. Thanks to **Steven Geramoni**, Recreation Supervisor of the DC Parks & Recreation Dept., attendees delighted in viewing a 15-minute video segment featuring **Mr. Madden** when he was inducted into DC's first Sports Hall of Fame in 2001. Paper memorabilia regarding **John M's** days as a local teenager, his current identification as spokesman for **ACE Hardware**

At the close of the program, a large cardboard representation of **Madden**, which had been shrouded by a plastic cover, was unveiled, thanks to the generosity of Ace Hardware. The audience gave an appreciative gasp, followed by applause, when the smiling figure came into view.

The cardboard icon is now being used as a "silent member of the Guild" at Serramonte Library, inviting library patrons to visit our Mini-Museum downstairs on Tuesdays, 1-2:30p.m.

### **Treat Donors for January 2003**

Here's a gentle reminder for those who signed up to be food donors for the coming 21<sup>st</sup>. birthday meeting. . Others are always welcome to add to our bountiful table. Hospitality chair **Mary Hutchings** will phone donors prior to January 19<sup>th</sup>. Thank in advance to **Pat Hatfield, Mary Muffley, Elsa Ramos, Helen Asplund, Elinor Charleston, Marilyn Olcese and Diane Pitto.** **Russ Brabec** will preside at the champagne table.

## The Collection Grows

The Guild's collection of locally related items has been enriched by the contributions from the following :

- **Dana Smith** –Booklet re Old Daly City Protective Ass'n.
- **Ken Varner** - "Pillars of the Past" new book about Cypress Lawn Cemetery.
- **ACE Hardware Co.** – Items regarding **John Madden**, including autographed copy of his "All Madden: Hey, I'm Talking Pro Football", glossy photo of **Madden** in front of ACE Traveling Toolbox Truck, and life-size stand up of him.
- **Robert Belli** – xerox copy of photo of vintage Belli building in Colma. (Replacement for one removed from HG Collection without permission!!!)
- **Frank and Doris Rehe** –1916 Daly City Water System costs system booklet
- **Russ Brabec** – Notes for file from SF newspapers re John D. Daly marriage
- **Steve Geramoni** – Video of Daly City Sports Hall of Fame presentations to local sports celebrities, including **John Madden**.
- **Marian Mann** – Lions Club poster contest snapshots
- **Minds-Eye Pictures** – Canadian TV documentary video re **Cypress Lawn**. (History Guild supplied 3 still photo copies and receives credit in film.)
- **Mr. and Mrs. John Slavos** – Permission to photo copy 1941 aerial pix of D C.

### Madden Display In Upstairs Showcase

Continuing for an indeterminate time will be the special display in the HG's showcase on the main floor entrance level at Serramonte Library. The exhibit utilizes materials displayed at the November program that focused on **John Madden**, ranging from his teenage years when he was a star

player at Jefferson Union High School to glory years as the coach of the Oakland Raiders and, now, a National Football League commentator on network radio and TV.

### Looking for a Good Book to Read??

It's not new, but we recently enjoyed re-reading Steve Martini's paperback version of his "Simeon Chamber", teased on the cover as "chilling, provocative, stunning." We liked it for none of those reasons, however it did live up to those promotional words.

In "Simeon Chamber", Mr. Martini chose to mention Daly City many times as the mystery unfolded. That's what made it unusually fascinating for us. On page 163, for instance but not for the first time, he writes of "Prof. Jorgensen, 127 Werner Ave., Daly City." Other Bay Area locations are also mentioned. Worth a look.

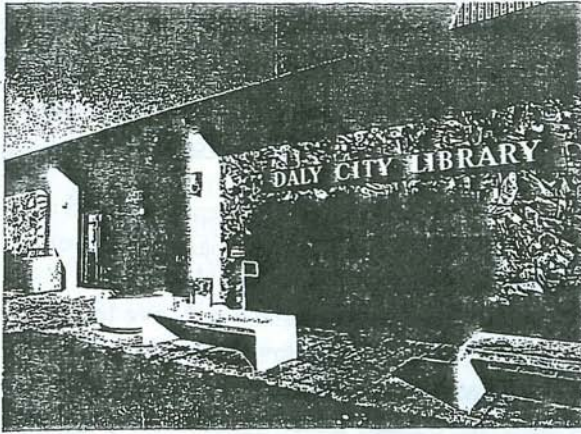
### Libraries: The Service Continues

Since 1916, five years after Daly City's incorporation as a city in 1911, library services have been available to local residents. The first "official" library building was opened on April 25, 1920, at 6351 Mission St., at the Top-of-the-Hill.

It was in February of 1916, however, that a branch of the San Mateo County Free Library was established in DC, using materials from the county collection. It was located in James Casey's meat market.

Within a year, the library was moved to Pettingill's Mercantile. Trained "librarians" came with the 1920 facility. Until then, three women had served as Book Custodians for DC readers, the last being Mrs. Frank Woodhouse, wife of the Mayor, who hosted the volumes in her living room on Wellington Avenue. (She must have been an avid reader, or a very good citizen, or both.)

The "original" and "official" **DC Library**, now the **John D. Daly branch**, was built on adjacent parcels of land donated by John Daly and gambling entrepreneur John Marchbank.



**Serramonte Library in Gellert Park to embrace  
Daly City History Guild Museum**

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)

**HISTORY GUILD OF DALY CITY/COLMA**  
Officers and Directors

Ken Gillespie	President	(650)755-5123
Mark Weinberger	Vice-President	(650)755-0612
Bunny Gillespie	Secretary	(650)755-5123
Russ Brabec	Treasurer	(650)583-4985
Marilyn Olcese	Director	(650)755-5616
Walter Riney	Director	(650)992-4696
Albert Teglia	Director	(650)755-1792
Diane Pitto	Director	(415)584-9876

Serramonte Library was opened on Sept. 20, 1975, after a gala groundbreaking held on a typical DC day, Nov. 16, 1973. It rained on the festivities, but work commenced in the newly-annexed and developing agricultural lands south of historical Daly City.

In June of 1999, DC Council members announced approval of major improvements for Serramonte Library under a Capital Program that was scheduled to start in 2001. Estimated completion was set for 2003.

The program summary noted increase of the building by 15,000 sq.ft. Five-thousand sq.ft. were to provide multi-use community space, including meeting and lecture rooms.....and a home for the DC History Museum/Hall of Fame. Additional history displays were slated for "other locations" as well as separate public access for nighttime events that would keep the balance of the building secure.

**Rainy Recollections**

The rains that came mid-December brought to mind the rains that came in mid-January back in 1998. Remember?? That was the time when the Guild had planned for a birthday gathering in the Colma Town Hall, and the rain changed our collective minds.

The annual "Birthday Bash" was to include a brief musical titled "Dear Old Colma", with about a dozen people performing on the rising stairs in the front of the council room. The program was presented two meetings later...with a few substitutions in the cast...at Doelger Center.

The rains did take their toll, however. We found out later in the day that some Guilders actually reached the Town Hall chambers, despite high water that closed Junipero Serra Blvd. and part of Serramonte Blvd. for a while. They called those rains "El Nino." Let's hope this year does not bring a repeat situation. Fingers crossed. Firm thoughts, please.