

Boscov's Department Store Opening - White Marsh Mall

Submitted by - Jerry Gordon

Towards the end of July, 2012 I received a phone call from the public relations manager of Boscov's Department store in Reading, Pa. She inquired if we could provide 12 -15 antique cars for the Grand Opening Parade on Sunday, October 7th. at the White Marsh Mall. Our board decided that it would be a good event for the club. The plan was to assemble at 8:15 AM at the mall and then do a short parade. Twenty Two (22) members and eighteen (18) cars assembled as planned.

The rain gods had different plans. About 8:30 the sky opened up and the rains came. The parade was cancelled -festivities were moved inside the mall. After a quick conference it was decided to park our cars near the entrance to the store and go inside and enjoy the festivities. Coffee and donuts were served to us. Mr. Albert Boscov, age 83, apologized to us for the weather and then he proceeded to host the opening event. We were entertained by the Perry Hall High School Marching Band. Then store executives, local Police, Fire Dept. and Mall Management people were introduced to the group of about 100 spectators. In spite of the inclement weather we enjoyed being there and participating in the opening ceremony.

The following members attended with their cars:

- 1 Tom & Linda Young 1980 Plymouth
- 2 John & Chris Young & family 1986 Cadillac
- 3 Gary Wilmer 1950 Mercury
- 4 Jim Turner 1953 De Soto
- 5 Tom Kenney 1960 De Soto

- 6 Ronald King 1985 Buick Riviera
- 7 Buzz Diehl 1966 Pontiac Conv. .
- 8 Dan Denham 1966 T Bird Conv. .
- 9 John M. Shenton Jr 1965 Cuda Plymouth
- 10 Bill Hensyl 1940 Packard
- 11 Bruce Knott 1967 Ford
- 12 John Shenton III & daughter 1978 Dodge Lil Red Pickup
- 13 Dan Materazzi 1956 Corvette
- 14 Chuck & Marcie Talbert 1939 Ford
- 15 Jerry Ross 1954 Kaiser Manhattan
- 16 Henry Chaudron & Barbara Muldowney 1955 Pontiac
- 17 Joann Day Jeep
- 18 Jerry Gordon 1984 Lincoln Continental

