

RATHKAMP MATCHCOVER SOCIETY

RMS BULLETIN

THE VOICE OF THE HOBBY
SINCE 1941



RMS BULLETIN NO. 531

March/April 2008

Auctions!

by
Mike Prero

Since May/June's RMS Insta-Poll showed that buying was the main source of covers for most collectors, and that, within that category, *auctions* were the most often cited source for collectors to buy covers...and, since auctions have not only become common throughout the hobby but have become a mainstay of many clubs as they attempt to pay the bills...I thought it would be appropriate to take a look around see exactly which auctions are available, where they are, and what they normally offer. I have categorized the results into sub-categories to make it easier for the reader to find the type that they might be looking for. [Note: descriptions here are based on a one-time look, so keep in mind that the offerings of any auction vary from instance to instance]

Along with all the other changes that have occurred in the hobby over the last 15 years or so is the undeniable turn around with regard to the selling of covers. When I came into the hobby 25 years ago, the individual selling of covers was actually looked down on. At the time, it seemed to me that there was some unwritten value within the hobby that no *real* collector *sold* covers as a main stay activity. And, even though auctions were evident at the-time, the only ones I can remember were the convention auctions, and no one saw anything wrong with those. I'm just guessing, but there were probably a couple of club auctions going, as well. Sierra-Diablo Matchcover Club, for example, started in 1983, and I'm pretty sure we went to a club auction either immediately or pretty soon after that. And, there was at least Frank Tripodi, who was selling covers as an individual. So, in the mid-1980s, there were a few auctions and a few individual sellers...But look at the hobby *now!*

Now, selling is bigger than trading!

Convention/Swapfest Auctions:

- **AMCAL:** Once a year, normally has 4 big auctions featuring hundreds of lots (although, I believe, last year's were significantly curtailed), mixed content, single and multi-cover lots; used offered, but I don't

continued on p.3

The President's Message

Greetings to all of you out there. By the time you get this bulletin, the Southern Swapfest in Altamonte Springs, FL will be history. It is a good way to start the new year, with winter still bearing down on us, to get down to Florida and visit with some of your fellow collectors. With my reduced travel, this will be my first trip of the year. I get antsy if I'm not out there picking up material for the hobby, be it new covers and boxes, for dupes for my friends out there. Donna Longenecker and Bill Gigantino have been working all winter on this year's RMS convention in Matamoras, PA and I look forward to getting up there for the week.

Even with the spread of the "No Smoking" laws, there are still plenty of covers and boxes out there. If you can, you should get out and check on all your local leads, as well as any new hotels and restaurants that may have opened in your area. They may have something. You may have to ask, as some keep their covers and boxes out of sight. With the price of gas, you may want to let your fingers do some walking through the phone book first. It is best to call at a time when the hotel or restaurant is not hopping and can check around if the material is not out in plain sight. Good luck in your searches. Be sure to take some of those covers and boxes to your local clubs and swapfests. Let others know of any new material out there, even if it isn't in a category that you may not collect.

Take care.

RMS President,

Grant Gehring



Editorial

**"Tax Rebate Predicted To
Invigorate Hobby!"**

Top inside government sources, who understandably wish to remain unnamed, are reporting that our upcoming tax

rebate may well stimulate the economy of the matchover collecting hobby.

After direct and hard questioning poised by this reporter, those sources went on to indicate that those few hundreds of dollars that I will receive back (out of all the thousands of dollars that they stole from me last year) will allow me to wallow in a one-time spending spree that will boost the sagging employment numbers, help small businesses, and ultimately bring the stock market back in line with previous trends. All I have to do is spend my \$600 on albums, auctions, club dues, trading postage, and upcoming conventions.

Thus I am resolved and take to heart John F. Kennedy's immortal words, "Ask not what your hobby can do for you, but what you can do for your hobby!"

THE RMS BULLETIN

The RMS Bulletin is a bimonthly publication of the Rathkamp Matchcover Society. RMS dues are \$20 (single), \$25 (single) for Canada and \$35 (single) for overseas. Add. family members are \$4 each. Dues are to be submitted to Treasurer. All articles, advertisements, comments, and letters should be sent to the Editor. Publication dates are: Sept., Nov., Jan, Mar., May, and Jul. Deadline for all submissions is 30 days before the publication month. This publication is owned by the Rathkamp Matchcover Society and is made available for public distribution through first class (Canadian and overseas) and bulk mail rates.

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remember ever having seen flats offered. If so, it would be rare. 'Yes' to minimum bids (in the sense that bidding basically always starts at \$1).

- **RMS:** Once a year, normally has four big auctions featuring hundreds of lots each, mixed content, single and multi-cover lots; some used/no flats. Minimum bids only occasionally on special lots.
- **Southern Swapfest:** Once a year, normally has 3 big auctions of 300+ lots each, single and multi-cover lots, mixed content, \$1 minimum bid, some used lots on old covers, some lots of flats.
- **UES:** Once a year, three big auctions, some used, no flats, single and multi-cover lots, mixed content. Minimum bids only occasionally on special lots.

Club Bulletin Auctions:

RMS has its *Bulletin* auction 6 times a year, and, since you all get the bulletin, you're all familiar with what it has to offer the collector. But, what about the various regional clubs?...

Club	Average # of lots	Single lots ?	Multi-cover lots?	Content	Min. bids allowed?	Frequency per year	Flats/used OK?
Angelus	110	yes	yes	mixed	some	4x	no
Garden State	20	yes	yes	mixed	no	4x	no
Great Lakes	75	yes	no	mixed	yes	6x	no/ seldom
Liberty Bell	125	yes	yes	mixed	yes	5x	some/ used
Long Beach	113	yes	yes	mixed	no	10x	some/no
Marva	10	yes	yes	mixed	no	?	no
Philly-Quebec	20	?	yes	mixed	no	4x	no
PNMCC	120	yes	yes	mixed	no	6x	few/no
Rocky Mtn.	40	yes	yes	mixed	yes	4x	no
Sierra-Diablo	195	yes	yes	mixed	no	10x	no
Trans-Canada	42	?	yes	mixed	no	4x	no/few

Individual Auctions:

- **Postal:**

- **Bob Hiller's mail auction:** usually estate material, so lots may be varied or not, [continued on p. 11]

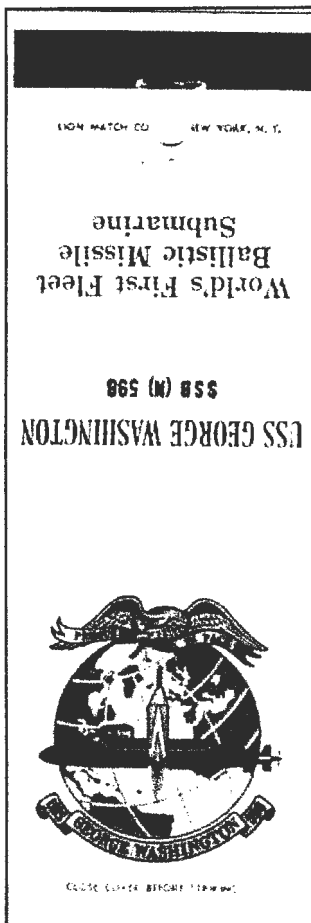
U.S.S. George Washington

USS George Washington (SSBN-598), the world's first fleet ballistic missile submarine, was the second ship of the United States Navy to be named for George Washington, first President of the United States. She was launched on 9 June 1959 and commissioned on 30 December 1959 with Commander James B. Osborn in command of the Blue crew and Commander John L. From, Jr. in command of the Gold crew.

George Washington was originally named *USS Scorpion* (SSN-589). During construction, she was lengthened by the insertion of a 130-foot-long missile section and renamed (another hull under construction at the time received both the older name and hull number and became the ill-fated *USS Scorpion*), but inside the forward escape hatch remained a plaque bearing the name *USS Scorpion*. On 30 July 1960, she launched two missiles while submerged during her shakedown cruise. She then loaded her full complement of 16 Polaris missiles. She was awarded the Navy Unit Commendation, and embarked on her first deterrent patrol. Four years after her initial departure from Groton she put in to refuel, having cruised some 100,000 miles.

The *USS George Washington* was shifted to the Pacific Fleet and was home-ported at Pearl Harbor, Hawaii. On 9 April 1981, the submarine surfaced underneath the *Nissho Maru* in the East China Sea about 110 miles south-southwest of Sasebo, Japan. The 2350-ton Japanese freighter sank in about 15 minutes. Two Japanese crewmen were lost; thirteen were rescued. The submarine suffered minor damage to her sail. The accident strained U.S. - Japanese relations a month before a meeting between the Japanese Prime Minister and President Ronald Reagan. Japan criticized the United States for taking over 24 hours to notify Japanese authorities, and demanded to know what the boat was doing surfacing only about twenty miles outside Japan's territorial waters. Neither the submarine nor a P-3 Orion circling overhead made any attempt to rescue the Japanese crew. A preliminary report released a few days later stated that the crews had detected a ship nearby, but neither the submarine nor the aircraft realized that the ship was in distress. As is its standard policy, the U.S. Government refused to reveal what the submarine was doing close to Japan, or whether it was armed with nuclear missiles. (The standard response all modern American submariners are taught to give to such questions is "I can neither confirm nor deny the presence of nuclear weapons aboard this vessel.") The Navy accepted responsibility for the incident, and relieved and reprimanded the *George Washington's* commanding officer and officer of the deck. On 31 August the Navy released its final report, concluding that the accident resulted from a set of coincidences, compounded by errors on the part of some members of the submarine crew.

In 1983 her missiles were unloaded at Bangor, Washington, and then she left Pearl Harbor for the last time and transited the Panama Canal back to the Atlantic and to New London. She was decommissioned on 24 January 1985, was struck from the Naval Vessel Registry on 30 April 1986, and was scheduled for disposal through the Ship-Submarine recycling program at Puget Sound Naval Shipyard. Her sail was removed prior to disposal and now resides at the Submarine Force Library and Museum, New London, Connecticut. The "Georgefish" made 55 deterrent patrols in both the Atlantic and Pacific oceans in her 25-year career. [<http://en.wikipedia.org>]

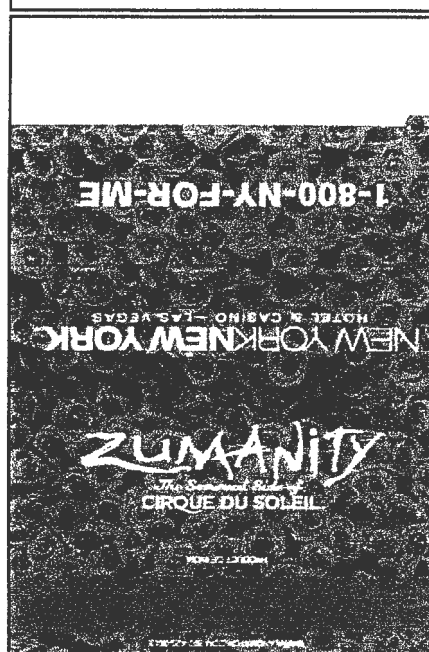
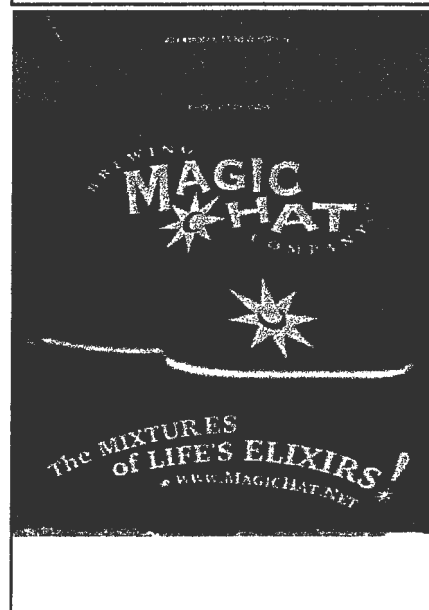
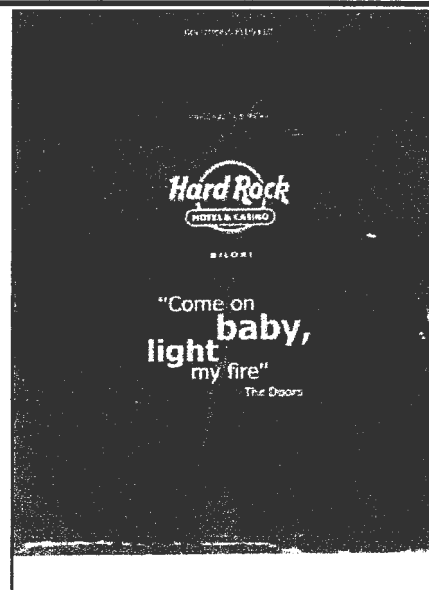


What's New!

by Joe DeGennaro

Okay, so what new? I know these boxes aren't new but I'm covering them again because ADMATCH, the company that sells them here in the states, is now getting all of their lipstick boxes produced in India rather than Japan and many of the ones we have picked up in the past when they're reordered will now have a new manumark. Consequently, they will be listed as a new box. I recently received a bunch of them from my friend at ADMATCH and although most of them were new I did find a few previous issues with the new MADE IN INDIA manumark (pictured). The previous issue was identical except the manumark read MADE IN JAPAN. Whenever I get boxes from the company I find myself wondering how many are real and how many are salesman's samples. One such box in the mix was from the Hard Rock Hotel & Casino in Biloxi, MS (pictured). My reason for questioning this box is that I've been actively pursuing matches from this location since I got a Japanese box from there at this year's RMS Convention. I contacted a friend who lives in Biloxi and she was told they didn't have any matches. Mark Quilling wrote to them seeking the box and was sent a new black 30 strike which my friend recently found as well. The box I got is brownish red in color with white and yellow print. I'll be very interested to see if they ever show up at the hotel. One box that I know is currently available is a beautiful red one from ZUMANITY (pictured) at the New York, New York Hotel & Casino in Las Vegas since I just got one from our former President, Morris Pasternak.

I used to keep my Lipstick boxes intact since I liked their shape and found them to be unique but I finally decided to strip them when they were taking up too much room. Even if you're not a box collector these boxes are showing up in a lot of categories, especially casinos, so you may want to give them some thought as a category or even as good trading stock for the ones you need. Until next time, Happy Hunting!





Around The World

2005 Romanian Girlie Box Set

Here's another nice set of boxes from those fun-loving Romanians...

"These are pictures of girls and made by the firm "Matchpoint". The size is 48x103mm and the set consists of 9 different boxes." Each panel shows a photo of a different girl, all fully clothed. All, also, are in the same vertical position on the box panels.



These are all old photos, apparently from the 1920's or 1930s, not in color but rather in that distinctive 'antique brown'.



In case you can't read it, the circular logo on each box reads 'match point'.



[Note: I've had to reduce the true sizes of these boxes to fit them all in here]



[Special thanks to Hans Everink, Netherlands for these.]



HOBBY HISTORY

1950 National Capitol Match Collectors Club formed, Washington, DC

*

1951 RMS membership passes #500 mark in May

1951 United Matchonians defunct

1951 Angelus Matchcover Club formed, Los Angeles, CA

1951 California Matchcover Club defunct

1951 First Lion Contour appeared

1951 First Universal 30-strike appeared

1951 First Jewelite appeared, Universal Match Co.

1951 Keystone Matchcover Club formed, PA

1951 Old Dominion Matchcover Club formed, MD

1951 Golden Gate Matchcover formed, San Francisco, CA

1951 Mountain State Matchcover Club formed, Denver, CO

1951 Perfect 36 discontinued by Diamond

*

1953 First Thompson Girls appeared, Superior Match Co.

*

1954 RMS membership passes #1000 mark in September

1954 Ass. Vitophilique et Philluménique Française (AVPF) founded, Paris, France

1954 First AMCAL convention, California

1954 Garden State Matchcover Club formed, NJ

1954 Lehigh Valley Matchcover Club formed, Allentown, PA

1954 Delchester Matchcover Club founded, Media, PA

1954 Redwood Empire Club founded, Santa Rosa, CA

1954 Suffolk Matchcover Club of Long Island formed [defunct when ?]

*

1955 Studie - En Dokumentatiegroep Lucifersetiketten founded, Netherlands

1955 First Holiday Inn covers appeared

1955 First Jewel by Universal appeared

1955 International Book Match Association formed, Washington, DC

1955 AMCAL established by the three California clubs

*

1956 First Universal Matchoramas appeared

1956 First Model by Lion appeared

1956 First Poster Feature by Lion appeared

1956 First Lion True Color appeared

1956 Mercury Match Co. defunct

1956 Regal Match Co. formed, Baltimore, MD

1956 First AMCAL Convention ("AMCOC")

*

1957 Ace Match Corp. defunct

1957 First Perkins Americana appeared, Ed Perkins, Maryland Match Co.

1957 Lone Star Match Co. defunct

1957 Long Beach Matchcover Club founded, Long Beach, CA

1957 Australia's AMCCS founded

*

1958 Sunshine State Matchcover Club founded, Eustis, FL

1958 First Universal Sticky Backs appeared

1958 Rad Club of Phillumény Leningrad founded

*

1959 First Diamond Pocketbox appeared

1959 First Lion Easel Back by Lion appeared

*

1960 Third Atlas Match Co. formed, Euless, TX

1960 Sutherland Match Co. merged with Superior Match Co.

*

1961 COMBINE formed

1961 Great Lakes Matchcover Club formed, MI

1961 Forest City Matchcover Club formed by split from Ohio Matchcover Club

1961 Ohio Matchcover Club formed [defunct when ?]

*

1962 RMS membership passes #2000 mark in July

1962 Mid-West Matchcover Club formed, MO

1962 Trans-Canada Matchcover Club founded, Canada

1962 First Grant-Mann color covers appeared, Canada

*



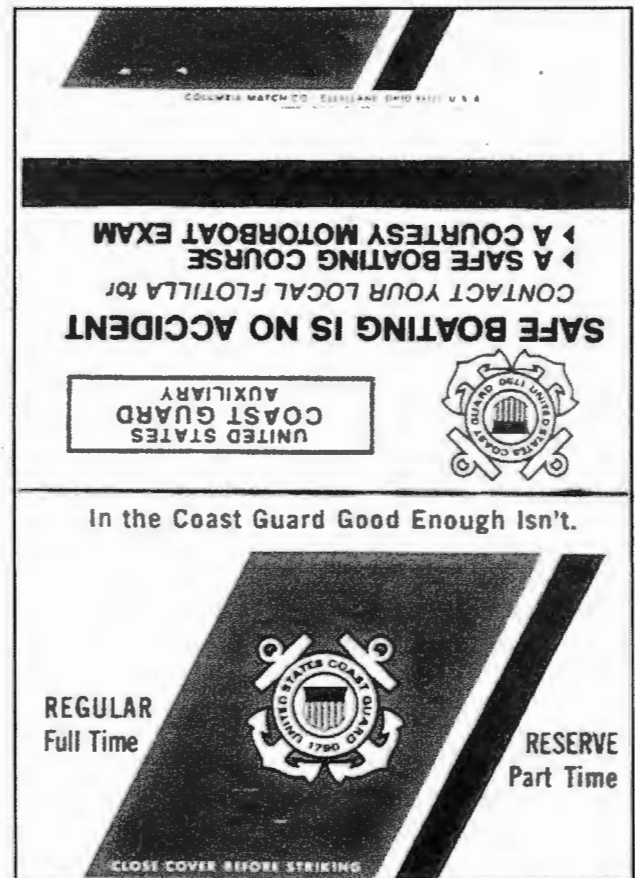
Military Corner

United States Coast Guard

The roots of the Coast Guard lie in the United States Revenue Cutter Service established under the Department of the Treasury in 1790. Until the establishment of the United States Navy a decade later, the Cutter Service was the only naval force of the early U.S. The modern Coast Guard can be said to date to 1915, when the Cutter Service merged with the United States Life-Saving Service and Congress formalized the existence of the new organization. In 1939, the U.S. Lighthouse Service was brought under its purview. In 1942, the Bureau of Marine Inspection and Navigation was transferred to the Coast Guard. In 1967, the Coast Guard became part of the

Department of Transportation, an arrangement that lasted until it was placed under the Department of Homeland Security in 2003. In times of war, the Coast Guard may operate as a service in the Department of the Navy. This arrangement has a broad historical basis, as the Guard has been involved in wars as diverse as the War of 1812, the Mexican-American War, and the American Civil War, in which the cutter *Harriet Lane* fired the first naval shots at Fort Sumter. The last time the Coast Guard operated as a whole under the Navy was in World War II. [http://en.wikipedia.org/wiki/United_States_Coast_Guard]

I have the Coast Guard in the Miscellaneous Military listing, because it comprises only a small portion of the over 8,000 listed Military covers. Currently, there are 153 listed. There are a few Coast Guard ship covers regarded as part of 'Navy Ships', so those have not been included under the Military heading, used here.



RMS INSTA-POLL**““Where do you store your covers?”**

[January - 120 responding]

Attic	1 (note warnings of excessive moisture/heat)
All over the place	10
Basement	9
Bedroom	1
Bedroom+dining room	1
Closets	11
Closets+basement	1
Closets+under beds	1
Closets+rented storage+workplace	1
Garage	1
Garage+all over the place	2
Hobby room	18 (some collectors have more than 1)
Hobby room+attic	1
Hobby room+closets	2
Hobby room+garage	3
Hobby room+all over the place	4
Hobby room+old shop	1
Hobby room+spare room+workplace	1
Hobby room+spare room+basement	1
Home office	8
Home office/hobby room	2
Home office+spare room	4
Home office+family room	1
Home office+all over the place	2
Home office+basement+attic	1
Home office+living room	1
Addition to house	1
Spare room/Storage room	11 (normally spare bedroom)
Spare room+garage	1
Pantry+closet	1
Family room	1
Family room/TV room/Game room	3
Computer room	1
Computer room+bedroom+other	1
Living room	4
Living room+dining room	1
Den/study	2
Balcony	1
Library	1
Porch	1
Outside storage building (not garage)	1

If you thought about it for a moment, these are probably the results you would expect. I would guess the main determining factor would be just how many covers, albums, boxes, etc. you have to store. A small collection could be stored in a closet, but larger collections, as many have noted, start to take over the house unless there is a special storage area available, such as a storage shed, a large hobby room, or some such.

Another factor here would probably be the large percentage of collectors in the hobby who

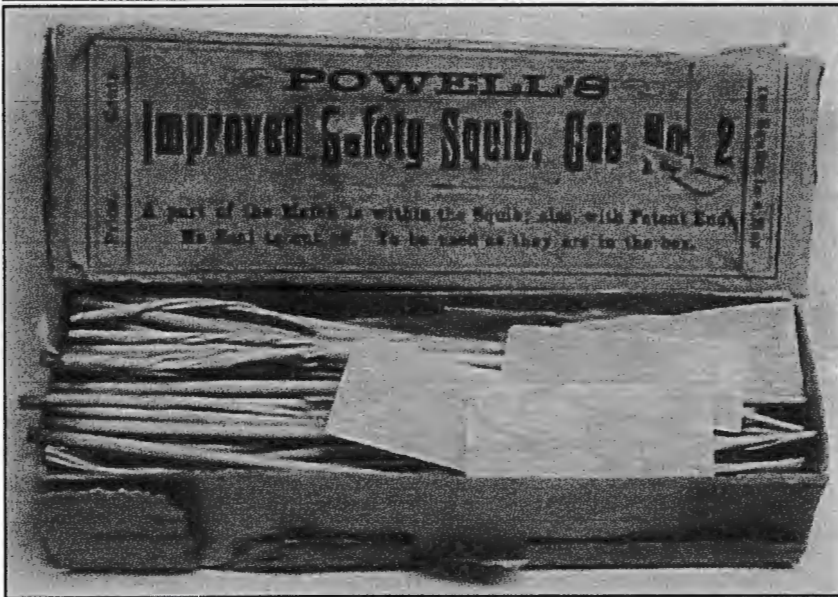
are retired and thus either tend to live in larger homes or homes, at least, where the kids have already moved out [*I certainly wouldn't have my own hobby room if the kids were still here!*]. Those spare rooms and basements come in handy, as well! Also note large number of hobby rooms/home offices.

Interesting Finds on ebay

Jan. 28, 2008
Starting bid: \$9.99

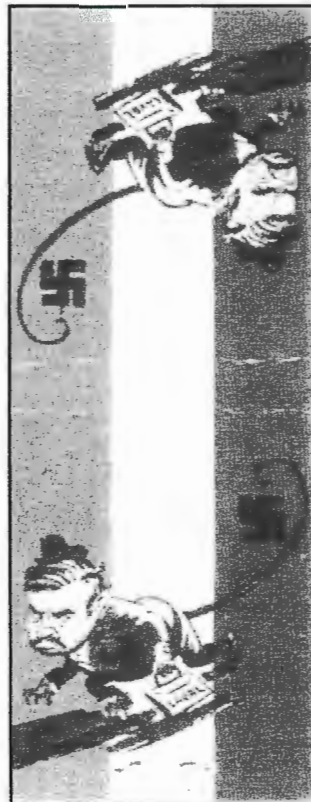
“This is a very old box of early matches...The box has some patent dates on the side - some of the paper covering on the box is missing - but the dates are all around the 1880's time period.

"Powell's Improved Safety Squib, Gas No. 2 - A part of the Match is within the Squib; also, with Patent End. No Seal to cut off. To be used



My Most Prized Cover

Asking a true matchcover collector to pick out his or her most prized cover is an impossible task. We have so many, and we prize all of them dearly, but we do have some favorites. I have two particular favorites. The first is a cover for General Douglas MacArthur with a picture of him saluting and the famous words “I Shall Return” printed underneath. Most of us are familiar with the “I Shall Return” matchboxes and their story of being dropped on the Philippines in 1944 to bolster the moral of the people, but few have seen this cover. I’ve never been able to establish its origin. It’s rarer than a Lindbergh, and I know of only three other people who have one.



The other cover is even rarer (I’m not saying this to brag but rather to stress the uniqueness of the covers which makes me prize them so dearly—trust me, I’d love to have a Lindbergh). It’s a patriotic World War II cover that pictures Pierre Laval, who was Prime Minister of the Vichy government in France during the German occupation. After the war, he was found guilty of collaborating with the Germans and was shot. The cover pictures his head on the body of a rat with a swastika at the end of his tail against the background of the red, white, and blue French flag. Inside, in French, it says something to the effect “you loved your country but you betrayed it”. I bought this cover from a former salesman for Columbia Match many years ago. It’s a full book, and I’ve only seen one other in my 22 years of serious collecting. These are two real treasures I’ll never part with.

Joe DeGennaro, NY

as they are in the Box" Directions - Part of the directions are missing, but what can read is " To be used as they are in the box. Let the Squib lie loose as possible. in -----ole IN Steep holes it may be fastened -----y lightly" John R Powell Patentee and Manufacturer.

The box states there are 100 in the box - but there are only around 80 left. The matches are 5 1/2" long. I haven't tried one - but it looks like you pull the paper end." *[Thanks to Paul Spoff for this]*

Feb. 10, 2008: Lindbergh Matchbook

"About 20 years ago I purchased an antique cigar humidifier from an estate. In it was this book of matches. I placed it in my safe, and it has been there since then."

Ending bid: \$1725



2 December, 2007: Sovereign Box

Starting bid: \$120

"Early Diamond Match box"

Ed. Looked to be in very nice to new condition

[Thanks to Paul Spoff for both of these items]



[Auctions - continued from p.3]

depending on the collection; 3x per year, both single and multi-cover lots, flats offered sometimes.

- **Web Site:**

- The Vault:* (<http://matchpro.org>) 60 lots per auction, 52x per year (weekly), both single and multi-cover lots, mixed content, no minimum bids, used/flats not offered.

- **Outside the Hobby Auctions:**

- **ebay:** ebay, of course, is constant--24 hours a day, 365 days a week. It features a larger selection of lots, including an increased chance to find rare and very old material. With that, however, comes generally higher costs and more administrative hoops to jump through. Also, with ebay, bidders are allowed to continually submit rebids (which makes the lots more expensive and means that if you're serious you have to monitor what's going on). None of the auctions described above allow rebidding.

[Note: If I missed any auctions, I apologize, but these were all the ones I could find any info on; also, I have omitted coverage of club meeting auctions since they don't have the 'open access' that the auctions described here have. They're basically only open to members, and usually only those members that show up for that particular meeting.]

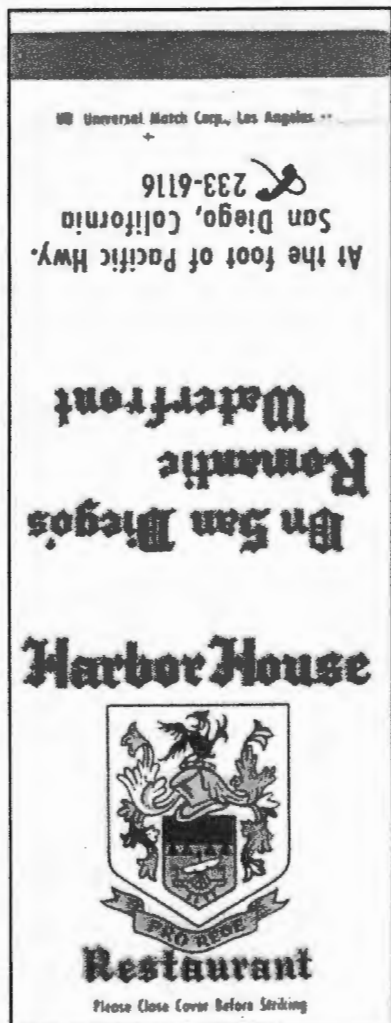
Collecting

Here's another category I only recently started collecting (!)...*Why?*...Um...Because I love History!...Because I teach Medieval History...Oh, OK, because they're... pretty! Well, they *are* attractive and eye-catching, especially the more detailed ones, and especially when those are on the fancier covers...and they are a lot of them!

And just why *are* there so many of them? Aha! It's my theory that it's a class thing! Only nobles were granted a coat-of-arms, and nobles are upper class. Hence, upper class is something most people aspire to...especially in a capitalist society such as our, even is we don't *have* nobles. Along with that association, however, comes another important part of the coat-of-arms persona... We associate history with it...a long, distinguished history...Hence, respectability. Thus, since the covers sporting these coats-of-arms are businesses and organizations, this second association is probably more important than the first.

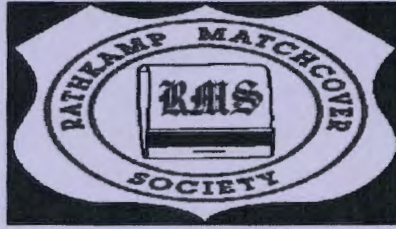
The entire system of coats-of-arms, called "heraldry", started in the 11th and 12th centuries, in Europe...1066-Norman Invasion is the usual given starting point. Most historians give the need to recognize friend and foe in battle as the original impetus, and from there it gathered force and became an established tradition among the nobles of Europe, with the appropriate king or queen having the ultimate authority to bequeath such to new noble families.

More commonly used is the word 'crest', however most people today, when asked to define 'crest,' actually refer only to the 'shield' (center) portion of the coat-of-arms. The entire device is shown on the covers here and includes not only the shield design, but some sort of 'holders'



"Follow Route 6 to RMS"

68th Annual
Convention



Aug. 3-9, 2008
Matamoras, PA

PLEASE READ IMPORTANT INFORMATION ON THE REVERSE

THE INN AT HUNT'S LANDING (A BEST WESTERN HOTEL)
WILL WELCOME US TO OUR 68TH ANNUAL RMS CONVENTION

THE HOTEL IS LOCATED IN THE FOOTHILLS OF THE POCONOS ON THE DELAWARE RIVER.

CALL 570-491-2400 FOR RESERVATIONS. OUR SPECIAL RATE IS \$99

THIS RATE IS GUARANTEED THRU JULY 12, 2008. PLEASE BOOK EARLY!!

WHICH INCLUDES THE FULL BREAKFAST BUFFET.

PLEASE COMPLETE THE FORM AND COPY THE FRONT SIDE AND SEND IT WITH YOUR CHECK MADE OUT
TO RMS TO: GAYLE HOFACKER, 7885 STOLTZ RD, GREENVILLE, OH 45331
(HOME 937-447-3795; CELL 937-621-1700), EMAIL: gayliano13@embarqmail.com

NAMES (FOR BADGES) _____

_____ RMS #'S _____

ADDRESS _____ CITY _____ ST _____

ZIP _____ EMAIL _____

TELEPHONE (IF WE HAVE A ?) _____ ARRIV _____ LEAVING _____

REGISTRATION (ALL PARTICIPANTS MUST REGISTER) _____ @ \$10 _____

MON, AUG 4 - TOUR: FDR RESIDENCE ETC (SEE REVERSE SIDE) (LIMIT OF 50) _____ @ \$27 _____

THE TOUR MUST BE PRE-PAID!!!!

TUES, AUG 5 - ICE CREAM SOCIAL PRE-REG IS REQUIRED!!!! _____ @ \$4 _____

FRI, AUG 8 - GALA AWARDS BANQUET

ROASTED SIRLOIN _____ CHICKEN MARSALA _____ OVEN ROASTED SALMON _____ ANY DIETARY
RESTRICTIONS?? _____ @ \$30 _____

YOU MUST PROVIDE FLIGHT INFO IF REQUESTING THE COMPLIMENTARY SHUTTLE SERVICE.

ARRIVING _____ ON _____ AT _____

DEPARTING _____ ON _____ AT _____



HOTEL

THE INN AT HUNT'S LANDING IS LOCATED IN THE FOOTHILLS OF THE BEAUTIFUL POCONO MOUNTAINS ON THE BANKS OF THE DELAWARE RIVER. OUR ROOM RATE IS \$99. THE RATE IS GOOD 3 DAYS BEFORE AND 3 DAYS AFTER THE CONVENTION. DEADLINE FOR THIS RATE IS JULY 12, 2008. THE FULL BREAKFAST BUFFET (6:30 – 8:30 AM) IS INCLUDED DURING THE CONVENTION. PLEASE RESERVE EARLY!

THE HOTEL WILL PROVIDE COMPLIMENTARY SHUTTLE SERVICE ON SUNDAY AND MONDAY FOR THOSE ARRIVING AT STEWART INTERNATIONAL IN NEWBURGH, NY. THE AIRPORT CODE IS "SWF". WE WILL NEED TO ORGANIZE A SCHEDULE OF ARRIVALS AND DEPARTURES AND WORK WITH THE HOTEL ON THIS SERVICE. THE WEBSITE FOR THE AIRPORT LISTS THE FOLLOWING AIRLINES: AIRTRAN, DELTA CONNECTION, JETBLUE, NORTHWEST, AND US AIRWAYS EXPRESS. **YOU MUST INDICATE YOUR FLIGHT INFO ON THE REVERSE IF YOU ARE INTERESTED IN THIS SERVICE.** RETURN SERVICE WILL BE ON SATURDAY. THE AIRPORT WEBSITE IS: WWW.STEWARTINTLAIRPORT.COM

MONDAY TOUR

THE TOUR (LIMITED TO THE FIRST 50 PAID REQUESTS) WILL INCLUDE ROUNDTRIP COACH SERVICE, ADMISSION TO BOTH THE FDR HOMESTEAD AND PRESIDENTIAL LIBRARY AND A STUDENT GUIDED TOUR OF THE CULINARY INSTITUTE OF AMERICA'S KITCHEN, CLASSROOMS AND EXTENSIVE GIFT SHOP, BEFORE LUNCH ON YOUR OWN AT ONE OF THE SEVERAL ON-CAMPUS OPERATING RESTAURANTS. THE COST WILL BE \$27 PER PERSON FOR ALL BUT LUNCH. VARIOUS LEVELS OF RESTAURANT MEALS ARE AVAILABLE TO SUIT ALL TASTES AND BUDGETS.

BOWLING

TUESDAY, AUGUST 5, 2008 AT 9 AM AT PORT JERVIS BOWL, A 12 LANE HOUSE A FEW MILES FROM THE HOTEL. PLEASE CONTACT TERRY ROWE AT TROWERMS@CTCN.NET IF YOU HAVE NOT DONE SO OR YOU CAN WRITE OR CALL TERRY USING THE INFORMATION ON THE INSIDE OF THE FRONT PAGE OF ANY RMS BULLETIN.



ICE CREAM SOCIAL

TUESDAY EVENING THERE WILL BE AN ICE CREAM SOCIAL. EACH PRE-REGISTERED ATTENDEE WILL RECEIVE A FREE RAFFLE TICKET. THERE WILL BE LOTS AND LOTS OF FREE STUFF!!!! THE COST IS ONLY \$4, PRE-REGISTRATION IS MANDATORY!!!



BANQUET

THE GALA AWARDS BANQUET WILL INCLUDE: SOUP DU JOUR, GARDEN SALAD, ENTRÉE (CHOICE OF ROASTED SIRLOIN, CHICKEN MARSALA, OR OVEN ROASTED SALMON). DESSERT WILL BE NEW YORK STYLE CHEESECAKE. BE SURE TO MARK THE FRONT OF THE FORM IF YOU HAVE ANY DIETARY RESTRICTIONS. THE HOTEL WILL DO IT'S BEST TO ACCOMMODATE THEM. THE COST WILL BE \$30.



73 RD R. M. S. MAIL-IN AUCTION

PLEASE SUBMIT ALL BIDS BY APRIL 4TH 2008. MAIL TO : PAT SHAPPELL
109 WOOD LANE, READING PA 19606-2446 OR EMAIL: PATSHAPPELL@VERIZON.NET

1. 28 TRIVIA RS20'S
2. 19 PUB SIGNS BY EDDY MATCH 20'S
3. 18 DELTA HOTEL & RESORTS BY EDDY MATCH 20'S
4. 23 CANADIAN PACIFIC HOTELS & RESORTS BY EDDY MATCH 20'S
5. 10 BIG BOYS 20'S
6. 27 OUTBACK STEAKHOUSE
7. SET OF 15 SPANISH CITIES BY FOSFOROS DE SEGUIRDAD
8. 12 APOLLO BY UNIVERSAL
9. 17 HORSESHOES
10. 43 LIPSTICK BOXES
11. 52 AMERICAN ACES # 126 THRU 4249 NO DUPES
12. 54 AMERICAN ACES # 10091 THRU 11788 NO DUPES
13. 25 mostly UNLISTED POCKETBOX
14. SET OF 4 READING CO. POWER RAIL ROAD 40'S
15. FULLBOOK 20 U. A. A. AIRLINE WITH TAX STAMP
16. 1992 CAMEL SET BY DD BEAN
17. 1994 CAMEL SET BY DD BEAN
18. 1991 CAMEL SET BY DD BEAN
19. 1996 CAMEL SET BY DD BEAN
20. 1995 CAMEL SET BY DD BEAN
21. U.S.S. WORCESTER CL144 W42d
22. U.S.S. TULARE AKA-112 T36a
23. U.S.S. STATION WLST LST822 L822a
24. U.S.S. DOBBIN D147c
25. U.S.S. DUXBURY BAY AVP38 PBM5 D238a
26. U.S.S. FARGO F2a
27. U.S.S. GENERAL G.M. RANDALL AP115 G7b
28. U.S.S. HAROLD J. ELLISON DD864 H11a
29. U.S.S. HENRY W. TUCKER H29b
30. U.S.S. HYADES (AF-28) H29a
31. U.S.S. YORK COUNTY LST-1175 Y8a
32. U.S.S. MANCHESTER CL-83 M7c
33. U.S.S. MARQUETTE AKA 95 M11a
34. U.S.S. BANG (SS-385) B50a
35. U.S.S. BRYCE CANYON AD36 B45c
36. U.S.S. MYLES C. FOX DD829 M54b
37. U.S.S. NANTAHALA AO60 N2a
38. U.S.S. O'BRIEN 016b
39. U.S.S. PIEDMONT AD17 P16c
40. U.S.S. NEPTUNE (ARC-2) N8a
41. U.S.S. CHIEF PINOLA (AT33) P212a
42. U.S.S. ST LOUIS S29b
43. U.S.S. STEMBEL DD644 S521a
44. U.S.S. RICHARD B. ANDERSON DD786 R128i
45. U.S.S. DIXIE AD 14 D12c
46. U.S.S. DOYLE DMS-34 D17b
47. U.S.S. DES MOINES CA134 D102b
48. U.S.S. MOUNT KATMAI M49a

49. U.S.S. MOUNT OLYMPUS AGC8 M48c
50. U.S.C.G.C. ESCANABA
51. 50 RADIO & TV 20'S
52. 40 MISC. CLUBS FS20'S-----no fraternal golf or country
53. 50 DRUGSTORES W/LOCATIONS FS20'S E---M
54. 50 HOLIDAY INN---BLACK STOCK FS20
55. 40 COUNTRY CLUB RS20'S
56. 30 KNIGHTS OF COLUMBUS & KNIGHTS OF MALTA
57. 100 CHRISTMAS FS30
58. 139 MATCHORAMA & TYPES LODGING 30'S
59. 50 FOE (EAGLES) 20'S #1311 THRU 2089
60. 26 BUICK DEALERS 30'S mostly stock imprints
61. 100 HEWELS
62. 55 LODGINGS FS 30 "H"
63. 90 CANADIAN EATING PLACES RS30 "K"-----"O"
64. 42 WEST VIRGINIA BANKS 30'S
65. 47 NEW MEXICO BANKS 30'S
66. SET OF 10 WPEN SERIES B
67. 49 FRATERNAL AM.LEGION, VFW, MOOSE, ELKS EAGLES 30'S
68. 58 CALIFORNIA BANKS 30'S
69. 12 BANK OF NOVA SCOTIA 30'S (FRENCH) VISTA LITES
70. 54 OLDSMOBILE DEALERS 30'S mostly imprints
71. 100 FS 10'S
72. 50 ELK LODGES 20'S # 1254---1426
73. 50 SPORTS JEWELITES MOST WITH SCHEDULES
74. 105 CALIFORNIA BANKS 20'S
75. 100 EATING PLACES 30'S "L" --- "P"
76. 25 CAFE 20'S
77. 30 SERVICE CLUBS 20'S
78. 20 LOUNGES 20'S
79. 32 GRILLS 20'S
80. 20 TAVERNS 20'S
81. 15 LIQUOR STORES 20'S
82. 22 COUNTRY CLUB 20'S
83. 25 MEXICAN RESTAURANTS 20'S
84. 14 CASH ADVANCE 20'S
85. 28 BILLIARDS 20'S
86. 50 ELELCTIONS 20'S
87. 100 W.W.W. ADDRESSES 20'S
88. 20 PUBS 20'S
89. 20 PIZZA 20'S
90. 4 ELVIS 20'S
91. 40 CAMEL 30.S 156---624
92. 40 CAMEL 30'S
93. 15 BIRDS
94. 25 ANIMALS
95. 40 40'S
96. 100 RESTAURANTS 20'S
97. 20 FISH & SEA FOOD
98. 50 BARS
99. 25 MEXICAN RESTAURANT 20'S
100. 50 BAIL BONDS
101. 45 RS 30 CASINOS
102. 35 HOLIDAY INN RS20'S
103. 39 FOILITE 30'S
104. 50 CASINOS RS20'S
105. SET OF 4 --1974 SPOKANE WORLDS FAIR FS20

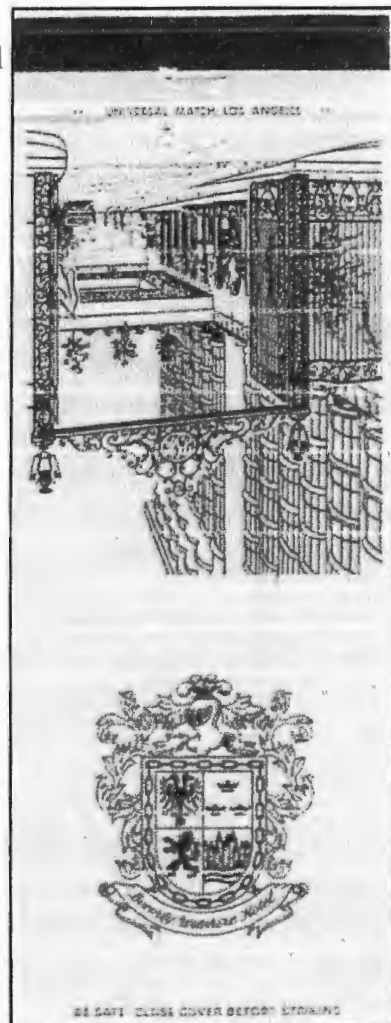
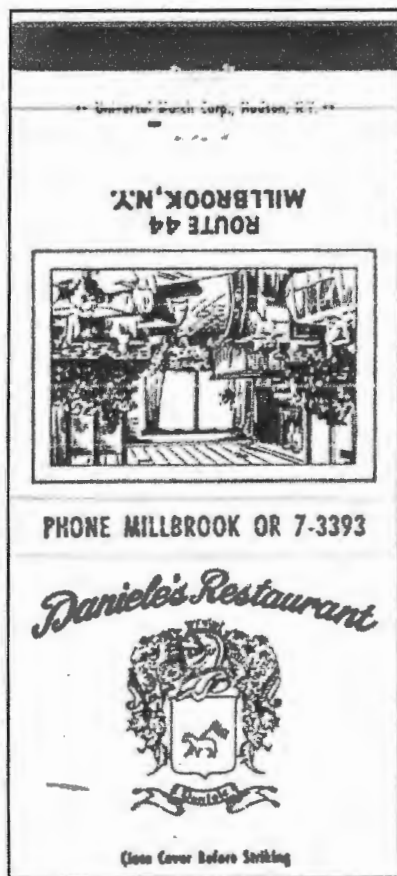
Crests

on the sides, a top decoration, and a motto (usually on a scroll) on the bottom. *[There are technical names for all these parts, but I'm not going to burden you with them here]*

This is a category that allows you to make what you want out of it. You can collect anything that even smacks of looking like a crest, or you can only collect entire coats-of arms...or you can set your parameters somewhere in between. In my own case, I've decided that in order to qualify as a crest in my collection, the crest has to have at least *two* of the four parts noted above. I think that makes it somewhat easier to decide what's a crest and what's simply a 'logo' on a shield outline. I considered being a purist and only accepting complete coats-of-arms, but I quickly saw that that would mean that I would be passing up a lot of very handsome designs, so... Also, there's always the old quandary of how you mount your covers in your albums when some have the pertinent design on the front panel, while others have them on the back. Some collectors prefer to put all covers in top up, regardless. Personally, here, I want to see the crests first and foremost, so I put the back-paneled covers in upside down.

The biggest hunting grounds for crests is Hotels/Motels/Restaurants, but you'll find them in a wide variety of other categories—Funeral Homes, for example. Also, the fancier categories, such as Cameos and Uniglos, seem to have a higher percentage of crests than non-Fancy covers. On the other hand, there are categories where crests are comparatively rare—Banks, Store Sets, Christmas, etc. And, not surprisingly, you'll find crests on covers of all sizes, simply because size has nothing to do with the topic, business and organizations advertising on *all* sizes.

The late Marie Harbison, PA, reported having 1,306 crests in April 1993. There must certainly be thousands more....and I'm going to find them!





Editorial - On The Art of Judging Displays

Actually, I'm not really sure there *is* an art to judging displays. I have a hunch that most judges, experienced or not, end up voting simply on gut feeling. And the more I ponder that [*I ponder a lot*], the more I'm becoming convinced that it's the truth.

Of course, the lot of a display judge is often not an easy one. There is a polarity of criteria, I think. On the one side, and this is the side I lean to, you have the covers, themselves. So, in a 'Best Airlines Display' competition, for example, I would be focused on the *covers*. Are they appropriate entries? What is there about those covers that gives them the advantage over the displayed covers of the adjacent entry? Are they older, rarer, more complete, represent something I've never seen before? And so on. Personally, it wouldn't normally matter to me how they were arranged, what kind of case or frame they were in, how 'pretty' the display was, etc. In other words, the displayer would have a very hard time swaying my vote with the 'attractiveness' and 'creativity' factors of his or her display.

Even as I say that, though, I'm well aware of the *other* side of the argument. "It's not advertised as a *cover* contest. It's a *display* contest, dummy!" So, one might well argue, "Of course the covers are important, but the manner in which they're presented *certainly* has to figure prominently in any *display* contest! Does not *display* mean "to show"?! Point scored. I can't argue with that.

Still, call me a purist...elitist...or just a nutcase, but it would bother me to no end to realize that my display of better *covers* lost out to a display that was simply better *packaged*. "But," you argue, "whose to say one way or another?" Aha! "*The judge!*" I triumphantly retort, as I inwardly crow at having so cunningly lured you into my intricately woven trap of logic. "And the *judge* can so easily be swayed by the packaging while the actual content becomes secondary, at best... Yes! You know it's true! You can't deny it! It happens everywhere every day! Walk down any supermarket aisle, for goodness sake!"

Should my 1910 Washington Crisps covers display lose to that other guy's D.D. Bean vending machine covers display just because I had my covers lined up in a single row, while he had his arranged in the shape of Washington throwing a dollar across the Potomac...on horseback...in a rowboat...sitting in a cherry tree?

When I judge displays at AMCAL, I always go by a piece of advice given by an earlier mentor... "Ask yourself which covers you would most like to have in your own collection, and vote for *that* display!"

And, of course, there is (or was) always the possibility of outright lobbying from the displayers. When I first entered the hobby in the early 1980s, it was blatant at the conventions I attended...a 'casual' remark in the ear of an official judge or club member casting a vote about a certain display up for judging. I still smile at the memory of a certain noted collector (now deceased) who had the whole process down to a science! No, displays should always remain anonymous as far as anyone voting is concerned. The logic in that would seem obvious. Still, to everyone's credit, I haven't seen or heard much of lobbying since those earlier days.

Perhaps I'm asking too much. Judges, *and* contestants, are only human, I suppose. We're all swayed by the outside before we ever look at the inside... That's how I ended up married, after all!

A Peek At Other Bulletins

[based on current issues on hand as of this writing]

- Angelus MC:** *[Jan/Feb 2008]* 15 pages, club business, Quarterly Combo, Home of Rufus, Our Trip to the Mother Lode, Who Did That? Auction, raffle
- Badger State MC:** *[Jan/Feb 2008]* 6 pages, club business, Statue of Liberty, Cotton Club (1984), new finds, President's Day
- Denver Strikers MC:** *[Jan/Feb 2008]* 4 pages, club business, Happy Leap Year 2008, Cowgirls! Winter
- Empire MC:** *[Feb 2008]* 6 pages+membership app, Southern Swapfest and RMS flyers, club business, Admatch and Agatha Laura, Hard Rock Hotel Opens in San Diego, Who's Your Daddy - Big Daddy's Dinner,
- Forest City MC:** *[Jan 2008]* 8 pages+2 covers, club business, Texaco, 20-Strike Music Cover listing
- Garden State MC:** *[Winter 2007]* 6 pages, club business, The Tobacco Page, Asbury Park
- Girlie MC:** *[Jan 2008]* 6 pages+20 p. catalog supplement, Gem Razor Blade Sets, Germany Set #3, Elvgren Set #13 240-strike Matchbooks
- Great Lakes MC:** *[Jan/Feb 2008]* 12 pages, club business, Personality Plus, The Pearly King, Combo, On the Inside, ads
- Huggable Bears MC:** *[Jan/Feb 2008]* 8 pages, club business, Bear Art, misc. bear covers
- Lone Star MC:** *[Jan/Feb 2008]* 8 pages, club business, Gum Covers, Oname Renewable Matchbook Co., Bullfighting, Mickey Mantle's Holiday Inn, Winchester Mystery House, ads
- Long Beach MC:** *[Dec. 2007]* 8 pages, club business, Frogs, Lips, Pickles, auction, bag drawing
- New England MC:** *[Nov/Dec 2007]* 4 pages, club business, International House of Pancakes
- New Moon MLC:** *[Dec 2007]* 8 pages+some covers, club business, Other Boxes, box news, On The Road
- PNMCC:** *[Nov/Dec 2007]* 8 pages, club business, Snowmen, Checks, Found it on ebay, ads, auction, raffle
- Sierra-Diablo MC:** *[Jan 2008]* 8-pages, club business, California Card Clubs, More Amazing Die-Cuts!, AMCAL flyers, ads, auction.
- Southeastern MC:** *[Jan/Feb 2008]* 6 pages, club business, Meet the Collectors
- Tobacco Club:** *[Dec 2007]* 8 pages+ 2 color pages, club business, miscellaneous new finds, Great Old Matchcovers, Some Great Boxes From Germany, Set of Foreign Marlboro Boxes
- Trans Canada MC:** *[Dec 2007]* 8 full-color pages, club business, BMO Celebrates 190 Years, What's New on ebay, Bobby Orr, auction
- Tri-State MC:** *[Jan 2008]* 8 pages, club business, Valentine's Day, A Member's Profile, Cover Story Survey Results, So You Want To Try ebay, Tums, ads

[Ed. note: In case you're wondering why some clubs may not appear here from issue to issue—I may not be on that club's current bulletin mailing list, that club may only issue a quarterly bulletin, that bulletin may have arrived too late to include, etc.]

[Ed. Note: I believe I've noted this before, but it's worth noting again, especially here...Generally, bulletins across the hobby have shrunk in overall number of pages and in frequency...a result of ever increasing postal rates and dwindling memberships. Thank the gods that the RMS Bulletin has not succumbed to these pressures, but your bulletins, from whatever club, is just another reason why your clubs need your continued support.

Doolittle's Raid

[A short introductory editorial] It's unfortunately true that people tend to forget history almost as rapidly as history is made, and in today's society the value of history, more and more, is looked upon as 'quaint'. How foolish and shortsighted! Still, normal population dynamics is largely responsible, aside from changing traditional values (also foolish and shortsighted). As each generation disappears, its challenges and accomplishments are diminished. The participants pass away, and the vividness of their times fades. Today, for example, there are only three surviving American soldiers left from World War I. Already, the 'War to end all Wars' is something distant, and something few are familiar with.

The same is true, to a lesser extent thus far, of World War II, the greatest military conflict ever to occur on the face of the earth. It's a truism in history that all civilizations rise and fall, and many historians identify World War II as America's peak. The lessons to be learned there should never be forgotten, and certain events can be seen to highlight one or more of those lessons. Such an event occurred on April 18, 1942...

"The air attack on Japan, launched from the aircraft carrier Hornet and led by Lieutenant Colonel James H. Doolittle, was the most daring operation yet undertaken by the United States in the young Pacific War. Though conceived as a diversion that would also boost American and allied morale, the raid generated strategic benefits that far outweighed its limited goals.

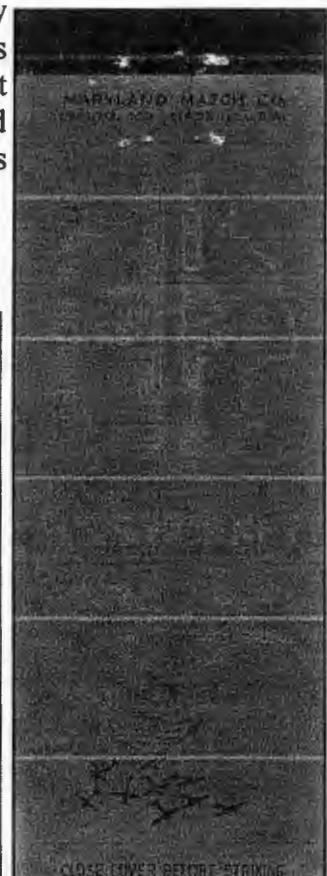
The raid had its roots in a chance observation that it was possible to launch Army twin-engined bombers from an aircraft carrier, making feasible an early air attack on Japan. Appraised of the idea in January 1942, U.S. Fleet commander Admiral Ernest J. King and Air Forces leader General Henry H. Arnold greeted it with enthusiasm. Arnold assigned the technically-astute Doolittle to organize and

lead a suitable air group. The modern, but relatively well-tested B-25B "Mitchell" medium bomber was selected as the delivery vehicle and tests showed that it could fly off a carrier with a useful bomb load and enough fuel to hit Japan and continue on to airfields in China.

[B-25 takes off from USS Hornet to Attack Japan, 18 April 1942]



Photo # 88-G-41194 B-25 takes off from USS Hornet to attack Japan, 18 April 1942



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**DOOLITTLE'S
RAIDERS**

RESTAURANT
FOR SAFETY STRIKE ON BACK

On Japan

Gathering volunteer air crews for an unspecified, but admittedly dangerous mission, Doolittle embarked on a vigorous program of special training for his men and modifications to their planes. The new carrier *Hornet* was sent to the Pacific to undertake the Navy's part of the mission. So secret was the operation that her Commanding Officer, Captain Marc A. Mitscher, had no idea of his ship's upcoming employment until shortly before sixteen B-25s were loaded on her flight deck. On 2 April 1942 *Hornet* put to sea and headed west across the vast Pacific.

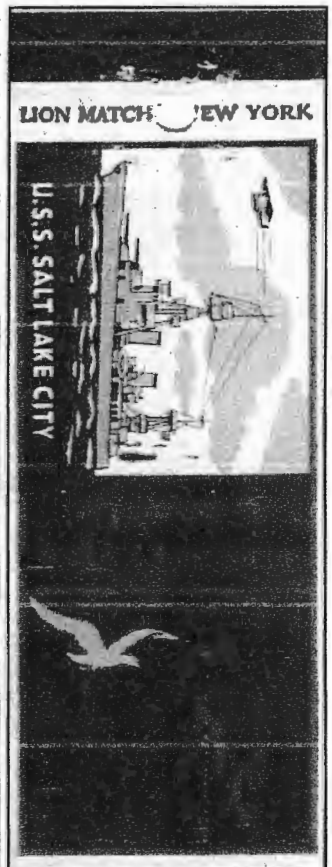
Joined in mid-ocean on 13 April by Vice Admiral William F. Halsey's flagship *Enterprise*, which would provide air cover during the approach, *Hornet* steamed toward a planned 18 April afternoon launching point some 400 miles from Japan. However, before dawn on 18 April, enemy picket boats were encountered much further east than expected. These were evaded or sunk, but got off radio warnings, forcing the planes to take off around 8 AM, while still more than 600 miles out.

Most of the sixteen B-25s, each with a five-man crew, attacked the Tokyo area, with a few hitting Nagoya. Damage to the intended military targets was modest, and none of the planes reached the Chinese airfields (though all but a few of their crewmen survived). However, the Japanese high command was deeply embarrassed. Three of the eight American airmen they had captured were executed. Spurred by Combined Fleet commander Admiral Isoroku Yamamoto, they also resolved to eliminate the risk of any more such raids by the early destruction of America's aircraft carriers, a decision that led them to disaster at the Battle of Midway a month and a half later." [<http://www.history.navy.mil/photos/events/wwii-pac/misc-42/dooltl.htm>]

In addition to the carriers *Hornet* and *Enterprise*, fourteen other U.S. Navy ships made up the raid task force. Three were heavy cruisers, *Salt Lake City*, *Northampton*, and *Vincennes*. USS *Nashville* was a light cruiser. The eight destroyers were *Balch*, flagship of Captain Richard L. Conolly's Destroyer Squadron Six, *Benham*, *Ellet*, *Fanning*, *Grayson*, *Gwin*, *Meredith* and *Monssen*. Vital members of the long-range team were the task force oilers *Cimarron* and *Sabine*.

[B-25 lifts off from USS *Hornet* on Doolittle Raid]

Photo # 80-G-11196 B-25 lifts off from USS *Hornet* on Doolittle Raid





[No input yet on last issue's query re Lectric Lena Set]

American Scene Set

Larry Cole,
NY: How many

and which ones in the set? I have nine.

Ed. Aha! I can answer this one! It's a 12-cover D.D. Bean set

- The Mississippi
- Cap Rock
- East Liverpool
- Jupiter Light
- Pinnacle of the Prairie
- Tulip Time
- Stand Rock
- Little Grand Canyon
- The Great Northwest
- The Great Southwest
- The Ozarks
- Charm & Industry

If anyone has a definitive answer, please let us know....And, if you have a question about a set or series, send in a clear pic and details, and we'll see what information we can garner from our readers.



KNOW YOUR COVERS!



This is a Diamond box trademark, one of many produced by Diamond, the oldest existing domestic match manufacturer, and it's been around for quite a long time. It was introduced c. 1905, and I believe it's still going, although I might be mistaken on that.

If memory serves me correctly, it also comes in more than one size. Someone in New Moon can probably come up with a few more details on this one.

Last Issue's Belgium Tourist Set Article

Clem Pater, OH: I read with much interest your article on the Belgium tourist set...I can help you out with some information that will be of interest.

Harry Gerson started the Jewel list in late 1959 early 1960...his first list contained about 300 Jewels...he mailed the listing to about 60 to 65 people at the time...as of this date, there are but 2 surviving collectors from that original mailing... John Woods and myself.

That original listing contained the Belgium Tourist set, not 8 but a set of 9...why it was 9 no one ever knew, but to everyone's knowledge it was a set of 9...much discussion was had at the early Jewel meetings and all we could figure out is that the set was issued sometime in the late 1950's since it was on Harry's original listing...The Jewel numbers from the original listing for the 8 that you have are as follows: Hasselt #249, Bruges #250, Dinant #251, Malmedy #252, Brussels #253, Mons #254, LaRoche #255, Antwerp #257.

The one that you are missing is Ghent #256. Much has been said as to the value of this set....I remember Ward Chase buying just 8 of the covers from Frank Ryan at the 1966 RMS convention in Allentown, Pa. for \$100. If you knew Ward Chase, money did not matter if it was something he wanted...so what the complete set is worth today no one really knows.

You mention in your article about a packaging container that holds 12 of these Jewels...that is a surprise to me and I have never heard any of the older collectors mention anything about some kind of packaging container...you really have something there.

[Ed. Clem's going to send a pic of that 9th cover that I should be able to get in the next issue. Also for that issue, I'll try and find that box the covers came in and picture that, as well. Thanks to Clem for this input]

**CLUB
CRUISIN'**



Denver Strikers Matchcover Club

The DENVER STRIKERS, a tradition since 1987, hosts free luncheons for all matchcover collectors at both the AMCAL and RMS conventions. The events are usually held at 11:30 a.m. Fridays in the convention hospitality room, just before the Friday auctions. The luncheons, for members include items as pizza, and other goodies.

The club was founded in 1987 by the late George Bruckman of Denver, a former President of RMS. Bill Thomas was the long-time club Editor. Since the DS slogan is "We're Different", the Denver Strikers present awards at each convention for the "Most Different Display."

We've had quite a few great displays in this category, and everyone (member or not) is urged to present an exhibit in this category. Another way DS is "different" is the length of our business meetings. Two to three minutes the outer limit, and if the president runs over that time, there's usually someone with a stopwatch to let him or her know!

DS membership today is nationwide, despite its local beginnings. Editor Ellen Gutting publishes a newsletter about the hobby six times a year, assisted by Mailer Greg Lund. Any matchcover collector is welcome to join by sending \$6 dues to Sec.-Treas. Marilyn Reese, 3202 S. 72nd St., Milwaukee, WI 53219, or by paying at the door at either of the convention luncheons.

The Denver Strikers club is a fun and very active group of collectors, and they'd be happy to have you join their ranks. Just contact Marilyn Reese.

The Mail Box



Harold Cruson, CO:

Ref Craig Neros's Cootie covers, Sep/Oct *RMS Bulletin*, The Military Order of the Cootie is an Honor Degree or Auxiliary to a regular VFW post. A veteran must belong to a VFW post before being invited to join the Cooties. The Cooties have numbered Pup Tents rather than post numbers. Their main purpose (other than having fun) is hospital work.

Carmine Arpino, CT: *Ref Nov/Dec's query on "Bee Poker Set", p. 18, Carmine sent in a scan of a different one than I showed. His has 10,10,6,6,A. That's three we've identified. There must be more. Have any?*

Janet Penny, FL: *[Ref spotting the error on the cover Gayle Hofacker sent in - Nov/Dec issue, p. 20] They both say "Broasted" instead of "Roasted", and the cover on ten right is missing an "a".*

John Clark, FL: [Ref query on Bee Poker Set]

There are 8 covers in the set you enquired about in the November/December *RMS Bulletin* and there are two similar sets, one by Diamond and the other by Lion. Neither set has a manumark and are nearly identical except that the Diamond set has a footer "CLOSE COVER BEFORE STRIKING MATCH" and the Lion set's footer reads "CLOSE . COVER . BEFORE . STRIKING". There are three different poker hands and one black jack hand shown inside. Each of the hands comes with a blue and a red playing card on front to make a total of 8 cards in the complete set. The Poker hands are: 10,10,6,6,A; J,J,7,5,A; 7,5,4,3,2. The Black Jack hand is an 8 showing with a 9 in the hole. These sets were issued in the late 50s by the US Playing Card Company in Norwood, Ohio, a suburb of Cincinnati.

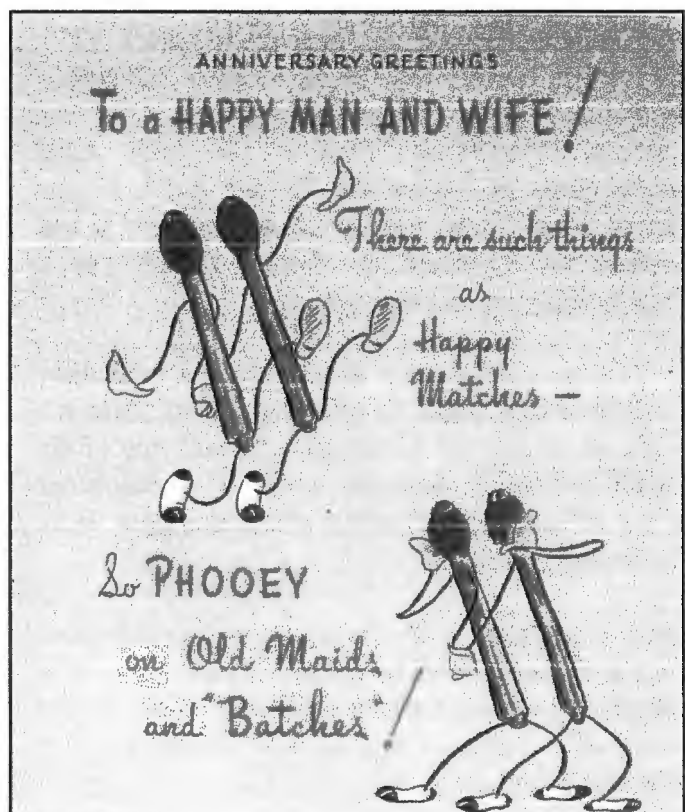
Robert Bush, RI: I had a response from the inquiry you posted in the *RMS Bulletin* about the

Anita Safety Match Co. of Brooklyn, NY. RMS Member Ed Wright (#7522) got in touch with me after reading the article and sent me the Patent of the Anita Safety Match Co. The Patent Holder was Anna C. Lichtendorf.

He also sent this copy [*opposite page*] of a similar type of packet made by E.B. Eddy (Canada) circa 1922-1928. The main difference being that these had wooden matches held in place a brown paper sleeve as opposed to the Anita Company which had the matches held in place by a folded over extension of the cover.

Mike Tate, IL: *Mike sent in an early January article from Quad Cities Times referring to the local John Deere collectors auction where a matchbook featuring an 820 tractor went for \$70.*

Duane Ready, PA: *Ref the Valentine's card pictured in the Jan/Feb 2007 RMS Bulletin, Duane sent in this match-related card. "I acquired a collection of 10 or so match-related greeting cards awhile back. Shown here is the front and back of the more interesting ones. Note that someone wrote the year '1946' on the front of the card, and if I remember my Roman numerals*



**'EDDY MATCH'
LISTING.**

E.S. WRIGHT TORONTO 2003.

P.

'Eddy' vest pocket safety match packets.
issued from about 1922 to at least 1927.

A. EARLY ISSUES CIRCA 1922 - 27.

These all have 1/2 c. Excise Tax Stamp which was for less than 30 matches, and ran from MAY 24, 1922 till JULY 1, 1927.

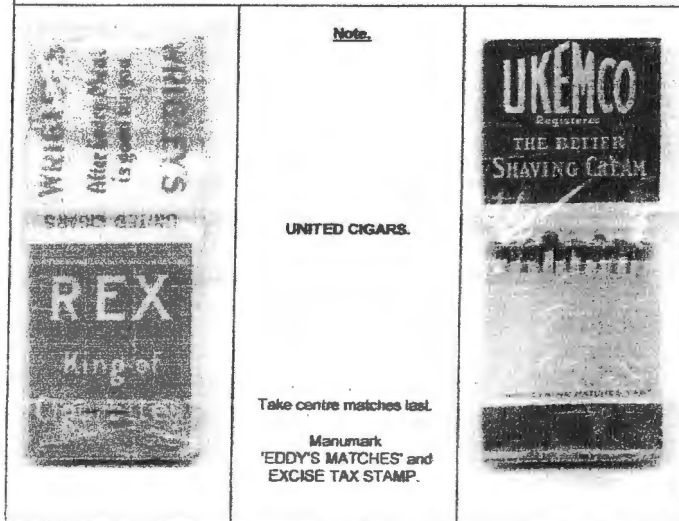
B. LATE 1927 ISSUES.

These all have 1/2 c. Excise Tax Stamp which has been obliterated and a 3/16 c. one PRINTED NEXT TO IT (THESE STARTED IN MID 1927).

C. ISSUES CIRCA 1927/28 TO ?

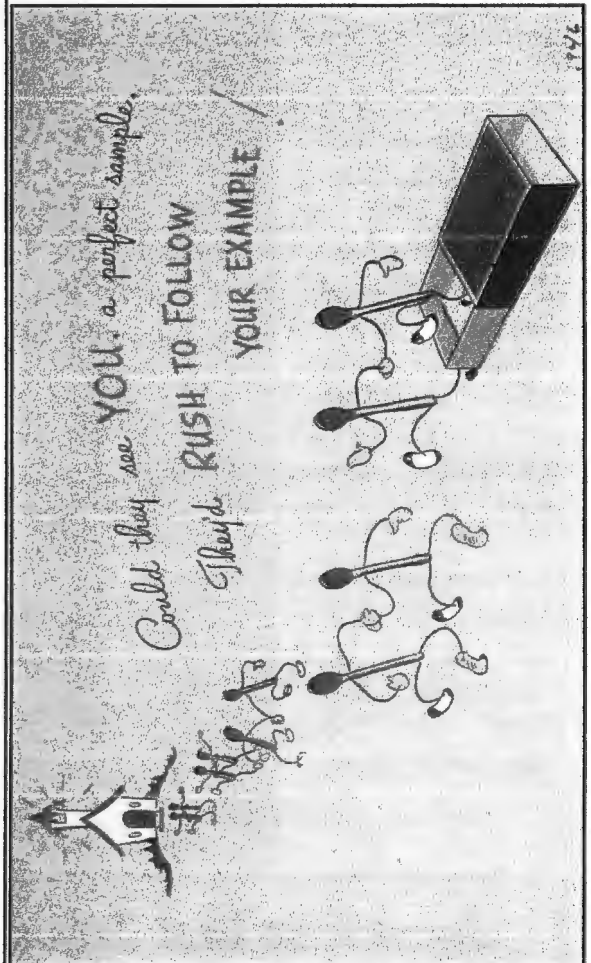
These all have 3/16 c. Excise Tax Stamp which was in use for this size of packet till 1938, although I believe production of these stopped earlier.

EXAMPLE OF TYPE B. Showing the matches inside

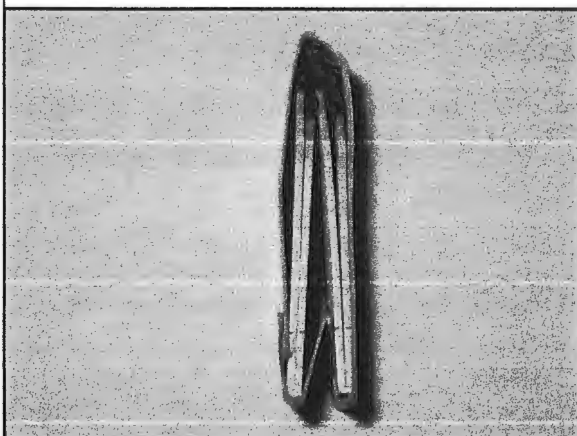


properly, the year '1945' is printed on the back of the card.

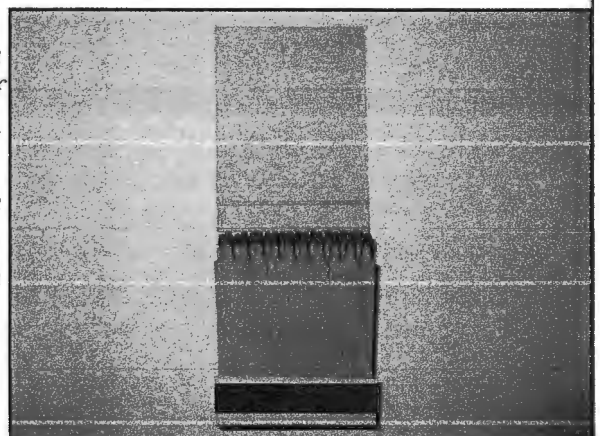
[Ed note: I've had to reduce the crop and reduce the card pics in order to fit them in.

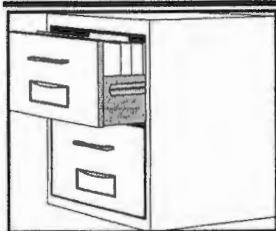


Cliff Deniss, CT: I came across this very unique, foreign cover. It has two separate combs of wooden matches and two separate front strikers that are all piggybacked. It appears that when the first comb of matches are used up, you access the second comb of matches and a new striker by tearing the perforation that holds them together at the bottom. The front cover's manumark reads: SOC. NACIONAL DE FOSFOROS, LISBOA. The back cover's manumark reads: MONOGRAMA-40 AMORFOS 1\$50 I have never seen a cover like this before. Can you provide me with any information on it?



Ed. I've seen a few of these Portuguese covers. Anyone have an more detailed info on this type?





Bits & Pieces

Casinos! I've seen a lot of them in over 20 years of collecting, but I had never seen this one before. It's a 21 "FEATURE". This one has no matches, though. (There are currently 1,561 Lion 21 "FEATURE" covers listed).

Late incoming! New England MC will be giving out an RMS Convention display award for "Best Telephones Display"



Answer to Last Issue's Matchcover Mystery

"Novaca Fabrica, A.B. is from which country?"

Answer: Larry Cole, NY; and Jean Blair, TX, got this one: *Sweden*

Matchcover Mysteries #73

"In what year did Diamond Match Co. introduce the Pocketbox Slim?"

Box collectors will surely get this one! We'll tell the answer, one way or another, in our next issue. Stay tuned for another *exciting* Matchcover Mystery!

Hobby Glossary

Celebrity Set - 111 30-strike Personality covers; inside says "compliments of/The American Match Industry;" 1951. Only a few sets known to exist.

Cellopack - a small packet of matchcovers sealed in plastic wrap; usually sold as souvenirs.

Cent-A-Pak - Book Match Manu. trademark (Canadian)

Central Match & Label Co. - Old, defunct IL-based company. 40 covers currently listed.

Century of Progress, Chicago - 1933-1934 Chicago expo source of 1933 Gold Set and 1934 Silver Set [*the latter is possibly the most difficult set to complete in the hobby*]. At least 41 covers known.

Centurylite - Universal trademark for its 100-stick novelty matchbooks; introduced in 1944. 21 are currently listed.

Chain - a string of different locations for the same business (i.e., Hilton Hotel chain)

Champion Race Cars Set - 10 20-strikes; 1957.

Chapman Match Co. - Kansas City, MO-based company; c. 1930's-c.1940s. 113 covers currently listed.

Checker - old Diamond box trademark; introduced c. 1905.

Checklist - a listing of companies, locations, etc., rather than matchcovers. *see Index*

Chemical Lights - British trademark for early wooden matches; manufactured by N. Martindale; introduced c. 1870.

Chez Patee Covers - series of dated Personality 20s and 30s issued by this Chicago dinner theater; 1955-1960; 84 listed as of 4/93.

FLASHBACK!

A Collection of 2½ Million Covers!

[February 1944 RMS Letter 25 - by Ed Perkins]

Does anyone have it?- we have been asked. Personally most of us believe that Hobby Lobby slipped in an extra cipher by mistake - but we'd hate to dispute him. It would take 6 weeks - day and night to count 2½ million and at the end he might be right. You may accept the following computations for what they are worth:

Mounted in the standard photo-threaded album, allowing for a full stock of 32 covers per page this collection requires 78,123 pages, which if entered into one book would extend to an altitude of 350 feet, in other words from the base of the U. S. Capitol to the tip of the statue of Tecumseh above the dome. In distance the thread would traverse 130 miles of paper and it would take a seamstress 2½ years to complete the sewing, that is provided she made up one page every five minutes and gave a full eight hour day. Unless standpipes or an outgyro were available the ascent from Group to Group might be difficult as well as hazardous in which event the cigar box might answer the housing problem better. Even then one would need quite a few boxes (8,333), enough lumber to start the nucleus of a match factory. Possibly Hobby Lobby has taken into account the duplicates as well as the originals; even so the storage base without either box or album would be 17 feet in cubic dimensions - try finding that much some time!

If you had 2½ million covers you would need a little time to shell the matches, check and mount your cover and keep your traders in a good humor. That should take you no more than 50 years. Of course you would need a retinue of assistants and it would be best that you owned a colonial mansion, otherwise you would be collecting the family thru the kitchen and out into the street. Possibly your wife wouldn't object to that - wives have been found to be very liberal minded. And if you had such a collection you still wouldn't have them all- no one has a perfect collection! We'd bet a dime to a penny that you'd be picking at the other fellow's album - admiring certain covers that you would like to have. Oh yes- before we forget it - one more question for Hobby Lobby; Does his man collect full books? If so let us suggest that the U. S. Government turn over the Pentagon Building to him!

Unusual Methods Of Obtaining Covers

[March 1943 RMS Letter 14 - by Ed Perkins]

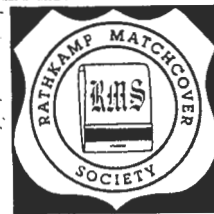
Some years back a number of chain letters were going the rounds. Here was the scheme: When you received the letter ten covers were to be sent to the name at the top of the list. Then you took the man's name from the top of the list and inserted yours at the bottom. The column contained ten names and addresses and you were likewise instructed to mail identical letters to three fellow-collectors not on the list. Here's the dope: If the chain remained unbroken from the first to the last of the ten the man at the top would receive 1,671,470 covers - quite a fantastic number! But it never worked that way. The chain was invariably broken somewhere in its course - most likely at the beginning. At least we've never heard of any collectors getting many covers thru this source. The chain letters faded out some time later. Letters of this nature went the rounds during bond drives, etc., but Postal authorities keep reminding that they are against the law.

SIERRA-DIABLO SPRING SWAPFEST! Heritage Inn, April 5-6, 2008. 201 Harding Blvd, Roseville, CA (800-228-4747 or 916-782-4466). \$55 room rate. FMI: Loren Moore (loren@bgsplanco.com)

Important Information
You need to know to
Help Us Prepare for this
Year's R.M. S. Convention
At the Inn at Hunt' Landing
Best Western, Matamoras, PA

"Follow Route 6 to RMS"

68th Annual
Convention



Aug. 3-9, 2008
Matamoras, PA

Procurement – Donations of covers and boxes would be greatly appreciated. Please send them to Donna Longenecker, Old Philly Pike, Kempton, PA 19529. E-Mail: bordlong@fast.net

Raffle Prizes – Since our raffle prizes will be cash, gift cards and room nights this year the Committee is asking for donations of match prizes. Bring them with you or send them to Bill Gigantino, 197 Bradley Ave., Hamden, CT 06514. E-Mail: wkg1957@aol.com



Auctions – You're allowed 15 lots as long as space is available. Send your list only of the 15 lots along with a S.A.S.E to Pat Shappell, 109 Wood Lane, Reading, PA 19606 E-Mail: patshapp@aol.com. There will be four auctions beginning Tuesday. We're pleased that Wray Martin will once conduct the auction along with his great team.

Awards – Local clubs or individuals presenting any award should inform our RMS Editor, Mike Prero, 12659 Eckard Way, Auburn, Ca 95603-3516 ASAP so he can list it on the RMS website and put them in the bulletin. E-Mail: rmsed@matchpro.org.



Displays – RMS categories and who and what clubs giving awards and the category of each award will be listed in our next bulletin. The Committee has instituted a new People's Choice Award this year so please get creative and share your great collections with all of us.

Convention Program Book – Rates are: Full page - \$40, Half Page - \$25, Quarter Page - \$15, Patron Ad - \$3. Make checks payable to RMS and mail along with your ads by June 1st to Shirley Sayers, 1290 Corporation St. Beaver, PA 15009. Ads don't have to be camera ready art since Shirley has a scanner. E-Mail: shirleys2@verizon.net.



Dealer Tables – Collectors interested in selling matches are invited to rent a table or tables on a daily or weekly basis. For rates, information or to book your space contact Clem Pater, 315 Front St. Hamilton, OH 45011.

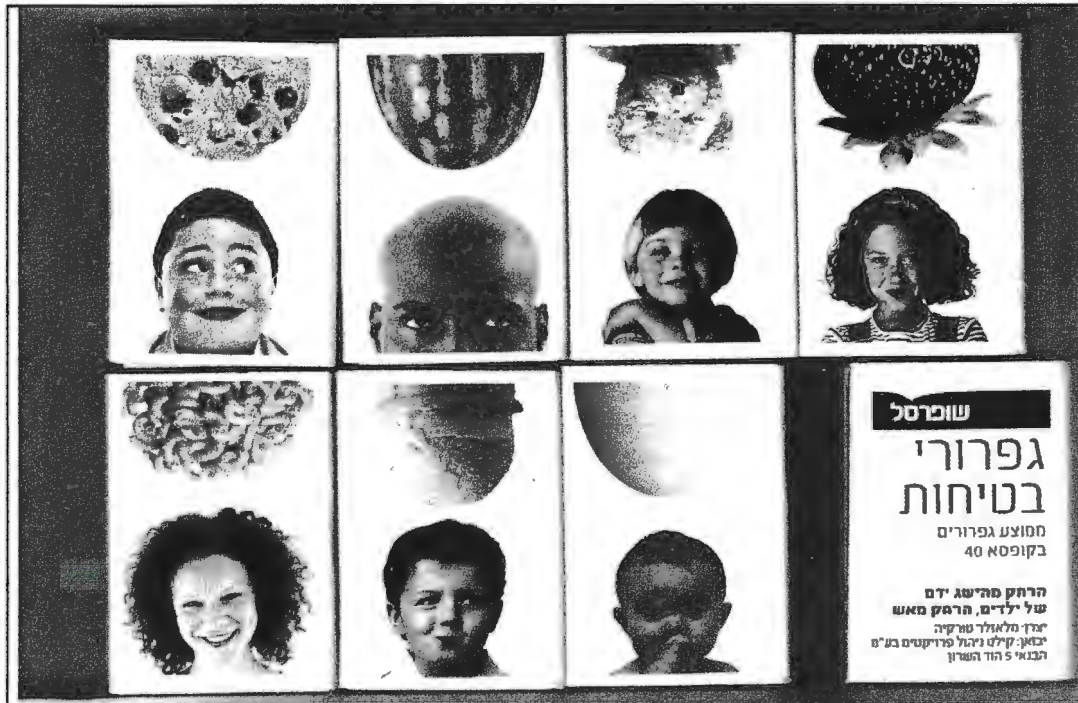
Bowling & Golf – If you're interested in bowling contact Terry Rowe, 1509 S. Dugan Rd. Urbana, OH 43078. E-Mail: trowerms@ctcn.net. There will be no annual Golf Tournament this year.



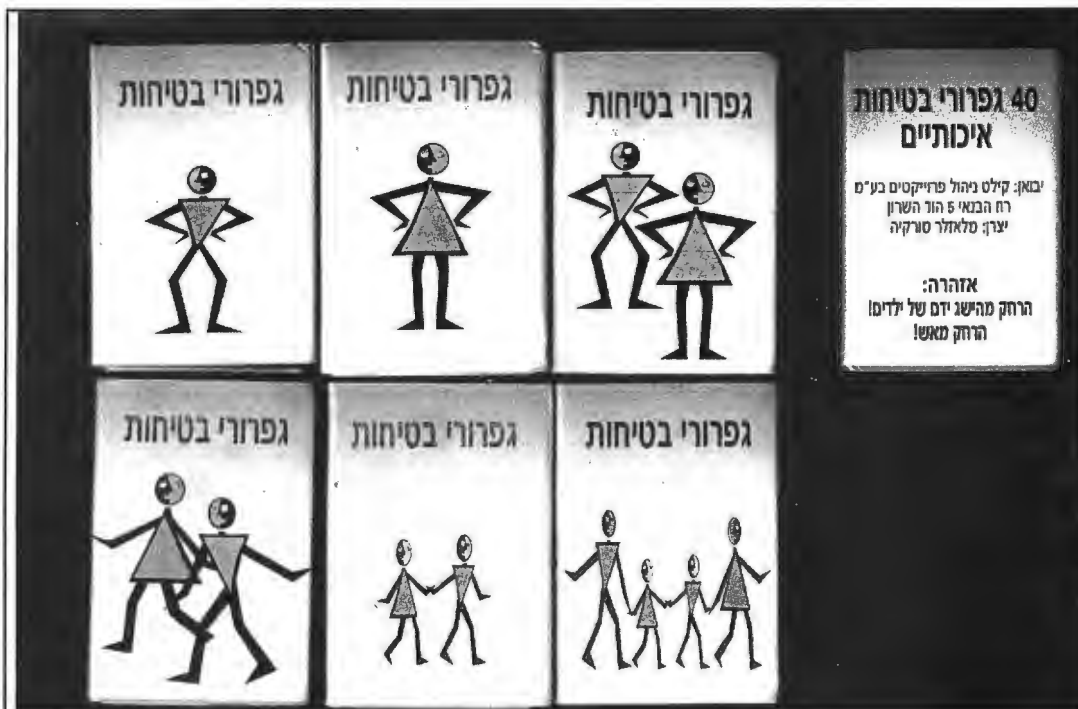
DEADLINES: It's extremely important that you send in your pre-registration forms to Gayle ASAP. You must pre-register for the Ice Cream Social and the Monday Trip (which is expected to sell out quickly) in advance. Also, if you want to take advantage of the Complimentary Shuttle Service you must Pre-register for that as well.

SUPERSOL BOX SETS

by Ken Ryesky



Supersol, the first supermarket in Israel, was first opened in Tel Aviv in 1957 by a group of Canadian investors led by Bertram Loeb, an Ottawa businessman and philanthropist. Loeb had previously brought the IGA grocery chain to Canada, and later would, starting in the 1980's, lead the Sunys Petroleum venture in Canada until his retirement in 1996. Loeb died in 2006.



Today, Supersol remains a major player in the highly competitive Israeli supermarket industry. Perhaps the most noted Supersol store in Israel is the one located in Jerusalem on Agron Street, just up the hill from the American Consulate.

Supersol has recently issued its

private label brand of matchboxes, manufactured in Turkey, which feature full color photos of people and products. Specimens of the set are illustrated here.

[Ken Ryesky (RMS # 9003), member of the New York, New Jersey and Pennsylvania Bars, practices law in East Northport, NY and teaches Business Law at Queens College of the City University of New York. He can be reached at P.O. Box 926, East Northport, NY 11731 or by e-mail at khresq@sprintmail.com.]

Once Upon a time: Part II

by George Cosentini



Last we saw the M*A*S*H crew in Korea, they were located in Uijambu, at a Mobile Army Hospital and all their families had gotten together in New York for a memorable reunion.

After very long hours in the operating room, they all looked forward at least to a good meal; but 10 miles from the front lines, variety was not the order of the day. We start with Hawkeye and B.J., followed by everybody else starting a food fight / revolt that Bluto, of Animal House, would have loved. "I have eaten a river of liver and an ocean of fish..." plus the rest of it, gets Hawkeye in deep trouble with Col. Potter, but as usual they survive.

They all start thinking of the wonderful food in civilian life, and the conversation get stuck on ribs. After much thinking, they all know of this place but can't remember the name; they manage to call an office in Chicago, and somehow, BINGO !, they get the name of Adam's Rib, at the time heaven for barbeque. My research, flawed as it might be, has come up with sad news, apparently no more "Adam's Rib".

Only television can regale us with an order for 25, NO, 50 lbs of ribs, 5 gallons of sauce and the rest of the fixin's (They did forget to order pickles...) being placed and the problems they had getting it to Uijambu, hand it to a pilot in Chicago, the shipment gets ambushed by an Air Force Sgt., in Seoul, that wants his cut in order to forward it, but eventually it makes it, a bit depleted, to the 4077.

This show was first played on TV on 11-26-74 For the pleasure of our captive audience, here is a matchbook cover from Adam's Rib...

	<h3 style="text-align: center;">Matchbook House</h3> <p>Here's another interesting item found on ebay.</p> <p>This matchbook house is made from matchbook covers. It's 12" long x 6 1/2" wide x 8 1/2" high. Description said it was a little faded and the roof needed a little work (don't they all!). There was no mention of age, but I'd guess this was at least 50+ years old. Definitely unique.</p> <p>Starting price was \$9.99; don't know what it finally went for.</p> <p><i>[Thanks once again to our ebay monitor, Paul Spoff]</i></p> 
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These Collectors Want To Trade!

A few issues ago I said I'd run trading announcements for any members who turned them in. Well, they've dribbling in for months, and I expect this is about all I'm going to get, so here's what I have received:

Alma Adams, 5309 N. 64th St., Milwaukee, WI 53218: Wants Casinos, Cafes, Restaurants, Beer, Ice Cream, Chef Hats, Steak Houses, Diners, RI

Harold Cruson, 3061 Brookcliff Ave., Grand Junction, CO 81504 (jhruser@coloradoweblink.com): Wants Bail Bonds, Bowling, Intercontinental Hotels, Harold or Mr. C, Office Supply, Elks, Funeral, Printing, RV Parks, VFW

Mike Samuels, 1140 Connecticut Avenue, #950, Washington, DC 2003 (masamuels@samuelsinternational.com): Wants Auto Racing, Cold War-related, Embassies/Diplomatic, Fire and Police, Fishing, Jai Lai, Presidential, Rodeo, Roller Skating, Sports

George Cosentini, 12421 Banuelo Cove, San Diego, CA 92130-2277 (apofpo@san.rr.com): Wants Holiday Inn covers/postcards, Shell Oil, US Navy Ships, Lone Phone #s

Bill Prescott, 211-56th St., Downers Grove, IL 60516 (matchbk2@comcast.net): Wants Embassies/State Dept's, Bowling showing women, Greyhound Bus, Roy Rogers movies, Sherlock Holmes, Fred Harvey, Old Washington, DC, Marshall Fields, Old Radio Shows, Coca Cola

Wilton Mason, 1636 Walnut Rd., Springhill, LA 71075 (wandgmason@centurytel.com): Wants Blue/bold 40-strike VA Hospitals, Matchtones, Dodge Transmissions

Claude Pelletier, 456 Rue Champlain, Valleyfield, QC J6T 6K2 CAN (cpelletier@sympatico.ca): Wants Horse, Beef, Chicken, Lobster, Gas Stations w/crests, Funeral, Midget, Golf Club, Features, Knothole

Mike Morris, 2655 Bowden Dr., Creedmoor, NC 27522: Wants Jewelite, Billboard, Royal Flash, Contour, NC Towns (dupes OK on all of these)

Mike Prero, 12659 Eckard Way, Auburn, CA 95603 (rmsed@matchpro.org): Wants Unicorns, VIP, all Political, Chinese Rest., Dated (no Conventions), Small Towns, American Legion, VFW, Fraternal, Lion 30-Stick

Note on trading...I thought I'd point out here that there actually *is* quite a lot of trading still going on among collectors...some steady...some occasionally...but trading is certainly still common. Sometimes I write about how it's dropped off from the peak we experienced in the early 1980s, but most of that drop is a result of the corresponding loss of collectors from the hobby.

So, with reference to raw numbers, there's obviously not as much trading going on back and forth across the country. But percentage-wise, the drop is nowhere near as obvious. Two other factors that come to mind are comparatively soaring postal rates and the disappearance of that once familiar basket of covers on the counter of your local businesses. I certainly still trade; I just don't have anywhere near the number of people to trade with anymore.

The Ed

BUSINESS BOX

RMS BULLETIN AUCTION features a 75%/25% split (you get 75% of what your lots sell for). Send your lots to Pat Shappell, 109 Wood Ln., Reading, PA 19606-2446 (Tel: 610-779-0733).

RMS AREA AWARD RECIPIENTS:

- Southern Ontario MC: Wilf Chapman
- Forest City MC : Ken Munyon
- Trans Canada MC: Wilf Chapman

RMS CONVENTION DISPLAY NEWS:

- Angelus MC: "Best Combo display"
- Empire MC (Manny Phillips Award): "Most Esthetically Pleasing Display"
- Empire MC: (Sam Schroeder Award): "Best Girlie Display"
- Forest City: "Best Auto Dealer Display"
- Huggable Bears MC: "Best Bear Display"
- Jewelite Clubs: "Best Jewelite Display"
- Penn Ohio: "Best Funeral Home Display"
- Southeastern: "Best Sea Life Display"
- New Moon: "Best Box or Label Display" (1st, 2nd, and 3rd place"
- Trans Canada: "Best Canadian Display"

[Don't forget that complete convention details are always available at Convention Central on the RMS web site]

CLASSIFIED ADS

WANT TRADERS: in the following categories: Veterans Administration Hospitals Blue/Bold 40's, Matchtones, Dodge Transmissions (All Colors). Wilton Mason, 1636 Walnut Rd., Springhill, LA 71075 wandgmason@centurytel.netM/A08

WANTED: Jewelites, Royal Flash, Billboard, Contour, NC towns; dupes OK. Mike Morris, 2655 Bowden Dr., Creedmoor, NC 27522-8811 (919-528-0558).....M/A08

WANTED: MIDGETS to buy or will trade. I have over 500 unstruck dupes and can email list to you. Will pay

premium prices for "Follow the Stars" movie star set or individual covers. Mike Schwimmer, 30 Corncob Lane, Brewster MA 02631-2002. 508-896-7024. Email: mschwim@hotmail.com.....M/A08

WANTED-TRADE OR PURCHASE: NY Port Authority and Miami Beach (south of Golden Beach - 192nd St) hotels, motels, nightclubs, restaurants. Larry Cole 140 Ralph Ave White Plains, NY 10606 lgcole@hotmail.com.....M/A08

WANTED: Coca-Cola matchcovers. Highest prices paid. \$250 minimum for pre-1920 covers. Will respond to all offers. Thom Thompson, 238 Churchill Crossing, Nicholasville, KY 40356-2583.....M/A08

WANTED: Morrison Field, FL (WW II) and Pattison Park CCC Camp, WI. Please contact R.D. Thompson, 1425 W. 28th St., #611, Minneapolis, MN 55408 (r.thompson@earthlink.net).....M/J08

I HAVE STARS AND FEDERALS matchbooks to sell or trade for Railroad and Fred Harvey matchbooks that I need. Russell Potter 918-962-5271, 19088 192nd Ave. , Spiro, OK 74959.....S/O08

Classified ad policy: Ads are published on a space available basis. Please keep 'em short and send them in as soon as possible! 10¢ a word. Ads offering free items, etc. are free. Check should be made out to "RMS." Send to Ed. ASAP (I always need as much warning as possible). Fee schedule for larger-sized ads may be seen on the last page.

Don't forget...the RMS Bulletin is the largest circulating hobby bulletin and gives you the most exposure to the largest number of collectors...Take advantage of it and place your ad!

Mike's Philosophical Pearls

HERREN'S HAS BEEN PROUD TO SERVE YOU FOR THESE PAST 50 YEARS IN APPRECIATION OF THAT, PLEASE PRESENT THIS MATCHBOOK FOR A FREE MEAL FOR TWO AT OUR 100th ANNIVERSARY IN THE YEAR 2034.

Esther...Who?

Going through some Lion 21 "FEATURE" covers, I did a double take upon coming across this cover. The woman looked like Esther Williams, but the cover says Esther "Gage" and doesn't make any reference to any movie-star status, so I looked up her biography, and, sure enough, she *was* Esther "Gage" during her second marriage...

Williams was born in 1921. She was enthusiastic about swimming in her youth. She was National AAU champion in the 100 meter freestyle. She went to Hollywood, where she quickly became a popular star of the 1940s and 1950s.

Many of her films, such as *Million Dollar Mermaid* and *Jupiter's Darling*, contained elaborately staged synchronized swimming scenes, obtained not without physical cost to the performer. She broke her neck filming a 50 ft (15 m) dive off a tower during a climactic musical number for the 1952 release *Million Dollar Mermaid* which landed her in a body cast for six months. She subsequently recovered, though she still suffers headaches as a result of the accident. Her many hours spent submerged resulted in her rupturing her eardrums numerous times. In her autobiography, Williams details several other occasions in which she nearly drowned shooting her oxygen-defying stunts; she rarely used a stunt double.

Her love life was a source of media interest. She has been married four times. She met her first husband Leonard Kovner while at Los Angeles City College. She later wrote in her autobiography *The Million Dollar Mermaid* that "he was smart, handsome, dependable...and dull." They were married in Los Altos on June 27, 1940. They divorced in 1944.



She married singer/actor Ben Gage in 1945, with whom she had three children. In her autobiography, she portrays him as an alcoholic parasite who squandered her earnings. She also disclosed in her autobiography that she had a passionate affair with actor Victor Mature while they were working on the film *Million Dollar Mermaid* (1952), citing that at the time her marriage was in trouble and, feeling lonely, she turned to Mature for love and affection, and he gave her all she wanted. She was romantically linked with Jeff Chandler, but broke off the relationship when she discovered that Chandler was a cross-dresser, which she revealed for the first time in her autobiography. She and Gage divorced on 20 April 1959.

She then married former lover, Argentine actor/director, Fernando Lamas on December 31, 1969. They were married till his death from Pancreatic Cancer on October 8, 1982. She currently resides in Beverly Hills with actor husband Edward Bell, whom she married on October 24, 1994.

Esther Williams retired from acting in the early 1960s and currently lends her name to a line of women's swimwear and to a company that manufactures swimming pools and swimming pool accessories. She co-wrote her auto-biography "The Million Dollar Mermaid" with popular media critic and author Digby Diehl, which was published in 1999.

MATCHBOOKS IN THE LAW BOOKS: PART 54

by Kenneth H. Ryesky, Esq.

Ken Ryesky (RMS # 9003), member of the New York, New Jersey and Pennsylvania Bars, practices law in East Northport, NY and teaches Business Law at Queens College of the City University of New York. He can be reached at P.O. Box 926, East Northport, NY 11731 or by e-mail at khresq@sprintmail.com.

The edifice at 725 Rue Iberville in the French Quarter of New Orleans was built in 1837 as a residence for well-to-do merchant James Walters Zacharie. Except for a few very short hiatus periods, the building has housed a restaurant establishment known as La Louisiane from 1881 until today. Several entrepreneurs have operated the restaurant over the years, but it was the bon vivant James "Diamond Jim Moran" Brocato who gave La Louisiane its defining character.

Young Jimmy Brocato's pugilistic activities were frowned upon by his widowed mother, so he adopted the ring name "Jimmy Moran" in order to supplement the income from his day job shining shoes in New Orleans. Jimmy saved his money and opened up a barber shop. One day he cut the hair of Huey P. Long, and the two men became fast friends. Through Long, Brocato met many businessmen, politicians and gangsters, and entered into many successful business ventures, legal and otherwise. With the money that had eluded him in his childhood, Brocato adopted an opulent and flamboyant lifestyle, and sported numerous pieces of diamond jewelry, along with his diamond-studded eyeglasses.

Brocato leased La Louisiane in 1954, and redecorated it in keeping with his frilly and ostentatious lifestyle. After Brocato died of a heart attack in the restaurant in 1958, his sons continued to operate the business for another twenty years.

Not surprisingly, Brocato was entangled in several legal problems, including but not limited to tax issues with the Bureau of Internal Revenue.

In an apparently minor legal dispute involving the restaurant, Brocato sued the Diamond Match Company. The merits of the dispute are obscure, and it is not clear whether the detailed documents in the court archive survived the devastation of Hurricane Katrina. But Diamond Match won dismissal of the case on a technical procedure issue, and Brocato won a partial (and probably pyrrhic) victory on appeal. Brocato's appellate attorney was Sam Monk Zelden, whose representations of clients from the shady side of the street are legendary in their own right [139]

Bob Smith's La Louisiane cover with a Diamond manumark may well have been the subject matter of "Diamond Jim" Brocato's lawsuit against Diamond Match.

[To be continued]

[139] Diamond Match Co. v. Moran, 82 So. 2d 784 (La.App. 1955).

From the Editor

I'd like to compile a working list of topics that readers would like covered in the *RMS Bulletin*. I do most of writing writing and research over the summer, so if I could get your input within the next couple of months I'd have a nice little 'things to do' list to keep me on track for future bulletins. With our hobby, there's never a dearth of things to cover (no pun intended!), but I want to make sure I'm touching as many bases as I can. Just e-mail or drop me a card with your thoughts.



RMS MEMBERSHIP REPORT – MARCH/APRIL 2008**SPONSOR****NEW MEMBERS (*=will trade)**

9673-No new members

ADDRESS CORRECTION

0489-John R. Clark, 1120 Shell Basket Lane, Sanibel, FL 33957

6819-Michael Samuels, 1140 Connecticut Ave., N.W., Suite 950, Washington, DC 20036

9641-David Oathout, 450 Rolling Hill Dr., Rocky Mount, VA 24151-4032

9499-Mike Avitt, Box 164, Carroll, IA 51401-0164

REINSTATED

6236-Elnora Thomas, 5478 Duke Ct., Warren, MI 48091-3819

COLLECTS: General

8934-Claude Pelletier, 456 Champlain, Valleyfield, QU Canada J6T 6K2

COLLECTS: Gas Station (having crest only), Funeral Homes, Horses, Beef, Lobsters & Chickens.

9331-Barbara Lubow, 85 Sequoia Dr., Coram, NY 11727-2042

COLLECTS: Hotels/Motels/Restaurants, Railroads, Christmas, Political, Carousels & General.

RESIGNED

8079-Al Wernimont; 9050-Robert O’Gorman; 9654-John L. Root, III

DECEASED

8717-William Gillogly (1/16/08)

Respectfully submitted,

Terry Rowe

Terry L. Rowe

A NEW RMS ROSTER WILL BE MAILED LATER IN THE YEAR SO NOW IS THE TIME TO SEND IN YOUR CATEGORY CHANGES. SEND ALL CHANGE OF ADDRESSES AND CATEGORIES TO TERRY AT THE ADDRESS LISTED INSIDE THE FRONT COVER OF ANY RMS BULLETIN.

Doris Arrigoni

Long-time RMS member #3196, Doris Arrigoni, passed away on February 9. Besides all of her lengthy services to the hobby over the years, she also served as RMS Secretary for many years. Our condolences to her family and friends. She will certainly be missed by those of us who had the pleasure of knowing her.

Walter Hoffman

Very long-time RMS member #1415, Walter Hoffman, passed away on February 11. A dedicated collector and a mainstay of the Garden State club for decades, Walter was tireless and steady in his endeavors. Our sincerest sympathies to Orvie and the rest of Walter’s family and all of his many friends made throughout the hobby.

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1-800-392-4050 Ralph DeLuca, 157 Park Ave., Madison, NJ 07940

E-mail:

ralph@ralphdeluca.com

Website:

www.ralphdeluca.com

BIRTHDAY CLUB: The following club members will be celebrating birthdays on the dates indicated. Please check your latest roster to get current addresses and categories: John Bachochin (3/1), Robert Goetter (3/6), Wally mains (4/11)

If you're interested in receiving 200-300 covers or boxes during your birthday month, send an SASE #10 envelope to: Wally and Pat Mains, 105 Roger Ln., Florence, KY 41042-2334. NEW MEMBERS ARE ALWAYS WELCOME.

CLUB CORNER

SIERRA-DIABLO SPRING SWAPFEST: Heritage Inn, April 5-6, 2008. 201 Harding Blvd, Roseville, CA (800-228-4747 or 916-782-4466. \$55. FMI: Loren Moore loren@bgsplanco.com

TRANS CANADA SWAPFEST: April 24-26, 2008. Holiday Inn, Fort Erie, Ont., CAN. Room: \$99. (1-888-269-5550) Two auctions+lots more. Check Trans Canada web site for more details

AMCAL 2008: May 17-24, 2008. Piccadilly Inn Airport, 5115 E. McKinley Ave., Fresno, CA.(559-251-6000) Room: \$81 if reservation made by April 15. Theme is Patriotic.

UES: June 18-21, 2008, Plaza Hotel, Hagerstown, MD, 301-797-2500. Auctions, bingo, dealers tables, displays, freebie tables, and much more. Contact: Linda Clavette (717)749-3871 or Stella Williams-e-mail matchjsw@DOnet.com. (937)890-8684.

RMS CONVENTION 2008: August 3-8, 2008. The Inn at Hunt's Landing Best Western, Matamoras, PA. (570-491-2400) Room: \$99.

CONNECTICUT MC 25th ANNIVERSARY MEET: September 25-28, 2008. Marriott Hartford/Springfield Airport, Day Hill Rd., Windsor, CT 06095. (1-800-228-9290)

CLUB CORNER

Complete Convention Info!

RMS Convention: "Convention Central" at <http://www.matchcover.org>

AMCAL Convention: "AMCAL Central" at <http://www.matchcover.org/sierra>

COMING UP!

May/Jun: "Dated Autos"

Jul/Aug: "Knott's Berry Farm"

Sep/Oct: "Funeral Homes"

Nov/Dec: "Covers vs. Boxes vs. Labels"

ADVERTISING RATES

Display Ads

Full-Page = \$55.00

Quarter-Page = \$17.50

Half-Page = \$30.00

Eighth-Page = \$10.00 (N/A for businesses)

Classified Ads

First 20 words or less, \$2.00; .10 per word thereafter. Same ad, three consecutive issues, 10% discount. Check made out to RMS must accompany first ad.

Submission Deadlines

All material is due to Editor NLT 30 days before appropriate publication month: Jan, Mar, May, Jul, Sep, Nov.

RMS

Terry L. Rowe
RMS Membership Secretary/Treasurer
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