



# BULLETIN

**PRESIDENT**

Janet Johnk  
6 Truman Dr.  
Novato, CA 94947  
415-897-6724

**VICE-PRESIDENT/TREAS**

Warren Marshall  
9384 Florin Rd.  
Sacramento, CA 95829  
916-381-2768

**MEM SECRETARY**

Loren Moore  
4067 Palm Ave.  
Sacramento, CA 95842  
916-348-1085

**EDITOR**

Mike Prero  
12659 Eckard  
Auburn, CA 95603  
916-885-3604

No. 146

August, 1996

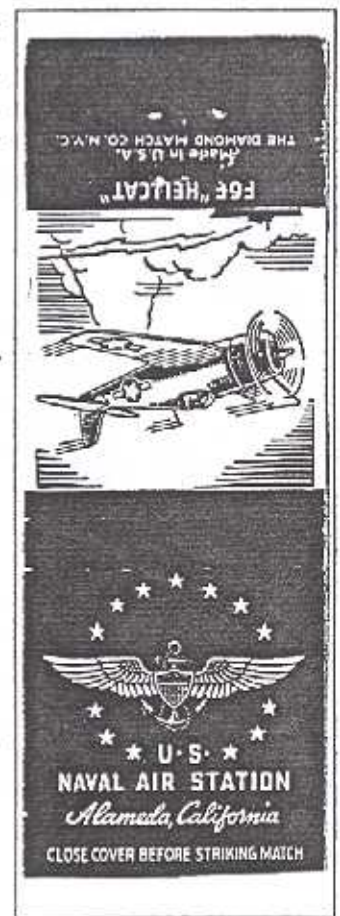
# Goodbye, Alameda NAS!

by  
Mike Prero

If you're from Northern California or are a Military collector, you're familiar with the Alameda Naval Air Station. It's been a feature of the San Francisco Bay area and part of naval air history for six decades, spanning just about everything from two-seater biplane trainers to computer-controlled Hornet jets, and over that span of years it has issued a number of covers. But, on June 30th, Alameda Naval Air Station closed, as part of the government's on-going efforts to trim down the number of military facilities around the country.

With due fanfare, the base closed on a hot Sunday afternoon. The end was marked with a final fly-off of planes, leaving in order of age—state-of-the-art jets leaving first and the biplanes used at the beginning of the base's history going last.

Plans for converting the base to civilian life are undergoing environmental review, but parts of the transformation have already taken place. Last November, for example, Hangar 20 began a new life as a facility for building electric car components along with other alternative transportation technology. Another building is being used for movie-making under a short term lease.



There are some concerns, such as the Navy's cleanup of toxic wastes that have accumulated over the years and just how much of the land should be set aside for some endangered California terns that have taken to nesting on the airfield runways. Nearly half of the base will be open space after conversion.

Some 750 civilian employees worked at the air station and nearby Naval Aviation Depot, down from a one-time high of nearly 6,000.

The base served as a lunching pad for World War II, and the wars in Korea, Vietnam, and the Persian Gulf. In all, 65 squadrons and 17 aircraft support activities have been based at the 1,700-acre base.

Alameda NAS covers go from recent times back to the pre-war period. All of the 26 different varieties I have are 20-strikes, in a variety of colors and designs. The only real set in the group is one put out by a credit union on the base. If there are any 30s or 40s, I haven't seen them...but, of course, that doesn't mean that there might not be some. Still, there won't be any more.

Universal Match Corp., San Francisco

ALAMEDA CALIFORNIA

STATION AIR U.S. NAVAL

The WHITE HAT CLUB

Close Cover Before Striking

UNIVERSAL MATCH CO. SAN JOSE, CAL.

PHONE 523-2200  
Ext. 795 or 895

C.P.O. MESS  
OPEN

U.S. NAVAL AIR STATION  
ALAMEDA, CALIFORNIA

CLOSE COVER BEFORE STRIKING FOR SAFETY

Universal Match Corp., San Francisco

GATEWAY TO THE PACIFIC

California Alameda Naval Air Station

RESERVATIONS 522-6226

Commissioned Officers' Mess

Please Close Cover Before Striking

ATLAS MATCH CORP. SAN FRANCISCO

1st and 2nd CLASS PETTY OFFICERS' MESS OPEN

869-3993

FIRST and FINEST

N.A.S. ALAMEDA, CALIFORNIA

CLOSE COVER BEFORE STRIKING

Lion Match Corp., San Francisco

LOOKS LIKE A BUMPER CAR THIS YEAR!

PHONE 523-2200  
Ext. 795 or 895

C.P.O. MESS  
OPEN

U.S. NAVAL AIR STATION  
ALAMEDA, CALIFORNIA

UNIVERSAL MATCH SAN FRANCISCO

Alameda California

Station Air Naval

522-6226

Commissioned Officers' Mess

Open

BE SAFE - CLOSE COVER BEFORE STRIKING

**Jo Wilding, TX:** Sierra-Diablo member #381...a very active lady in the hobby. Jo was born on June 1st and is currently retired from her years with the Houston school system as a secretary, computer clerk, and registrar.

Jo got started in the hobby by picking up covers as momentos from the places she had been, and she's been an avid collector, now, for the last 25 years.

...and is she *avid!* Jo belongs to 21 clubs, has served as President, Vice-President, Secretary and Treasurer for Lone Star Matchcover Club, as well as current secretary for RMS. Needless to say, she is a regular attendee of Lone Star meetings, and she attends both RMS and AMCAL conventions, as well [*I'm exhausted just reading this!*]. On top of all this, Jo has put in many, many hours working hard for both Lone Star and RMS in getting the RMS Convention put together.

Jo has approximately 80,000 covers in her collection. Her interests include Airlines, Banks, Best Westerns, Bowling, Cameo, and more, but Jo's favorite category is Contours.

Not surprisingly, perhaps, Jo currently trades with 37 other collectors, of which I can boast I'm one. She'd even be willing to trade with more, but she's only looking for good traders. Jo's a delight to correspond with, so if you'd care to drop her a line, it would be worth your time.

## A look at Sierra-Diablo Members

**Dan Bitter, OK:** Sierra-Diablo member #001! Dan was one of the founders of Sierra-Diablo and was the one who really put it together. His birthday is coming up on October 9th. He's a retired government employee, but he does a lot of graphics work and much of the slick paperwork that arrives with your monthly bulletins is due to Dan's creativity.

Dan's parents got him started in the hobby, at least indirectly. As with Jo, his parents picked up covers as souvenirs of their travels, and that's what perked up Dan's interest as a boy...and he *was* a boy when he started...he's now been collecting for 45 years!

Dan does a lot of work, not only for Sierra-Diablo, but for the hobby in general. He has served as President of Sierra-Diablo [*that was before he moved to Oklahoma*], President of Denver Strikers, and President of AMCAL. When living in California, he was a regular at all Sierra-Diablo meetings. He also attends AMCAL, swapfests and is hoping to attend the RMS Convention.

He belongs to 5 clubs, uses lists, and trades with ten people, but is not looking for new traders at the moment.

**Joan Plunkett, ME:** Boy, Joan is about as far as you can get from our stellar Sierra-Diablo headquarters here in Sacramento ....w-a-a-a-y up there in Portland, ME. But, Joan knows a good club when she sees one and is S-D member #476.

Joan's birthday is next month! (September 8th); she is a postal clerk [*so send all your complaints about the P.O. to Joan....just kidding! Actually, we need Joan to use her official influence to get the P.O. to issue a matchcover collecting commemorative stamp*].

Joan became interested in covers as she found herself picking them up from various restaurants. She's been *in* the hobby for the last five years.

She belongs to seven clubs and although she is a General collector, she is partial to Disney, Hotels/Restaurants, and Christmas covers, but her favorite area is VIPs/Personalities. She also uses lists on occasion.

Joan regularly attends local club meetings (which would probably be New England MC?) and gets to an occasional convention now and then. Although her husband is not a collector, he supports her collecting activities.

Joan trades with a couple of people, but, having a full-time job outside the home, really doesn't have enough time for any more.

*Sierra-Diablo glossary of hobby terminology...continued*

**Atlantic City Souvenir Set** - One of the Diamond Match Co. souvenir sets, c. 1935. Eight covers; saddle has 13 rays.

**Atlantic Match Co.** - Jacksonville, FL company, early 1930s-1937; not related to earlier, turn-of-the-century company of same name. Taken over by Universal c. 1941. 17 covers currently listed.

**Atlantis Match Co.** - Chicago match company founded 1971. Disappeared with the mid-1980s with the collapse of the American match manufacturing industry.

**Atlas 45** - Atlas trademark for 30-strike with 45 matches; introduced in 1980

**Atlas Four Color** - Current Atlas's trademark for its color photo covers; introduced in 1965. 673 currently listed.

**Atlas Match Co. (I)** - Newark, NJ company not related to earlier turn-of-the-century company of the same name; 1932-1937; 76 covers currently listed.

**Atlas Match Co. (II)** - Texas company unrelated to two earlier companies of same name; 1960-present.

**Auto Dealers** - category for all car dealer covers.

**Aviation Commemoration Set** - 1940 Universal 40-strike set from Aircraft Engineering Co.

**Aztec** - Lion Match Co. trademark for its debossed (Cameo-type) covers.

**B. P. O. E.** - abbreviation for Benevolent and Protective Order of Elks.

**Back Panel (or Back)** - on the outside of a cover, the portion between the saddle and striker on Reverse-Strike covers, or between the saddle and manumark on Front-Strike covers.

**Badger State Matchcover Club** - Milwaukee-based club; founded in 1971.

**Banks** - very large category usually including Banks, S&Ls, Trusts, and Credit Unions. Joe Poston's collection numbered app. 80,000.

**Barber's Anchor** - old Diamond box trademark; introduced app. 1900.

**Barber's Drawing Room** - old Diamond box trademark; 1882-c. 1900.

**Barber's Palmetto Parlor** - old Diamond box trademark; late 1800s-c. 1900.

**Barrel Box** - tubular-type boxes w/striker at top or bottom.

**Bars** - category for bars, cocktail lounges, and taverns, although specific collectors may want covers which only say "Bar."

**Base Friction** - Diamond trademark for covers with strikers where the fold normally is; late 1920s-1942.

**Beach** - distinctive matchcover albums featuring 22 rings (as opposed to 3-ring); soft covers; introduced in 1930s.

**Beer** - popular, and fairly tough, category. Larger collections range over 3,000. Many old covers to be found here.

**Beer & Soda Matchcover Club** - defunct club; 1983-1986.

**Bell** - old Diamond box trademark.

**Bell Machine Co.** - Oshkosh, WI match company; 1907-c. 1950s; 17 covers currently listed.

**Berks County Matchcover Club** - eastern PA club; founded in 1963.

**Best Eastern** - category for little-known Best Eastern motel chain; at least 23 are known.

## Highlights

Our Sep. 21st meeting will be at our usual Crofoot Clubhouse location in S. Sacramento. Take Florin Rd. West exit from US 99. Turn left on East Parkway and left again on Circle Parkway. Clubhouse is in the small park on the left *[watch out for the murderous speed humps!]*. *[no August meeting due to RMS Convention]*.

This will be our **summer picnic**: starts at noon, short business meeting at 1 PM, pot luck meal, club provides chicken/hamburgers, drinks, utensils; you bring your favorite dish. While you're at it, bring one of your favorite albums to share with everyone. It's always fascinating to see what other collectors do and how they do it. This is always one of our best meetings. Hope to see you ALL there.

Membership Rpt: 63

### Change of Address

359. Pierre Dorval, 544 Des Eaeriers, St. Lambert De Levis, Que., CAN G0S 2W0

### Address Correction

615. William Eckersley, POB 1626, Fernie, BC, CAN V0B 1M0

461. Karl McNeill, NE 11 Lorna Way, Bel Fair, WA 98528

## Ads

**FOR SALE:** Many old, rare kitchen match-sized matchboxes. Some may be from the late 1800s. Many different brands, many still full. Most are in fairly good or better condition. FMI contact: Andy Anderson, 507 Coverdale Lane, Kirkwood, MO 63122

**WANTED:** Gas Stations. Will trade in your categories. Dan Bitter, 1800 W. Yosemite Place, Edmond, OK 73003

**HOBBY GLOSSARY:** It's the most comprehensive glossary ever compiled (terms, match co.'s, dates, sets, manumarks, footers, and more. \$8+\$1.47 postage. Mike Prero, 12659 Eckard Way, Auburn, CA 95603

**TRADERS INDEX**...all new, completely revamped. Send legal-sized SASE (.32 cents) to The Ed.

**WANTED:** Any cover/box Calif. desert and eastern Sierra Nevada (Death Valley, Palm Springs, El Centro, Barstow, Mojave, etc). Send for complete town list or send covers priced. I'll pay postage both ways. Richard McCutchan, 1178 North Del Sol Lane, Diamond Bar, CA 91765

**WILL BUY:** 1994 Camel Set #3 (35 20-strikes), 1992 Marlboro set (3 30-strikes), 1994 Marlboro set (21 30-strikes). Bob Brant, 133 Cherry Tree

Farm Rd., Middletown, NJ  
07748-1739

**WANTED:** Matchcovers from Goodrich Tires showing "key tag" miniature license plates. Issued in late 30s and early 40s (FYI: Goodrich sent miniature license plates to those who wrote; first they were free; then .10 cents). John Boal, 268 Verdugo Way, Upland, CA 91786-7138 Tel: (909) 982-2629

**MATCHES 'N STUFF:** The newest auction in the hobby. \$10.00 subscription rate per year, and there will be a minimum of 4 bulletins per year, guaranteed. Don Fisher, 13620 S.E. 268th, Kent, WA 98042 (Tel: 206-631-3532)

*[Sierra-Diablo ad policy: non-commercial ads are free. If you're selling something, it's \$1 for a 20-stick width ad, \$2 for a 30-stick width ad, etc.]*

## Lucky Bag Winners

Last issue's Lucky Bag winners were Al Kilburn, Richard Gailunas, Diane Mickle, and Joan Plunkett. Congratulations... and enjoy all those great covers.

And...Do you feel lucky? All Gold Bag winners are eligible for a Christmas drawing for an additional 200 good covers. What a deal! Don't miss out. Christmas is only a few months away, so end in your tickets and cross your fingers and toes. Our winner may be you.

# Flea Market Treasures

Some people comb flea markets as professionals; some people are 'occasional shoppers; but flea market venders sometimes have treasures of matchcover collectors. Loren Moore, our own venerable

Membership Secretary, is a true expert. There's hardly a meeting that goes by where Loren doesn't haul out a load of recent finds *he doesn't let me get too close any more, though, because I drool a lot*.

Tips for a successful flea market hunt include:

1) ASK! The person at the table may have matchbooks available, even if they aren't in sight.

2) Even more important, Loren reports that he has some of his best successes *after* he leaves the flea market ...how so? He makes a point of leaving his business card with people he's talked to. When those people come across matchbooks, they know just who to call.

3) Be discerning. You may not be able to buy the entire lot the person has for sale

# Happy Birthday!

- Tom VanVoorhis.....August 1
- Randy Waite.....August 8
- Jimmy Calhoun.....August 9
- Neal Hospers.....August 10
- Terry Rowe.....August 12
- George Yarrish.....August 12
- John Sparacio.....August 21
- Greg Lund.....August 22
- Art Burrell.....August 23
- Bill Evans.....August 24
- Mary Holman.....August 29

*[Ed. Note: If you don't see your name in the appropriate birthday column, we don't have your birthday listed. Please let the Ed. know]*

(especially if the seller thinks he's going to make a killing). Go through what there is and look for what you're really interested in (of course, it helps if you know what's fair, what's good, and what's great).

Be sure and check closely the condition of the matchbooks. The strikers may have become so brittle that you have no chance of ever successfully stripping the matches out.

Many times, when the seller sees you're only going to take some, he'll come down in his asking price and give you a deal on the whole bunch just to get rid of them. Nothing like going home with a nice big bag of covers!

*How about sharing YOUR success stories with us? Do YOU have any special tips that others could profit by? Send them in.*



## Editorial

### IT'S TIME TO GET MOVING!

10¢ at all druggists

**EX-LAX**

the ORIGINAL  
chocolated  
laxative

CLOSE COVER BEFORE STRIKING MATCH

*In days of old  
when knights were bold,  
Turns, perhaps, had the fides  
But takes these days  
like milder ways.  
Ex-Lax heralds their insides.*

THE DIAMOND MATCH CO. N.Y.C.

**The Espotabs** \$25  
The Laxative

THE DILL CO.  
NORRISTOWN, PA.

**The Espotabs** \$25  
The Laxative

PLEASANT  
MODERN  
CONVENIENT

## Classic Collectible Souvenir News

Good grief! Just as we were getting into the Classic Collectible Souvenir series as a going category, word comes via Stuart Berman, TX, that Atlas has stopped using the line! It's puzzling that Atlas would do this. The line seemed to be fairly successful, judging from the number of covers that are being run across by collectors, and I don't see what the reasoning would be in not continuing to use the *Classic Collectible Souvenir* text on covers; it couldn't possibly be cost (I mean, how expensive could it be to print an extra 3 words on covers?!) Well, that makes the *Classic Collectible Souvenir* covers destined to be a nice small category, I suppose.



## It's Almost Too Late

by Bill Thomas

It is getting very near TOO LATE to have our hobby recognized on a US postal stamp in the year 2000, the 60th anniversary of the founding of our hobby. But it isn't too late yet if our seriously interested collectors will SOON take the trouble to make a suggestion to the postage stamp folks. They make their decisions THREE YEARS in advance, so it's useless and foolish to wait until 1998 or 1989.

The US Postal Service puts out a brochure called "Suggesting Subjects for Stamps." It can be obtained by writing to this address for one:

Citizens: Stamp Advisory Committee, US Postal Service Stamp Development, RM 4474E, 475 L'Enfant Plaza SW, Washington, DC 20260-2437.

This brochure tells how to go about suggesting a stamp, and the criteria which govern the suggesting and selection of stamp subjects. No design or artwork is needed; it's not even wanted. Just send the suggestion that our hobby is big enough and nationwide enough to warrant issuance of a commemorative stamp in the year 2000. Give some supporting data, like number of collectors, significant dates, great volume of trading mail, etc., but do it NOW, this

year, so there is time for the staff to research the subject and to place it before the committee which ultimately makes the determinations.

Let's get our hobby get national recognition on its 60th anniversary.

## Matchcovers in the News!

You probably missed them due to your geographic location, but matchcovers was the topic of two good newspaper articles recently.

Richard Scopp, NJ, sent in a copy of a full half-page article in the *New York Times* [June 30th] by Betsy Wade. The author talked about being a collector and lamented the impending disappearance of matchbooks (sound familiar). [I wrote to her to let her know there was a hobby she could get into!].

Pat Muster, CAN, sent in another big article that appeared in the *Globe and Mail* [Pembroke, Ont., July 8th]. This one was about Gary Sage and Dave Pigott, who bought Eddy Match Co. some 2 1/2 years ago and how they have taken in from red ink to black.

The more that matches are in the news, the more indirect publicity the hobby gets as people are made aware of the product, the availability, and the

variety. Call your local paper and see if they would be interested in featuring your collection.

## Late Breaking Ad

**NEED HELP WITH MERMAID COVERS:** Miriam Silverstein, 7847 Peachtrec Ave., Panorama City, CA 91402-6513

## COMING UP



Sep: *The Sands*  
Casino Closes

Oct: When a Dollar Was a Dollar...or...The Good ol' Days!

Nov: Leatherettes!...or...  
What the Heck is This?

**SIERRA-DIABLO...we're  
the hottest club in the hobby!**  
JOIN US!

*The Sierra-Diablo Bulletin is a monthly publication of the Sierra-Diablo Matchcover Club. Deadline for all submissions is the 10th of each month. Any information herein may be reproduced with appropriate credit line. Dues of \$5 (individual), \$6.50 (family), \$6.50 (Canada/Mexico) or \$7.50 (outside N. America) are payable to the Sierra-Diablo Matchcover Club, c/o Loren Moore, 4067 Palm Ave., Sacramento, CA 95842.*

*You can reach the Ed. on line at RMSED@psyber.com for help with Bulletin/hobby questions, concerns or problems.*