



# BULLETIN



**PRESIDENT**

Loren Moore  
POB 1181  
Roseville, CA 95678  
916-783-4332

**TREASURER**

Jack Benbrook  
1328 E. Rossier St.  
Prescott AZ 86301  
928-772-3763

**MEM SECRETARY**

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

**EDITOR**

Mike Prero  
12659 Eckard  
Auburn, CA 95603  
530-885-3604

No. 276

October 2007

## Calistoga Hot Springs

by  
Mike Prero

The practice of "taking the waters" for therapeutic purposes reached its heyday in the 19th century, but springs have been considered places of healing at many times and in all parts of the world. Roman colonists developed a considerable spa at Bath, England, and also at Buxton, Derbyshire, for example. In the early 18th century some Roman baths were rebuilt, many new "watering places" were established, and spas became fashionable resort centers for the upper class at the most seasonable times of the year. For the ill and infirm, many spas provided year-round treatment under varying degrees of medical supervision.

Spa therapy is based on both the drinking of and the bathing in certain waters containing properties believed to be of medicinal value. Mineral springs usually contain noticeable quantities of salts in solution. Magnesia and many trace minerals, notably lithium, also constitute medicinal waters. In addition to solid constituents, gas is present in many waters in considerable quantities. The quantity of hydrosulfuric acid, even in strong sulfuric waters, is small, but the volume of carbonic acid present is often large, giving a noticeable effervescence. Thermal springs are derived from two sources: meteoric waters that rise from considerable depths along fissures; and volcanic waters, which reach the surface in the form of either geysers or hot springs. Most thermal water contains mineral substance in solution.

The spas of Europe and the United States with the greatest popularity were those with thermal springs. Bathing in warm water has an undoubted therapeutic effect as an aid to relaxation, although the skin does not absorb any of the salts or gases. Sulfurated waters such as those at Aachen, Ger., Baden, Austria, and White



Sulphur Springs, W.Va., are used for some skin conditions. Drinking mineral waters may, at the least, provide a general washing out of the digestive system, and the alkaline waters of Vichy, Fr., Ischia, Italy, and Mariánské Lázně, Czech Republic, may act as purgative agents. The highly carbonated salt springs at Saratoga Springs, N.Y., and at Wiesbaden and Baden-Baden, Ger., have long been used for rheumatic and neuralgic conditions. Drinking mineral water, carbonated or not, has become so popular that a considerable business of bottling and exporting has grown up on both sides of the Atlantic. It is likely, however, that most of the medicinal effects of spa therapy result from the environmental factors of the location and facilities of the spa.

Right here in California, Calistoga was a healing place long before the first spa was ever built. Blessed with geothermal waters rich in magnesium and calcium that burst from the earth in powerful geysers or bubbled up gently into steaming pools and rivers, the Native Americans gathered here for detoxification and purification. An ancient volcano contributed huge deposits of volcanic ash found helpful for sore injured muscles and stiff joints. By 1831, white settlers had begun to move into the valley.

It was 1852 when Samuel Brannan first visited the Napa Valley. Drawn by the stories of the healing hot springs and the natural beauty of the oven place, he would transform the small agricultural community into the spa resort town we now know as Calistoga. Brannan was an entrepreneur and schemer who was not adverse to a little shady dealing, if necessary. He profited from religion, gambling, newspapers, sugar plantations in Hawaii, real estate in San Joaquin and Sacramento, gold prospecting and merchandising. When he saw the Indian hot springs, he envisioned a great spa, a health resort that would rival Saratoga Hot Springs of New York and the famed resorts of Europe. He would create the finest spa resort in the world right here in California, and he knew he had the money and the connections to do it.

The resort opened in 1862, with its lavish centerpiece the Hot Springs Hotel, twenty-five five room cottages, elaborately landscaped parks, bathing pavilions, a bathhouse, a huge skating rink, a dance pavilion, and a tent-shaped observatory atop Mt. Lincoln. The resort also included a large store, an express office, a swimming pool, goldfish pond and a forty acre complex with a mile long race track and stables. Sam had mapped out the town he needed to supply the resort and worked feverishly to attract people to build homes and start businesses here. He gave away more than eighty plots and donated land to build the Methodist-Episcopal church.

The wealthy, elite San Franciscans were very interested in the hot springs north of the city, but the journey to Calistoga was long and often times uncomfortable. Also of concern were the spa resorts being developed down valley in Napa. Sam and a group of prominent business and civic leaders decided that the best solution was to build a railroad. They incorporated the Napa Valley Railroad Company on March 26, 1864, to spearhead the financing and building of the railroad from the bay area to Calistoga. The railroad met strong opposition from taxpayers, but the Napa Valley Railroad Co. pushed through a bond issue and by August 1868 the new railroad reached Calistoga.

The success of the railroad project marked a turning point in Sam's life. Now it seemed that all he could do was lose. A manager from the resort made off with a huge amount of cash and other valuables. His marriage, always troubled, ended taking one-half of all his property. To meet the settlement, Sam had to liquidate nearly everything he had. By 1878, he knew his dream to own the best spa in the world was over, but Calistoga was a vibrant growing town. Sam's resort changed hands many times and is known today as Indian Springs Resort. Calistoga is home to more than a dozen such spas and resorts. Millions of visitors from around the world come to enjoy the healthful benefits of the Native American Coo-lay-no-maock, "the oven place". [<http://www.calistogaspas.com/resources/history.htm>]

## Artichoke Center of The World!

Yes, we have San Francisco, Disneyland, Yosemite and a myriad of other famed spots right here in California, but...did you know we also have...*The Artichoke Center of the World!*...

### CASTROVILLE

Pop: 7168

"Since the 1920s, Castroville has produced the world's best artichokes. Secrets of the great "Globe" 'choke are known only to the Italian families who started the industry in this perfect setting. Artichokes surround Castroville, the righteously acclaimed Artichoke Center of the World. This is where Marilyn Monroe, then known as Norma Jean, got her start as the first artichoke festival queen. Castroville is an eccentric little hamlet. One of Steinbeck's finest short stories, *Johnnie Bear*, was set here.

Swiss Italians, who also grew the first wine vineyards in Salinas Valley, began the California artichoke industry here. It is now a \$50 million crop for Pajaro Valley - where Castroville and Moss Landing host nearly all the artichoke fields. Premiere growing ground is sacrificed only for a children's playground, a waterfowl's wetland preserve, and an efficiency of homes and business. All the rest of the land is dedicated to the business of making Green Globe Artichokes, which are harvested year round. Andrew Molera, for whom the state park near Point Sur is named, planted the first artichokes in these parts in the '20s. Now more than 3/4ths of the world's crop is grown here. And they are grown and harvested by hand. No machines are involved.

Globe artichokes, the best, and actually the only authentic chokes that are known for culinary excellence, are only grown here, and grown only here. The Castroville families, descendants of the pioneer 'choke growers, don't share their secrets. And they are not grown from seeds. All artichokes, all on the same plant, even, grow to different sizes. The skilled pickers in the Castroville fields know when the 'choke is mature. This little niche of the Monterey Bay is the only place in the world that can grow artichokes of this extraordinary quality. It is a rare convergence of cool misty sea air and alluvial ground filled with rich nutrients from two rivers, Pajaro and Salinas.

Moss Landing, which straddles Elkhorn Slough and the Ocean at the mouth of Pajaro River, is also prime growing land for strawberries, brussels sprouts, cabbages and exotic specialty vegetables. The Artichoke Festival - 3d weekend in May - features a parade, a 10-K race, arts & crafts, live music, many artichoke dishes prepared by celebrity chefs, and on-going children's entertainment. [<http://www.pelicanetwork.net/castroville.htm>]

Monarch Match Co., San Jose, Calif.

**CATERING**

Weddings  
Banquets  
Dinners

**Cocktail  
LOUNGE**

**FRANCO  
HOTEL**

Phone NE. 3-2090  
CASTROVILLE, CALIF.

ARTICHOKE  
CENTER OF THE WORLD

Close Cover  For Safety





## SMOKING INTERNATIONALE!

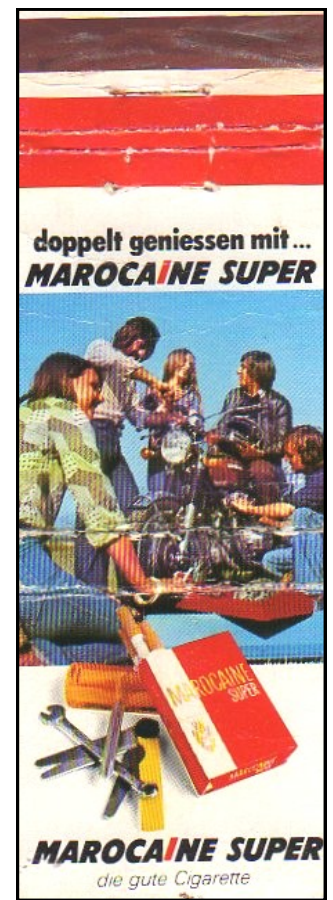
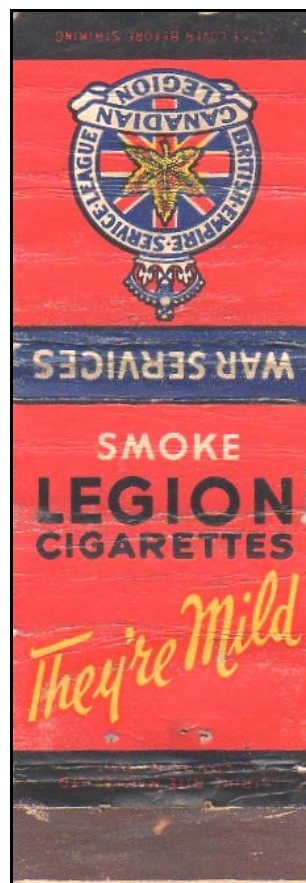
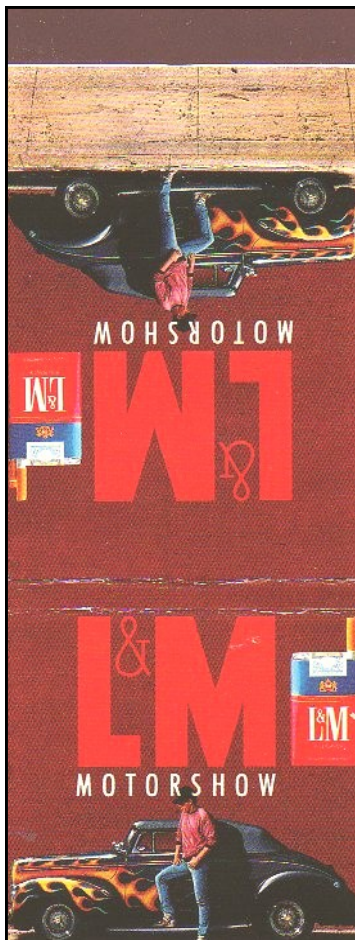
by Mike Prero

Smoking and the tobacco industry have certainly been under fire here at home for the last twenty years, with everything from community bans to national smoke-outs to congressional hearings and class action law suits. There are fewer American smokers, now, and those that continue seem to be smoking less. Consequently, tobacco profits in the U.S. market are declining from their highs of previous years. Actually, the number of smokers in developed Western countries, in general, is falling by more than 3 percent a year.

But business is business, and (not to bite the hand that feeds us...but) unfortunately the global market is growing ("unfortunately" because smoking really is a nasty and unhealthy habit...I can say that because I smoke). Anyway, as we're smoking less, the rest of the world is smoking more. Tobacco firms may be on the defensive in the developed world, but consumption is booming in the Third World, especially Eastern Europe and Asia, where controls over nicotine content, tar, health warnings, and advertising are much less stringent.

The estimated figure for world tobacco consumption several years ago was 5 trillion cigarettes, up 10 percent from the year before and the equivalent of every person on earth smoking about 900 cigarettes!

Of all the market possibilities, Asia, of course, with the most people, offers the tobacco industry the greatest chance for expansion. In pushing their products, advertisers have not always been reticent about s-t-r-e-t-c-h-i-n-g the truth, and tobacco advertisers, both domestic and foreign, are right in there with the best of them. Here in America, we all know that if you smoke the right brand you'll have beautiful women coming out of the woodwork...with only one thing on their minds...YOU! In



Asia, the advertising takes a different approach...Smoking is good for your health (ouch!).

In Taiwan, a leading brand of cigarettes is called “Long Life.” In China, billboards tout Marlboros, and makers of a cigarette aimed at women claim it “offers very good treatment for people’s health. Especially...for bronchitis.”

In China over 300 million smokers puff away on about 1.7 trillion cigarettes a year, and some 3 million of them die from smoking-related diseases. “But the statistic [*early 1990s*] that really excites the tobacco giants is that foreign brands have only 2 percent of China’s colossal market. The potential is enormous.”

[Depressing, isn’t it? Now I feel guilty about all the great covers this increased smoking is bringing our way! But, as long as they’re out there...]

The covers coming about as a result of all this smoking are usually quite nice—slick and attractive, and, of course, that’s exactly what the advertisers are aiming for. The European covers, especially, tend to sport high glossy finishes and to be very colorful, many with beautiful color photos. Many of these foreign cigarette covers also tend to be conjunctives. I have a cover from Austria, for example, advertising Brazilian cigarettes and an Austrian hotel; a German box advertising L&M cigarettes and the movie, “Gorki Park”; and so on.

There are also some very nice sets. I have a French Marlboro a 5-cover set, for example, (at least, that’s how many I have), each showing a picturesque spot in Europe. There’s also a similar set in a slightly smaller, front-striker format. “Export A,” from Canada, has an attractive 4-cover set of 20-strikes. Benson and Hedges put out a couple of color-photo box sets from Canada. And boxes! Oh, my! Boxes abound, with some really nice box sets from Europe.

The best way I’ve found of getting these covers is actually to trade with someone overseas. The postage is murder, but the results are good. Europe, especially, abounds in cigarette and airline covers. The only disadvantage to these covers is that almost all are in typically odd sizes...and if you haven’t specified beforehand, you frequently end up with what we would call “flats”, which are acceptable to European collectors.







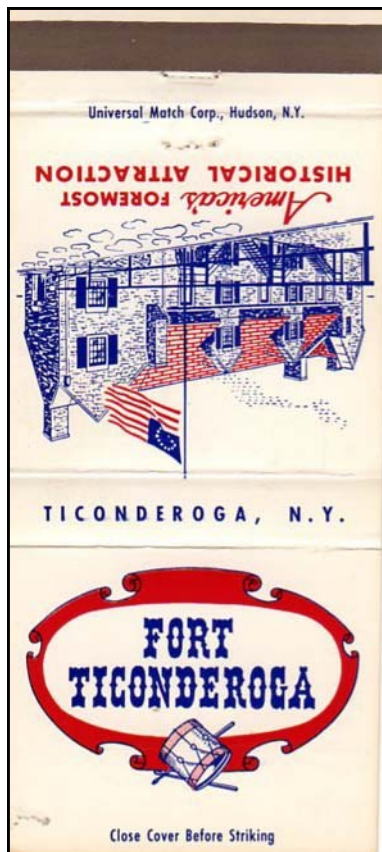
## *An American Tour:* 19



### **New York's *Fort Ticonderoga***

Samuel de Champlain was the first European to visit the great lake that bears his name. The famed French explorer, accompanied by two other Frenchmen and an Algonquin war party explored the lake for France. It is believed that the Champlain party came ashore at the Ticonderoga peninsula. There they encountered a band of Iroquois. A skirmish ensued during which Champlain used guns. Several of the tribesmen were killed.

At the beginning of the Seven Years' War (French & Indian War) the Champlain Valley became an area of contested ground between the two superpowers of the day, France and England. Due to its strategic location on Lake Champlain that protected the portage to Lake George, Governor-General Vaudreuil, the French Governor of Canada, ordered a fort to be constructed on the Ticonderoga peninsula. This was the southernmost fort of the French Empire in the New World. Vaudreuil was anticipating attacks on Fort St. Frederic and the French settlements at today's Crown Point, New York and Chimney Point, Vermont and hoped to stop the push northward by the British army as it sought more land. The Canadian engineer Michel Chartier De Lotbiniere oversaw fort construction and French and French Canadian soldiers and civilians built it. Construction began in the fall, and continued for two more summer campaigns. The Fort was named Fort Carillon.



In 1820, William Ferris Pell, a New York merchant, bought the ruins of Fort Ticonderoga and the Garrison Grounds to preserve them. After Pell's first home burned in 1825, he built a gracious family home overlooking Lake Champlain and adjacent to the ruins of the Fort. By 1839, the home was named The Pavilion and began its life as a hotel catering to the growing tourist trade coming to see the ruins of Fort Ticonderoga. That same year, James Fenimore Cooper wrote *The Last of the Mohicans* concerning Montcalm's attack on Fort William Henry. This fueled Americans' interest in seeing sites from both 18th century wars on Lake George and Champlain. The Pavilion continued to thrive with the tourist trade coming via steamboat, but with the introduction of the railroad in the late 19th century, The Pavilion began to decline in popularity.

In 1908, Stephen Pell, the grandson of William Pell, began to restore the West Barracks of Fort Ticonderoga. He hired British architect Alfred Bossom to research and supervise the reconstruction. They restored The Pavilion and turned it into their private summer home. Funds for the Fort restoration came from Sarah's father, Colonel Robert Means Thompson, one of the wealthiest men in the country. In 2000, The museum completed a 9-year restoration of the King's Garden at Fort Ticonderoga, recreating Coffin's 1920 planting plan. [<http://www.fort-ticonderoga.org/history/timeline2000.htm>]

## New Members

**911.** Tom Valachovic, 555 Benedictine Terrace, Sebastian, FL 32958

*Collects: General?*

### Change of Address

**446.** Barbara and William Dixon, 7499 Camargo Rd., Cincinnati, Ohio 45243-3148

## Ads

**WEEKLY ON-LINE AUCTION!** Check it out at The Vault! <http://matchpro.org>

**ALWAYS LOOKING FOR TRADERS!** Large trading stock and I collect in lots of big and small categories. Contact me. The Ed.

*[Classified ad policy: They're free to members on a space available basis. Send text to Ed (e-mailed is best)]*

## Coming Up

**KEYSTONE/LEHIGH WEEKEND 2007:**

October 31 - November 4, 2007. Holiday Inn, Morgantown, PA. Displays, grab tables, actions, dealers, costume parade, trivia contest, indoor pool, raffle, free banquet dinner for registered attendees for Fri-Sat night stay.

FMI: Shirley Sayers, 1290 Corporation St., Beaver, PA 15009, [shirley2@verizon.net](mailto:shirley2@verizon.net)

**10th SOUTHERN SWAPFEST:** February 26-March 1, 2008. Holiday Inn, Altamonte Springs, FL. This one's really established itself as a major hobby get-together. Lots of activities. More details coming.

**SIERRA-DIABLO SPRING SWAPFEST:** Heritage Inn, end of March, 2008. 201 Harding Blvd, Roseville, CA (800-228-4747 or 916-782-4466. Each year, it just gets better and better. This is the only swapfest in Northern California. Make plans to attend. More details coming.

**TRANS CANADA SWAPFEST:** April 10-12, 2008. Holiday Inn, Fort Erie, Ont., Canada More details coming.

**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. More details

coming.

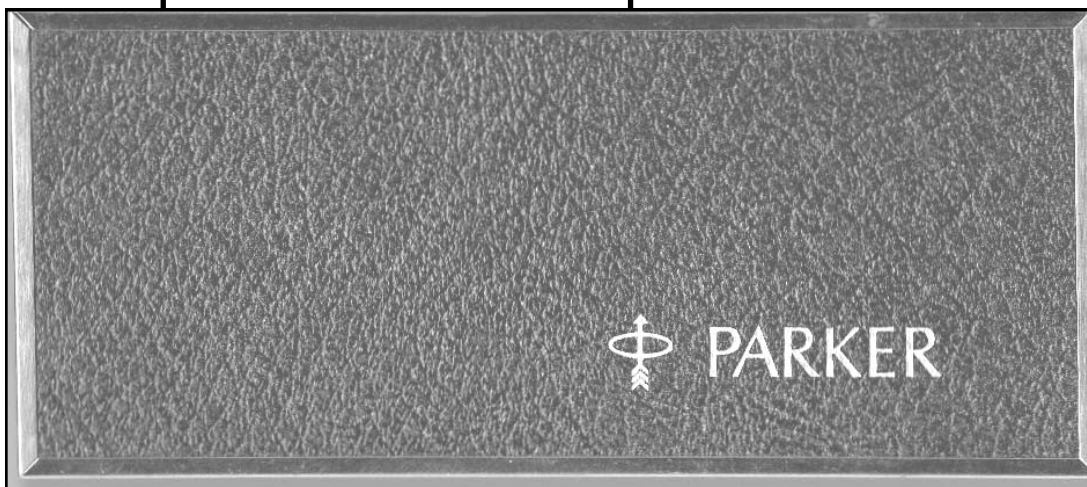
**UES: June 2008.** Crowne Plaza, Hagerstown, MD. More details later.

**RMS CONVENTION 2008:** August 3-10, 2008. The Inn at Hunt's Landing Best Western, Matamoras, PA. (570-491-2400) Room: \$99 More details coming, but you can always get the latest at Convention Central on the RMS web site.

**CONNECTICUT MC 25th ANNIVERSARY MEET:** September 25-28, 2008. Marriott Hartford/Springfield Airport, Day Hill Rd., Windsor, CT 06095. (1-800-228-9290) Room: \$94+tax, includes 2 breakfast buffet vouchers per room. Covers, games, auctions, displays, raffle.

## Readers Write

**Raulin Mendonca, CA:** *In response to August's article on Parker Pens, Raulin sent in this very nice heavy, granulated Parker Pen box.*



## Happy Birthday!

Shellum, Doug.....	10-2
Stroka, John.....	10-3
Hagerman, Dick.....	10-5
Avitt, Mike.....	10-6
Briggs, Donald.....	10-8
Bitter, Dan.....	10-9
Shine, Goldie.....	10-10
Reynen, Michael.....	10-14
Beach, Ron.....	10-17
Skordas, Pete.....	10-17
Crill, Chester.....	10-18
Gutting, Ellen.....	10-24
Paul, Jack.....	10-26

## Match Sticks by the Number

Ever wonder exactly how many matches are in those matchbooks you come across? Here's a quick reference list:

### 10:

Ten-Strike (Universal)  
Wide-stick Feature (Lion)

### 11:

Giant (Lion)

### 12:

12-Up (Arrow)

### 14:

Midget (Lion)  
Junior (Ohio)

### 15:

Feature (Lion)

### 16:

16-strike (by ?)

### 18:

Jupiter One-Eight (Univ.)

### 20:

Eagle 20 (Columbia)  
Jewelite (Universal)

### 21:

21 Feature (Lion)

### 22:

22 Feature (Lion)

### 24:

24-strike (United)  
Eagle 24 (Columbia)  
Classique (Universal)

### 28:

Aristocrat (Universal)  
Jewel (Universal)

### 30:

Eagle 30 (Columbia)  
Ambassador (Diamond)  
Action (Universal)  
Major (British)  
Diplomat (Lion)

### 36:

Perfect 36 (Diamond)

### 40:

Billboard (Universal)  
Royal Flash (Universal)  
Sovereign (British)  
King (by ?)

### 45:

Atlas-45 (Atlas)

### 100:

Century-strike (Univ.)

### 200:

200-stick (Universal)

### 240:

Super Giant (Lion)

### 540:

Ao-te-roa (Strike-Rite)

*[Special thanks to John Williams for his assistance in putting this listing together]*

### Have Any Unusual Finds?

Come across anything you'd like to show n' tell? Send a scan and details to the Ed.

## COMING UP



Nov: "UC!"

Jan: "California Card Clubs"

Feb: "Lion small 'o' covers"

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

*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 \$10 (individual), \$15 (family), \$15 (Canada/Mexico) or \$20 (outside N. America) are payable to the Sierra- Diablo Matchcover Club, c/o Jack Benbrook, 1328 E. Rossier St., Prescott, AZ 86301.*

Visit the Sierra- Diablo Web Site at:

<http://www.matchcover.org/sierra>

You can reach the Ed. on line at [RMSED@matchpro.org](mailto:RMSED@matchpro.org) for help with Bulletin/hobby questions,