

	<h1>BULLETIN</h1>		
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No. 382	Dues due April 1st	November 2016	

Brown & Bigelow

by
Mike Prero

Anyone who's been collecting covers for awhile is familiar with the Brown & Bigelow manumark. As with similar companies, such as Kaeser & Blair and Geiger Bros., Brown & Bigelow is not a manufacturer, but rather a distributor. And, they've been around for quite awhile, since the late 1800's, but I don't recall ever seeing a Brown & Bigelow manumark on any really old covers. Their highpoint, as far as covers go, seem to be around the 1960s.

"Brown & Bigelow is a leading distributor of promotional products and calendar advertising. It is a full service promotional products company with sales offices strategically located throughout the United States.

1896 was a time of technological upheaval; the industrial revolution was creating entirely new lifestyles. That year Herbert Huse Bigelow, a young calendar salesman, realized part of his ambition when he teamed up with a financier named Hiram Brown to form his own calendar company.

It was a one-man show, with young Bigelow the sole representative in management, on the sales force, and at the press. It was a humble beginning in a second floor print shop. Founded on courage, determination, and a deep sense of perfectionism, the young firm soon became one to be reckoned with in the small calendar world of the 1890s.

Sales mounted. The first branch sales office opened in Boston in 1902, with others soon following. The business needed more space as early as 1899 and moved to new quarters, soon to be outgrown. The company built its own large manufacturing plant in 1914, and in 1980, built its present headquarters in St. Paul.

The company prospered after WWII, leveled off, was sold and survived three separate ownerships and ten management teams. In May of 1988 William D. Smith Sr., a former B&B employee, purchased the Atwater Group (as it was then called).

Within 3 months he had changed the name back to Brown & Bigelow and started the rebuilding process. One year later Brown & Bigelow posted a sales increase and has nearly every year since. Additionally, the firm modernized its physical set-up by purchasing new printing equipment and updated its philosophies.

In 1994 the business was again refocused and split into a distributor of promotional products and a supplier of calendars under the banner of HotLine. At the time HotLine introduced the Price Buster Line, and this along with the ClassicLine was marketed to industry distributors. Sales spread and they now count over 6,000 distributors as valued customers. In the following years, Brown & Bigelow prospered from the collective efforts of its hundreds of talented employees.

Recently, Brown & Bigelow has been expanding its opportunities by partnering with distributorships such as Corporate Motivators (April 2010), The Adcentive Group (October 2010), Best Promotions (March 2011), and The Brandmarket (December 2011).” [<http://www.browncanbigelow.com/experience/our-story>]

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NEVER
DODGE
AN ISSUE
IF YOU
CAN
AVOID IT!

COFFEE TO PLEASE ANYONE

Harris Sea-Shell Restaurant
 4219 Leopard (Hwy. 9)
 CORPUS CHRISTI
 TU 2-8502

CLOSE COVER BEFORE STRIKING

© BROWN & BIGELOW

A NEAR MISS



—RMS—
 LONG BEACH IN '67

AMCAL Convention
 Fresno Motel
 FRESNO, CALIF.
 May 19-22, 1966

RMS Convention
 ALLENTOWN, PENNA.
 Aug. 21-28, 1966

CLOSE COVER BEFORE STRIKING

© BROWN & BIGELOW

YOUR MOVE



—RMS—
 LONG BEACH IN '67

AMCAL Convention
 Fresno Motel
 FRESNO, CALIF.
 May 19-22, 1966

RMS Convention
 ALLENTOWN, PENNA.
 Aug. 21-28, 1966

CLOSE COVER BEFORE STRIKING

© BROWN & BIGELOW

WANTED



—RMS—
 LONG BEACH IN '67

AMCAL Convention
 Fresno Motel
 FRESNO, CALIF.
 May 19-22, 1966

RMS Convention
 ALLENTOWN, PENNA.
 Aug. 21-28, 1966

CLOSE COVER BEFORE STRIKING

© BROWN & BIGELOW

THE FINISHING TOUCH



—RMS—
 LONG BEACH IN '67

AMCAL Convention
 Fresno Motel
 FRESNO, CALIF.
 May 19-22, 1966

RMS Convention
 ALLENTOWN, PENNA.
 Aug. 21-28, 1966

CLOSE COVER BEFORE STRIKING

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BARBECUE

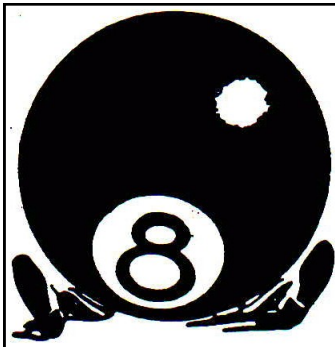


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Editorial

The Incredible Shrinking Hobby

No, this isn't meant to be a doom n' gloom report, but I couldn't help but notice how everything in the hobby seems to be shrinking. Yes, the membership has shrunk, and so has the availability of new material, but look what that has lead to...

The average length of club bulletins has shrunk; the average number of annual bulletin issues has shrunk; the number of clubs has shrunk; the number of hobby activities has shrunk; the number of club meetings has shrunk; attendance at conventions and swapfests has shrunk; and trading has shrunk.

Now, being an ardent collector, you might well think that I might be somewhat depressed. But, no, I am *not*! Because, at the same time all this is happening, my hairline is shrinking; my finances are shrinking; my memory is shrinking; and the doctor tells me I am now a half inch shorter than I used to be!

But it's all simply a matter of perspective. Look on the other side. *Everything* isn't shrinking. Prices are getting larger; bills are getting larger; taxes are getting larger; bureaucracy continues to get ever larger; the number of cars on the road is getting larger; and the roll around my waist is getting larger!

All of which is why, I suppose, that I appreciate the people of the hobby more—the ones who tirelessly work to put on events; the people I trade with; the people who help me in a variety of ways to fill bulletin pages every month and gradually fill in those album slots in my collection...*Thank you!...Thank you!...Thank you!*



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Central California's Highway 99: The Most Dangerous Major Highway in America



“The Central Valley’s Highway 99 is the deadliest major highway in the country, according to an analysis released Thursday.

The 400-mile route that cuts through Sacramento, Stockton, Modesto and other Valley cities as well as hundreds of miles of farmland had 62 fatal accidents per 100 miles over a recent five-year span, an analysis from Value Penguin shows.

Value Penguin is a private consumer-research organization based in New York that reviews personal finance products and does analyses on consumer-related topics. It reviewed the National Traffic and Highway Safety Administration fatal crash database, finding 264 fatal accidents between 2011 and 2015.

Fifty of those involved drunken driving. The highest concentration of fatalities, 35, was in the Modesto area. Interstate 45 in Texas has the second-highest rate of fatalities, 55 per 100 miles, followed by Interstate 95, which runs down the Eastern Seaboard from Maine to Florida.

California highway officials did not comment on the analysis Thursday, but said the state has been working for nearly a decade on a series of projects on Highway 99 to improve efficiency and safety.

The work is being financed by Proposition 1B, a \$20 billion state infrastructure bond measure approved by state voters in 2006 that included \$1 billion specifically for Highway 99 upgrades. That includes two recent interchange projects in the Elk Grove area. Caltrans officials locally said they also used bond funds to widen the freeway and build overpasses to eliminate stoplights and intersections between Yuba City and Sacramento.

“This is an opportunity to make sure everything is up to current standards moving forward,” Caltrans spokeswoman Angela DePrato said. At the same time, “Proposition 1B has definitely made enhancements to make it a safer commute for motorists.” [Tony Bizjak, *Sacramento Bee*, October 14, 2016, p. 3A]

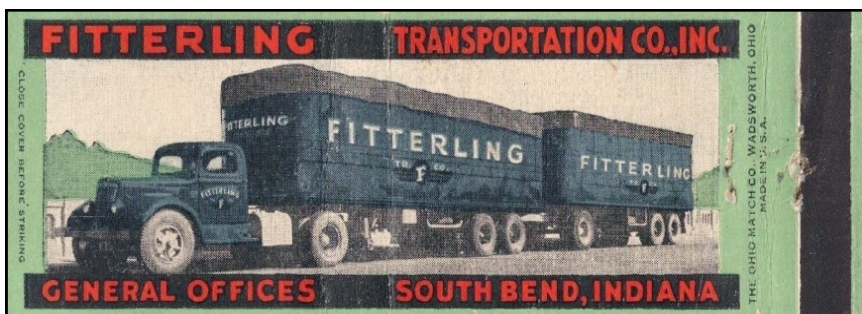


Featuring Full-Lengths!

Trucks



Another great sub-category! The beauty! The majesty!...Well, I *could* go on. In fact, I think I will!



As far as art work is concerned, most full-lengths far outstrip regular covers. You get a bigger picture, of course, which gives you a more panoramic view, but you also get more detail. And all that is needed when you're showing a big ol' 18-wheeler!



Trucks, it's always seemed to me, really deserve that three dimensional perspective that full-length covers give them. From an advertiser view, a full-length truck says immediately what your company is all about. On another level, a Full-Length Truck also conveys that sense of immense power that the advertiser is saying is at the disposal of the customer.



Obviously, most of the covers to be had in this category are going to come from Truck Lines. But, there is certainly a variety of other such covers in other categories, such as dairies and delivery companies...any business that employs trucks, really.



Again, you'll notice that the covers pictured here are all front strikers...not a coincidence. As noted in previous articles, although you'll certainly find some newer reverse-striker Full-Length Trucks, it's the older covers that have the great art work, which, it seems to me, is what collecting Full-Length anything is really all about.

Unfortunately, I don't have any stats on what the largest known collection is.



An American Tour:
107

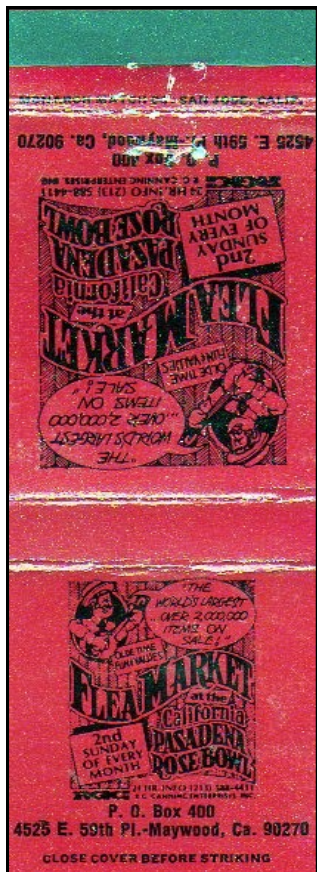


Pasadena's Rose Bowl Flea Market

“Once home to the 1932/1984 Summer Olympics and the 1994 FIFA World Cup, the *Rose Bowl Flea Market* is a true legend among flea market enthusiasts in California: more than 20,000 flea market enthusiasts and over 2,500 merchants gather each month at the Rose Bowl Stadium in Pasadena in one huge swap meet. No wonder why it claims to be the largest Flea market on the West Coast!

The Rose Bowl Flea Market is filled with anything and everything the heart of a flea market enthusiast could ever desire or dare to dream of. As a matter of facts, there's little you won't find at the Rose Bowl Flea Market, whether it's new, antique, or just old: antiques and collectibles, vintage clothes & jewelry, shoes, vintage furniture, arts & crafts, ceramics and glassware, fabric, vintage photography, prints and paintings, bikes, costumes, music, and every imaginable type of merchandise are all to be found in one place.

So whether you're looking to (re)furnish your home, landscape your garden, cook dinner, update your wardrobe or even start an art collection, the Rose Bowl Flea Market has a little bit of everything for everyone! Basically, if you don't mind spending the money and want a fun time walking around or you have something in mind you want to buy, the Rose Bowl Flea Market is a great place to go and check out. After all, since the Rose Bowl Flea Market is really full of surprises, you never know what you will take home with you!” [<http://www.fleamarketinsiders.com/rose-bowl-flea-market-california/>]



Match Manufacturers:

Acme Match Corp. (c. 1920's-1931)

“Acme Match Corp.” covers represent that small group that is rarely seen, rarely known of, and rarely acquired. If a collector knows of this manufacturer at all, he or she normally sums it up with, “Oh, yes! That was one of those small, old Pre-War companies. Don’t see those covers around very often!” And, that’s about it, but that’s understandable. Not much is known about this manufacturer or its covers. It certainly wasn’t a big company by anyone’s standards. Only a very few of its covers are known to exist today. There are some additional interesting teasers, though.

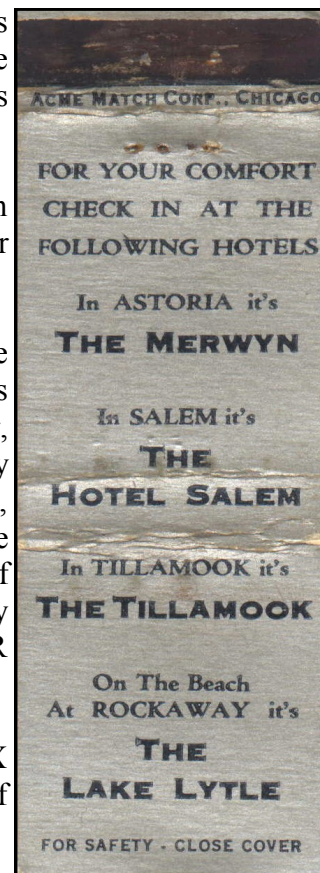
Sometime in the 1920s, the company started out as the Acme Match Co. The manumarks on both the “Acme Match Co.” and “Acme Match Corp.” covers give a Chicago location, but I have a note to myself in my files that I’ve see at least one Acme Match Corp. cover that gave Duluth, MN, as the location. Perhaps that was going to be a second distribution point. I can’t believe that a company such as this would have two factories.

Match czar Ivar Kreuger had bought heavily into the company by 1930. Kreuger, a Swedish financier/industrialist/business man, had formed the International Match Corp. as part of his efforts to create a worldwide match monopoly. This was a Swedish-controlled operation. It had Federal Match Co. as a subsidiary by 1928, 1/3 of Diamond Match Co’s stock by 1930, and all or portions of 20 other match companies in America alone, including the Acme Match Corp. The entire empire crumbled with Kreuger’s suicide in 1932, brought on by his questionable financial dealings and juggling of various accounts. His International Match Corp. disappeared, along with Acme and a number of smaller companies that he had held parts of.

The company’s production center was in Chicago. Both matchbooks and matchboxes were produced, the later being issued under “Acme” as trademark.

There are only 12 Acme covers currently listed, and three of those are generic ‘Thank You Call Again’ Nationals. As with just about all of the covers issued from the smaller, Pre-War companies, the covers themselves are generally lack-luster, two-color designs with no art work at all. But, and here’s the surprise...the company used an “Acme Quality” footer! Unfortunately, it only appears on one of the twelve listed covers. On the six specimens I have in my own collection, one has no footer, and the other has “FOR SAFETY - CLOSE COVER.

Yep! I’ve been collecting for 31 years, and I have SIX Acme covers...but I’m always looking!...That’s the joy of collecting, after all!



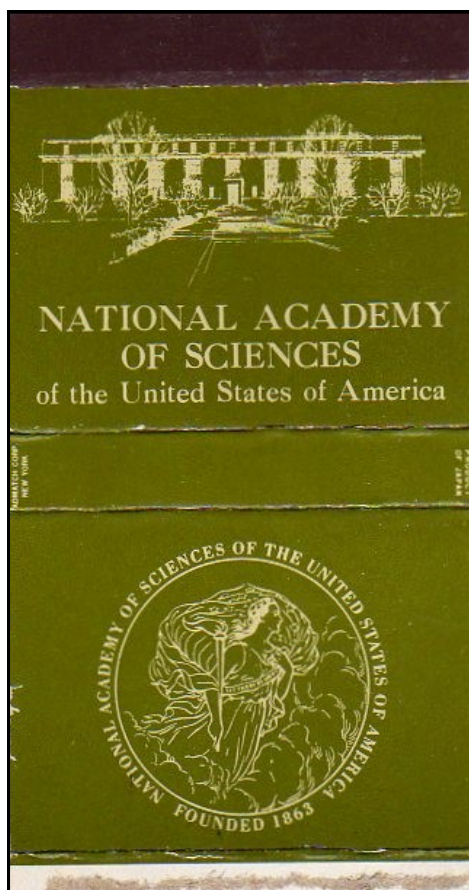
The National Academy Of Sciences

The National Academy of Sciences (NAS) is a private non-profit organization in the United States. It is part of the National Academies of Sciences, Engineering, and Medicine, which also includes the National Academy of Engineering (NAE), the National Academy of Medicine and the National Research Council. As a national academy, new members of the organization are elected annually by current members, based on their distinguished and continuing achievements in original research. Election to the National Academy is one of the highest honors in U.S. science. Members serve pro bono as "advisers to the nation" on science, engineering, and medicine.

Founded in 1863 as a result of an Act of Congress that was approved by Abraham Lincoln, the NAS is charged with providing independent, objective advice to the nation on matters related to science and technology. ... to provide scientific advice to the government "whenever called upon" by any government department. The Academy receives no compensation from the government for its services.

As of 2013, the NAS included about 2,200 members and 400 foreign associates. It employed about 1,100 staff. The current members annually elect new members for life. Nearly 200 members have won a Nobel Prize. The Academy is governed by a 17-member Council, made up of five officers and 12 Councilors, all of whom are elected from among the Academy membership. The NAS meets annually in Washington, D.C., documented in the *Proceedings of the National Academy of Sciences*, its scholarly journal. The National Academies Press is the publisher for the National Academies, and makes more than 5,000 publications freely available on its website.

The historic NAS building is located at 2101 Constitution Avenue, in northwest Washington, DC, but it also maintains the Arnold and Mabel Beckman Center, Irvine, CA, offering a conference center and housing several NAS programs. The J. Erik Jonsson Conference Center, Woods Hole, MA, is another conference facility. [https://en.wikipedia.org/wiki/National_Academy_of_Sciences]



The National Academies' Beckman Conference Center, Irvine, California

Ads

Would the collector who bought John Williams' 24 strike collection and listing please contact me. I have a question about the listing of covers. Tom Gray, 4543 525th Ave., Miles, IA 52064
tsagfam@netins.net

TRADERS WANTED: Let's swap category lists. Mike Prero, 12659 Eckard Way, Auburn, CA 95603 rmsed@matchpro.org

ARNOLD PLIERS: Anyone have one he or she is willing to give or sell to me? John Nichols, 1100 South 2000 East, #D130, Clearfield, UT 94015 801-750-2495 nichols2110@msn.com

LOOKING TO TRADE: for music related covers (including banjo, guitar, mandolin or other instruments). Also any covers that have a music theme with musical terms or notation. David Jakubiak david@fretmentor.com 119 S. Hamton Dr., Jupiter, FL 33458

Coming Up

LONG BEACH OCTOBER SWAPFEST: October 21-22. La Quinta Inn & Suites, 2721 Hotel Terrace Dr., Santa Ana, CA (714-540-1111). Room: \$81. Reservations must be made by October 1st. \$5/50 covers registration fee. Cigar box trading, Connecticut auctions, Cheeseman bingo, Raffle, Freebie tables, group lunch.

FMI: Bob Hiller, 2501 W. Sunflower Ave, H-5, south Coast Metro, CA 92704-7503 (714-222-9328)

SOUTHERN SWAPFEST 2017: March 21 through March 25, 2017. Holiday Inn Hotel and Suites Tampa North. (813) 971-7690). Room rates: Single - \$89 per night, Single Deluxe - \$99 per night, Executive Suite - \$109 per night. Latest details at <http://www.southernswapfla.com> or contact Frank Denzler fank111@aol.com

TRANS CANADA SWAPFEST 2017: April 27-29, Radisson Hotel, Kitchener, Ont. CAN. Room rate: \$105.99 (2 queens or 1 king) and \$130.99 (suite). The hotel is providing certificates for 3 nights accommodation that the club will use as prizes in its raffle. FMI: Morris Pasternak, 51 Beaufort Hills Road, Richmond Hill, Ont. CAN L4E 2N2 pasternakmorris@gmail.com

AMCAL 2017: May 3-5. Days Inn, Palm Springs, CA. (760-416-2333). Room: \$80 King/Double. \$25 registration includes Mexican dinner. FMI: web site or Denise McKinney, dmckinneybooks@gmail.com. Sponsored by Angelus MC.

UES 2017: June 7-11, Location ?, Room: \$82 single or double/\$105 suite. More info coming.

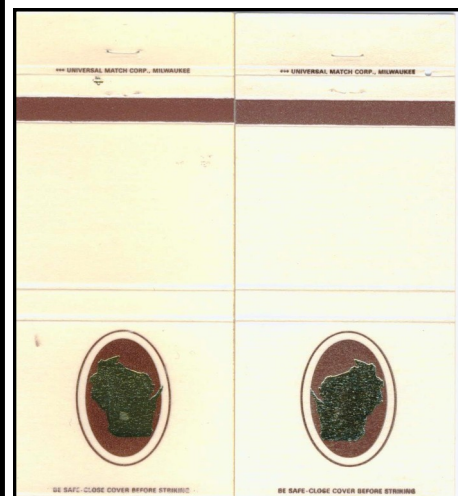
ebay Follies?

Here's a vintage Diamond Match No. 7 Coca-Cola matchbook that was being offered on ebay for \$850 in October. *Is it an ebay folly?....Or is it really worth \$850*



Interesting Error

Dave Carr, CAN, sent this in: The silhouette of Wisconsin has been reversed on the right cover. This is a State Central Credit Union Foilite.



Happy Birthday!

Alley, Oscar.....	11-4
Acejas, Tino.....	11-5
Fawcett, Scott.....	11-5
Milas, Lee.....	11-23
Ginrich, Don.....	11-24
Barnard, Denise.....	11-25
Thompson, Rich.....	11-30
Burnell, Dennis.....	12-5
Ready, Duane.....	12-6
Brennan, Richard.....	12-7
Rauzy, Jim.....	12-9
Tarrell, Jim.....	12-11
Balin, Barry.....	12-13
Stevenson, Dave.....	12-14
Valachovic, Tom.....	12-17
Burton, Charles.....	12-29
Clark, John.....	12-29

Are we putting Electronic Cigarette covers under Tobacco?



Membership

Reinstated

527. Cherney, Louis, 9196 Jill Marie Ln., Swartz Creek, MI 48473-8616

Collects: RR, H/M,R, Indians, Oldies, Features, Full-Length

Do you keep your bulletins?

You don't have to! Almost all of the Sierra-Diablo bulletins, going all the way back to 1984, are archived and available on our web site. You'll need the password, but you can get that from the Ed.

Ed Note

Please keep me posted on your -email address and mailing address changes. Also, if you have category wants changes, I cannot only change them on the roster, but I can run the changes in the bulletin, as well. Don't get lost in the shuffle!

COMING UP



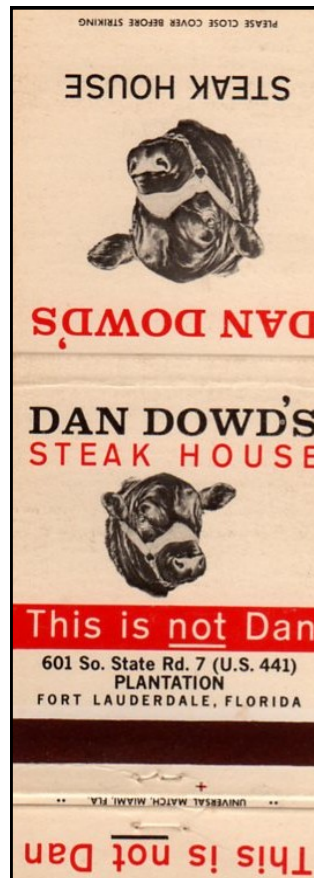
Dec: "Here Be Dragons!"

Jan: "Radio Stations"

Feb: "Collect Flowers"

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

November's Smile



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