



# BULLETIN

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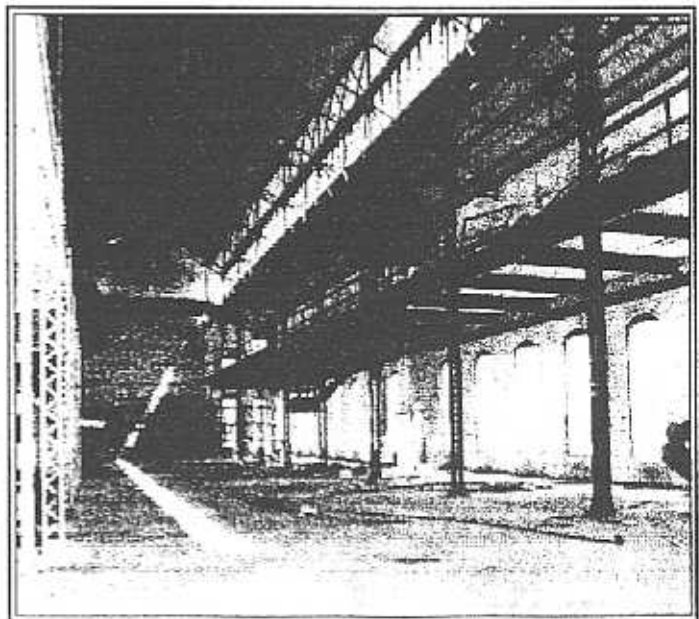
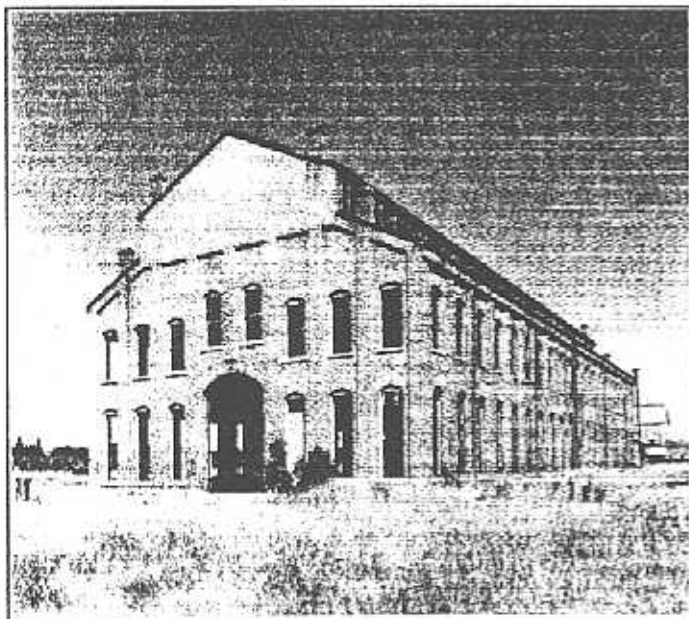
December, 1997

## Diamond's Chico Property Up For Sale

by  
Mike Prero

Diamond Match Company's now historic match plant property in Chico, California *[that's in Northern California, 100 miles north of Sacramento, for all you 'foreners']* is up for sale. The 133-acre site was formerly the headquarters of the Diamond Match Lumber Company and matches were manufactured there from the early 1900s. Lumber operations continued until the 1980s, when the facility, owned by Louisiana-Pacific Corporation, ceased operations. Asking price is \$4 million and could possibly mean an eventual 1,200 new residential units for Chico.

The beginnings of Diamond's Chico plant were auspicious, indeed. Almost at the turn of the century, while Diamond had thoroughly canvassed and subsequently purchased 60,000 acres of pine lands and selected a mill site at Sterling City, California (then unnamed) and selected Chico as its probable Western terminal, everything else remained to be done. Administrators had to be selected to control the companies of the great regiment of employees; a site for the location of a great wholesale and retail lumber yard, a dry

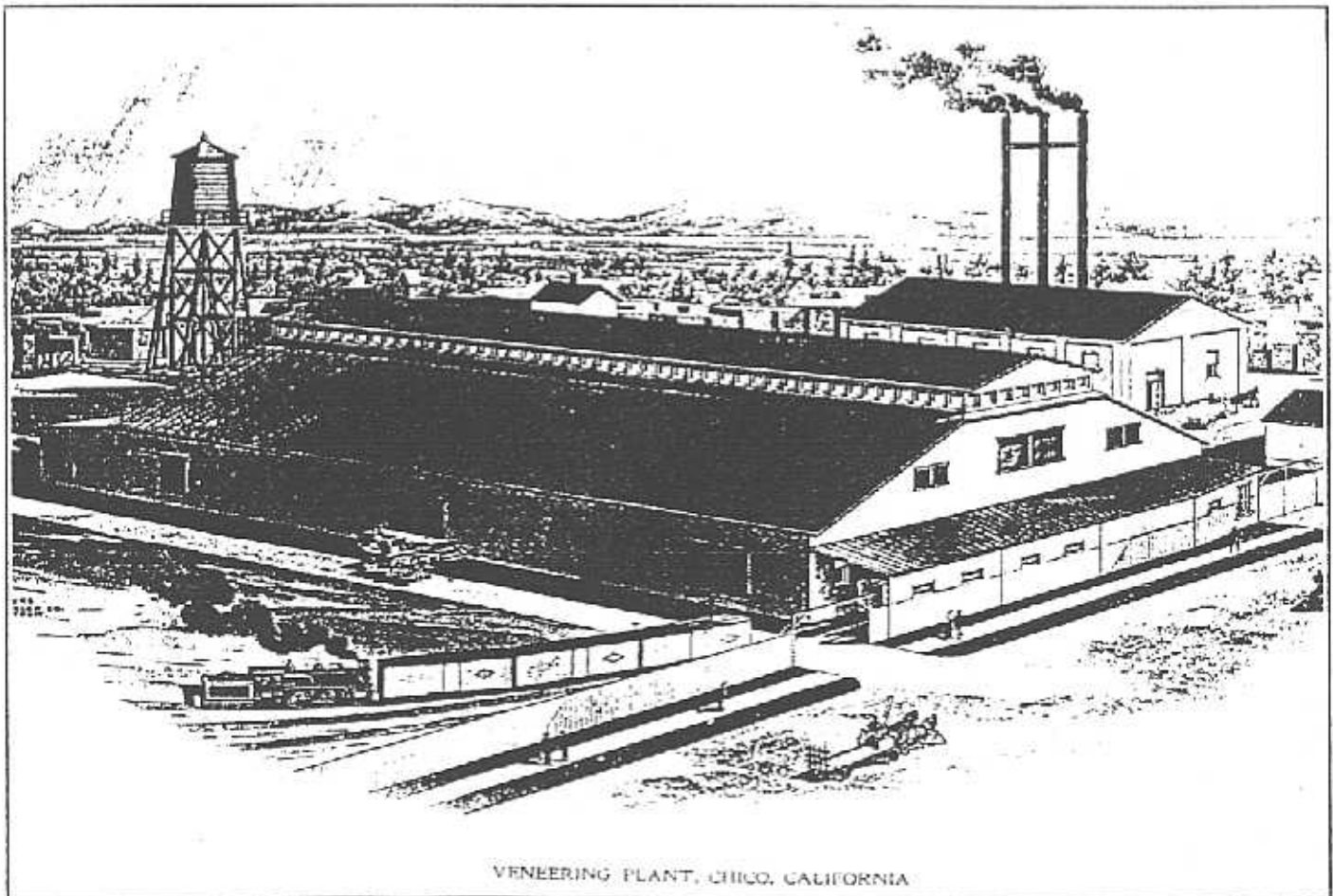


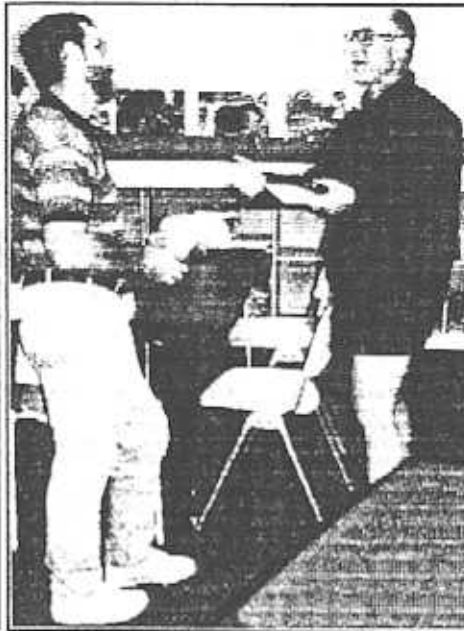
kiln, a round house, a depot, machine shop and foundry, box and planning mill, sash, door and blind factory, match factory, store houses, and main offices had to be decided upon.

The strategy and logistics of the situation (controlling labor, location of rights of way, transportation problems, and incidentals) were monumental. The iron for the rails was still in the ledges of Colorado; the redwood for railroad ties and the pine lumber for buildings were still in the forest; and the clay for the bricks of the factories lay unmolded in the earth. California, with her multitudinous resources, could not supply the army of men required for this monumental undertaking. Railroad building was familiar work to the Westerner, but the methods of the Eastern lumbermen had never been practiced here, and only a few years had passed since the practice on the ridges of the Sierras was to cut Sugar Pine and only logs below the branches, while White Pine, Fir, and Cedar were deemed not worthy of notice.

Mill men were brought in from Massachusetts, Maine, and Michigan to organize the manufacturing force and building departments in such numbers that the city of Chico swelled in population. The nearby towns of Durham and Oroville were anxious to secure the new location of Diamond's new plant, but the citizens of Chico had undercut them both by offering a magnificent site of 242 acres at the low price of \$100 an acre, and the site was bisected by a main line of the Southern Pacific Railroad...and the rest is history! By 1913, Diamond's Chico plant was shipping Western Pine products all over Western America, across the Pacific Ocean, and even as far as South Africa.

If you have a spare \$4 million handy, you might be able to pick up this piece of history, but you'd better hurry. *[Special thanks to Loren Moore for putting us on to this one]*





### September's Fall Picnic

Top left: Warren, Mike Turrini, Jeff Davis

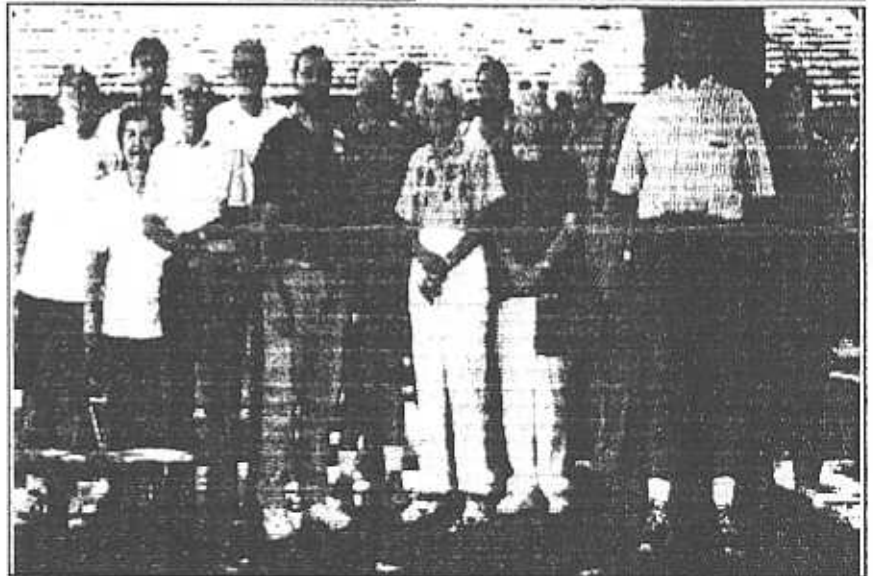
Top middle: Mike Prero, Greg Lund

Top right: Peggy Leslie and Warren

Middle: the whole gang!

Bottom left: Jeff Davis, Greg Lund, Betty Dunseath, Peggy Leslie, Ray Costa

Bottom right: Sierra-Diablo's mega-auction!





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

**Kentucky State Parks Sets** - 3 Universal sets; 1950-1958; there are two varieties of Set #1: grey-striker set and black-striker set.

**Keystone-Lehigh Matchcover Club** - PA-based club; 1987-present.

**Keystone Matchcover Club** - PA-based club; merged with Lehigh Valley Matchcover Club to form Keystone-Lehigh Matchcover Club; 1951-1987.

**King (I)** - Lion trademark for its 40-strike covers.

**King (II)** - Match Corp. trademark for its 40-strikes.

**King Midas Match Co.** - Los Angeles-based company; c. 1939-c. 1944. 566 covers currently listed.

**Kitty Matchcover Club** - specialty club focusing on cat covers; 1993-present.

**KMF/KIMCO MATCH FACTORY** - manumark indicating Pakistani origin.

**Knot Hole** - category of covers having a hole in the front panel, normally to let Feature-type match sticks be seen; Ed Brassard's collection numbered 200+.

**Know Your Army Set** - 1943-1944 set of 20s showing Army ranks.

**Know Your Marines Set** - 1943-1944 set of 20s showing Marine ranks.

**Know Your Navy Set** - 1943-1944 set of 20s showing Navy ranks.

**Knoxville World's Fair** - 1982 World's Fair in Knoxville, TN; 19 covers currently listed.

**Kohinoor** - Helio box trademark; 1902-1907.

**KPHO-TV Set** - 1956 set of 24 20-strike TV shows.

**Kroger Supermarket Set** - 1975 Ohio set of 25 20-strikes.

**L. B. Herbst Corp.** - Chicago-based advertising specialty company; c. 1930s - c. 1940s.

**La Central** - trademark for box and covers indicating Mexican origin.

**Label** - the removable paper on which box advertising is printed (it can be soaked off); boxes which have labels are called Skillets; common in Africa, Asia, and Eastern Europe; not popular among collector here; Paul Moyer's collection numbers 50,000+.

**Lanka Light Ltd** - Sri Lankan-based company.

**Leatherette** - category for covers having a leather-like surface; at least 25 known varieties.

**Lehigh Valley Matchcover Club** - PA-based club; merged with Keystone Matchcover Club to form Keystone-Lehigh Matchcover Club; 1954-1987.

**Lenticular** - Atlas trademark for its 3-D type covers; these covers feature a design/picture in a plastic panel that moves when the cover is tilted; not many produced; introduced in 1974.

**Leopard** - Lion trademark; introduced in 1920s.

**Liberty Bell Matchcover Club** - PA-based club; 1982-present.

**Lincote** - Brown & Bigelow trademark for its Pearlone covers.

**Lion Girlies** - 8 Girlie sets issued by Lion from 1951-1977.

**Lion Match Co. (I)** - Chicago-based company; 1917-1993.

## Highlights

Our next meeting will be in February at our usual Crofoot Clubhouse location in S. Sacramento. Take Florin Rd. West exit from US 99. Turn left on East Parkway, left on A Parkway, left on Forest, left on Circle Parkway. Clubhouse is in the small park on the right. Details in next month's issue.

Also in our next issue will be details of this month's Christmas/Anniversary Party in Stockton [which hasn't taken place yet, as of this writing].

Membership Report: 686

## New Members

**686.** Paul Roy, 21 Planters Field Ln., Hingham, MA 02043  
*Collects: General, Beer, Cigarettes, Boston, Holidays, Transportation, Sports*

### Change of Address

**655.** Mike Snyder, 1204 Howell St., McKinney, TX 75069

## Ads

**I WILL HAVE** a small auction list of Girlies and other categories by November 1st (closing in January). Sen a business-size SASE for free list. Lee Nott, POB 4305, Fairview Heights, IL 62208

**CAMEL SINGLES LISTING:**

HELP!—looking for new covers to add to the current listing of over 170. Send for listing by including .32 cent stamp with your request. Dan Bitter, 1800 Yosemite Pl., Edmond, OK 73003

**LOOKING FOR "AAA"-APPROVED H/M:** [my latest category!—the "AAA" will be on the cover] Would love to trade with you. Mike Prero 12659, Eckard Way, Auburn, CA 95603

## Another New Club!

A new club has been formed -- **THE TOBACCO CLUB** --. The first bulletin will be coming out in January 1998. Don't miss out!!! Four issues per year -- \$8.00 U.S./\$10.00 Canadian.

Officers: Don Fisher - President; Richard Lauck - Editor/ Treasurer; Morris Pasternak - International Vice President; Mike Beatrice - US Vice President; Dan Bitter - Secretary. If you need more information, e-mail Don Fisher (gary.fisher@father.com) or call him (253) 631-3532 or write: Don Fisher, 13620 SE 268, Kent, WA 98042

## AMCAL '98

It's St. Patrick's Day in Bakersfield! [*now, there's something to ponder!*]. Irish is the theme when we all get together the week of May 17th at the Double Tree Hotel, 3100

Camino Del Rio Ct., Bakersfield, CA (805-323-0331). Room rate is \$65 (single or double)—special rate for AMCAL.

This year's AMCAL will feature all your regular favorite activities, plus more....and some creative person is even going to win a free room night at the hotel for having the best decorated room!

The hard-working AMCAL people need LOTS and LOTS of covers for the freebie tables and registration bags. We're going for a record this year! **PLEASE send your registration bag items to: Steve Rohrer, 68 W. 51st St., Long Beach, CA 90805. Please send items for freebie tables to: Jene Lyle, 23181 Tulip, El Toro, CA 92630.** Questions? Contact AMCAL President Dave MacNally, 1129 W. Thomas, Rd., Lansdale, PA 19446.

## RMS Web Page Listing

Within the next two weeks, the revised RMS Web Page will be up. The major change this time around features a brand new listing of collectors on-line, their wants, and whether they are looking to trade. It's hoped that this new listing will foster more communication between collectors on a global basis.

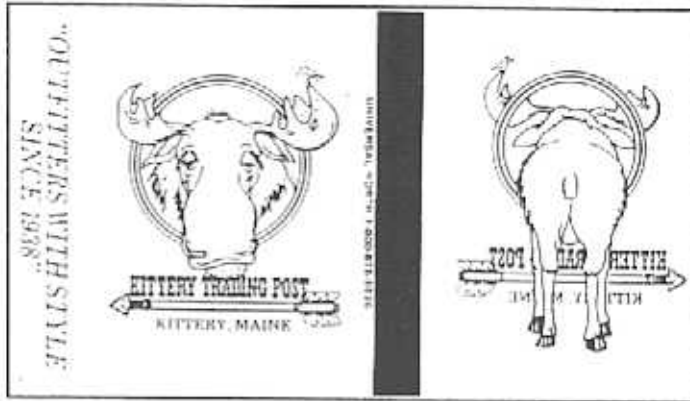
Just another reason why you should be an RMS member!

### Interesting Finds



Kent Morris, IL, sent in this error box ("Christi" is misspelled as "Cristie")

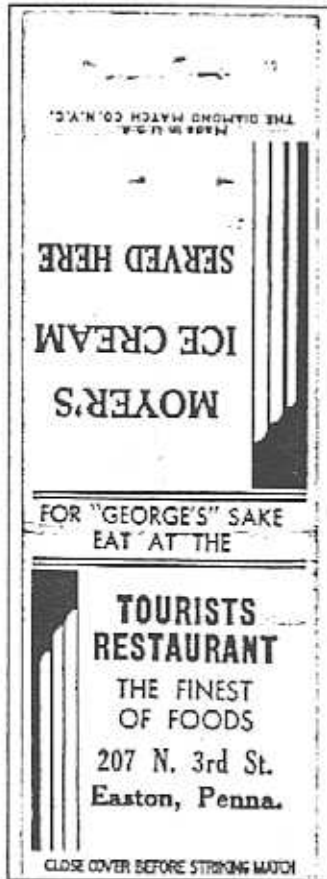
Bill Evans, MI, is the proud owner of this beautiful DIAMOND MATCH cover.



I just like this box!

This miscut Midget belongs to George Bruckman, CO

Stella Williams, OH, found this old Diamond cover which is missing the striker.



Stuart Bergman, TX, sent in this pair. The error is grossly miscut, featuring two strikers, two different covers, and a diagonal cut to the entire cover!

*Error*

*Correct*





## California Tour: 10

### Treasure Island



"Har Har! 'Tis Treasure Island, maties!"...no, not that one! This is California's *own* Treasure Island, in beautiful San Francisco Bay. In 1939, it was the world's largest man-made island, built as the site of the 1939 Golden Gate International Exposition. Later it was appropriated as a Naval base.

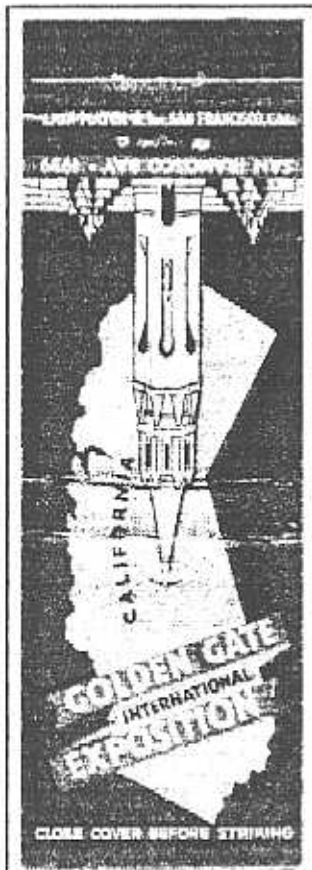
The creation of Treasure Island was a construction miracle. Rock walls composed of 287,000 tons of quarried rock were sunk in the shoals. Twenty million cubic yards of sea bottom were dredged up and piled between the walls. When the sand was 13 feet above sea level, engineers "unsalted" it by a leaching process. Barges brought in 50,000 cubic yards of loam from the mainland to enrich it. When the engineers finished, a 400-acre island, a mile long and two-thirds of a mile wide, had appeared in the Bay, connected by a 900-foot paved causeway to the Bay Bridge.

Meanwhile, botanists were hunting throughout the world for unusual trees and plants. Eventually, 4,000 trees, 70,000 shrubs, and 700,000 flowering plants became part of Treasure Island. Fresh water from San Francisco was piped over the Bay Bridge into a 3,000,000-gallon reservoir. And, finally, a \$50,000,000 fantasy arose on the island—America's World's Fair on the Pacific.

After the exposition, Treasure Island became an airport for the great trans-Pacific China Clippers of the day. And, in fact, the island was the planned site for the San Francisco International Airport.

With American involvement in World War II approaching, however, Treasure Island was a logical location for the movement of equipment and personnel headed for the Pacific. In 1941, the Navy traded the city land in South San Francisco for Treasure Island. The South San Francisco site became the new International Airport, and the Navy eventually acquired title to Treasure Island in 1946.

Take a look at Treasure Island next time you go to SF.



## Happy Birthday!

Hiller, Bob.....	12-3
Nye, Bill.....	12-3
Burnell, Bernie.....	12-5
Wittwēr, Judi.....	12-5
Wecker, Walt.....	12-6
Anderson, Andy.....	12-7
Haywood, Mike.....	12-9
Fisher, Don.....	12-10
Shedlow, Seymour.....	12-14
Dalton, Rob.....	12-15
Valachovic, Tom.....	12-17
DeGennaro, Joe.....	12-20
Belcher, Barbara.....	12-22
Cushing, Carl.....	12-22
Owens, Carol.....	12-23
Smith, Robert.....	12-23
Tresnak, Tom.....	12-26
Sauve, Gilles.....	12-27
Caruthers, Jim.....	12-28

## New Sierra-Diablo Service!

**ADOPT-A-NEW MEMBER PROGRAM:** Sierra-Diablo is implementing a good suggestion by S-D member Walt Wecker. This type of program links up new collectors with veteran collectors who can answer their questions, and generally help them get off to a good start.

We've appointed Walt chairman of the program [hee hee]. What we need you to do is volunteer to be a "Big Brother" or "Big Sister" to new members. If you'd like to do this (and it can be a very rewarding experience), please drop a note to Walt: 10899 E Bella Vista, Scottsdale, AZ 85259.

## What To Do With All Those Boxes

I have a love/hate relationship with boxes. I don't collect boxes, but I do when they happen to be in one of my want areas, and that's because I can't live with them, but I can't live without them. When I collect in a category, my aim automatically becomes to obtain everything that's been issued in that category, including boxes...but I hate boxes!

Why? Because the great majority of them *don't* fit on slit pages! Oh, the Aces and Pocketboxes are OK; they both fit on the pages designed for Aces, but there are zillions of others that don't, ranging in size from those undernourished little things that have never matured into full boxes all the way up to the overactive thyroid group, some of which are big enough to take up an entire page all by themselves! And there *are no* pre-cut pages for all these things!

They're all over my house. I haven't done anything with them since I started collecting 14 years ago. They're in nooks and crannies of every closet, in overflowing shoe boxes, in baggies here and there...and they multiply when I'm not looking. Aye, there's the rub...what to do with all those boxes! Stacks and stacks of bundled boxes everywhere. Most of them haven't even been

opened and flattened yet...and many of those little ones need the Jaws of Life to open!...and then you have to spend your retirement scraping all the little grey paper off the glued part. I keep telling myself I'll have to take care of all this some day, but, fortunately, "some day" hasn't arrived yet.

## COMING UP



**Jan:** "Eddy Color Covers:" a look at Canada in color!

**Feb:** "Convention Covers"... A good look at a BIG category!

**Mar:** "Gold Country!"...little towns that sparkle!

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

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