

 <p><b>SIERRA-DIABLO</b> <b>MATCHCOVER</b> <b>CLUB</b></p>	<h1>BULLETIN</h1>	
<p>No. 324</p>	<p><b>Happy New Year!</b></p>	<p>January 2012</p>

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# Did The Mayans Get It Right?

by  
Mike Prero

[Adapted from Helen Grey, "Mayan calendar doomsayers are stepping into high gear, as are the debunkers," SouthCoasttoday.com, December 18, 2011. <http://www.southcoasttoday.com/apps/pbcs.dll/article?AID=/20111218/LIFE07/112180312/-1/NEWSMAP>]

If some interpretations of the Mayan calendar are correct, we'll all be gone next year. Some people think that the Maya people knew something others didn't and that the world will indeed come to an end on Dec. 21, 2012.

A website, [december212012.com](http://december212012.com), devoted to the prediction, says, "Although this date may not necessarily mark the end of the world, it is widely believed that it may indeed mark the end of the world as we know it. ...The signs and indicators of dramatic and possibly devastating change seem to be all around us. Both ancient and modern-day observers alike have foretold the possibilities of this date, and the coming events of our solar system seem to support their theories."

Speculation about the world ending in 2012 has a long pop-culture history, including the movie "2012," in which the character played by John Cusack tries to escape with his family from disasters that seem to signal the end of the world.



The notion that the Mayan calendar predicts the end of the world is complex, say many scholars. First, the Maya, who lived in southern Mexico and Central America, were highly developed in mathematics and astronomy. The Mayan calendar involves a cycle of about 5,000 years, and on Dec. 21, 2012, it starts again at zero. "Megacycles can be

recorded with the 'Long Count calendar,'" said Susan Milbrath, curator of Latin American art and archaeology at the Florida Museum of National History, University of Florida. The calendar records mythological events in Mayan history, "many dating to before the current cycle of the calendar," Milbrath said. "As to future dates, there were few, but one of interest is the Tortuguero Monument 6 date that does fall on the end of the current baktun cycle on Dec. 21, 2012, when the Maya calendaric 'odometer' literally flips over."

The baktun is one of the cycles or components of the Long Count calendar. It is a unit of 144,000 days. Anthony Aveni, professor of astronomy, anthropology and Native American studies at Colgate University, described "the grand odometer of Maya timekeeping, known as the Long Count, as "an accumulation of various smaller time cycles that will revert to zero, and a new cycle of 1,872,000 days (5,125.37 years) recorded with the 'Long Count calendar,'" said Susan Milbrath, curator of Latin American art and archaeology at the Florida Museum of National History, University of Florida. The calendar records mythological events in Mayan history, "many dating to before the current cycle of the calendar," Milbrath said. "As to future dates, there were few, but one of interest is the Tortuguero Monument 6 date that does fall on the end of the current baktun cycle on Dec. 21, 2012, when the Maya calendaric 'odometer' literally flips over."

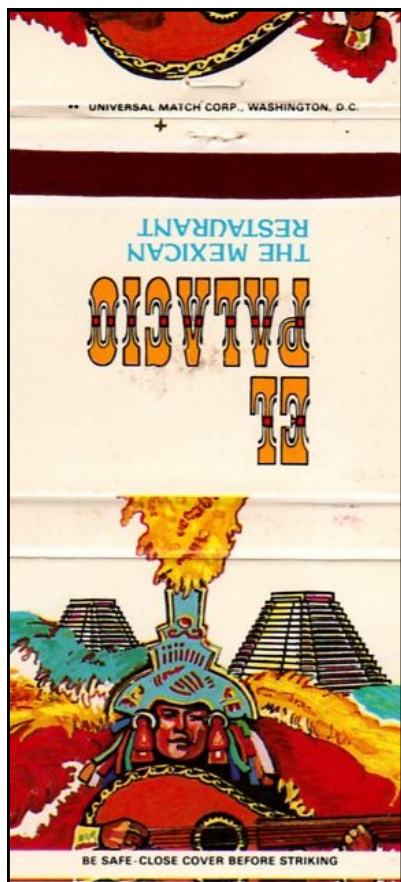
He said the Long Count is an accounting system "consisting of 13 cycles corresponding to the levels of Maya heaven that make up a creation period of 5,127.37 seasonal years. At the end of one creation cycle, the count rolls over to the first day of the new cycle."

Aveni wrote that the Maya were "obsessed with sophisticated timekeeping systems" and that "their astronomers had the capacity to predict celestial events, such as eclipses, accurately, all without telescopes or any technical devices. "So it is no surprise that mystically minded people feel free to attribute to the ancient Maya the power to see far into the future." Aveni said the Maya are getting their turn on the stage.

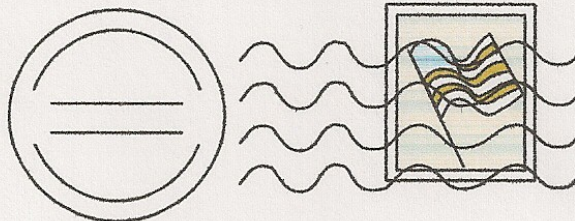
Well, the end of the world is certainly something to consider! Yea, your home is going to be destroyed...your loved ones will perish...but what about the really *important* stuff...Your covers!

You need to plan ahead and safeguard your most cherished possessions. I'm willing to sacrifice my own time and resources towards that beautiful goal. I am building an International Phillumenic Vault, absolutely guaranteed to preserve your covers no matter what happens. Just send *all* your covers to me, and on December 21st, when you and yours pass from world, you can rest assured that the fruits of all your years of loving labor will still exist, to be cared for and appreciated by at least one caring soul....me!

Please, no C.O.D. mailings!



Sierra Diablo Matchcover Club  
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**Another bonus for Sierra-Diablo club members...**This time it's for participants in our bulletin auctions. The club will give free postage to six (6) members on auction lots won by them on that current auction...each of the six members whose name is drawn, that has sent in bids and is a winner, will receive free postage on the lots he or she has won...!

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## Readers Write

**Phil Gordon, WA:** [Ref last issue's no-location covers] I just could not resist trying to find the mystery locations of the three matchcovers that you listed in the *Bulletin*. I think two can be found with high confidence but I am not sure about one.

**Club La Conga:** This one is tough. I tried the telephone exchange too and found that one website (<http://phone.net46.net>) spoke specifically of Cleveland and how as the population grew, the city telephone system (like many city telephone systems of the day) converted from 6-digit numbers (2 letter prefix plus four numbers) to 7-digit numbers by simply adding the number 1 in front of the existing four numbers. This formula would somewhat support the telephone number seen on this matchcover as perhaps a Cleveland number because the number 1 is the first of five numbers listed. (But I am sure that other cities also added a number 1 to their four numbers as they expanded to 7-digit numbers too so this is far from an absolute confirmation of Cleveland.) Another website allows visitors to search for a city based upon the two-letter telephone prefix. "Orchard", which appears on this matchcover, was a valid prefix for Cleveland at one time too. But it was also used in other cities. So my best guess is that the Club La Conga was in Cleveland but my confidence is only moderate.

**Canton Saschenheim:** The key here was the street address that I typed into Google and out popped what is now AA Executive Catering at 5211 West Tuscarawas Street in Canton, Ohio. (So that's where the name Canton in the matchcover comes from too!) The telephone number of AA Executive Catering has changed from what is printed on this Saschenheim matchcover but the first three numbers of 477 are the same.

**Country Club of the South:** There is a Country Club of the South operating today in the northern suburbs of Atlanta, Georgia. Of course, a name like "Country Club of the South" sounds pretty generic to me but what ties it to this Atlanta location I think is the logo on the matchcover with the large letter S interlinked with two smaller letter Cs. If you check the website (<http://www.countryclubofthesouth.org/home.asp>) you can see that the website uses the exact same linked-letter logo on the home page. The bottom line is to throw any clues from the mysterious matchcover into an internet search engine and see where that leads you.

## World War II Era Safety Set

Here's a nice 6-cover Universal safety set. There were a number of such sets that appeared during World War II, as the nation shifted its industrial might into high gear for the war effort.

The military branches of service issued their own—Army, Navy, Air Corps, etc. But, so did various industries, as their employees worked around all that heavy machinery.

Later on, after the war, safety sets continued to be issued, but the focus changed more to traffic safety. The latter sets seemed to be especially prolific in the 1960s.

Sets are always attractive in their own special way, but I think that the safety sets are especially interesting from an historical aspect, since they show both production processes and the machinery and tools used in those processes. And, the older the set, the more 'quaint' those machines and tools become!



## Why Political Candidates Should Use Matchbooks In Their Election Campaigns

[From a 1944 Gem Match Co. sales brochure]

### “Vote Getters for Candidates

There are few means of presenting your candidacy to the voters that carry anything like the smashing advertising power of book matches at like low cost. On an order for only a single case of 2,500 book matches you can distribute almost three of them, repeating the story of your candidacy sixty times, at the price of a penny post card that tells it but once.

No political canvasser can begin to cover the territory they work so efficiently and productivity. They are constant, indispensable companions to one of the most widespread habits in the world--smoking. Housewives, too, use them in their daily work. In fact, you hardly ever hear of anyone refusing a book of matches when it is offered. Everyone is glad to get them.

It would be difficult to name any other advertising medium that can introduce you to the voter as adroitly as the book match. And the voter renews the acquaintance every time he lights a match. That means that YOUR NAME and the office for which you are running are insistently by inoffensively REPEATED TWENTY TIMES, once for every match in the book.

Your free distribution of a vitally necessary utility such as the match book is bound to develop a growing sentiment of good will among voters and your “ad” makes a lasting impression that should be apparent when the votes are counted.

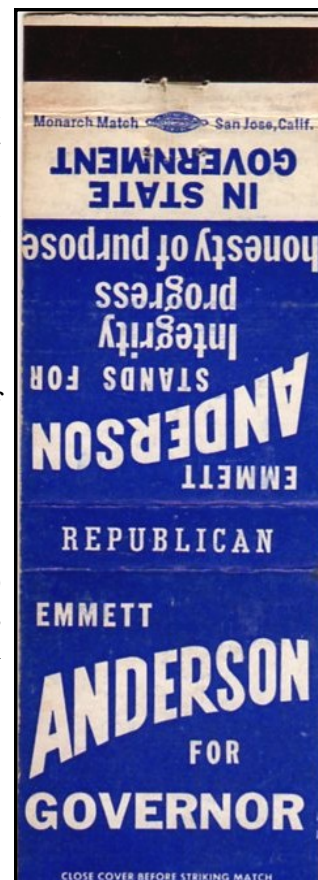


This great advertising medium tells your story to the voter when he is at ease, relaxed and ready for a quiet smoke without having his attention distracted by other things. Use book matches in your campaign. You'll find them tireless workers, devoting their best to promoting your candidacy, with each of them making a twenty-fold appeal at a cost of but a fraction of a cent.

The campaign of the book match is continuous and effective. They are powerful vote getters and builders of good will.

Use them NOW...for Election Day Results!

*Well, Political covers had a pretty good run, some 80 or so years, but such covers are going the way of so many other categories, at least domestically. I would guess that the main reason would be that no candidate for anything, these days, would want to be seen as supporting smoking, and thus be seen as politically incorrect, at the very least. Still, one can't help standing back, sighing, and remembering the hey day of Political covers.*





## *An American Tour:* **55**



### Atomic City, USA

Starting in October 1942, the United States Army Corps of Engineers began acquiring the Oak Ridge area for the Manhattan Project. Unlike TVA's land acquisitions for Norris Dam, the Corps' "declaration of taking" was much more swift and final. Many residents came home to find eviction notices tacked to their doors. Most were given six weeks to evacuate, although several had as little as two weeks. Some were even forced out before they received compensation. By March 1943, the area's pre-Manhattan Project communities had been removed, and fences and checkpoints had been established. Anderson County lost one-seventh of its land and \$391,000 in annual property tax revenue. The manner with which the Oak Ridge area was acquired created a tense, uneasy relationship between Oak Ridge and the surrounding towns that lasted throughout the Manhattan Project.

Maj. Gen. Leslie Groves, military head of the Manhattan Project, liked the area for several reasons. Its relatively low population made acquisition affordable, yet the area was accessible by both highway and rail, and utilities such as water and electricity were readily available due to the recent completion of Norris Dam. Finally, the project location was established within a 17-mile long valley, providing natural protection against disasters between the four major industrial plants—so they wouldn't blow up "like firecrackers on a string."

In 1947, Oak Ridge was shifted to civilian control, under the Atomic Energy Commission. In 1959 the town was incorporated and a city manager and City Council form of government was adopted by the community rather than direct federal control. Three of the four major facilities created for the wartime bomb production are still standing today:

*K-25*, where uranium was enriched by the gaseous diffusion process until 1985, is now being decommissioned and decontaminated. *Y-12*, originally used for electromagnetic separation of uranium, is still in use for nuclear weapons processing and materials storage. *X-10*, site of a test graphite reactor, is now the site of Oak Ridge National Laboratory. The S-50 liquid thermal diffusion plant was demolished soon after the war.

In 1983, the Department of Energy declassified a report showing that significant amounts of mercury had been released from the Oak Ridge Reservation into East Fork Poplar Creek between 1950 and 1977. A federal court ordered the DOE to bring the Oak Ridge Reservation into compliance with federal and state environmental regulations.

Currently, the Department of Energy runs a nuclear and high-tech research establishment at the site and performs national security work. Tours of parts of the original facility are available to American citizens from June through September.

[[http://en.wikipedia.org/wiki/Oak\\_Ridge,\\_Tennessee](http://en.wikipedia.org/wiki/Oak_Ridge,_Tennessee)]

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## Members

### Change of Address

Briggs, Don, 2306 Florence Dr.,  
Latham, NY 12110

## Ads

**PERKINS AMERICANA:**  
Have lots of dupes. Will trade or  
sell. Russell Potter, 19088 192nd  
Ave., Spiro, OK 74959-4210  
(918-962-5271)

**WEEKLY ON-LINE  
AUCTION:** 60 lots per week;  
featured topic each week, but  
always with good selection of  
other categories. Runs Sunday-  
Sunday. <http://matchpro.org>

**BULK TRADES:** Will trade my  
100-500 per time H/M/R for  
your single address H/M/R. I  
only looking for 20-strikes, but I  
can trade you 30s, as well. Mike  
Prero, 12659 Eckard Way,  
Auburn, CA 95603  
[rmsed@matchpro.org](mailto:rmsed@matchpro.org)

## Coming Up

**SOUTHERN SWAPFEST  
2012:** March 13-17, 2012.  
Hampton Inn Altamonte Springs,  
FL (407-869-9000). Room: \$70.  
FMI:  
[www.southernswapfest.com](http://www.southernswapfest.com)

**AMCAL 2012:** April 19-21  
Hotel LaFayette, 2223 El Cajon  
Blvd., San Diego, CA. \$85 room  
rate. Latest details always at:  
<http://www.amcalmatchcovers.org>

**UES 2012:** June 6-9, 2012.  
Ramada Plaza Hotel, Halfway  
Blvd. at 1718 Underpass Way,  
Hagerstown, MD. \$65/\$75/\$105  
room rate. Display theme is  
'Maryland'. FMI: Linda  
Clavette, 13 Creekstone Dr.,  
Mont Alto, PA [clavette32@aol.com](mailto:clavette32@aol.com)

**71st RMS CONVENTION:**  
Sep. 9-13, 2012. Ramada/Coral  
Suites Hotel, Niagara Falls, Ont.  
CAN. The biggest-the best!  
More details coming

## Readers Write

**John Boal, CA:** *[Ref last  
issue's article on UCB]* Very  
well done. I remember in 1960  
or 61 I was stationed at  
Alameda Naval Air Station  
aboard a ship. On liberty I spent

a lot of time with a friend from  
back home who was living off  
campus. That was the time when  
a lot of protesting was going on;  
there was one notable guy called  
The Naked Man. he was a  
student at Cal and wore nothing  
else but his sandals on campus. I  
wonder what ever happened to  
him? My student friend said that  
he was virtually ignored after the  
first shock wore off. Maybe due  
to his shortcomings, I don't  
know.

## Our January Auction

Ohhhh! Lots of good items...as  
usual. We've got quality; we've  
got old; we've got interesting!

<http://matchcover.org/sierra>

## AMCAL 2000

San Diego MC,  
the host of this  
year's AMCAL  
convention, has  
just come out with  
a new AMCAL  
2012 cover, pic-  
tured here.

This one's espe-  
cially nice because  
it's a multi-  
conjunctive: Full-  
length, Dated,  
Matchcover Club,  
and Convention.  
*Nice job, Ed Brassard, designer!*

## San Diego Matchcover Club



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## Happy Birthday!

Cronin, Margaret.....	01-3
Ritter, Nadine.....	01-8
Williams, John.....	01-11
Abelson, Herb.....	01-13
Haslebacher, Bev.....	01-14
Izzo, Robert.....	01-15
Schneider, Ken.....	01-16
Molinaro, Jack.....	01-20
Gold, Larry.....	01-21
Unger, Sandy.....	01-23
Willard, James.....	01-24
Ewart, Don.....	01-26
Hiller, Emily.....	01-28
Ruggieri, Bob.....	2-5
Bush, Mary.....	2-6
Bowman, Bob.....	2-14
Sekavec, James.....	2-17
Fry, Dorothy.....	2-18
Bush, Robert.....	2-20
Sword, Ray.....	2-22
Williman, Kathy.....	2-24

## Postal Rates Going Up Yet Again

Boy, if my paycheck increased at the same rate as the postal rates I'd be giving Bill Gates some serious competition. As it is, while just about everything else goes down, goods and services continue to go up! Life is perverse.

USPS mailing and shipping service prices will change on January 22. Affected services include First-Class mail (increase to 45 cents), Shipping services (the overall price change is 4.6%), Periodicals and Packaging services, etc.

This, of course, makes it that much more expensive to trade by mail, mail bulletins, and, indeed, use the postal service for any hobby endeavors.

## Not An RMS Member? You're Missing Out!

A collector operates on information...and there's no other publication in the hobby that serves up more information than the *RMS Bulletin*. Every issue features 32 pages chocked full of useable information and keeps you in the know on what's happening in the wonderful world of phillumeny. Check out

the RMS web site at:

<http://www.matchcover.org>

## Humorous Covers?

If you run across a humorous cover, please send me a scan so we can share it with everyone else. I'm currently running low on such covers to run. *Thanks!*

## COMING UP



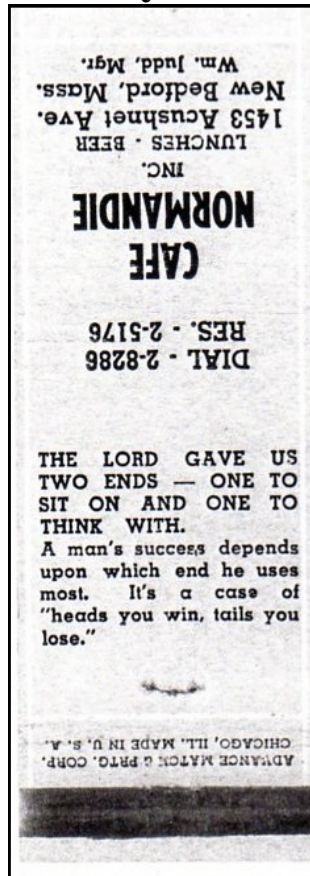
Feb: "Cats!"

Mar: "Harvard"

Apr: "April Remembrances"

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## January's Smile



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