

# Diamond

THE DIAMOND MATCH CO. NEW YORK

NEW KIRBY HOTEL, MUNCIE, IND.

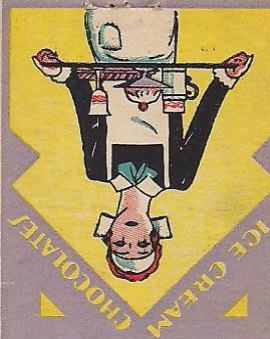


FILLED WITH THE ATMOSPHERE OF HOSPITALITY

**New Kirby Hotel**  
L. C. HENDERSHOT, Prop.  
Telephone 4340  
**POPULAR PRICED CAFE IN CONNECTION**  
MUNCIE, INDIANA.

DIAMOND CLOSE COVER BEFORE QUALITY STRIKING MATCH

THE DIAMOND MATCH CO. NEW YORK




ICE CREAM CHOCOLATE

**CITY GRILL**  
72 S. King St.  
Phone 4290  
BREAKFAST, LUNCH  
DINNER  
Dine At  
Honolulu's Most  
Popular Downtown Cafe

DIAMOND CLOSE COVER BEFORE QUALITY STRIKING MATCH

THE DIAMOND MATCH CO. NEW YORK

**NATIONAL BATTERY**



THE NEW  
STARTS LIFE POWER  
MORE HEAVY WEIGHT  
NATIONAL  
125 AMPS FOR 20 MIN.

BONDED GUARANTEE

**SEALED TILL SOLD**

**SCHIEBEL BROS.**  
PARTS JOBBERS  
MACHINE SHOP  
Center Street &  
Proctor Road  
So. Manchester, Conn.  
Phone 6220

DIAMOND CLOSE COVER BEFORE QUALITY STRIKING MATCH

*Diamond Qualities!...*  
The gems of the hobby! Although, to tell you the truth, I can't really explain why. There are certainly types that are older; there are certainly types that are rarer; there are certainly types that are prettier and have nicer art work...So, why are these so heralded in our hobby? Well...because...they're *Diamond Qualities!*

*Produced by Diamond Match Company from 1925-1938, they all carry the distinctive and magical footer...*

**DIAMOND QUALITY**

THE DIAMOND MATCH CO. NEW YORK

1336 G. Street



Famous for fine food

**Olmsted Grill**

PHONE FRANKLIN 8055




Famous for fine food

DIAMOND CLOSE COVER BEFORE QUALITY STRIKING MATCH

THE DIAMOND MATCH CO. NEW YORK

WE DO OUR PART

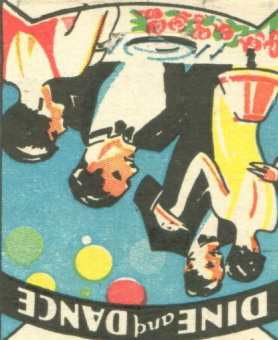


Phone Napa 1439

Compliments of  
**WM. BOYD GROCER**  
2007 Main  
NAPA

DIAMOND CLOSE COVER BEFORE QUALITY STRIKING MATCH

THE DIAMOND MATCH CO. NEW YORK



DINE and DANCE

MET. 5573

**NUSCO CAFE**  
2nd & Kay St.  
S. W.  
GOOD FOOD  
BEER AND WINE

DIAMOND CLOSE COVER BEFORE QUALITY STRIKING MATCH

THE DIAMOND MATCH CO. NEW YORK



Gas, Oils, Supplies

**FREE CRANK CASE SERVICE!**

**BUTZ'S GARAGE**  
FRANK BUTZ, Prop.  
GENERAL REPAIRING  
TIRES - TUBES  
AND ACCESSORIES  
PHONE 9028  
Bushkill, Pa.

DIAMOND CLOSE COVER BEFORE QUALITY STRIKING MATCH

# Qualities!

As the covers shown here typify, most the art work on most DQ's consisted of stock cuts, not the best of its time but well above what we see on at least the smaller old companies, such as Jersey, Manhattan, Chicago, and the like. A lot of the strikers haven't held up on these 80+year old covers, though.

There are currently 3,924 listed, a far cry from the late Harry Branchaud's 5,000.

[covers shown here are courtesy of Loren Moore, CA]

THE DIAMOND MATCH CO.

**BETTER FOOD  
BETTER COOKING**

**BUTTERMILK  
SHOP**  
6 W. Michigan Ave.  
**Battle Creek  
RESTAURANT &  
DELICATESSEN**  
Phone 3523

DIAMOND CLOSE COVER BEFORE  
QUALITY STRIKING MATCH

THE DIAMOND MATCH CO.

**WE PLEASE  
PARTICULAR PEOPLE**

**BLUE RIBBON  
TAVERN &  
RESTAURANT**  
JOS. DEROCHE, Prop.  
1410 Washington St.  
Two Rivers, Wis.  
Phone 8052

DIAMOND CLOSE COVER BEFORE  
QUALITY STRIKING MATCH

THE DIAMOND MATCH CO. N.Y.C.

**103-05 W. 3rd  
THE HURRY BACK  
BILLIARD ROOM  
AND CIGAR STORE**  
FRANK A. HAMERNIK  
Proprietor  
Phone 3686  
**Winona, Minn.**

DIAMOND CLOSE COVER BEFORE  
QUALITY STRIKING MATCH

THE DIAMOND MATCH CO. NEW YORK

**MANY THANKS  
HAPPY LANDING**

**WELCH'S  
AIR PORT  
TAVERN**  
Phone 5232  
**Omaha, Nebr.**

DIAMOND CLOSE COVER BEFORE  
QUALITY STRIKING MATCH

THE DIAMOND MATCH CO. NEW YORK

**WELCOME**

**Hotel Plaza**  
Plaza and Sierra Sts.  
RENO, NEVADA  
Clean, Comfortable  
Convenient  
Bar in Connection  
Hotel Phone 3144  
Bar Phone 21871

DIAMOND CLOSE COVER BEFORE  
QUALITY STRIKING MATCH

THE DIAMOND MATCH CO. NEW YORK

**Your Favorite Meal  
at ~**

**HESS  
RESTAURANT**  
130 Main Street  
Greenville, Pa.  
PHONE 9052

DIAMOND CLOSE COVER BEFORE  
QUALITY STRIKING MATCH

THE DIAMOND MATCH CO. NEW YORK

**Wear  
Clean Clothes**

**NORTH CANTON  
CLEANERS**  
WE CALL FOR  
AND DELIVER  
Dial 9754  
**100 East Maple**

DIAMOND CLOSE COVER BEFORE  
QUALITY STRIKING MATCH