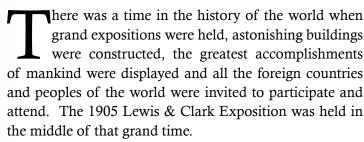


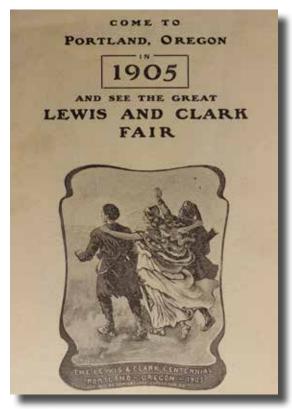
Chapter 3 1905 Lewis and Clark Centennial Exposition



Captain's Meriwether Lewis and William Clark were the first Americans to reach the Pacific overland. They headed an expedition, the Corps of Discovery, under the authority of President Thomas Jefferson that departed from St. Louis, Missouri in May of 1803 and reached the Pacific Ocean in November, 1805. The expedition carried silver Indian Peace Medals in three sizes and smaller Washington Season Medals as gifts to the tribes that they would encounter in order to help ease their passage. Numismatists are familiar with medals portraying Jefferson on the obverse and a message of peace and friendship on the reverse. Washington had ordered the Season Medals struck in England for his use, but they arrived after his term of office. President John Adams distributed some of them, but the remainders were given to Lewis and Clark to dispatch along their way. They completed the expedition over three years later and they returned to St. Louis on September 23, 1806.

The city of Portland, 100 years later in 1905, celebrated the 100th anniversary of that national event with the "Lewis and Clark Centennial and American Pacific Exposition and Oriental Fair" also known as the "Lewis & Clark Centennial Exposition". During the exposition's four and one half month run





Cover of flyer promoting the Lewis & Clark Centennial Exposition

from June 1, 1905 to October 14, 1905 approximately 2,554,000 people attended. This is an astonishing number considering the population of Portland was only 161,000 at that time. It included exhibitors from private organizations, numerous branches of the federal government, 16 U.S. states, as well as from 21 foreign nations including Germany, France, and Japan. It was the first exposition held west of the Mississippi to have formal participation from the federal government. Many exhibitors had to be turned away due to lack of space.

In addition to grand architectural structures and a wide variety of international exhibits, the fair also featured an amusement zone, The Trail. The zone included various sideshows, concerts, numerous vendors selling food and souvenirs, and other attractions. At the National Cash Register Building, visitors could watch motion pictures free, a novelty

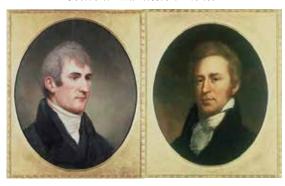
in those days. In another stall, Ray D. Sperry operated a coin rolling machine producing elongated coins that had become so popular as souvenirs. While fair organizers promised to screen out immoral entertainment as found at other exposition midways, "Oriental dancers" could still be found on the everpopular Cairo Street.

The site was also the finish line for a transcontinental automobile race "Hell Gate to Portland". Over 100,000 light bulbs were used to outline the buildings, bridges and statues, the result was a spectacular nighttime view. The fair, by all economic measures, was a major success, unlike most of the expositions held in that era. Portland's population grew from 161,000 to 270,000 residents between 1905 and 1910, a spurt attributed to the exposition.

The U.S. Government building was the grandest structure built for the exposition, unequaled by any previous "palace" erected by the government for an exposition. It sat on a peninsula projecting into Guild's Lake and was only reachable via The Bridge of Nations at the end of The Trail amusement area. Eight smaller outbuildings housed specialized exhibits.



Souvenir Admission Ticket



Meriwether Lewis

William Clark

The official medal for the Lewis and Clark Exposition was designed and engraved by George T. Morgan and struck by the U.S. Mint at their exhibit. Authorized by congress, it features a female,

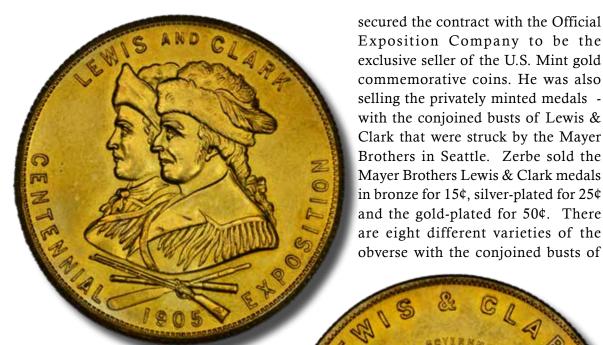
lines extend from the city westward across the Pacific Ocean highlighting the major trade routes from Portland to Panama, Honolulu, Philippines, China, Japan, Vladivostok and Alaska.



Lewis & Clark Exposition Official Medal SH 14-1

representing Liberty and the United States guiding Lewis and Clark westward to the sighting of the Pacific Ocean. Draped over Liberty's shoulder are the stars and stripes of the American Flag. Off in the distance the sun sets over the Pacific Ocean. On the reverse is a map of the Pacific Northwest with the city of Portland near the center. "Westward the Course of the Empire takes its way" is along the upper perimeter which characterized America's aspirations of Manifest Destiny in the early to mid-1800s. To emphasize Portland's significance as a major west coast sea port, seven shipping

The official medal was struck in silver, bronze, brass and gold-plated bronze. The silver and bronze are both rarity R-5 with an estimated 76 to 200 examples surviving. The gold-plated is about 10 times rarer as an R-6 with an estimated 21 to 75 surviving, but retails for about the same amount as the silver. The brass is the rarest of the four varieties, it is an R-7 with 11 to 20 estimated to exist. The silver versions were struck at the Philadelphia Mint. The U.S. Mint had a major exhibit in the Government Building with a minting press, it was there that they struck the non-precious official U.S. Mint medals

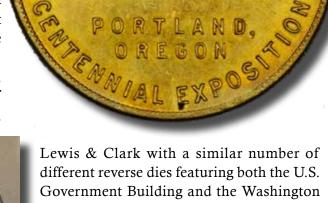


Lewis and Clark 36mm SCD

that were also sold at the Exposition.

On the humorous side, the Eugene Guardian reported that a fair visitor from Albany, Oregon mistook his gold-plated official medal for a twenty-dollar gold piece leaving him embarrassed and short of funds for purchases he tried to make while travelling.

Famed numismatist Farran Zerbe, who would later become the president of the American Numismatic Association,





Advertisement for Mayer Brothers medals sold by Zerbe

State Building.

To raise funds for this exposition Congress on April 13, 1904 authorized an issue of gold commemorative coins. The legislation was backed by Farran Zerbe and he handled the promotion and the distribution of the dollars. Sales were well below expectations and the majority was returned



Farran Zerbe Circular for the U.S. Commemorative Gold Coins

for melting. Q. David Bowers speculates in his book *Commemorative Coins of the United States* that Zerbe may have withheld quantities from the official melting, which he spent or re-sold at a later date.

The United States Mint struck two commemorative one dollar gold coins for the Lewis & Clark Exposition. Both are identical with the bust of Lewis on one side and the bust of Clark on the other, dated 1904 and 1905 respectively. Zerbe sold them for two dollars each. Never to miss a marketing opportunity, Zerbe also offered his own privately struck fractional gold coins in

half dollar and quarter dollar denominations along with the U.S. Commemorative gold coins. The year before at the 1904 Louisiana Purchase Exposition in St. Louis Zerbe also had the exclusive contract to market



Meriwether Lewis

William Clark

the U.S. Mint commemorative gold coins with the busts of Jefferson and McKinley, which he sold along with his privately struck fractional Louisiana gold half and quarter dollar medals.



Leftover stock from the 1904 Louisiana Exposition sold at a discount at the Lewis & Clark Exposition

The unsold U.S. gold commemorative coins from the 1904 Exposition, as well is the remaining unsold official medals and Zerbe's fractional gold fleur-de-lis pieces were offered for sale by Zerbe the following year at the 1905 Lewis & Clark Exposition.

Zerbe traveled all over the country with his exhibit "The World's Fair of Money". At the Lewis & Clark Exposition as the director of sales for the U.S. Mint commemorative coins and medals, he was also responsible for the numismatic displays that he said were "The Greatest Ever at any Exposition".



Gold coins from the 1905 Lewis & Clark Exposition and Zerbe's \$1/4 and 1/2 Oregon Gold Mt Hood



Mary Hart

In the exhibit area immediately adjacent to Zerbe was Mary E. Hart, who most likely was responsible for the famous M.E. Hart Coins of the Golden West as detailed in the landmark book "Discover the World of Charbneau So-Called Dollars". Mary Hart and Farran Zerbe were adjacent to each other, which was likely not a coincidence, for four and one half months in Portland. They were



Farran Zerbe

both exhibitors at the St. Louis exposition the year before for seven months. It was there that Mary won an award for her exhibit on gold nuggets. Based on the research into the life of Mary Hart, the authors believe that Farran and Mary were likely more than casual friends. The M.E. Hart Coins of the Golden West consists of 36 gold coins, technically medals or tokens. that were sold in a gold hammered metal frame display case with lined purple velvet. The display case was virtually identical to the metal framed display cases that the 1915

Panama Pacific International Exposition U.S. commemorative coins were sold in that were marketed by Zerbe. As in 1904 and 1905 and at the 1915 PPIE Zerbe had the contract with U.S. Mint to market and sell the U.S. mint products at those expositions. M.E. Hart Co. had been buying left over stock of some medals and gold coins from Zerbe and other sources. The M.E. Hart set of

gold coins were titled "Coins of the Golden West". Curiously the name of the exposition in 1905 in Portland was also touted as the

"Lewis and Clark Exposition of the Golden West".

Jules Charbneau, who years later would be a world traveler and internationally recognized exhibitor major a t expositions, completed his enlistment in the U.S. Navy in May 1904 in Seattle. It was there that he met and soon after married Carolyn, the daughter of Joseph Stanley, the owner of

"Ye Olde Curiosity

Shop". The shop

was located in

at Ye Olde Curiosity Shop. The gold coins Charbneau produced a few years later for the 1909 Alaska-Yukon-Pacific Exposition, and

the small gold coins he designed and had struck for the 1939-40 Golden Gate

International Exposition were likely inspired by Zerbe's earlier creations.

The Mayer Brothers, who struck a variety of socalled dollars in the early 1900's, were also located in the Colman Building in Seattle, the same building where Υe O1de Curiosity Shop was located, at the time Jules

Two types, Jefferson and McKinley, each....\$3.25
Jewelry mounted, roll plate, as illustrated for the Lewis and Clark Dollar, free if desired.

LOUISIANA GOLD QUARTERS AND HALVES.

Coined from gold mined in the Louisiana Territory as companions for the Louisiana Souvenir Gold Dollar. The small remainder at 75c for the set, one each 1 and 1.

Louisianna Gold Gold coins from the 1904 Louisiana Purchase Exposition and Zerbe's \$1/4 and 1/2 Louisiana Gold fluer-de lis

the Colman Building in Seattle. For their honeymoon the Charbneaus traveled to the 1904 Louisiana Purchase Exposition in St. Louis where Farran Zerbe and Mary E. Hart ware exhibitors. Zerbe traveled up and down the Pacific Coast dealing in numismatics and sold Swedish plate money to Stanley

Charbneau worked there and Zerbe as touring the west coast. The Mayer Brothers also struck many of the so-called dollars for the 1909 Alaskan Yukon Pacific Exposition, including the gold dollars copyrighted by Jules Charbneau.

The woody rhyme on this "wooden" souvenir postcard was composed by Farran Zerbe for the exposition in Portland.

All a-board fir the Expo. Arrived oak-a. It's ash-tonishing. You cedar sights of your life. Everything fir-straight and tree-mendous, particularly the Forestry building. The Trail is sap-prising, more than a pear of peaches and the beech knot in it fir fun. No need to pine fir what yew plank down, even board and (s)lumber at pop-lar prices. If yew want a larch time just spruce up and em-bark. Yew walnut regret it. Butternut delay. Log-ically, Hickory Hemlock

Wooden Souvenir Postcard



The chart below shows the die marriages for the conjoined busts medals struck by the Mayer Brothers. Different obverse and reverse dies were paired together to strike an interesting combination of different medals.

Lewis & Clark Die Pairing Chart



With eight different die combinations of obverse and reverse dies used to strike the conjoined busts Lewis & Clark medals, it can be difficult to determine the different varieties. The Die Attribution Chart to the right has photos with descriptions focused on the differences in each die. The first one, SH 14-2 the Lewis & Clark no date, was probably struck before the dates for the exposition were finalized. The St. Louis

Exposition which was held the year before in 1904 was one year late in opening, it was originally planned to open in 1903. One of the most useful die characteristic to determine the different varieties is the location of the tip of Lewis's hat in relation to the legend above. Another useful die characteristic is the placement of the gun, telescope and oar below the busts.

Lewis & Clark Conjoined Busts Die Attribution Chart

This is the only variety that does not have a date, it is 34mm.

SH 14-2 Bronze SH 14-3 Silver Plated

This is the only dated variety that is 34mm, Lewis's hat points slightly to the right of the E in LEWIS.

Lewis's hat points

to the W of LEWIS,

U.S. Government

Building reverse, 14-5 and 14-7 have the same obverse

die but different

reverse dies.

Lewis's hat

points to the

W of LEWIS,

Washington State Building reverse, 14-5 and 14-7 have the same obverse die but

different reverse

dies.

This is the only variety that is 36mm, Lewis's hat points between the W and I of LEWIS and is very close to the word LEWIS.

Lewis's hat points slightly to the left of the I in LEWIS, U.S. Government Building reverse, 14-6 and 14-8 have the same obverse die but different reverse dies.

Lewis's hat points slightly to the left of the I in LEWIS, Washington State Building reverse, 14-6 and 14-8 have the same obverse die but different reverse dies.



SH 14-5 Brass



SH 14-7 Brass



Lewis's hat points to the I of LEWIS, the telescope below the busts is far from the E of EXPOSITION.

SH 14-8 Brass

SH 14-6 Gold-Plated



SH 14-9 Brass

Lewis and Clark Exposition Official SCD







SH 14-1 U.S. Mint die engraver, George T. Morgan, based the design of the image of the female personage of America guiding Lewis and Clark to the Pacific Ocean on the Exposition's logo designed by Raphael Beck. The exposition city, Portland, sits near the middle of a topographical map of the West. Plain edge, medal orientation.

Obv: Lewis and Clark stride towards the Pacific and the setting sun in the arms of Lady America.

Rev: Topographical map of the West showing the states, major cities, and shipping routes from Seattle, Portland, and San Francisco.

Size: 34.01 to 34.09mm

SH 14-1 S Silver, 19.83gm, R-5

SH 14-1 BZ Bronze, 15.35 to 16.63gm, R-5

SH 14-1 BS Brass, 16.14gm, R-7

SH 14-1 GPBZ Gold-Plated Bronze, 16.2gm, R-6

Notes: The authors are not sure that the bronze, brass and gold-plated are three different varieties, or are in fact all the same, and that they just appear subtly different due to over 100 years of storage and toning.

Lewis and Clark No Date SCD



SH 14-2 Captain Meriwether Lewis and Captain William Clark grace the unofficial medal struck by Joseph Mayer and Brothers of Seattle. The issue was struck in several sizes, some with a plain edge and some with a reeded edge, medal orientation.

Obv: Lewis and Clark looking West with crossed rifle, oar, and telescope below.

Rev: A view of the Government Building at the exposition.

Size: 34.40 to 34.47mm

SH 14-2 BZ Bronze, 16.04gm, R-6

SH 14-2 GPBZ Gold-Plated Bronze, 15.73gm, R-6

SH 14-2 SPBZ Silver-Plated Bronze, 17.04 to 17.08gm, R-7

SH 14-2 ASP Antiqued Silver-Plate, 16.47gm, R-6

Notes: Joseph Mayer and Bros. may have designed and struck these medals without the date before the actual dates were set for the exposition. Gold-Plated medals have a matte finish and bronze pieces have had a bronze patina applied.



PORTLAND SOLVENIES OF SOLVENIES

Antiqued Silver-Plated

Lewis and Clark 34mm SCD





Antiqued Bronze



Antiqued Silver-Plated

SH 14-3 The obverse die is almost the same as that used for SH 14-2, but it does differ in minor ways besides the addition of the date, 1905. The reverse die is the same as that of SH 14-2 except for the softening of some details through die polishing. Struck by Joseph Mayer and Brothers of Seattle. Plain edge, medal orientation.

Obv: Lewis and Clark looking West with crossed rifle, oar, and telescope below.

Rev: A view of the Government Building at the exposition.

Size: 34.38 to 34.49mm

SH 14-3 BZ Bronze, 15.84gm, R-6

SH 14-3 ABZ Antiqued Bronze, 14.86 to 16.60gm,

SH 14-3 SPBZ Silver-Plated Bronze, 15.61 to 15.67gm, R-6

SH 14-3 ASP Antiqued Silver-Plated, 15.00 to 15.86gm, R-5

Lewis and Clark 36mm SCD



SH 14-4 Although the design remains basically the same, SH 14-4 is approximately 2mm larger than the previous medals and both obverse and reverse are struck from new dies. Struck by Joseph Mayer and Brothers of Seattle. Reeded edge, medal orientation. This obverse die is not paired with any other reverse die.

Obv: Lewis and Clark looking West with crossed rifle, oar, and telescope below.

Rev: A view of the Government Building at the exposition.

Size: 36.19 to 36.69mm

SH 14-4 BZ Bronze, 17.47 to 18.04gm R-5 **SH 14-4 AL** Aluminum, 4.34 to 4.37gm, R-7 **SH 14-4 GPBZ** Gold-Plated Bronze, 17.12 to 18.22gm, R-5

Notes: Aluminum was a popular metal for medals struck at earlier expositions, but this is the only aluminum variety from the Lewis and Clark Exposition.



Lewis and Clark 38mm / Shattered Reverse Die SCD





Note the die cracks

SH 14-5 A 38mm die was created for the Washington Building medal (SH 14-7) and a new U.S. Government Building die was created as well. Both dies began to crack shortly following their introduction. Struck by Joseph Mayer and Brothers of Seattle. Reeded edge, medal orientation. This obverse die is also paired with a Washington Building reverse die, see SH 14-7.

Obv: Lewis and Clark looking West with crossed rifle, oar, and telescope below.

Rev: A view of the Government Building at the exposition.

Size: 38.2mm

SH 14-5 BS Brass, 21.02gm, R-7

Notes: This obverse die variety of Lewis & Clark is the Stern Head due to the facial features of the design.

HK-332, 332a

Lewis & Clark Stern Head / Government Building SCD



SH 14-6 New dies were created to replace the cracked dies used for SH 14-5. Struck by Joseph Mayer and Brothers of Seattle. Reeded edge, medal orientation. The obverse die is the same die used for SH 14-8

Obv: Lewis and Clark looking West with crossed rifle, oar, and telescope below. The busts are slightly smaller as is the lettering. An ampersand replaces the word AND in the legend.

Rev: A slightly different view of the Government Building at the exposition. The legends are more distant from the edge.

Size: 38.12 to 38.20mm

SH 14-6 GPBZ Gold-Plated Bronze, 21.09 to 21.64gm, R-6



U.S. Government building

Lewis and Clark 38mm / Washington Building SCD





Washington Building

SH 14-7 Washington Building souvenir medal. The obverse die is the same die used for SH 14-5. The reverse die is the same die used for SH 14-8. Struck by Joseph Mayer and Brothers of Seattle. Reeded edge, medal orientation.

Obv: Lewis and Clark looking West with crossed rifle, oar, and telescope below.

Rev: A view of the Washington Building at the exposition.

Size: 38.22mm

SH 14-7 BS Brass, 20.48gm, R-6

HK-334 80

Lewis & Clark Stern Head / Washington Building SCD



SH 14-8 Washington Building souvenir medal. The obverse die is the same die used for SH 14-6. Struck by Joseph Mayer and Brothers of Seattle. Reeded edge, medal orientation.

Obv: Lewis and Clark looking West with crossed rifle, oar, and telescope below.

Rev: A view of the Washington Building at the exposition, the same die used for SH 14-7.

Size: 38.22mm

SH 14-8 GP Gold-Plated 20.48gm, R-7

Notes: We originally considered this piece brass but have decided it is actually gold-plated.

Lewis & Clark Silly Head / Washington Building SCD



SH 14-9 A new obverse die was created when the die used for SH 14-5 and SH 14-7 cracked. This obverse die is not paired with a Government Building reverse die. The Washington Building die remained in use. Struck by Joseph Mayer and Brothers of Seattle. Reeded edge, medal orientation.

Obv: Lewis and Clark looking West with crossed rifle, oar, and telescope below.

Rev: A view of the Washington Building at the exposition.

Size: 38.26 to 38.21mm

SH 14-9 BS Brass, 20.71 to 21.03gm, R-6

Notes: This obverse die variety of Lewis & Clark is the Silly Head due to the facial features of the design.

New listing 82

Lewis and Clark Mt. Hood Gold SCD



83

SH 14-10 Engraver unknown, possibly a Mayer Bros. design, medal orientation.

Obv: Lewis and Clark looking West.

Rev: A view of Mt. Hood.

Size: 14.47mm

SH 14-10 G Gold, 0.93gm, R-9

Notes: There are several different die varieties of the design used to strike brass charms such as those used on charm bracelets as well as uniface examples used to produce cuff links. A similar die variety is found in brass but a brass variety is not listed here because it is a different die type and not known in gold.



Lewis and Clark Facing Busts SCD





Lewis and Clark Farran Zerbe Souvenir cover

SH 14-11 Hibler and Kappen likely overlooked this medal as it was incorrectly cataloged as 32mm in Trantow's study of the exonumia of the Lewis and Clark Exposition. Most examples have "rabbit ears," a loop at both 11:00 and 1:00, that were added after the medal was struck. Plain edge, medal orientation.

Obv: Facing busts of Lewis and Clark with their names below.

Rev: Simplified version of Lewis and Clark striding towards the Pacific and the setting sun in the arms of Lady America.

Size: 33.14mm

SH 14-11 GP Gold-Plated, 12gm, R-7

Notes: We believe these were all gold-plated. Worn examples can look like brass or even bronze.

New listing 84

Lewis & Clark Marching to the Sun SCD



SH 14-12 Joseph Mayer and Brothers produced the medal that is typically found with an oval punched out along the top rim for use as a fob. Plain edge, medal orientation.

Obv: Lewis and Clark and Liberty striding west towards the setting sun. The half wreath along the lower rim includes crops of the northwest with the Mayer Brothers hallmark—crossed pick and shovel with a miners pan—overset.

Rev: Commemorative inscription. The Mayer Bros. signature—MAYER BROS. / SEATTLE, WASH.—filed off on the example pictured above.

Size: 36.02mm

SH 14-12 BS Brass, 17.59gm, R-7 **SH 14-12 SPBS** Silver-Plated Brass, 17.59g, R-7

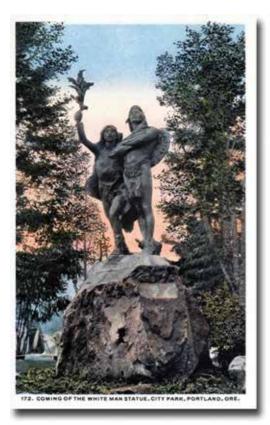
Notes: A looped version of the medal is pictured here to show an undamaged example of the Mayer Brothers hallmark.





Lewis and Clark Coming of the White Man SCD





Postcard: Chas. S. Lipschuetz Co., Portland.

SH 14-13 The Coming of the White Man medal is scarce, most likely because all examples known to us exhibit a significant die crack running across the obverse and reverse dies. Most pieces have an added loop. We believe the medal was struck by Whitehead and Hoag of New Jersey.

Obv: Busts of Lewis and Clark facing to the viewers right in a wreath with their names below. Rev: A representation of the Coming of the White

Man statue in the Portland City Park.

Size: 33.14mm

86

SH 14-13 BZ Bronze, 20.71 to 21.36gm, R-7 **SH 14-13 SPBZ** Silver-Plated, looped, R-7



Silver-Plated Looped

New listing

Lewis and Clark Miner Oregon Gold SCD



Photo courtesy of HA.com

SH 14-14 Central theme of a miner with a pick axe, similar to other gold medals from this era and earlier. It is larger than the Mt. Hood one half dollar, same size as the Charbneau 1939-1940 one dollar gold pieces

Obv: Miner in the center holding a pick axe. Thirteen stars around, dated 1905 below. Rev: Lewis & Clark Exposition, Oregon gold.

Size: 13mm

SH 14-14 G Gold, R-8

Notes: Sold in Heritage auction April 5 & 6th 2001 CSNA Signature Sale Auction #256 Lot#7344 for \$4255 which included a 1905 one half and one quarter dollar gold Zerbe Mount Hood. The miner with pick design is similar to other rare Miner California Gold charms made by San Francisco jeweler, Herman J. Brand. See SH 7-32 for another use of Brand's Miner design.

Lewis - Clark Baby Day SCD





Silver-Plated Looped



SH 14-15 SH 14 and SH 15 share the same obverse die, plain edge, medal orientation. Struck by Butterfield Brothers, Portland, OR.

Obv: Similar to the official medal, Lewis and Clark stride toward the Pacific and the setting sun in the arms of Lady America.

Rev: Baby Day September 16th 1905

Size: 38mm

SH 14-15 BZ Bronze, looped, R-7 **SH 14-13 SPBZ** Silver-Plated looped, R-7

Notes: Manufacturers stamp on reverse "Butterfield Bros. MFGRS. Portland OR."

New listing 88

Lewis - Clark Agricultural Days SCD



89

SH 14-16 SH 14 and SH 15 share the same obverse die, plain edge, medal orientation. Struck by Butterfield Brothers, Portland, OR.

Obv: Similar to the official medal, Lewis and Clark stride toward the Pacific and the setting sun in the arms of Lady America.

Rev: Agricultural Days September 28th 29th 1905

Size: 38.17mm

SH 14-16 BZ Bronze, looped, 14.25gm, R-7