

Joseph Mayer and the Alaska Yukon Pacific Exposition

“Dollars, Spoons, Tower Clocks and Telegraph Keys”

Paul
Middents
11/1/2017

Introduction



The official logo for the Alaska Yukon Pacific Exposition appears on many objects associated with this event. The design, applied by Joseph Mayer, Seattle manufacturing jeweler, to spoons, coins and fobs, is attributed to Adelaide Hanscom, a Seattle artist and society photographer. She describes the design as follows: "It shows a figure on the right symbolizing the Pacific Slope with the right hand extended in welcome and the left holding a train of railroad cars. The figure on the left in Oriental dress with the ship in her hand represents commerce by sea. The central figure is that of Alaska with nuggets in her hand representing her vast mineral resources."¹

Concessions Assigned to Joseph Mayer and Brothers

Shortly after Joseph Mayer and Brothers moved from 116 Cherry to the Colman Building in 1905, some of Seattle's movers and shakers started boosting the idea of an international exposition to commemorate the tenth anniversary (1907) of the Yukon Gold Rush. The Alaska-Yukon Exposition Corporation was formed May 8, 1906 and on May 31, 1906, the word "Pacific" was added to the corporation's name. Headquarters for the AYP Corporation were established in the Colman Building right alongside Mayer's new expanded quarters.

The organizers were soon informed that The Jamestown Exposition, marking the three hundredth anniversary of the founding of Jamestown and the Virginia colony by settlers from England, to be held in Norfolk, Virginia in 1907 took precedence. The AYP Exposition delay until the summer and fall of 1909 proved fortuitous. The Jamestown Exposition was a financial failure compounded by a nationwide financial panic in the fall of 1907. The delay gave the nation a chance to pull out of the crisis and the Seattle planners time to do a better job than their East Coast counterparts had in Virginia.

The *Seattle Times* announced in early 1908 ² that Joseph Mayer was granted the concession for the manufacture of souvenir spoons. According to the announcement, this concession was limited to the wholesale manufacture of spoons and that a retailer would be selected to sell them to the public. The article also described an elaborate demonstration of spoon manufacture to be installed by Mayer Brothers on the Pay Streak. The Pay Streak was the exposition midway.

A year later the *Times* listed all the concessions awarded to date³. Mayer's souvenir spoon concession was expanded to all official souvenirs made of metal. No mention was made of Mayer being restricted to wholesale sales only. Distribution and marketing of the U.S. Mint designed government souvenirs were also assigned to Mayer. A retail souvenir spoon selling concession was assigned to Burnett Brothers, prominent Seattle jewelers, 720 2nd Avenue.

Designing and Minting the Official Medals

The Congress authorized and directed the U.S. Mint to design and produce official medals to be sold as souvenirs at the various world's fairs and international expositions held in the United States including those in 1876 (Philadelphia), 1893 (Chicago), 1905 (St. Louis). These medals were struck in Mint exhibits, most of which were operated by Mint employees. The assignment of the government souvenir concession to Joseph Mayer may imply that at least some of his employees worked in the Government Building Mint Exhibit.

The dies for the official medal of the Alaska Yukon Pacific Exposition were designed and produced by George T. Morgan, Assistant Chief Engraver. Morgan is particularly remembered for his famous "Morgan dollar" (Fig. 2) which was struck for circulation from 1878 to 1921 and for several commemorative coins, plus a vast production of medals.⁴

Morgan used the official logo for the Alaska Yukon Pacific Exposition attributed to Adelaide Hanscom, a Seattle artist and society photographer, for the obverse of the 32 mm diameter so called "dollar" medal. He added the image of William Seward. The reverse is labeled "The Seal of the City of Seattle". Figs. 3 and 4

There is no evidence that this seal was ever officially adopted by the city.⁵ The crossed pick and shovel is very similar to Joseph Mayer's trademark adopted in 1907 and first recorded in a design patent for an official AYPE souvenir spoon. Fig. 43

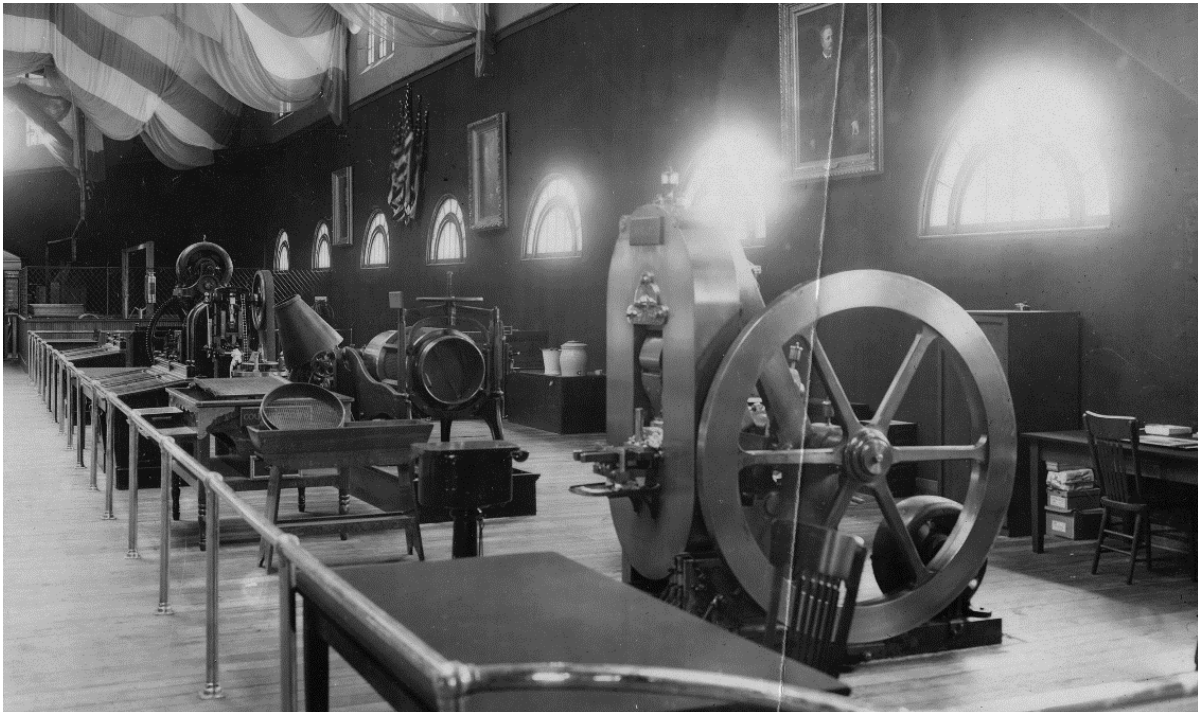


Fig. 1. The Mint display operated by Mint employees possibly assisted by Joseph Mayer and Brothers in the U.S. Government Building. The coining machine driven by a large electric motor is in the foreground.

The Coast magazine described the mint display as follows:

“ . . . shows the metal coming from the melting furnace through its various stages until it comes out in finished coins. Here is the first coining press (a crude affair), which was used in Revolutionary times by the government and works by hand, and beside it is the new modern machine which stamps coins at the rate of seventy per minute. The visitor can see the metal as it comes from the melting furnace and is molded into small ingots, thence going through the rolling press, where it is made into a long, thin strip; thence through the punching press, where it cut into disks the size of the coin made; thence through the milling machine, where the edges are turned up to protect the surface of the coin; thence through the washer, where it is treated to a washing in acid and water; thence through the riddle or drying machine, where it is dried in sawdust heated by dry steam; thence through the scales and counting machine, and lastly to coining press, where they stamped and issued. Souvenir coins the size of a \$20 gold piece are issued at the present time in copper, bronze and silver.”⁶



Fig. 2. A Morgan silver dollar, in circulation during Joseph Mayer and Brothers third year in business.



Fig. 3. A silver example of an official AYPE medal designed by George Morgan and struck at the Mint Exhibit in the U.S. Government Building. 32 mm diameter. Less than 200 examples are estimated to survive. HK-353. See endnote 8 for an explanation of the HK number and basis for the surviving example estimate.

The Official Souvenir Medal; A So Called "Dollar"⁷

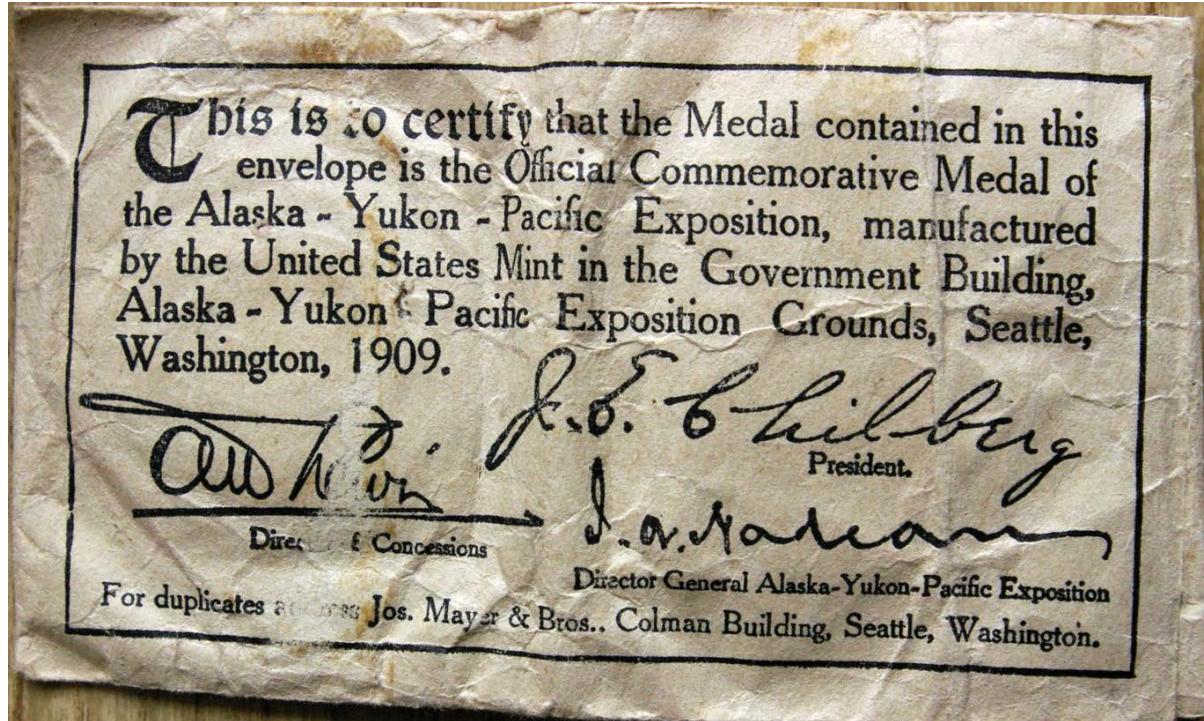


Fig. 4. An official souvenir medal with its original envelope. The exposition seal and William Seward on the obverse; on the reverse, a Seattle city seal. There is no indication that this seal was ever officially adopted by the city. This example is copper. Copper and bronze examples sold for 25 cents and silver for \$1. This medal is about the size of a \$20 gold piece, 32 mm. Less than 500 examples survive and far fewer than this with the original envelope. HK-355. Gold plated examples of this medal are also known.



Fig. 5. A belt buckle made from the official medal, almost certainly by Joseph Mayer and Brothers. The medal was also made as a pendent, ribbon watch fob and hat pin (Fig. 35).

Official Souvenir “Dollar”



Fig. 6. The “dollar” in its Numismatic Guarantee Corp. graded holder. MS-65 is one of the highest grades assigned and is classified as “Gem State Uncirculated”.

This official bronze “dollar” was designed and made by Joseph Mayer and Brothers. It is 38.5 mm in diameter. A careful comparison to the obverses of the looped fobs in the next section indicates that the dollars and fobs came from the same die. The fobs have survived in much greater numbers than the “dollars”. The edge of the “dollar” is reeded. The edges of the fobs are plain. Loops have been removed from many fobs on the market to make them seem more desirable as genuine “dollars”. The signatures on the reverse all match the fobs except for one enameled silver one, Fig. 27. Both signatures on that fob vary from the others indicating that a new die must have been made for that one. It is not known whether these were struck at the Mint Exhibit or in Mayer’s factory.



Fig. 7. The official “dollar” designed and made by Mayer Brothers. HK 357. Fewer than 75 examples survive and perhaps none in better condition than this one. Author’s collection. Photo by Bill Hyder.

The Taft Dollar

Joseph Mayer's most spectacular production for the AYPE was a medal in honor of President Taft's visit to the fair September 30, 1909. This was a 38 mm diameter "dollar" made of sterling silver and gold plated. Mayer Brothers were proud enough to sign it. Surviving examples are exceedingly rare (fewer than 20 survive) and highly sought after.



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Fig. 8. 1) Taft dollar courtesy of William Hyder. 2)-3) Taft dollar courtesy [Kaye Dethridge](#). HK-361. 4) & 5) Affordable versions of the Taft "dollar" in the form of cuff links, a pendant and 6) a fob, all made by Mayer Brothers. Courtesy of William Hyder. (6) Author's collection

Government Building “Dollars”⁸



Fig. 9. This Government Building 33 mm “dollar” was struck from the same die obverse as HK 355. It is not recorded in Hibler and Kaplan’s book but does appear on their web site as HK 364a. Fewer than 200 examples survive of most Government Building “dollars”.



Fig. 10. Another Mint/Mayer made variation of the 33 mm “dollar” showing the U.S. Government Building on the reverse. The obverse is the same Seattle seal on the reverse of the official “dollar”. HK-364



Fig. 11. A brass variation of the 33 mm diameter “dollar” showing the U.S. Government Building on the reverse probably made by Joseph Mayer. There are seven “rays” above the ladies. HK-365.

Note the variation in the number of small flags on top of the building in the various version of this medal.

Mayer made a version with this obverse and the Manufacturers Building on the reverse.



Fig. 12. This version of the 33 mm Government Building "dollar" has a beaded border, nine rays above the ladies. HK-366. The ladies on the obverse and Government Building on the reverse both differ from the Mint/Mayer version. Fewer than 75 examples of this "dollar" survive.

Schwaab Dollar⁹

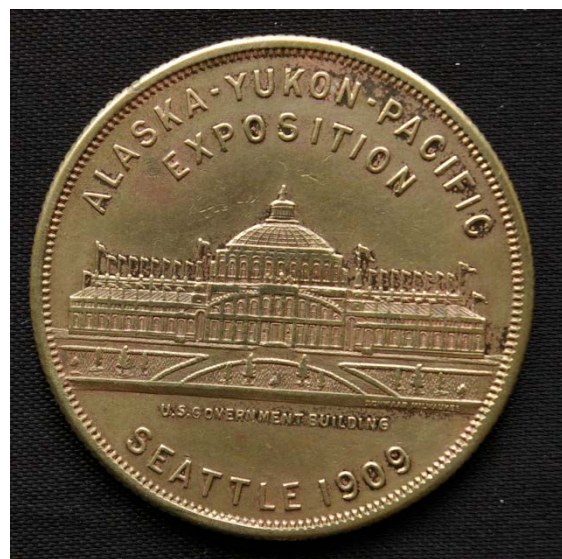


Fig. 13. This 36 mm diameter medal with beaded border was not made by Joseph Mayer. This version of the medal is marked Schwaab Milwaukee under the right hand side of the building on the reverse. Schwaab Stamp and Steel Co. was incorporated in 1888 and is still in existence. HK-367.






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OFFICIAL
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**J. L. CHARBNEAU GOLD
SOUVENIR CO.**

Manufacturers and Wholesalers, 809 2nd Ave.,
Seattle, Wash. Phone Main 6400. Ind. A 512.
Pat., March 9, '09.



Fig 14A. This AYPE spoon with a 1 DWT Charbneau gold coin is the only direct connection known between Mayer and Charbneau. The Mayer triangle mark is below the "sterling". An example with a 1/2 DWT coin is also known. Photo courtesy of Chris Mcglothlin

Fig. 14. A set of three 10 KT gold coins designed and sold by J.L. Charbneau. He was manager of Ye Olde Curiosity Shop on Colman Dock just a few steps from the Mayer factory in the Colman Annex on Marion St. The quality of the die sinking is consistent with Mayer but whether he made these souvenirs is unknown. The original presentation box is on the left. HK-360. Complete sets in their original box are very rare. Many examples of the individual coins come up for sale. Collection of [William Hyder](#).



Fig. 15. This ad was in the Seattle Times Sep. 10, 1909. Mayer had competition both as a manufacturing jeweler and for the AYPE souvenir trade. Albert Hansen opened a store in 1884. The gold coins were incorporated into necklaces and stick pins. He also made the presentation boxes for the Gorham AYPE award medals (Fig. 22) and a Commissioners lapel pin pictured above. Photo courtesy of William Hyder



Fig. 16. A comparison of so called "dollars" and other souvenir medals. (1) - (4) were struck by Mayer and or the Mint exhibit in the U. S. Government Building.

Promotional Items¹²



Fig. 17. Many promotional medals and tokens were handed out at the Exposition. This 32 mm token promoted The Lotus, a “Gentleman’s Club” opened in 1908 by Mr. M. Nelson “recently returned from Dawson”; furnished throughout with solid mahogany. Private booths supplied with telephone connections and fancy stationery. The total cost of the club was \$15,000.

Special Days¹³



Fig. 18. This special coin made of “Virgin Utah Copper” was made by Dieges and Clust, a New York manufacturing jeweler established in 1898. The quality of the die sinking rivals Mayer’s work. Fewer than 200 survive. HK-359

Spokane Day¹⁴



Fig. 19. The 38 mm Spokane Day "dollar" is signed on the obverse "Whitehead & Hoag Co. Newark, N.J." The company was founded in the early 1890's, manufacturing a wide variety of buttons and advertising items. The map on the reverse shows at least ten different railroads converging on Spokane and over 30 surrounding towns. A pin back also shows the same map. The pin back was also manufactured by Whitehead and Hoag Co. Newark, NJ



Fig. 20. Special events were commemorated by medallions struck by Mayer. The Japanese cruisers *Soya* and *Aso* visited Seattle on a Japanese Midshipman training cruise. These were both originally Russian ships lost to the Japanese Imperial Navy in the Russo-Japanese War in 1905. This medal is copper plated with a gold wash. 30 mm diameter and probably made by Mayer Brothers. It is very rare, particularly in this condition.



Fig. 21. Many fraternal organizations held state or national conventions in Seattle coincident with the Exposition. This 32 mm medal commemorated the Wisconsin delegation to the International Order of Odd Fellows (IOOF) convention in Seattle September, 20, 1909.



Fig. 22. The Exposition Commission went to the Gorham Manufacturing Co. for exhibition award medals. Gorham is a well-known Providence R.I. firm, one of the largest American manufacturers of sterling and silver-plate with a foundry for bronze sculpture. The medal is signed "F. Zeigler". Franz Zeigler was a German who became a contract artist for Gorham in 1892. Gold, Silver and Bronze medals were all made of bronze. The medal is 76 mm (3 inches) in diameter. Note the very Eastern looking Native American. Presentation boxes for these medals were made by Albert Hanson, pioneer Seattle jeweler. Many of these medals survive, most unengraved.

Joseph Mayer and Brothers Promotional Photos¹⁸

Austin Seward, a Seattle professional photographer took many photos of Mayer products for sales and promotional purposes. These photos span a period from about 1909 to 1917



Fig. 24. The Seward “dollar” on the left survives most often as a fob.

Mayer’s proprietary interest in the Morgan designed Mint “dollars” is confirmed by these photos in his promotional material. Note also that the official envelope states that duplicates are available from Joseph Mayer and Brothers.

The gold-plated Taft dollar is illustrated below.



Fig. 23. Nothing is known of "The Progressive Makers" Seattle or the patent noted on the obverse of this 36 mm diameter "dollar". Less than 200 are estimated to survive. It has a reeded edge and beaded boarder. Silver plated bronze. HK-363a. The illustrations below from Joseph Mayer and Brothers 1906 catalog clearly indicate Mayer's priority for the design.

Another example in brass with the same design on the reverse has the AYPE three ladies design on the obverse. This version is marked N.C.W. & S. N.Y. below the ribbon on the obverse. HK-363.

Looped Fobs^{20, 21}



Fig. 25. An official souvenir “dollar” measuring 38.5 mm in diameter could be had configured with a loop for use as a watch fob. Pictured is a bronze version of the fob. Silver versions were stamped “Sterling” on the reverse like HK-357 in Fig. 27.

Schwaab Milwaukee and Green Duck Co. Chicago made versions with a similar obverse and plain reverse. Mayer also made a version with a plain obverse marked “Mayer Bros”. The quality of Mayer’s die sinking is clearly superior to these versions.



Fig. 26. The loop on this fob has been replaced. “Dollars” were made with this design, however the lack of reeding on the edge indicates that this one started life as a fob. It honors William Seward who, as Secretary of State, purchased Alaska in 1867. The medal is bronze, 38.9 mm diameter. Note the “Mayer Bros. Seattle, Wash” on the reverse. Hibler-Kaplan does not include an example of the Seward “dollar”.



Fig. 27. An official souvenir enamel fob by Mayer measuring 38 mm in diameter. Marked "Sterling" on the reverse. 38.3 mm diameter. The signatures on this fob differ from the other official fobs and the official "dollar".



Fig. 28. A 38 mm official looped fob by Mayer showing the Hall of Congresses, also known as the Auditorium. The strap and buckle are original.



Fig. 29. A variation of the official watch fob signed on the reverse, "Mayer Bros". Courtesy William Hyder.



Fig. 30. A Mayer Bros. Hall of Fine Arts fob. Courtesy of William Hyder.

Ribbon Fobs



Fig. 31. This ribbon fob has one of the 32 mm Mint/Mayer “dollars” with the Government Building on the top piece. The reverse of the top piece says “A.Y.P. Ex. U.S. Mint Makers”. The fob was produced by Joseph Mayer & Bros. in the Government Building U.S. Mint Exhibit. The fob hooks to the pocket watch and then hangs over the edge of the pocket.





Fig. 32. This official fob has a 38 mm enamel plaque on a sterling silver back. The clasp fits over the edge of a pocket and when snapped, securely fastens the fob and watch to the pocket. The signatures on the reverse came from the same die as the bronze fobs pictured above.



Fig. 33. This watch fob (5¼" long) has the look and feel of a Mayer product but no mark. It must have been a very popular souvenir, judging by the number of survivors. One other variation of this fob is known



Fig. 34 Top: An official souvenir fob marked on the reverse "Mayer Bros". The obverse shows Seattle's infamous totem pole, literally stolen in 1899 from a Tlingit village in southeast Alaska by Seattle businessmen (vandals) on holiday. 30.5 mm diameter. Other official fobs are 38 mm. A little of the silver plate remains.

Bottom: A pale imitation stamped on the back Imp. Nov. & Mfg. Co. New York USA. William Hyder photo.

Pins



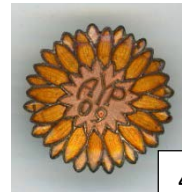
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Fig. 35. Where two numbers appear, the second refers to the Frederick & Nelson souvenir sale ad. Mayer pins cost from 10 cents to a dollar. Fig. 66.

(1) Hat pin with an official 32 mm Mint/Mayer medal. The pin is 12" long—a formidable weapon.

(2) - (6) Pin brooches.

(2) was particularly popular and may have been made by Mayer.

(6) is a cactus dahlia, the official flower of the exposition. (8) - (10) are enamel on sterling silver belt brooches.

(3)-(10) [Dan Kerlee](#) collection.



8-17



5-8



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6-34



10-21



7

Brooches



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2



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DESIGN.
D. M. WESTCOTT.
SOUVENIR BADGE.
APPLICATION FILED JUNE 25, 1908. Patented Dec. 29, 1908.

39,726.



Fig. 36. (1) And (2) A Mayer brooch honoring William Seward using a Design Patent issued to a gentleman from Skagway, Alaska Territory. (3) A popular exposition souvenir brooch also made by Joseph Mayer



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Fig. 37. Many organizations held conventions in Seattle during the AYPE. (1) Order of the Eastern Star June 1909. (2) Mark on reverse. (3) Odd Fellows ribbon brooch with the AYPE symbol. Dan Kerlee collection.



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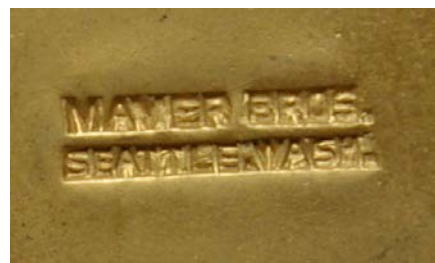


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Fig. 38. Brooches unmarked but probably by Mayer. (4) & (5) Knights Templar 22nd Annual Conclave June 1909. (6) & (7) 25th annual conclave Royal Arch Masons. Mayer was a very active member and High Priest of the Seattle chapter. (8) United Commercial Travelers. MOHAI collection



Fig. 39. The Epworth League, an organization of the Methodist Church for young adults held an international convention in Seattle during the Exposition. Several thousand young people from all over the United States and Canada attended. A contingent from Eastern Canada chartered a special train. Note Mt. Rainier and the Seattle waterfront and skyline (pre Smith Tower).





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Fig. 40. (1) Norway Day marked by Mayer on the reverse. (2) A juror badge with one of Mayer's enamel plaques. MOHAI

Bastian Brothers,²²

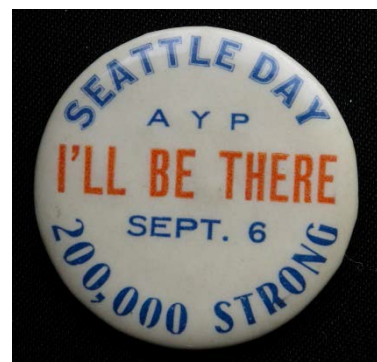


Fig. 41. Pin Backs were a popular and affordable way to show you had been to the fair. Bastian Brothers, Rochester, NY supplied many of these. This firm came into existence in 1895 and is still in business. They were a pioneer union shop.

Souvenir Spoons

In little more than 10 years the Mayer Brothers had achieved a leading position among manufacturing jewelers on the West Coast. A June 1908 *Seattle Times* report ranked Joseph Mayer & Brothers as the largest jewelry manufacturer on the Pacific Coast with 135 to 155 people employed full time.²³ This number did not include office help and traveling salesmen. California and Nevada were added as states with customers. Joseph was listed as President and Albert as Secretary, Treasurer and Manager. Marcus was the principal salesman for the firm.

Special spoons illustrating local scenes and events first became a popular tourist souvenir in the 1880's. Joseph Mayer and Brothers were quick to recognize their potential. They started making spoons of high quality when they opened in 1897.

Joseph Mayer applied for his first design patent in June 1907, an exposition souvenir spoon. This design is notable because it contains the first appearance of the crossed pick and shovel trademark which would supplant the triangle with fleur-de-lis on Mayer's sterling silver objects.



Fig. 42. An official souvenir spoon. Large tea size (6" long). Embossed design highlighted with a gold wash. Butler finish: a satin finish produced on silver by first buffing bright and then dulling to simulate the appearance of old silver. This was a top of the line spoon and sold for \$1.75.

DESIGN.

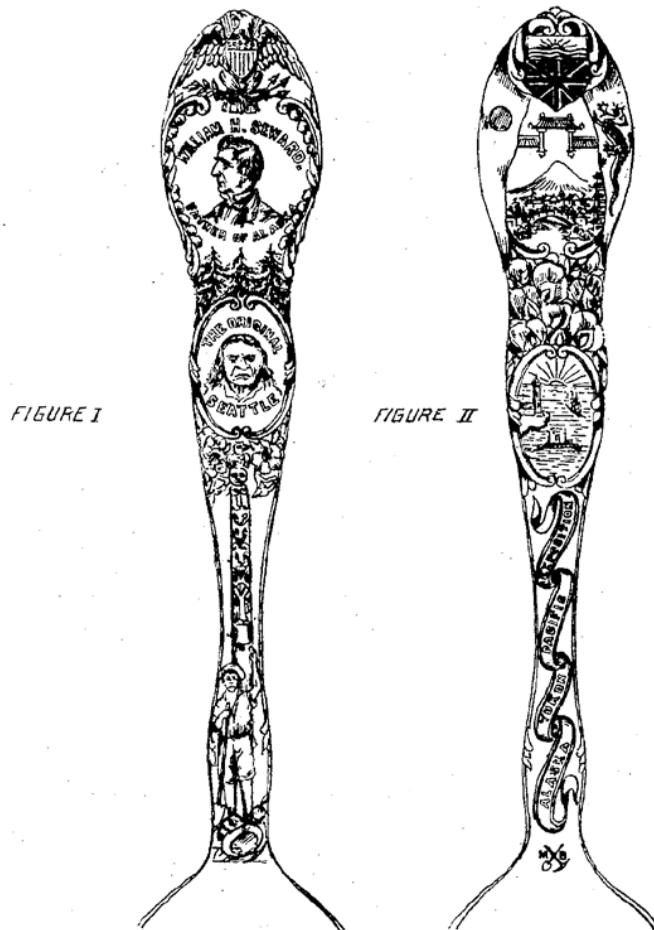
No. 38,695.

PATENTED JULY 23, 1907.

J. MAYER.

HANDLE OF SPOONS OR SIMILAR ARTICLES.

APPLICATION FILED JUNE 14, 1907.



WITNESSES:
Chas. E. McAvoy
Stephen O. Carey

Joseph Mayer
INVENTOR
Joseph P. Watson
BY
ATTORNEY

Fig. 43

UNITED STATES PATENT OFFICE.

JOSEPH MAYER, OF SEATTLE, WASHINGTON.

DESIGN FOR A HANDLE OF SPOONS OR SIMILAR ARTICLES.

No. 38,695.

Specification for Design.

Patented July 23, 1907.

Application filed June 14, 1907. Serial No. 379,095. Term of patent 3½ years.

To all whom it may concern:

Be it known that I, JOSEPH MAYER, a citizen of the United States, residing at Seattle, in the county of King and State of Washington, have invented a new, original, and ornamental Design for a Handle for a Spoon or Similar Article, of which the following is a specification, reference being had to the accompanying drawing, forming part thereof.

Figure 1 of the drawing is the obverse view

of the spoon, or similar article, showing the design, and Fig. 2 is the reverse view thereof.

I claim:

The ornamental design for the handle of a spoon, or similar article, as shown.

JOSEPH MAYER.

Witnesses:

HUGH O. GARLAND,

J. T. WATSON.



Fig. 44. The patented spoon handle. Mayer's spoons could be had in sterling silver, silver plate or copper. The patent, taken out in 1907, is the first appearance of the crossed pick and shovel trademark.



Fig. 45. Standard sizes. Demitasse (4"); Coffee medium size (5.1"); Two tea spoons large size ($5\frac{3}{4}$ and 6"). In addition to the patented handle, spoons were made with a George Washington handle (second from top), Chief Seattle (Fig. 54) and at least two different silver plate designs (Fig. 56)



Fig 45a. This is a very unusual Mayer AYPE spoon. It is the only one known to have used enamel in the design. Photo courtesy of Chris McGlothlin.

The following pages show a variety of embossed bowl designs picturing many of the principal exposition buildings. Several are from collections belonging to members of the Pacific Northwest Spooners. They have been most generous in opening their homes and collections to me.



Fig. 46. The Hall of Congresses was also known as the Auditorium. It served as the University of Washington's auditorium, the original Meany Hall, until 1965.



Fig. 47. The U.S. Government Building contained The U.S. Mint Exhibit. Mayer's people may have assisted in the operation of this exhibit. The top spoon is a Mayer Brothers sterling with the full patent handle and officially signed bowl back. The bottom is a Mayer Brothers silver plate spoon with the Seattle skyline on the back of the handle. See Fig. 56.



Fig. 48. The Manufactures Building contained a striking tower clock installed by Joseph Mayer with the mechanism in Mayer's souvenir stand next to the clock. See Fig. 68 and 69.

The top spoon is a sterling Mayer Brothers with full patent handle and official signatures on the back of the bowl.

The bottom spoon is a silver plate spoon made by Mayer Brother for Burnett Brothers retail spoon sales concession. The handle is pictured in Fig.57



Fig. 49. Yet another variation of the Manufacturers Building. This one is a sterling Mayer Brothers spoon with a George Washington handle. Medium coffee size (5.1")



Fig. 50. Sterling variations showing Machinery Hall. They have the full Mayer Brothers patent handle and officially signed bowl back.

Herman D. Kirmse, Skagway at the AYPE^{24, 25}



Fig. 51. This spoon was made by Mayer Brothers exclusively for Herman D. Kirmse, owner of Skagway's largest jewelry store and curio shop. Note the initials, H.D.K. Mayer did these exclusive designs for many jewelers and marked them with their initials. Some of these contain no indication of a Mayer trademark. This one shows a blank triangle without the inset fleur de lis. All other Mayer marked spoons associated with the AYPE show the crossed pick and shovel with the "MB" mark. Kirmse received four gold medals for displays of jewelry and curios at the AYPE. He probably did a little retailing too.



Fig. 52. Top: The Alaska Building spoon is silver plate made by Mayer Brothers for Burnett Brothers retail souvenir spoon concession.

Bottom: The Hall of Fine Arts survives to the present day. It was the Chemistry Hall until 1937 and is now Architecture Hall. This is a Mayer Brothers sterling spoon with the patent handle and officially certified bowl back.

A Mayer Salmon Spoon²⁶



221 Alaska Salmon Spoon, gold pan pick shovel and real nuggets, gray finish, gilt fins, and gold-lined bowl 27.00

Fig. 53 Mayer engraved his Alaska Salmon spoon "A Y P Seattle 1909". It has gold highlights and per the 1906 catalog entry, "real nuggets" in the pan. The price in the catalog entry above is per dozen and was the most expensive salmon spoon. The spoon bears no mark so it may have been done to order for one of the other souvenir retailers—probably the Burnett Brothers.

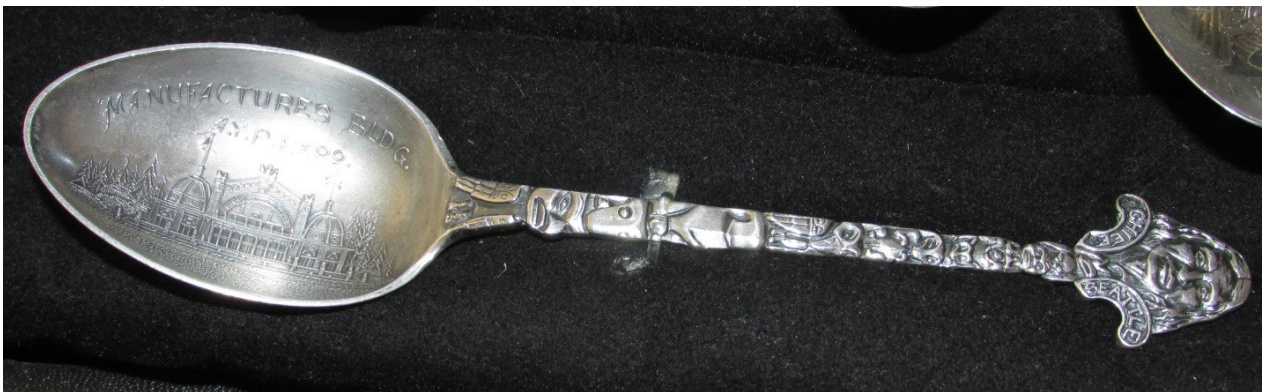


Fig. 54. A sterling Agricultural Building. Below: A Manufactures Building with a Chief Seattle handle. The Chief Seattle handle was a popular design used for many Mayer spoons.



Fig. 55. Top: A copper variation of the Forestry Building. The inset shows the silver plate mark cancelled out and Mayer Brothers crossed pick and shovel trademark. This building stood on the site of the current Husky Union Building. It was home to the Burke Museum until 1923 when dry rot was discovered, forcing its closure and teardown in 1930.



Fig. 57. Silver plate markings. Mayer sometimes marked spoons with a retailer's initials. In this case "BB" refers to Burnett Brothers. They were prominent jewelers with stores in Chehalis, Aberdeen and Seattle. Louie Burnett, the oldest brother, ran the Aberdeen store. He was a member of the exposition commission and had a candy and cigar concession at the fair. Burnett Brothers were the designated retailer for official exposition souvenirs. "A.1." was a British marking for the highest quality silver plate. Mayer refers to his as quadruple plated.

The Disston Saw

This United States two largest saw manufacturers, Henry Disston and Son, Philadelphia²⁷ and Simonds Manufacturing, Fitchburg MA²⁸ were both principal exhibitors. Simonds exhibit was just across the aisle from Mayer's souvenir booth. Mayer supplied Disston with an interesting promotional piece, Fig. 59.

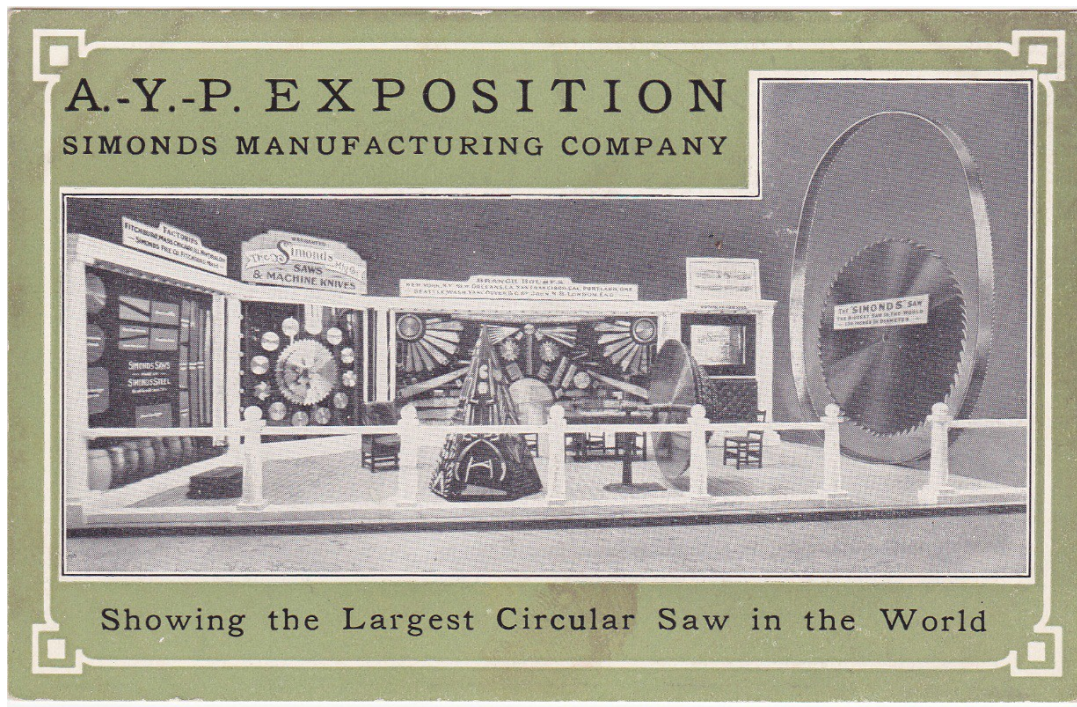


Fig. 58. Above: The Simonds exhibit from a postcard. Left: Mayer's tower clock and souvenir booth are on the left. The booth is fronted by white pillars. The circular saw on the left is claimed by Simonds to be the largest in the world—11 feet in diameter. No evidence has been found that a saw of this size was ever used in a lumber mill.



Fig. 59. Joseph Mayer supplied a very interesting promotional watch fob to Disston for distribution at the exposition. The obverse is the same as a 38 mm diameter official souvenir. Below: In 1920 Disston supplied two 9 foot diameter saws to the Clark Shingle Co. Hoquiam, WA. MOHAI photo.

The Disston Saw in Hoquiam²⁹

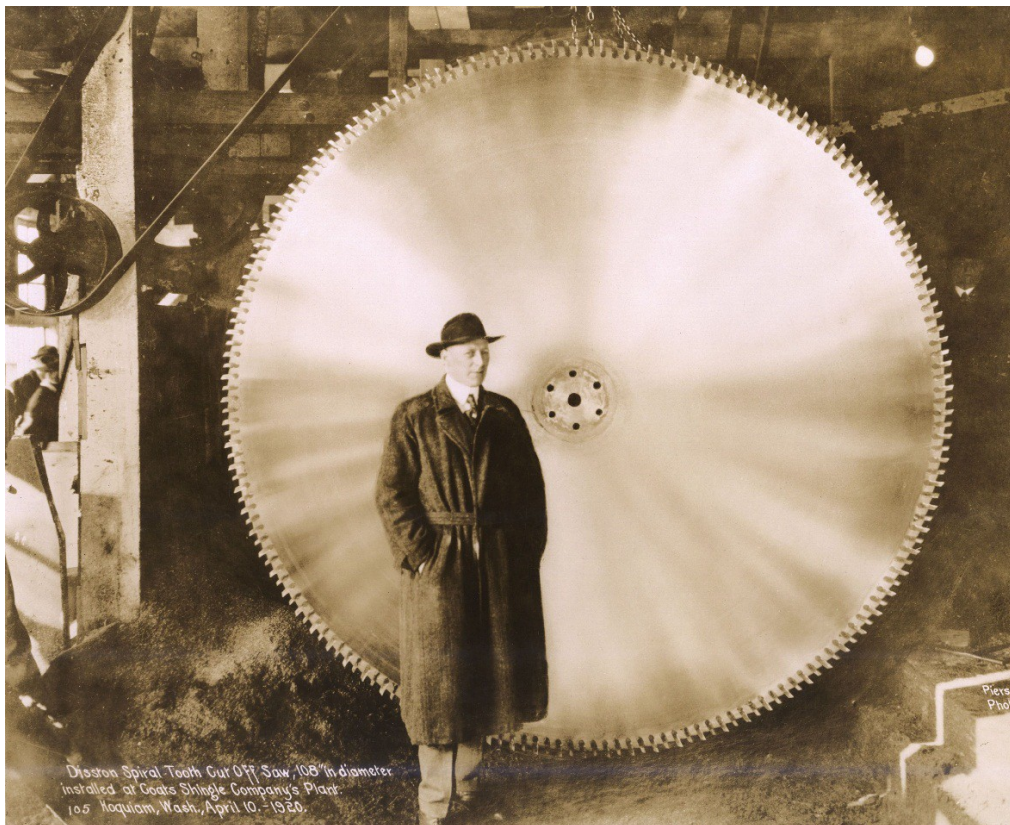




Fig. 61. Left: President Taft in the White House East Room pressing the Golden Key to open the AYPE. On his left is Chief White House telegrapher Edward Smithers. Original photo author's collection

Fig. 62. Smithers holding the Taft key from *Popular Mechanics Magazine* March 1926

The front page of the Seattle Times on May 17, 1909, reported the presentation of a ceremonial telegraph key to President Taft by Secretary of the Interior R.A. Ballinger and the Washington state congressional delegation. Ballinger had been the Vice President of the AYPE Commission. The key, made by Joseph Mayer and Brothers, was gold, mounted on a slab of Alaska marble and surrounded by 22 gold nuggets. The nuggets were donated by George W. Carmack who claimed they were among the nuggets he discovered which precipitated the Yukon gold rush. The key was connected to the White House telegraph wires and the President touched it on June 1, opening the gates and setting in motion the machinery of the exposition. Fig 61

After Taft opened the Exposition with the key he gave it to the White House Telegrapher, George Smithers. Fig. 62³¹ The key was used by the next five Presidents for ceremonial openings and occasions of state. These included President Wilson touching the key to blow up the Gamboa Dike on the Panama Canal, which opened the canal on October 10, 1913 and he opened the San Francisco Panama Pacific Exposition in 1915. President Franklin D. Roosevelt pressed a gold telegraph key while sitting at his desk in the White House. This lit up the signal lamp signaling Larry MacPhail to throw a switch lighting all 632 mazda lamps on the eight light towers in Cincinnati heralding the first major league night baseball game.

In 1935 FDR opened the California Pacific Exposition in Balboa Park San Diego and in 1937 the Golden Gate Bridge. After telegrapher Smithers' death in 1939, the key was claimed by his widow.³² The key was loaned to John F. Kennedy so he could open the Seattle World's Fair with the same key which opened the AYPE 63 years before.³³ In 1999, Smithers Grandson, Thomas D. Quinn Jr, donated the key back to the White House. The Taft Key is currently on loan to the Smithsonian.³⁴



President Kennedy opening the 1962 Seattle World's Fair from Palm Beach, FL with Joseph Mayer's golden key. <http://kennedy-photos.blogspot.com/2014/08/kennedy-gallery-403.html>



Property of University of Washington Libraries, Special Collections Division

Fig. 63. The banner over 2nd Ave at the corner of Marion St. welcomed visitors to the Alaska Yukon Pacific Exposition throughout the summer of 1909. These visitors included President Taft. Note the street clocks on each side of the street. The clock on the left is a Seth Thomas two dial belonging to L.L. Moore. It was Seattle's first street clock installed by G.K. Basye on First Ave. in 1890. Joseph Mayer acquired it in 1896 and he passed it on to Graham and Moore when they took over Mayer's retail business at 2nd and Cherry in 1897. Moore was at the location pictured (northeast corner 2nd and Marion) for only a few months in 1909 before moving two blocks north on 2nd Ave. It is quite probable that Frank D. Knapp brought this clock to Bremerton, WA in 1913 when Moore closed his business.

The clock on the right is Hardy and Co. Howard four dial "top knot" clock installed in 1906 and purchased from Howard through Joseph Mayer as agent.

Japanese Trade Delegation

The Pacific Northwest Commerce reported the Northwest stops on a 3-month tour of the United States by the Honorary Japanese Commercial Commission. The commission's itinerary included visits to the AYPE on September 1, 1909. "The trip ended with a visit to the jewelry house of Joseph Mayer & Bros., the largest manufacturer in this line on the Pacific Coast. A large display of native gold nuggets from Alaska, exhibited here, attracted much attention. This firm presented souvenir spoons of the Alaska Yukon Pacific Exposition to each visitor from Japan."³⁵

The Chilberg and Latimer Cups

John E. Chilberg was vice president of Seattle's Scandanavian-Amercian Bank and president of the Arctic Club at the time of his election as president of the Alaska Yukon Pacific Exposition. His signature appeared on all the official souvenirs produced by Joseph Mayer and Brothers. Though not a part of the inner circles of Seattle society's top echelon at the beginning of the exposition, he and his family gained entry because of his leadership and the prominence of the visitors to the event that he hosted.



Fig. 64. The cup, standing 17 ½ inches high, reads "Presented to John Edward Chilberg by the Executive Board of the Alaska Yukon Pacific Exposition for faithful and efficient performance of his duties as President 1909". The mark, easily confused with a 19th century Birmingham English mark, identifies the cup as a special order from the Gorham Manufacturing Co. Providence, RI. See Fig. 22. The design number suggests this was manufactured in 1908 or 1909.. The enamel plaque with the AYPE symbol was made by Mayer. His firm may have affixed the plaque and engraved the cup. MOHAI Collections. Thanks to Chris McGlothlin for the Gorham identification and dating.

N. H. Latimer was manager of Dexter Horton Co., Seattle's first bank. His service on both the Executive Committee and the Finance Committee was obviously of significant value to the ultimate success of the exposition.

The enamel plaque was made by Joseph Mayer. His firm probably engraved the cup and added the ivory teeth handles.



Fig. 65. A silver plate loving cup, 6 inches high made by Adelphi Silver Co. of New York City. The inscription reads "Presented to N.H. Latimer of the Executive Committee presented by Executive committee in recognition of services rendered". MOHAI Collections




After the Fair

The AYPE Secretary's report noted for Souvenir Manufacturers, Joseph Mayer & Bros, gross receipts \$17,000 (\$419,000 today); exposition revenue of \$4250 and exhibit earnings of \$1105. The fair seemed to be not only a public relations success for the firm but also financially rewarding.

The *Jewelers Circular* reported on a Joseph Mayer exhibit at the fair. About 12 dozen sterling silver spoons were manufactured each day in front of spectators. This is probably the "Pay Streak" exhibit reported in the *Seattle Times* before the fair. Bar silver was melted into 4" x 10" x 3/4" ingots which were then rolled into sheets and blanks cut from them. The blanks were stamped, trimmed and polished before the fascinated onlookers.³⁶

Joseph Mayer took a full-page ad in the *Jewelers Circular*³⁷ to highlight the quality of his silver and list the awards he received at the exposition. Some competitors raised questions about the purity Mayer claimed for his gold and silver items. The jurors for goldsmiths and silversmiths were picked samples from Mayer's display and had them assayed by the U. S. Assay Office, Seattle. The results vindicated Mayer and his goods. Mayer received Grand Prizes and a gold medal for the following: installation of exhibit for die work; sterling silver spoons; tableware, hollow ware, trophies, cups, emblems and emblem jewelry, souvenirs and presentation jewels, solid gold jewelry, gold wedding rings and gold diamond settings.

QUALITY AS REPRESENTED AND NO LESS



UNITED STATES ASSAY OFFICE AT SEATTLE, WASH.
OFFICE OF THE ASSAYER IN CHARGE

NOV. 11, 1909.

ALASKA-YUKON-PACIFIC EXPOSITION
SEATTLE 1909

October 7, 1909.

We, the Jury on Goldsmiths' and Silver-Smiths' ware, in view of the fact that there have been some allegations made in regard to the quality of goods placed before us for examination by the various exhibitors, upon request have taken from the exhibit of Joe. Mayer & Bros., Seattle, Washington, certain gold rings, and silverware, and submitted the same to the Assay Office of the United States at Seattle for an official assay, and the following certification relative thereto is herewith attached

Mr. G. S. Dennison,
Secy. of Jury on Goldsmith and Silver-Smiths' ware,
A.-Y.-P. Exposition.

Sir:

Herewith you will please find my report on bullion deposited by you on the 9th inst. for the purpose of being melted and assayed for proportion of gold and silver:

No. of Deposit	Character	Weight		Gold fineness	Silver fineness	Change
		Before Melting	After Assaying			
23	1 Spoon, gold bowl	1.05	1.00	Trace	925	1.05
24	1 Spoon	.98	.98	None	925	1.00
25	1 Ring stamped 10 Kt.	.14	.11	749½	116½	1.00
26	1 Ring stamped 14 Kt.	.10	.12	590½	157	1.00

H. M. G. [Signature]
H. B. [Signature]
G. S. [Signature]
Frank [Signature]

Respectfully,
[Signature]
Assayer in Charge.

J. E. CHILFORD, PRESIDENT
JOHN H. MCGRAW, VICE PRESIDENT
H. C. HENRY, VICE PRESIDENT
A. N. KERRY, VICE PRESIDENT

OPENS JUNE FIRST
CLOSES OCTOBER SIXTEENTH

ALASKA-YUKON-PACIFIC EXPOSITION
SEATTLE 1909

DIVISION OF EXHIBITS AND PRIVILEGES
HENRY E. BOSCH, DIRECTOR

Messrs. Jos. Mayer & Bros.,
City.

Dear Sirs:-

We take pleasure to inform you that the Jury awarded your Exhibit the following Grand Prizes and one gold medal:

Installation of Exhibit, Die Work; Sterling Silver Spoons; Table Ware, Hollow Ware, Trophies, Cups, etc. Emblems and Emblem Jewelry, Souvenirs and Presentation Jewels, and solid Gold Jewelry; Gold Wedding Rings and Gold Diamond Settings.

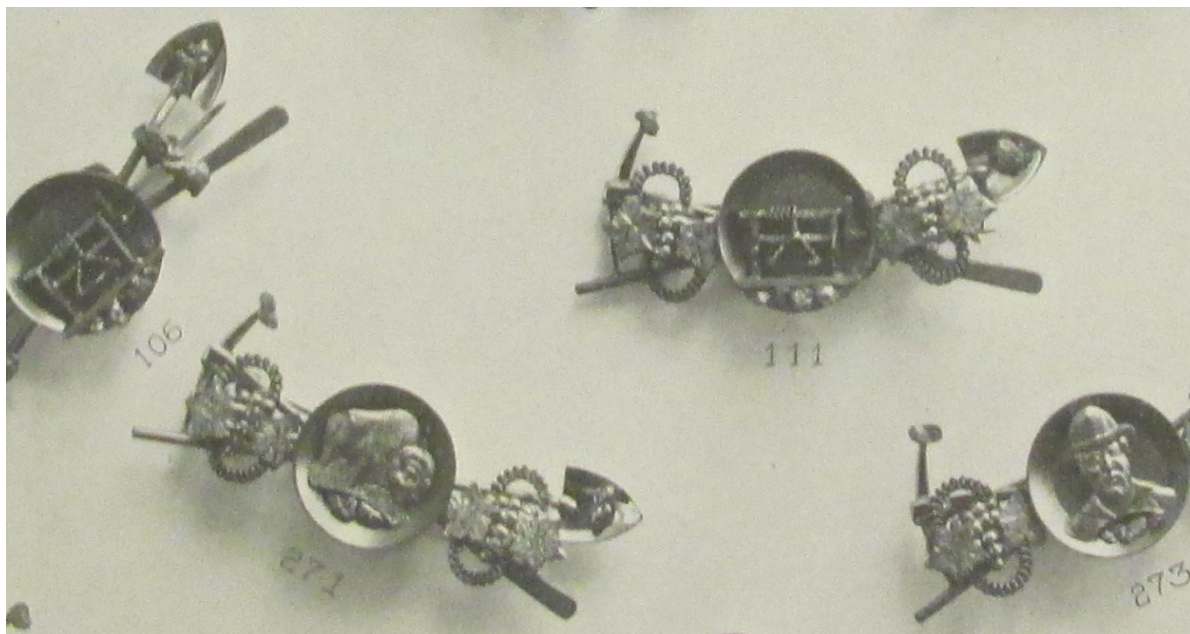
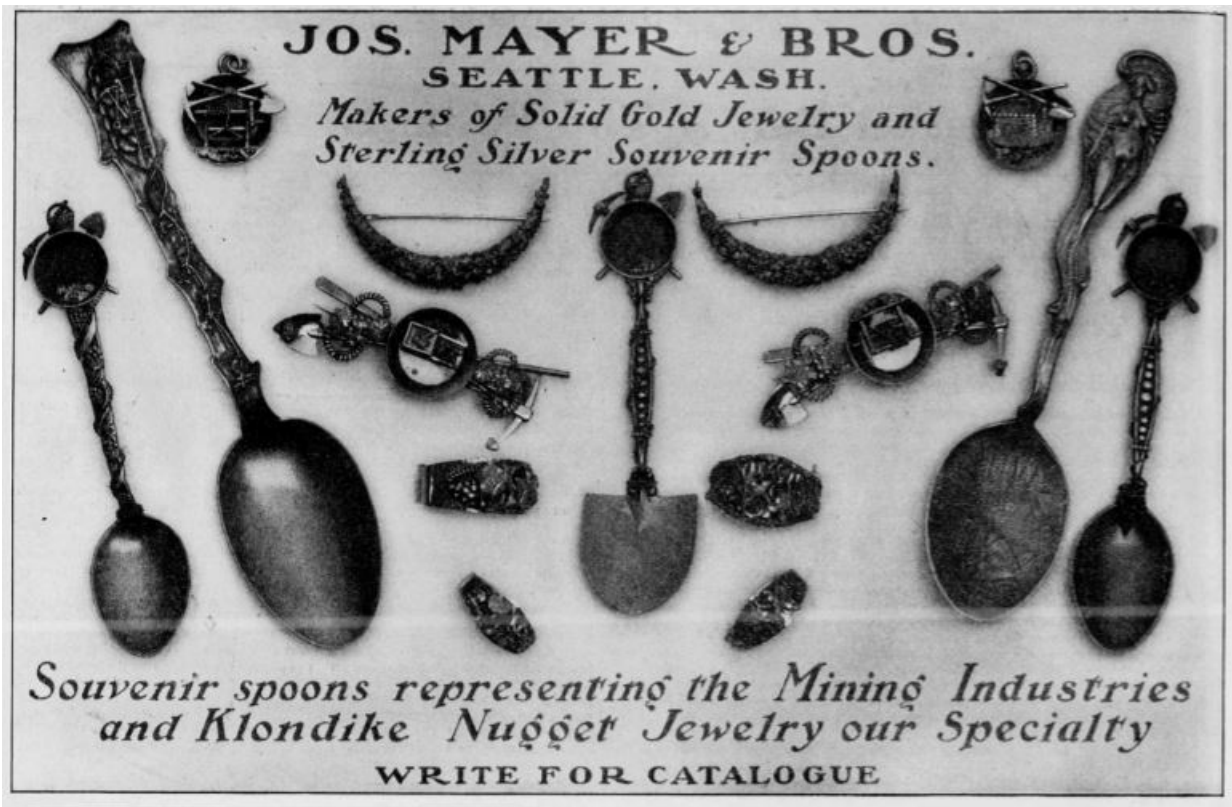
Yours very truly,
[Signature]
Director of Exhibits and Privileges.

JOS. MAYER & BROS. - SEATTLE, U. S. A.

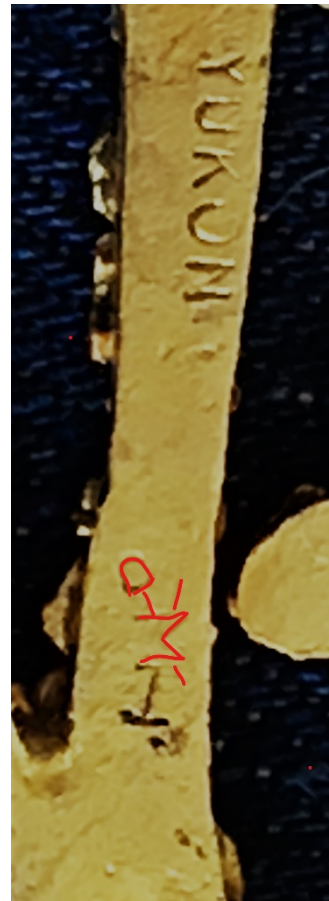
I. A. NADÉAU, DIRECTOR GENERAL
W. M. SHEFFIELD, SECRETARY
C. H. COLLINS, TREASURER
JOHN W. ROBERTS, COUNSEL

Nov. 13, 1909.

Joseph Mayer and Brothers developed a popular line of nugget jewelry sold at the AYPE including mining themed pendants and brooches illustrated below in the 1902 *Jewelers Circular*. The 1906 Mayer catalog clip shows the brooches. Number 111 is illustrated on the following page. The wholesale price was \$15 plus \$1.50 per dwt (penny weight) of gold. This 14 kt pin contained 3.4 dwt of gold so the total price in 1906 was \$20. This would scale to nearly \$600 today.



The “B” nugget brooch is marked on the reverse “YUKON” with a crossed pick and shovel overlaid with an “M”. This is certainly a Mayer Brothers product and may have been made by younger brother Markus during his four years (1898 – 1902) in Dawson, Yukon Territory.



A Legal Dispute

The Mayer Brothers could not come out of the Exhibition without at least one legal dispute. This one was reported, apparently for its humorous value, by the Central Law Journal under a column titled “Flotsam and Jetsam”.³⁸ The plaintiff, one Ruel Alford, a Seattle city employee, alleges that he created a magnificent souvenir piece “calculated to sell like hot cakes” to the tens of thousands of visitors at the exhibition. Unfortunately for him the officially approved souvenirs sold by the Mayers seemed to be doing much better than his so he sued Joseph Mayer for damages in the Superior Court of King County. His creation was adorned with:

“ . . .the snow-capped dome of Mt. Rainier, Rock ribbed and ancient as the sun, piercing the vaulted blue, with surrounding scenery, and on the obverse a sketch of Seattle and its beautiful environments with charmingly Appropriate couplet:

Lake Union, Lake Washington, Green Lake and Puget Sound---

The four best waters that ever were found”

Nor were omitted in this graceful and tasteful design, our starry banner, intertwined with the white flag of peace, surmounted by benignant countenance (plaintiff’s) redolent of the great Seattle spirit, nor one of globe encircling cruisers; together with other appropriate features combining and portraying the resources, industries and activities, beauties and topography, history and commerce of the Seattle and the Northwest, embodied in the Matchless trio of Peace, Prosperity and Patriotism.”

This magnificent creation must have been about the size of a manhole cover. Apparently when Mr. Alford tried to point out the defects in Mayers’ production and the superiority of his own he was rather unceremoniously ejected from the Mayers’ stand.

The Frederick and Nelson Post Exposition Sale

Shortly before the exhibition closed, Seattle’s first and foremost department store, Frederick and Nelson, was advertising, “The entire souvenir stock of Joseph Mayer and Brothers, well known jewelry manufacturers of this city whose exhibit attracted so much attention at the exhibition.” Silver and copper plated watch fobs which sold for 25 cents could now be had for 10 cents.³⁹ The sterling version which sold for \$1 at the exhibition was still \$1. Figure 66 refers

An Important Sale of High-Grade Souvenirs

Beginning tomorrow we place on sale the entire surplus Souvenir stock of Joseph Mayer & Bros., the well-known manufacturers of this city, whose exhibit has attracted so much attention at the Exposition. This stock has been secured at a figure which enables us to present remarkable values. Comprised in the offering are Sterling Silver and Quadruple-plated Souvenir Spoons in various sizes and a variety of handsome and elaborate designs; Hard-Enameled Hat Pins; Enameled Sterling Silver Cuff Links; Sterling Silver and Silver- or Copper-plated Watch Fobs, some richly enameled in colors; Enameled Sterling Silver Brooch and Belt Pins; Enameled Sterling Silver Scarf Pins.

—First Floor.

Belt Pins and Brooches

SPECIAL, 10c—Enameled Brooch Pins in various designs, including A.-Y.-P., Flags and Cactus Dahlias. Illustrations Nos. 8, 9 and 29.

SPECIAL, 25c—Small Sterling Silver Seal Brooch Pins or Lapel Buttons, enameled in colors. Illustrations Nos. 30 and 31.

SPECIAL, 50c—Sterling Silver Brooch Pins, enameled in various designs and colors. Illustrations Nos. 10, 11, 13, 32 and 34.

SPECIAL, 50c—Sterling Silver Belt Pins with seal of the Exposition finely enameled in colors. Illustration No. 42.

SPECIAL, \$1.00—Sterling Silver Belt Pins or Brooches, beautifully enameled in colors, with Exposition Seal in center. Illustrations Nos. 16 and 21.

SPECIAL, \$1.00—Sterling Silver, Enameled Belt Pins or Brooches, with center design of cactus dahlia, the Exposition flower, enameled in various colors. Illustrations Nos. 20 and 33.

SPECIAL, \$1.00—Sterling Silver, Enameled Belt Pins or Brooches having cactus dahlia design in center in rose-gold finish. Illustrations Nos. 18, 37 and 41.

SPECIAL, \$1.00—Sterling Silver, Enameled Belt Pins or Brooches, bearing the word "Seattle" and head of Chief Seattle or Princess Angeline in center. Illustrations Nos. 19 and 40.

SPECIAL, \$1.00—Enameled Sterling Silver Belt Pins with open center. Illustration No. 17.

Souvenir Hat Pins

SPECIAL, 10c—Enameled Hat Pins with long stem, in cactus dahlia design; also with large silver-plated tops, with Exposition seal. Illustrations Nos. 12 and 35.

SPECIAL, 25c—Official Seal Souvenir Hat Pins, enameled in colors.

SPECIAL, 50c—Sterling Silver Souvenir Hat Pins with long, German silver stem; official seal enameled in colors.

Sterling Silver and Quadruple-Plated Souvenir Spoons

SPECIAL, 25c—Quadruple Silver-Plated or Copper-Plated Souvenir Tea Spoons in a variety of designs; butter finish. Illustration No. 24.

SPECIAL, 65c—Sterling Silver Official Souvenir Coffee Spoons, in butter finish; good weight. Illustration No. 1.

SPECIAL, \$1.25—Official Sterling Silver Tea Spoons, medium size, in butter finish; assorted designs in bowls. Illustration No. 23.

SPECIAL, \$1.50—Official Sterling Silver Souvenir Tea Spoons, large size, butter finish, in various designs. Illustration No. 2.

SPECIAL, \$1.75—Official Sterling Silver Souvenir Tea Spoons, large size, butter finish, with design in gold. Illustration No. 3.

Souvenir Watch Fobs

SPECIAL, 10c—Official Souvenir Watch Fobs, quadruple plated in silver or copper. Reverse has signatures of Exposition officials. Illustrations Nos. 5 and 6.

SPECIAL, 25c—Silk Ribbon Fobs with large plated ornament, the reverse of which bears Seal of the City of Seattle. Illustration No. 25.

SPECIAL, 50c—Watch Fobs enameled in colors; reverse has signatures of Exposition officials. Illustration No. 26.

SPECIAL, \$1.00—Sterling Silver Watch Fobs, enameled in design of the Exposition Seal, the reverse having signatures of the President and Director-General of the A.-Y.-P. E. Illustration No. 27.

Sterling Silver Cuff Buttons

SPECIAL, \$1.00—Sterling Silver Link Cuff Buttons, finely enameled. Illustrations Nos. 7 and 28.

Souvenir Scarf Pins

SPECIAL, 25c—Sterling Silver Souvenir Scarf Pins; official seal enameled in colors.

FREDERICK & NELSON

INCORPORATED

Fig. 66. This advertisement from the Seattle Times for Mayer's surplus stock of Alaska Yukon Pacific souvenirs gives a good idea of the range of his production.

A Tower Clock at the Exposition

Joseph Mayer established a relationship with the E. Howard Co. Boston, MA in late 1905. He became their agent for tower clocks, street clocks and institutional clock systems in the Pacific Northwest.



Fig. 67. Colman Dock clock installed by Mayer in 1908.

Mayer's first tower clock installation for Howard was the new Colman Dock in 1908.

The Colman Dock clock pictured on the left and the striking tower clock dial in the Manufactures Building have identical hands and very similar dials. A careful examination of the lower picture reveals the leading off work carrying the hourly motion dropping down from the dial, thence off to the left over the top of the exhibit space and down through the exhibit space ceiling to what must be a striking tower clock movement below. The bell below the dial has a hammer actuated by a wire following a similar path. The pulley for this wire can be seen on top of the exhibit space. Fig 69 shows the exhibit below this point labeled "Official Souvenirs". This must be Mayer's booth with a striking tower clock movement operating the clock and bell. Mayer is listed as a principal exhibitor. Howard is not. However, we know Howard received a Grand Award for their display. Howard probably shared display space with Mayer.^{40, 41}



Fig. 68. Manufactures Building with large striking tower clock. Detail left showing leading off work and bell striking pulley and wire going to exhibit space below.

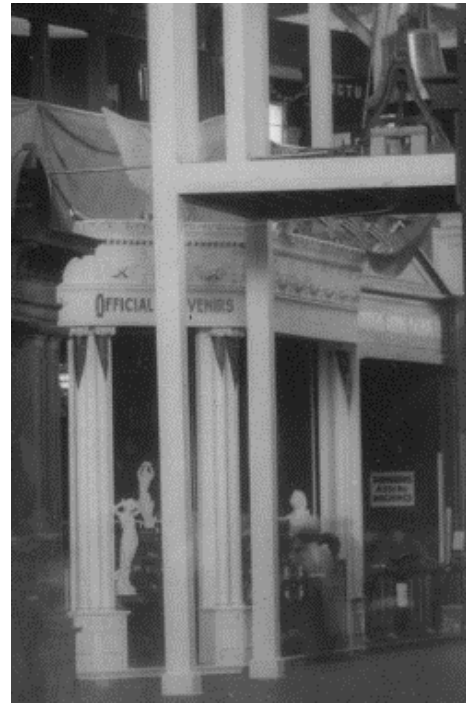


Fig. 69. Manufactures Building exhibition floor. Detail right shows the leading off work

Other time related exhibitors included the Elgin National Watch Co and the Waltham Watch Co. Elgin installed a 10-foot diameter dial 70 feet above the ground at the main entrance to the fair. No photo of this remarkable clock seems to have survived. Waltham had an exhibit similar to the one at the Jamestown Exposition which included a range of machines running but not actually producing watch parts. A display of 1200 watches was kept running by five Seattle young women who did nothing but wind watches.

Worker's Reminiscences

Olga Peterson

A glimpse into the life of workers on the bottom rung at Joseph Mayer & Brothers can be obtained from the memoirs of Olga Peterson detailing her life as a Danish immigrant in San Francisco and Seattle 1881- 1970. She writes:

"So we came to Seattle in the spring of 1909, They were having the Alaska Yukon Fair that year, and I applied for a job at Joe Mayer's jewelry factory where Emma had worked before she married Mark. I got a job there burnishing silver at \$6.00 a week. I still had the \$1000 so I felt I could get along. I never received a dime from Tom for Walter - not even a post card. He had gone to Alaska to work in a grocery store in Skagway. I heard that he was not drinking, and wanted me back again. I looked for living quarters, but it was hard to pay rent on \$6.00 a week. Dagmar Hansen, a Danish friend of Emma's, was working with me at Mayer Bros. She was a real "Copenhagener", and we sat together all day. I had forgotten most of my Danish through the years, but now I really had to speak it. I am so glad I did, because it has given me untold pleasure to hear, write, and speak."⁴²

Leo Azose

Well known Seattle diamond setter and jeweler

Azose reminisced in 1966 about his 1914 apprenticeship with Joseph Mayer.⁴³ Leo, a Sephardic Jew, arrived in Seattle in 1913 at the age of 14 from Marmora, Turkey. After a year of public school he started his apprenticeship. "Joe Mayer's shop was a large one. It had 20 jewelers, six engravers and five apprentices. We occupied the entire fifth floor. An enameling department employed 20 girls." The Mayer brothers made thousands of fraternity and sorority pins for Seattle and other Washington schools and colleges. The girls enameled these, plus many souvenir spoons. Azose said he learned all there was to know about shaping rough gold nuggets into fine jewelry from 1915 to 1919. Gold nugget chains, stickpins, rings, watch fobs and bracelets were popular with Seattleites and Alaskans. Much of the nugget output was sold in Alaska.

Other Fairs and Expositions

Lewis and Clock Exposition 1905 Portland

Mayer's first recorded success was a silver award at the 1905 Lewis & Clark Exposition in Portland for display of gold and silver souvenir spoons.⁴⁴ ⁴⁵



Fig. 70. The top two spoons have handles specifically designed for the Lewis and Clark Exposition. The rest are Mayer designs coupled with bowls specific to the exposition. The Sacajawea spoon (6th from the top) postdates the Lewis and Clark Exposition. Photo courtesy of Chris McGlothlin.

Mayer designed and produced so called dollars for the Lewis and Clark Exposition. These two versions (Fig. 71) are pictured on page 123 of the 1906 Mayer catalog:



Fig. 71 Obverse of souvenir medals (so called dollars) designed by Joseph Mayer. Note that the version on the left is undated and the one on the right is dated 1905, the year of the Lewis and Clark Exposition in Portland. The medal on the left was probably struck before the date of the fair was established. It is probably 34 mm diameter. The other obvious difference is the “and” vs. “&” between Lewis and Clark at top of the medal. 44 was probably a replacement for the cracked die shown in Fig. 72 and is 38 mm diameter.




Fig. 72 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. Circled above.

Obv: Lewis and Clark looking West with crossed rifle, oar, and telescope below. Rev: A view of the Government Building at the exposition. 38.2mm Bronze, 21.02 gm.

The Joseph Mayer made Lewis and Clark medals with the 1905 date and without the date were marketed at the exposition by Farran Zerbe, a Portland coin and souvenir dealer. The undated medals were produced in anticipation of the exposition being held in 1904. The committee was not ready and the 1904 Louisiana Purchase exposition pushed the Lewis and Clark exposition to 1905. Zerbe had a Money of the World exhibit at both expositions and Zerbe had a contract to sell the US government commemoration dollars, but not the official medals struck at the US mint exhibit at the expositions.

There are three of sizes of the medals (34, 36 and 38 mm diameter) and several die varieties resulting from problems with the first 38 mm dies cracking and becoming unusable. Mayer had one version with the government building which Zerbe was selling and a second version with the Washington Building that was probably sold in that building—perhaps by Mayer. The 34 mm medals were available in silver, silver plate, gold plate and bronze. The 36 mm medal was even available in aluminum---rare and expensive at the time. ⁴⁶



L. & C. EXPOSITION MEDAL.
Bronze, 15c. Plated: Silver, 25c; Gold\$.50

NAPOLEON-JEFFERSON MEDAL.
A beauty, gold plated, with loop for charm, original price 50c, now10c

LEWIS AND CLARK EXPOSITION OFFICIAL SOUVENIR POST CARDS.

8 Var. Expo. Buildings, German Coloring.....	\$0.10
10 Var. Expo. Buildings, Silver.....	.25
10 Var. Expo. Buildings, Rich Colors.....	.25
10 Var. State Buildings, Tints.....	.25
10 Var. Portland Views, German Coloring.....	.25
2 Var. "Punny" Wood Word, printed on wood, Souvenir Cards, the two.....	.10
The complete set, 50 varieties.....	1.00
L. P. E. Souvenir Post Cards, etc., 32 varieties, only a few sets left; the set....	.50

READ BEFORE ORDERING.
Order 25c worth or more at one time.
Make remittance by Registered Mail Postoffice or Express Money Order. Small amounts in 1c stamps. No credit, but money back on any item not satisfactory. **Order promptly as stock is continually changing.** Orders filled same day as received and sent prepaid by safe carrier. Coins, paper money and curios of all kinds bought and sold. Correspondence solicited.
Reference: First National Bank.

FARRAN ZERBE
COINS AND SOUVENIRS
PORTLAND, OR. U. S. A.

No. 2

MAIL ORDER CIRCULAR

SPOONS

JEWELRY, ETC.

Lewis & Clark Exposition
Official Souvenir Spoons
and Novelties

FARRAN ZERBE

OFFICIAL CONCESSIONAIRE

205-208 MOHAWK BUILDING
PORTLAND, ORE., U. S. A.

OFFICIAL SOUVENIR SPOONS.

In the many designs of Souvenir Spoons that have been made for expositions, no comparable number of pleasing results in the combining and blending of typical and historical subjects relative to the event of celebration, have been produced as may be found in the Official Souvenir Spoons of the Lewis and Clark Exposition.
Coming from the factories of the Watson & Newell Company, the celebrated souvenir spoon makers, their quality is unquestioned. The six most popular design handles are here illustrated. These are furnished with Official Emblem, Mount Hood, Forestry and Government Buildings, Sacajawea Statue and other designs and buildings stamped in the bowls.

The officially sanctioned spoon maker for the Portland exposition was the Watson and Newell Co. Attleboro, MA. Mayer had the official souvenir contract for manufacture and retail sales of both spoons and medals in 1909 at the AYPE. He also struck many of the official souvenir dollars along with others of his own design—drawing heavily on his experience at the Portland exhibition.

Panama Pacific Exposition San Francisco 1915

Mayer competed unsuccessfully for the design of the official seal at the 1915 Panama Pacific Exposition. Fig. 74. This did not keep him from producing some very attractive spoons for this event.



Fig. 73. Mayer spoons for the Panama Pacific Exposition commemorating the opening of the Panama Canal. The die sinking and enamel work on these two spoons illustrate Mayer at his best.



DESIGN
J. MAYER.
WATCH FOR OR SIMILAR ARTICLE.
APPLICATION FILED AUG. 21, 1911. Patented Dec. 19, 1911.
41,980.



WITNESSES:
Delbert W. Hance
M. J. Hance

INVENTOR
Joseph Mayer
BY Joseph L. Watson
ATTORNEY

COLLIER PHOTOGRAPHY CO., WASHINGTON, D.C.

Fig. 74. Mayer competed unsuccessfully to supply the official souvenirs at the Panama Pacific Exposition with the 1911 design patent. The Austin Seward photo above indicates that he sold the patented design at the exposition along with a variety of other souvenirs.

The Golden Potlatch

The Alaska Yukon Pacific Exposition was so successful that Seattle wanted to maintain the civic momentum with some sort of annual celebration. The first “Golden Potlatch” celebration was held July 17-22, 1911. Seattle civic boosters appropriated Northwest Native American tradition as a theme for a raucous celebration including parades and an auto race up Queen Anne Hill. Glenn Curtiss of airplane fame demonstrated a hydroplane. 1912 saw a similar event with white business men parading around in “Indian” costume. The 1913 Potlatch was marred by a riot on opening day precipitated when a group of sailors and soldiers took offence during a speech by an IWW (Wobbly) labor speaker. 1914 was the last celebration. Civic leadership had tired of the uncompensated effort and World War I was inhibiting the national mood.



Fig. 75. 1911 Potlatch cards each including a public clock associated with Joseph Mayer. The top card shows Peter Michael Jeweler with one of the earliest (1909) two dial street clocks with a Mayer original case design. Colman Dock below features a Howard No. 1 timepiece tower clock installed by Joseph Mayer in 1908.

The Golden Potlatch era coincided with Joseph Mayer and Brothers most successful period. They produced souvenirs like those for the Alaska Yukon Pacific Exposition.



Fig. 76. Top: A small (22 mm diameter) souvenir coin for the 1913 Potlatch. Bottom left: Fraternal Order of Eagles held their state convention (Aerie) during the 1912 Potlatch. The F.O.E. originated in Seattle in 1898 and soon became a nationwide organization. The Potlatch “bug” became a ubiquitous symbol for the celebration for the first time in 1912. Bottom right: a large (10 x 3.8 cm) convention badge for the Pacific Coast Printers meeting during the 1913 Potlatch.

Conclusion

The Alaska Yukon Pacific Exposition closed on October 16, 1909 after a four and one-half month run. Official attendance totaled 3,740,551, over twice the attendance reported for the 1905 Lewis and Clark Exposition in Portland. Most notably, the fair made money and paid a small dividend to its investors. This is in stark contrast to most events of this kind both then and now. The fair occupied 250 acres on the University of Washington campus. Several buildings survived and became important additions to the school. The stunning landscaping focused on a dramatic view of Mt. Rainer and still shapes the central campus. Japan and Canada were the only two foreign countries with significant exhibits. Those countries presence and major Hawaiian and Philippine exhibits validated the claim to Pacific Rim representation and influence. Perhaps 200,000 visitors made the long rail trips from east of the Rocky Mountains to visit the far Northwest for the first time.

The AYPE did not rank with the largest fairs and this point was noted by some critical visitors. The Columbian Exposition (Chicago World's Fair) had over 27 million visitors, covered 600 acres with 600 buildings. 62 nations participated. The Louisiana Exposition (St. Louis World's Fair) 1904 covered 1200 acres with 1200 buildings. Over 19 million people attended. Only one or two buildings from these fairs survived.

Seattle started taking itself seriously after the fair as the rest of the nation became aware of the Pacific Northwest. The 1910 census recorded 237,000 people, ranking 20th in the nation. The city has maintained this relative rank to the present. 65 state and national conventions met in Seattle during the fair. Desire to continue this attention and commercial success spawned the annual Potlatch celebrations, 1911-14. These picked up again in the 20's and 30's, eventually evolving into today's annual Seafair celebration. The era of great international fairs and expositions as compelling destinations has passed. The memory of these events lingers in family photo albums and seemingly trivial souvenir and keepsake collections. My grandmother, Hattie Burdick, attended the Columbian Exposition in 1893 with her six year old daughter, my Aunt Belle. This involved a 600 mile rail journey from eastern South Dakota, across Minnesota and Wisconsin. My only surviving reminder of this really challenging trip is a souvenir photo book of city and Chicago World's Fair views.

Alaska Yukon Pacific Exposition, A Timeline History, written in 2009 to mark the centennial, provides a delightful and comprehensive overview of the fair. Many of the fair souvenirs are pictured and the authors note that today they are sought at auction, treasured by collectors and safeguarded in museum cases. Unfortunately, this book makes no mention of the Seattle origin of many of these things. Many of Joseph Mayer's products are pictured but his name does not appear in the book. This paper has attempted to document as fully as possible Mayer's connection to the fair and contribution to the souvenir trade.

Mayer clearly felt some proprietary interest in the official "dollars" designed by George T. Morgan, Assistant Chief Engraver of the Mint. Mayer marketed and distributed them and perhaps some of his people assisted in the Mint exhibit. The Morgan medal was pictured in his promotional material. The surviving die for the reverse of this medal might have once belonged to Mayer. (Fig.77) Mayer made several items directly from these dies including belt buckles, hat pins, pendants and watch fobs. The U.S. Government Building appears in several variations on both Mint medals and others. Those pictured in Figs 3 and 4 are strongly associated with Mayer. A slightly larger medal called the Seward-Chief Seattle "dollar" design originated with Mayer and is pictured in his 1906 catalog.

He designed the larger official medal signed by the two top exposition officials on the reverse and the Seward dollar. Fig. 78 shows a die test strike of the obverse. Mayer signed the reverse of this medal. Both

of these survive mainly as watch fobs and promotional items like the Disston saw fob.

Finally, the Taft medal commemorating the President's visit, was not only his rarest but also his best creation. Compare it to the award medal (Fig.22) designed by F. Ziegler and produced by Gorham in Rhode Island. Zeigler's design is pleasing but makes no use of the three ladies in the official symbol of the exposition. His interpretation of a Native American is based on a Northeastern tribe. Mayer gives us in the Taft medal, a well-executed original interpretation of the official emblem. No other significant variation of the official emblem has come to light.

Eight separate medal and fob designs were either originated by Mayer or strongly associated with him. Souvenir spoons were a staple in Mayer's inventory from the very beginning of his company. He obtained a design patent in 1907 (anticipating his selection in 1908 as official metal souvenir manufacturer) for a handle that would become part of the official spoon. These survive in significant numbers—particularly those with the three ladies in the bowl and the official signatures on the back. At least a half dozen handle designs and a dozen bowl designs are known that specifically relate to the fair. These could be had in three different sizes in sterling, silver plate or copper.

Exposition officials encouraged attendance through special days for states, cities, ethnic groups and organizations. These special days had their own special souvenirs, many of which Mayer made. Commercial groups and vendors handed out promotional items. One of the most interesting was the Disston saw watch fob made by Joseph Mayer. At least 65 state and national organizations held conventions in Seattle during the exposition. Medals and pins commemorated these events, many of which originated with Mayer. Mayer spoons, pendants and fobs appear on the collectible market with significant regularity. They can be found all over America and even show up overseas. Enamel objects such as those pictured in Fig. 35 appear much less frequently and are avidly sought by collectors.

The fair was profitable for Joseph Mayer and Brothers. Clearly, they designed, manufactured and sold their products at the fair both through other retailers and at their own official souvenir stand in the Manufactures Building directly under the Howard tower clock. Newspaper reports before the fair described a Mayer exhibit on the Pay Streak (midway) which would demonstrate spoon manufacture. Reports after the fair noted the popularity of this exhibit as it produced 12 dozen spoons per day.

Mayer promoted his clock business at the fair. 1908 marked the first appearance of Mayer designed street clocks in Seattle. These included one on the pedestrian bridge approach to the Colman Dock. This along with the tower clock on the Colman Dock installed by him in 1908 would have caught the eye of many fair visitors. Starting the following year, he installed tower clocks in several western Washington county courthouses. His street clocks appeared in Victoria, B.C., Anacortes and Mt Vernon.

Mayer contributed to the fair. His products provide tangible documents of this great event. Mayer would soon become the largest manufacturing jeweler in the far American West.



Fig.77. An original U.S. Mint die for the reverse of the Morgan official “dollar”. This may have been used both at the Mint exhibit and later by Joseph Mayer and Brothers to produce souvenirs. William Hyder photo



Fig.78. A die test piece for the Seward “dollar” designed and made by Joseph Mayer and Brothers. William Hyder photo.

- ¹ Stein and Becker, *Alaska-Yukon-Pacific Exposition, Washington's First World's Fair: A Timeline History*, 2009
- ² *Seattle Times*, March 12, 1908
- ³ *Seattle Times*, April 7, 1909
- ⁴ Lee, Karen M., *The Private Sketchbook of George T. Morgan, America's Silver Dollar Artist*, Whitman Publishing, 2013
- ⁵ Poyner, Fred, *The Politics of Design*, *Columbia Magazine*, Spring 2009.
<http://www.washingtonhistory.org/files/library/politics-design.pdf>
- ⁶ *The Coast*, July 1909, p.13
- ⁷ *So Called Dollars*, Hibler, Kaplan, 2nd Edition, 2008. The HK numbers refer to pictures in this publication. Hibler and Kaplan estimate surviving examples using an R-1 to R-10 scale. R-10 is a unique example. Surviving numbers noted in the figures are based on this scale.
- ⁸ *So Called Dollars*, http://www.socalleddollars.com/Events/Alaska_Yukon_Pacific.html
- ⁹ <http://www.schwaab.com/custom.aspx?id=5>
- ¹⁰ Our Navy, the Standard Publication of the U.S. Navy, Volume 3, June 1909 p. 35,
- ¹¹ Willaim Hyder <http://www.coinpeople.com/index.php/topic/29943-alaska-yukon-pacific-exposition-gold-tokens/>
- ¹² *Seattle Times*, October 21, 1908
- ¹³ http://en.wikipedia.org/wiki/Dieges_%26_Clust
- ¹⁴ <http://www.tedhake.com/viewuserdefinedpage.aspx?pn=whco>
- ¹⁵ Lacroix, Eric, *Japanese Cruisers of the Pacific War*, 1997, p.656
- ¹⁶ http://en.wikipedia.org/wiki/Gorham_Manufacturing_Company
- ¹⁷ <http://www.christies.com/lotfinder/LotDetailsPrintable.aspx?intObjectID=3859990>
- ¹⁸ Austin Seward Photograph Collection, Museum of History and Industry Seattle. Seward photographed a large number of Mayer products for sales and promotional purposes.
- ¹⁹ Joseph Mayer & Brothers Catalog 1906 p. 124, Image 152
- ²⁰ <http://www.schwaab.com/custom.aspx?id=5>
- ²¹ <http://scoop.diamondgalleries.com/Home/4/1/73/1014?articleID=90228>
- ²² <http://www.bastiancompany.com/about.shtml>
- ²³ *Seattle Times*, *Times*, June 21, 1908
- ²⁴ Hall, June D. *Alaska Souvenir Spoons & the Early Curio Trade*. Gasteneau Channel Historical Society.p. 56
- ²⁵ Skagway Stories <http://www.skagwaystories.org/2012/07/18/herman-kirmse/>
- ²⁶ Joseph Mayer and Brothers Catalog 1906
- ²⁷ <http://www.disstonianinstitute.com/100anniversary.html>
- ²⁸ <http://sawnutz.galootcentral.com/simonds/>
- ²⁹ The Disston Crucible, July 1920, p. 68
- ³⁰ *Seattle Times*, May 17, 1909
- ³¹ *Popular Mechanics*, March 1926, p. 360
- ³² Library of Congress Prints and Photographs, On line collection. <http://www.loc.gov/pictures/item/hec2013015790/>
- ³³ Kennedy quote upon opening the 1962 World's Fair "Before me is a telegraphic key that is of special significance. It has been used by seven Presidents to open great expositions such as the Alaska-Yukon-Pacific Exposition in Seattle in 1909, the Panama Canal, and many others. It was presented to me by your senior Senator Warren Magnuson at the White House last Wednesday."
- ³⁴ <http://www.telegraphkeys.com/pages/special.html>
- ³⁵ *The Pacific Northwest Commerce*, September 1, 1909
- ³⁶ *Jewelers Circular* September 29, 1909
- ³⁷ *Jewelers Circular* December 8, 1909
- ³⁸ *Central Law Journal*, Vol. 68, p. 413
- ³⁹ *Seattle Times*, Sep, 22, 1909
- ⁴⁰ Official guide to the Alaska-Yukon-Pacific Exposition: Seattle, Washington
- ⁴¹ *Jewelers Circular*, February 2, 1910
- ⁴² Peterson, Olga, *Memoirs of Olga E. Peterson 1970*, University of Washington Digital Collections, Olga E. Petersen

Papers Accession no. 2607-001

⁴³ *Seattle Times*, June 12, 1966

⁴⁴ Rainwater and Felger, *American Spoons*, 1977, p. 322. This is a page from Mayer's 1906 catalog.

⁴⁵ *Seattle Times* October 23, 1905

⁴⁶ The material in this paragraph is based on an email from Bill Hyder. Bill supplied the Zerbe catalog extracts. The caption for Fig. 71 and other material in this section was drawn from a forthcoming publication by Jeff Shevlin and Bill Hyder on Lewis and Clark Exposition so called dollars.

<http://so-calleddollar.com/Articles/Lewis%20and%20Clark%20full%20page.pdf>