

Advertising Tags from early San Francisco



Will and Finck were renowned knife makers operating in San Francisco from 1852 to 1932. Their custom knives are still sought after as collectibles. After 1880, their product line expanded including items such as Faro Lamps for gambling houses prior to electricity, faro gambling supplies, cheating equipment, poker chips among many other items. The brass tags were likely used on products and are cataloged by Rulau.

Upper right: The September 1, 1850 San Francisco Directory by Charles P. Kimball on page 31 lists, "H.M. Cohen, Clothing, Montgomery between Jackson and Washington." The 1860 census of San Francisco, page 503, line 29, lists "M. Cohen, Merchant, age 32, male, Hamburg," and on page 519 of the same census, line 30 lists, "L. Cohen, Merchant, age 24, male, Hamburg." In the 1861 San Francisco Directory by Henry G. Langley, the brothers are listed on page 100 as "Michael Cohen, Clothing and Louis Cohen as a Tailor." The advertising tag was used in a belt buckle manufactured in the Civil War era. Compare the eagle with some early San Francisco advertising tokens.



(American Society of Arms Collectors, The Holstered Pepperbox, by Robert Butterfield, p. 88/30)



**1182nd meeting of the
Pacific Coast Numismatic Society**
7:00PM Wednesday October 22, 2014
Building C, Fort Mason
San Francisco, California

**TRAVELING BACK TO
TREASURE ISLAND, 1939
AND 1940**

Michael Turrini

1181st meeting, September 24, 2014

White Elephant Fundraiser

The meeting was devoted to a White Elephant Sale of material donated to help cover our annual short fall in operating expenses. The fund raising event was a success raising just over \$2,200. Five members donated material that raised approximately \$1,500 with the remainder coming from an old donation of PPIE ephemera.



Dan's donation of a silver 1894 California Midwinter medal brought \$350.

THE STORY OF THE EXPOSITION: Being The Official History of the International Celebration etc., by Frank Morton Todd, Knickerbocker Press, New York (1921). First Edition. Presented here are all five telephone-book-thick volumes, hardbound. One of the standard works from the fair. Profusely illustrated. Todd reviews all of the buildings, exhibits, gardens and art works. For numismatists a small section describes the manufacture and use of fair medals. A useful general reference., raised \$200.

A total of 108 donations went home with nine donors.

Other highlights include:

David Lange's, *The National Coin Album*, earned a \$40 donation.

A set of 1965 Taiwan coins commemorating Sun Yat Sen brought \$25.

A slabbed MS-63 1915 Louisiana State Dollar from the PPIE raised \$65 and an AU-58 Four Portraits PPIE so-called dollar brought \$40.

A PPIE opening day badge brought \$30 and a closing day badge \$15.

Printing Trade Council and American Builders Congress PPIE badges brought \$30 each.

A Rotarian PPIE hanging badge raised \$40.

A 1915 City of Philadelphia souvenir card with flags and a replica of the Liberty Bell and another card without the bell brought \$40.

A 1915 PPIE bronze watch fob in the shape of a frying pan raised \$30.

A Stockholders Pass booklet for the PPIE with 100 intact tickets brought a donation of \$60 despite the fact that the exposition is now closed and the tickets are no longer valid for entry.



2014 meeting Schedule:

November 26, 2014: Building C, Fort Mason

December 17, 2014: Building C, Fort Mason

Note the change to the third Wednesday in December to avoid a conflict with the holidays.