

PCNS CALENDAR FOR 2022

August 24, 2022Jeff Shevlin, *So-Called Dollars in the Mega Red Book*
September 28, 2022Federico Castillo, *Topic TBA*
October 26, 2022Michael Wehner, *The Nobel Prize and Other
Medals of Erik Lindberg*
November 30, 2022Speaker and Topic TBA
December 28, 2022Annual Business Meeting and Holiday Celebration

SPEAK UP!

There are always opportunities for **you** to make a presentation. Thanks to Zoom, you don't even need to be in San Francisco to present. Your presentation can even be something about which you have submitted or plan to submit a *Paper*. Please email webmaster@pcns.org to sign up.

PCNS MEETINGS

Due to technical difficulties at Fort Mason, we are resuming online-only meetings beginning in July. We will continue using the Zoom platform; a meeting code/invitation link will be emailed to all members separately the day before the meeting. Special occasions, such as the annual BBQ, will continue to occur in person.

2022 PCNS BOARD OF GOVERNORS

PresidentJason Macario
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Meetings of the Board of Governors normally take place 15 minutes before the membership meeting.

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Email messages to PCNS.....webmaster@pcns.org
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PCNS WEBSITE

Visit www.pcns.org to read our *Papers*, get the latest *Bulletin*, or to check our meeting schedule.

Miss a meeting? Beginning with the May, 2020 Meeting, you can also view a recording of the presentation on our [YouTube channel](#), available through links from pcns.org! Use a QR scanner/reader to open pcns.org via this code.



Bulletin of the PACIFIC COAST NUMISMATIC SOCIETY



1276th Monthly Meeting

**So-Called Dollars in the
Mega Red Book**

Jeff Shevlin

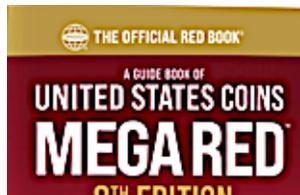
**Wednesday, August 24, 2022, 7:30 PM
Online**

PCNS + PO BOX 475656 + SAN FRANCISCO CA 94147

THE RED BOOK ON STEROIDS

Most U.S. coin collectors are familiar with The Red Book (*A Guide Book of United States Coins*), published annually by Whitman. It's a modest volume, most useful for background information about US issues, including data regarding mintages, values, and variations. Typical recent volumes have been roughly 450 pages, with the hardback version weighing a bit more than one pound.

Eight years ago, a giant soft-cover version of the Red Book appeared. Billed as an "expanded, deluxe edition of the best-selling Red Book," it bore the name "Mega Red." Boasting roughly 1,500 pages and weighing in at more than 5-½ pounds, "Mega" seems to be an understatement. The information is greatly expanded and includes auction results, approximate grading distribution, and extensive details about many issues. It's an excellent, if unwieldy, reference book.



On **Wednesday, August 24**, the "So-Called Guy" Jeff Shevlin will give a presentation on the inclusion of information about So-Called Dollars in Mega Red. Coincidentally, he is the credited as the source of the section's information. Bring your so-called dollars or or your recent acquisitions to share. So that everyone may participate, please take pictures of your exhibits to facilitate viewing on Zoom.

JULY MEETING RECAP

Charlie Catlett began his talk by recalling having seen the 1933 Santa Monica Breakwater H&K Dollar in Jeff Shevlin's case at a coin show. The token brought back childhood memories of going to Santa Monica Beach, but there was something that did not make sense about it. The obverse featured the Santa Monica Municipal Pier and the breakwater. The reverse featured a woman in a swimsuit sitting on a beach, with a different pier in the background (featuring a roller coaster), and motto "SOUVENIR FROM CALIFORNIA'S PLAYGROUND/OCEAN PARK. This prompted a look into the three different local piers in the Santa Monica area: Venice, Ocean Park, and Santa Monica.

The Venice Pier was built in 1904 by millionaire Abbott Kinney, who also built the Venice canals. Storms and fire destroyed a few versions of the pier, then the City of Los Angeles declined to renew the tidelands lease the pier was on. So, the pier was removed in 1946-7. A fishing pier was built in 1965 and is still in place today.

Ocean Park was a 1-½ mile parcel of marshy Santa Monica beachfront also developed by Abbott Kinney. A former business partner, Alexander Fraser, built his Million Dollar Pier there in 1911 as a direct competition to the Venice Pier. An adjacent pier was soon added on to it, only for both to be repeatedly destroyed by fire. A pier rebuilt in 1925 eventually fell into disrepair, only to be revived in 1956 as Pacific Ocean Park, which outdrew Disneyland in attendance the first week it opened. It too fell out of favor and closed in 1967, followed by a series of arson fires that destroyed all that remained.

The Santa Monica Pier was built in 1909 over a large sewer pipe draining raw sewage into the ocean. A second pier was added on to it in 1916, including amusements and a carousel. A 1923 upgrade included building the La Monica Ballroom at the end of the

NEW MEMBER APPLICATION

We have received a new member application from **Jim Anderson** of Santa Rosa, CA. Per PCNS bylaws, Jim will become an Active Member at the **August 24** meeting.

pier, the largest ballroom in the U.S. at the time. Business declined, and after the depression little remained on the pier except for the carousel. A 1983 storm destroyed part of the pier, leading to a civic restoration process and return of an amusement park. Pacific Park (not to be confused with Pacific Ocean Park) opened in 1996.

The breakwater at the end of the Santa Monica Pier was started in 1933, finished in 1934. Completion celebrations included nine days of boat races. The breakwater was a disaster because ocean turbulence it caused reshaped many local beaches. It eventually started sinking into the sandy seafloor, and various storms washed it away over the years, culminating in its final disappearance in 1982.

The 1933-dated medal features an aerial view of the Santa Monica Pier (by then devoid of amusement rides) and the breakwater, which wasn't completed until 1934. The reverse shows a woman in a swimsuit (resembling a photo of Charlie's grandmother in similar attire from 1928-29) but a different pier in the background. An old photo of the Ocean Park pier matches the design of the medal. The medal was made by the Los Angeles Rubber Stamp Company (L.A.R.S. Co), which went out of business in 1960. Any info about this medal's sponsor and mintage numbers been lost.

The 1933 Santa Monica Breakwater H&K dollar was produced in silver, brass, bronze, copper, nickel, brass with bronze center, brass with aluminum center, aluminum with brass center, and aluminum. Several of the aluminum medals were also anodized in blue, yellow, and orange, according to the literature available. At the end of the talk Robert Jesinger showed us medals in orange (a photo with that color had been unavailable for the initial presentation), with green and red ones as well! The green and red medals also had counterstamps, of unknown purpose.

We invite you to watch Charlie's full presentation on the [PCNS YouTube channel](#).

JULY MEMBER EXHIBITS

Stephen shared several medals created for various CSNA biannual conventions:

2012 (Long Beach) Skunk Train design

2011 (Long Beach) Route 66 design. Route 66 runs from Chicago to Santa Monica. The tiny lettering of cities on the route shown on the medal was done by hand

2009 (San Jose) Santa Monica Pier Centennial. Ironically, the reverse resembles the reverse of the Santa Monica Breakwater so-called dollar.

Bob shared his recently acquired proof 1972 White House medal in 40% silver, 33mm.

Scott showed us his 1964 New York World's Fair 30th Anniversary medals in bronze and silver. He also showed a 1974-76 Central City Colorado 1 ounce silver round.

Michael showed us a Nobel Prize medal and gave a quick preview of his talk on the Nobel medals in November.