

Moise-Klinkner post 1906 State Seal Medals

by William D. Hyder

L. H. Moise launched a series of medals promoting California tourist events in 1894 not long after he began his own red rubber stamp business following the death of C. A. Klinkner in 1893. Hyder and Shevlin (2010) documented the medals in a 2010 *Numismatist* article. Two state seal dies were used, the second necessitated by a rim break and die cracks that appeared on the first die shortly after its first use in 1894. In addition to the dies being used to strike Moise store cards, they were used for local event souvenir medals. The second state seal die was used to strike store cards for two other businesses in 1905 after interest in the souvenir tourist medals likely diminished. The 1906 San Francisco earthquake and fire destroyed the structure that housed Moise's business and likely led to the loss of most of his die stock as well.



Kappen 1716
Moise's 1894 Store Card
Aluminum, 34.2mm



Kappen 3893
Moise-Klinkner's 1907 Store Card
Aluminum, 34.6



When Moise reopened following the quake, he issued a new state seal store card. Depending on your aesthetic judgement, the engraving is noticeably inferior to the earlier rendering. All the basic elements are there except that the view to the east towards the sun rising beyond the Sierra Nevada Range has been replaced with a view towards the sun setting in the west as seen through Golden Gate. The first Moise die closely reproduced the seal as it appeared in state publications beginning in the 1890s. The view to the west became more prevalent in the 1900s and was finally codified in 1937.

Moise's new store card likely was issued in 1907 shortly after they reopened in their new location on Market St. The aluminum store card boldly presents the MOISE name arced across the center with a smaller KLINKNER CO. nestled below the curve letters. The design generally follows that of the 1894 store card with the primary exception of the new business address at 1212 Market St.



Kappen 14
Morton and Rapp Store Card
Brass, 34mm
(Photograph on left courtesy Michael Wehner)

Morton and Rapp issued a store card advertising that they were agents for Acme Beer. Acme Beer, a subsidiary of the Olympia Brewing Co., opened in 1907 in San Francisco. The state seal die has been polished removing some of the wave details on the bay on the left side of the medal. I am assuming this was done to minimize the impact of the beginning of a die crack. Michael Wehner's uncirculated example of the store card does not exhibit an obvious die crack, but the die polish may have eliminated the first indication of the crack. My example clearly shows the die crack, so it expanded as the Morton and Rapp pieces were struck. While I cannot more closely date this store card since I have been unable to locate any references as to when Morton and Rapp were in business as agents for Acme Beer. John Rapp and Sons were agents for the northwest Rainier brewery and bottled Rainier beer up to Prohibition. Perhaps one of the sons partnered with Morton to distribute Acme Beer.





Kappen Unlisted
1910 California Admission Day
Brass, 34mm

The state seal die is used again as the reverse for the 1910 Native Sons of the Golden West California Admission Day souvenir. The obverse is a reproduction of the official poster and post card issued by the Native Sons for the festival. The die crack emerging from the denticles just above 9 o'clock is an important diagnostic for sequencing the order of issue for the post 1906 state seal medals. As noted, the Morton and Rapp store card is known with no die crack and with the die crack beginning to form, so it must have been struck before 1910. Note also the signature, MOISE S.F., along the rim on the obverse side. This same signature was used on all the original state seal medals issued before 1906.

The next two uses are somewhat confusing. Both are store cards for the Lucas Detective Agency, and both seem to be dated 1915. These two can be ordered by the progression of the die crack. Neither Lucas store card carries the MOISE S.F. signature.



Kappen Unlisted
Lucas Detective Agency Store Card
Brass, 34.6mm

The first, although my example has a dark corrosion patina, shows the die crack extending into the bay near to and above the steamship. The extent of die polishing is obscured by the corrosion. The reverse features a prominent 1915. One is tempted to attribute the 1915 dated store cards to the Panama Pacific International Exposition held in San Francisco that year.



Kappen 1481
Lucas Detective Agency Store Card
Brass, 34.7 mm

The second Lucas store card is also dated 1915, although not as prominently. The obverse state seal die exhibits a further expansion of the die crack. Perhaps the original reverse or store card die with the large 1915 date cracked or was otherwise rendered unusable. I can think of no obvious reason to replace a usable die and continue to use the state seal die in the process of disintegrating. The information about the agency remains the same on both store cards.



Kappen 1760
Moise Klinkner Store Card
Brass, 34.8mm

Moise moved to a new location in 1917 necessitating a new store card. One would think they would engrave a new state seal die, but they continued to use the damaged die. My example shows a die with such extensive cracks that it must have been close to shattering. The reverse also exhibits two die cracks. Perhaps Moise-Klinkner was devoting less attention to their token and medal business.



No die crack



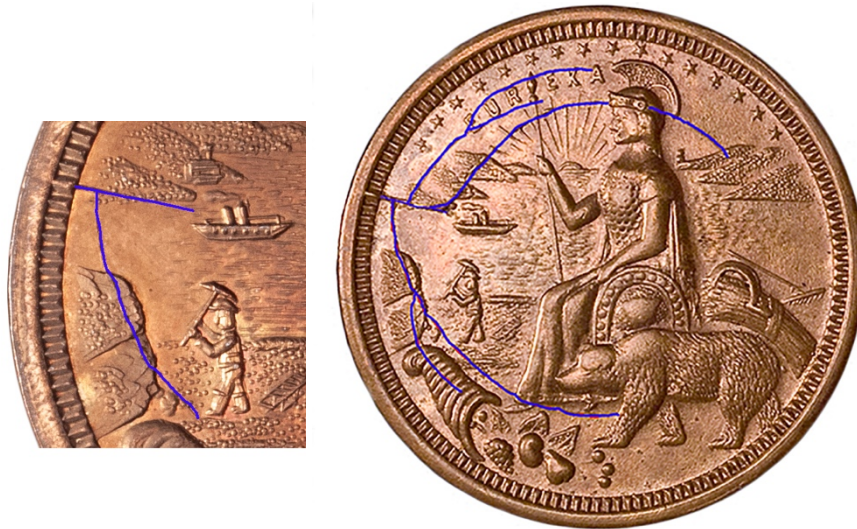
Acme die crack



1910 die crack



1915 first die crack



1915 second die crack

Moise Klinkner last die crack

The six enlarged images of selections from the obverse or state seal die show the progression of the die crack (highlighted in blue) that progressed during the striking of the Acme Beer store card. Die polishing to the left of the steamship seems to indicate that the crack may have first emerged after strike the Moise Klinkner store card. The light die polishing would have removed the first trace of the crack as it formed.



Kappen 2056

Patrick & Moise-Klinkner Store Card
Copper, 34.5mm

Patrick & Co. bought Moise-Klinkner in 1930 and branded themselves as the Patrick and Moise-Klinkner Co. Their new store card departed from the Moise state seal tradition, introducing the anthropomorphized seal embosser holding a pen or pencil. Patrick reverted to Patrick and Co. in 1955 and continues to specialize in business and industrial supplies and services including red rubber stamps. Although Patrick & Co. was founded in 1893, their current logo dates their founding to 1873 in acknowledgement of purchasing the Klinkner roots in 1930.

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