Smith & Wesson at the World's Columbian Exposition

By Peter DeRose

To begin, I want to thank the society members and others who have encouraged my interest in Smith & Wesson firearms and who have aided my research in many ways. I will not attempt to recognize everyone individually and risk omitting many whose help has been so important but whose names escape me. I will, however, give special thanks to my ever-patient and supportive wife, Florence, and to Roy Jinks, Smith & Wesson's Historian and the keeper of the Smith & Wesson flame. Roy gave freely of his time and his own research. In addition, Roy cheerfully responded to endless requests for searches of the Smith & Wesson factory records for the sales history of individual guns exhibited at the exposition.

The history of Smith & Wesson has been widely and well covered by too many authors to bear repeating here. In brief, the firm we know as Smith & Wesson was the second partnership of two talented Yankee gun makers, Horace Smith and Daniel Baird Wesson, formed in 1856 to produce revolvers. By 1893, it was one of the leading handgun manufacturers in the world, under the sole ownership of D. B. Wesson, who had bought out his partner 20 years before.

The 1893 World's Columbian Exposition was part of a centuries-long tradition of trade fairs, with roots as far back as the middle ages. Modern international fairs began with "The Great Exhibition of the Works of Industry of all Nations," held in the Crystal Palace in London in 1851. The London fair occupied a single building, which was then the largest glass structure in the world (Figure 1). Later fair



Figure 1. The Crystal Palace, home of the 1851 World's Fair.



organizers would have done well to learn from the fact that it was built in less than a year: on time and within budget.¹

Many fairs had a historical commemoration as a central theme, and for the Columbian Exposition, this was the 400th anniversary of Columbus's 1492 voyage to America. In the late 1880s, businessmen in many American cities hoped to earn goodwill and huge profits by hosting a world's fair during 1892. Eventually, groups from five cities lobbied Congress for recognition as the official fair site. However, as often happens when government becomes involved, things did not go as planned. Chicago was not even named as the fair site until 1890. As a result of this and other delays, the

fair did not open until May 1893. It closed, on schedule, at the end of October.

The firearms business was then, as it is now, very competitive. Success required a steady progression of improved technology. But superior designs were not enough. If a company were to survive, it also needed effective promotion. Fairs and expositions, with attendance into the millions, provided plenty of exposure. Although agriculture, the arts, and entertainment venues often took up a large part of the real estate, world's fairs focused on manufactured products. As showcases for commercial products, the fairs were



Figure 2. This certificate was presented to Smith & Wesson for its display at the Columbian Exposition (*Bullet Holes*).



Figure 3. Representative bronze medal from the exposition: Smith & Wesson's name would have appeared on the reverse of their medal where an individual winner's name appears on this one.

perfect opportunities for D. B. Wesson to promote Smith & Wesson pistols (Figures 2 and 3).

We do not know when or how D. B. Wesson decided to exhibit at the Chicago fair, but he had been promoting his revolvers at World's Fairs and Expositions since at least 1867. Wesson's son Doug wrote of these in his book *Bullet Holes*. The company's first fair was the 1867 Paris Exposition, followed by Moscow in 1872, Vienna in 1873, Philadelphia in 1876, Melbourne in 1880, Paris in 1889, and Chicago in 1883. After the Chicago fair, Smith & Wesson participated in another Philadelphia fair in 1899, Paris again in 1900, and

Buffalo in 1901. At every one of these fairs, according to Doug Wesson, Smith & Wesson was given the highest award. The award certificates from these expositions were illustrated in Wesson's book.²

But there are some details missing in *Bullet Holes* about the awards given out at these trade fairs. They were given very liberally. At some fairs, more than half the exhibitors got prizes. Chicago was more selective. Of the nearly 70,000 exhibitors, 23,757 medals were awarded to 21,000 medalists; so, less than a third of the exhibitors received medals.

Also, there was no distinction among awards in Chicago, i.e., there were no gold or silver medals. Instead, the awards were non-competitive: all were bronze medals, identical except for the recipient's' name cast on the back. When Doug Wesson labeled the Chicago honor the "highest award" in his book, he was semantically correct, but that award was no higher than the 23,756 other medals.³

There is little information available today about Smith & Wesson's displays at the earliest expositions or about the guns exhibited there. What does exist is tantalizingly incomplete. John E. Parsons in his book *Smith & Wesson Revolvers* quotes from an 1878 Smith & Wesson letter to distributor M. W. Robinson listing six engraved American models by serial number. Parsons says that these guns had been exhibited at the "San Francisco Fair of 1877." What fair this might have been is unclear. I have not found any mention of a trade fair in San Francisco that year, and the California State Fair was held in Sacramento. But these guns were almost certainly shown at Vienna in 1873 and at Philadelphia in 1876. At least two of these guns are now in private collections. They were engraved Gustave Young.

Much more information and many more identified firearms remain from the Columbian Exposition. The fair was the largest up to its time. The Manufactures and Liberal Arts Building was not only the largest of nearly 200 buildings on the fairgrounds but was also the largest in the world (Figure 4).⁵



Figure 4. The Manufactures and Liberal Arts Building at the Columbian Exposition (Shepp's World's Fair Photographed').



Figure 5. The Smith & Wesson booth at the Columbian Exposition was one of four individual US manufacturers booths pictured in *Shepp's*.

Smith & Wesson had its booth in this building, along with three competitors, Colt, Marlin, and Remington.⁶

A photo of the Smith & Wesson booth appeared in the book *Shepp's World's Fair Photographed* (Figure 5).⁷ Another photograph of the booth was printed in *The Sportsman's Review* magazine.⁸ The booth was modest in size, about 15 × 20 feet, with three display cases for guns and supporting exhibits. Against the back wall was D. B. Wesson's roll-top desk, which is now the centerpiece of Roy Jinks' re-creation of D.B.'s office. The photos of the booth appear to show at least 10 gun cases, along with five round objects which may be the award medals from previous Worlds fairs. Award certificates for those fairs were hung on the rear wall of the booth, and a ribbon-tied gun catalog along with two cased guns was on top of D. B. Wesson's desk. *The Sportsman's Review* gives the total value of the display at \$15,000, of which \$3,000 was for the furniture.

A factory brochure listed and priced fancy handguns displayed in the booth, most with pearl grips. When viewed under enlargement, all the revolvers in the center case of the three in the booth seem to have light-colored grips, so this was probably where the fancy guns were displayed. Factory records show details of some gun sales at the fair. There is also a promotional photo of the finest revolver displayed in the booth.

One publication, *The Book of the Fair*, states that there were almost 200 revolvers exhibited at the booth. ¹⁰ *The Sportsman's Review* magazine reported that there were 300 pistols and revolvers, and also a complete set of parts for a revolver, in each stage of manufacture from the block of steel to the finished gun, along with a set of inspection gauges. Which model revolver these represented was not mentioned. There was also a display of Smith & Wesson's self-lubricating bullet.

Smith & Wesson promoted their handguns with a full page ad in the fair's Official Directory (Figure 6).¹¹ The ad pictures and names the revolver models available, but two models displayed at the booth are not in the ad. These are the Smith & Wesson single-shot pistol, which was just being introduced the year of fair¹² and the Revolving Rifle, one of which hung above the revolvers in the center display case. The Revolving Rifle was an orphan by 1893: All but 17 of the 977 produced had been finished by 1880, and the model had been dropped from the catalog by 1890, so its absence from the ad is understandable.¹³

The national magazine *Youth's Companion* published a special World's Fair edition in May 1893 (Figure 7). Smith & Wesson purchased a quarter page ad featuring one gun, the most expensive gun from their price list. This silver and carved ivory .44 Double Action was decorated by Tiffany and was priced at \$425.¹⁴

Tiffany & Company, the prominent New York Jewelers, had a substantial presence at the fair (Figure 8).



Figure 6. Smith & Wesson ad from the fair's Official Directory. *Clockwise* from bottom left: .44 Double Action, .32 Single Action, .38 Safety Hammerless, .38 Double Action, .44 Single Action, .44 Double Action Frontier, .32 Safety Hammerless, .38 Single Action, .32 Double Action, .32-.44, and .38-.44 Single Action Target. The bottom center revolver is a .44 Double Action, opened to show the automatic extractor.

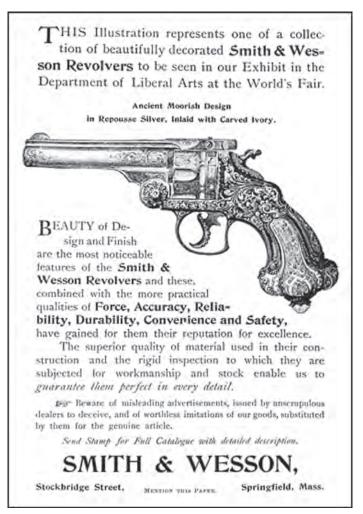


Figure 7. This Smith & Wesson ad appeared in the Youth's Companion magazine World's Fair edition published in May 1893.

The company shared an imposing pavilion inside the Manufactures and Applied Arts Building with the Gorham Manufacturing Company, makers of silver plate. At the entrance to the pavilion was a 100-foot high Doric column topped by a gilded eagle perched on a 6-foot diameter globe. The pavilion was a popular attraction at the exposition, with a choice location at the intersection of the larger building's two main aisles. Tiffany's exhibit, a fabulous collection of jewelry, silverware, watches and countless other items, filled several rooms. These famous jewelers also applied their skills to create some of the most beautifully decorated revolvers ever made. They were made especially for the fair, and stamped with a unique globe emblem used only for the Columbian exposition.

There are several photos of the Tiffany booth, but unfortunately none show the guns. However, the company's fair catalog contains descriptions of nine revolvers and two rifles in their booth.¹⁵ Unfortunately for us, the brochure describes each revolver in detail, but fails to name the manufacturer. The only Tiffany revolvers from the fair which have so far been identified have been Smith & Wesson guns. Tiffany also decorated revolvers for Smith & Wesson's own



Figure 8. Tiffany's booth at the fair was a building in itself. (Tiffany at The World's Columbian Exposition¹⁹).

booth. In fact, the most expensive revolvers in Smith & Wesson's price list appear to have been decorated by Tiffany. There was one revolver that Smith & Wesson valued more than the Tiffany gun, but that was not for sale and was not listed in the sales brochure.

The US Army had an enormous display of guns and ammunition in the US Government Building. There was everything from pistol cartridges weighing a fraction of an ounce to a 12-inch cannon weighing 52 tons. The Army displayed seven Smith & Wesson revolvers, including two Russian Models, two Schofields, one new model no. 3 with Kelton's thumb safety (Figure 9), one unspecified .44 caliber revolver, and one revolver with neither caliber nor model

241. Smith & Wesson's army revolver with Kelton's safety-stop attach-

ment.-As shown in figure 6, the handle of the revolver has a thumb piece on the right. This serves two purposes: first, it steadies the revolver by giving a firm grasp with the aid of the thumb; second, it prevents firing the piece until the trigger is pulled. For this purpose the thumb piece is hinged at the for-

ward end on a shaft, which extends into the frame of the handle and keeps the hammer from falling until the thumb piece is pressed down. This is the invention of Byt. Brig. Gen. J. C. Kelton, U. S. A.

Figure 9. The US Army's entry in the official Report of the Committee on Awards pictured Kelton's thumb safety on a New Model Number 3 revolver.

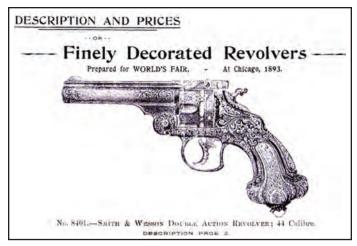


Figure 10. Cover of Smith & Wesson brochure and price list of guns exhibited at the World's Fair.

listed. ¹⁶ The Kelton safety prevented the revolver from being fired unless the shooter's thumb pressed down on it. The inventor, General John C. Kelton, claimed this would both steady the gun and prevent accidental firing. As it turned out, neither the Army nor individual shooters agreed with him, and only a handful of experimental Kelton safety revolvers were made.

Smith & Wesson published a price list for fancy decorated revolvers and single-shot pistols exhibited at the fair. The cover illustration is the same Tiffany-decorated gun shown in the *Youth's Companion* ad (Figure 10). Thanks to this brochure, we have serial numbers, descriptions, and prices for 84 fancy revolvers and two single-shot pistols of the many Smith & Wessons at the fair. The simplest decoration on these guns was a pair of pearl grips on a plain blued or nickeled gun. Fancier work included gold plating, different grades of engraving, etching, gold inlays, and highly decorated iron or silver grips. Smith & Wesson's prices for these high-grade guns ranged from \$14 to \$425. Gustave Young engraved most of these, but Tiffany decorated the 10 most expensive guns listed in the brochure.¹⁷

The most valuable of all the guns Smith & Wesson exhibited at the Exposition was not listed in their brochure and was not for sale. It was a New Model Number 3 with extremely unusual raised scroll engraving standing out from a background of inlaid gold. Smith & Wesson paid Gustave Young \$1,500 to engrave and inlay this gun, and he worked on it for a year. Smith & Wesson produced a promotional photograph of the gun which was itself a work of art: the black and white photograph is mounted on a deeply embossed backing so that the photo stands out in three dimensions (Figure 11).

Gustave Young considered this revolver his masterpiece, and it is one of very few guns he signed (Figure 12). The signature is on top of the barrel, over the cylinder,



Figure 11. Smith & Wesson's promotional photograph of Gustave Young's masterpiece New Model No. 3 revolver (Roy Jinks).



Figure 12. A recent photo of the gun: It remained in the Smith & Wesson collection until sold in 1996 (Roy Jinks).

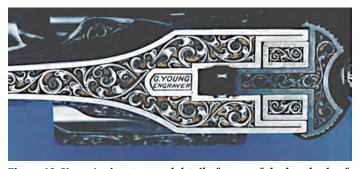


Figure 13. Young's signature and detail of some of the hundreds of gold inlays below the surface of the raised scrollwork (Roy Jinks).

where it could never be missed. A close-up photograph shows how the hundreds of separate gold inlays were inset below the surface of the revolver to highlight the raised scrollwork of plain metal (Figure 13). The gun is "in the white" with no finish applied to the steel. It was attached to a massive wooden base by a steel post (Figure 14). The trigger guard was drilled with a hole to accept a stud or screw fastening the gun to the post. When it was displayed at the exposition, the revolver had carved pearl grips. At some time since, these have been replaced by smooth pearl grips with Smith & Wesson trademark medallions. This was probably around 1898, as will be explained below.



Figure 14. More detail of the engraving and gold inlay, as well as the hole for attaching the support post to the gun (Roy Jinks).

sales list, but the case now with the gun dates from the time of the fair, and may have been sold with the gun. The gold-plated, Young-engraved .32 Safety Hammerless, serial number 37005 (Figure 17), was listed for \$28 at the fair and was sold there, but the sale date was not recorded. Both guns are now in private hands.

Some of Gustave Young's finest work appeared on two blued revolvers. The .38 Single Action Model 1891, serial number 4865, and the .32 Single Action, serial number

92094 (Figure 18), were decorated with intricate vine designs inlayed in gold. The fair brochure priced the .38 at \$125 and the .32 at \$100. The 1893 list prices for plain

blue guns with pearl grips were \$12.75 and \$10.75, respectively. The .38 has gold medallion pearl grips, while the .32 has non-medallion pearl grips. Originally, Smith & Wesson pearl grips were made without any medallions, and no pearl grips at the Columbian Exposition had them. The company discovered that rather than purchasing guns with pearl grips from Smith & Wesson, distributors bought guns with standard factory grips and installed cheaper third-party pearl grips. To protect its reputation (and profit), the company started placing gold-plated Smith & Wesson trademark medallions on all factory pearl grips in 1898. At the same time, the factory also replaced the pearl grips on its display guns with new medallion grips. The .32 Single Action display revolvers did not get medallion grips because this model was no longer in production in 1898, so the company never tooled up for medallion grips in this size. Both guns were kept by Smith & Wesson for displays and are now in the Smith & Wesson collection at the Springfield Museums.



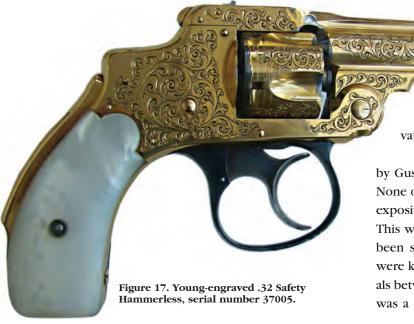
Many of the Columbian Exposition guns are in museum or private collections today. So far, I have identified 13 of the 86 fancy guns in the Smith & Wesson booth, including 2 engraved by Tiffany for Smith & Wesson. I have not identified any of the 200 or so plain guns in the booth. Tiffany's fair catalog did not list serial numbers of any of their guns, but any silver grips on Tiffany guns at the fair were uniquely marked, and from these marks, it is possible to identify 5 guns now in museums or private collections that were once in the Tiffany booth. Below are descriptions and photos of some of the fancy revolvers from the fair:

The Gustave Young-engraved .32 Single Action, serial number 90605, was listed in the factory sales brochure with blue finish (Figure 15). It is open in the company's sales records, so was retained for some time as a display gun. It is now in a private collection and has what appears to be factory nickel plating, raising the question whether the brochure listing was in error or the gun was refinished for some reason by the factory. This was possible when a gun was kept for display for many years.

The blued, Young-engraved .32 Safety Hammerless, serial number 37001 (Figure 16), was listed for \$19 in the special fair price list. It was recorded as sold at the fair to G. L. Churchills, November 9, after the fair officially closed to the public. No cases were listed in the Smith & Wesson



Figure 16. Young-engraved .32 Safety Hammerless, serial number 37001.



Double Action was sold with its original plain pearl grips, while the Single Action revolver's plain grips were replaced with medallion grips at some time between

early 1898 and the date it was sold. Both guns are privately owned.

Seven .44 caliber New Model Number 3s engraved by Gustave Young were listed in the factory's fair price list. None of these were recorded as having been sold during the exposition, although one was dated November 11, 1893. This was shortly after the fair closed, and the gun may have been sold during the fair for delivery later. The other six were kept as display guns. Three were sold later to individuals between 1895 and 1932. Serial number 27886 (Figure 21) was a nickeled 4-inch gun, and is open on the books. The

Figure 18. Top: Young-engraved .38 Single Action, model 1891 4865. Bottom: .32 Single Action, model 92094 (Roy Jinks).

other two were shipped to Monson, Dunnigan, and Ryan "for exhibition" in 1920; the one with serial number 27884 (Figure 22) was nickeled with a 5-inch barrel, and the one with serial number 27887) was blued with a 4-inch barrel. Three of these are now in private collections.

The famous competitive shooter and artist Walter Winans bought two Columbian engraved revolvers from Smith & Wesson. He bought an engraved, gold-plated New Model Number 3 revolver, serial number 27885, in 1895 (Figure 23). Its present whereabouts is unknown. An illustration in his book, *The*

Art of Revolver Shooting, shows an engraved New Model Number 3, but the engraving seems to be very bold compared to the other known engraved guns from the exposition. The present whereabouts of this revolver is unknown.

Six .44 Double Action revolvers were listed in the Smith & Wesson sales list. This Young-engraved .44 Double Action revolver (Figure 24) was retained by Smith & Wesson for a display gun. Shipped to Hanscom Hardware, Haverill, Massachusetts, in 1887, it is one of the two now in private collections.

One .38 Single Action revolver was sent to Tiffany to decorate for display at the Smith & Wesson booth (Figure

The Young-engraved .38 Model 1891 Single Action, serial number 5933 (Figure 19), has an unusual banner or feather in the engraving pattern on each side of the frame. It was shipped to M. W. Robinson on February 17, 1898, after the factory installed the new medallion pearl grips. It may have been one of the first display guns to get these new grips as replacements. It is now in a private collecton.

Some Gustave Young-engraved revolvers had nickel-plated barrels and frames and gold-plated cylinders. The .38 Double Action gun, serial number 284179 (Figure 20), had this finish and was sold to J. P. Lovell and Sons in 1895. The similarly decorated .38 Single Action revolver, serial number 4870, was sold to Simmons Hardware in 1905. The .38

25). The barrel is decorated with etched scrollwork, and a sterling silver sheath covers the entire frame of the gun from the barrel hinge to

the butt. This sheath has a flowered scroll design, and covers much more of the frame than just the grip area. On the grip portion, a leather under-layer shows through a floral net of sterling silver. This revolver was priced at \$160 in the Smith & Wesson fair sales list, but apparently was not sold. It is now in the Smith & Wesson collection at the Springfield Museums.

Only a handful of revolvers were decorated by Tiffany for the Columbian Exposition (Figures 26 and 27). Tiffany's catalog for their Columbian pavilion lists nine:

206 Iron Handle, mounted with silver, chased and ornamented steel cylinder and barrel

207 Silver Mounting, chased and studded with turquoise, steel cylinder and barrel

208 Silver Mounting, chased and studded with lapislazuli and turquoise, steel cylinder an barrel

209 Silver Mounting, chased, etched and niello work, steel cylinder and barrel

210 Silver Mounting, chased, etched and enameled, steel cylinder and barrel

250 Iron Handle, Indian armor

style, w etched silver network decorations, etched steel cylinder & barrel

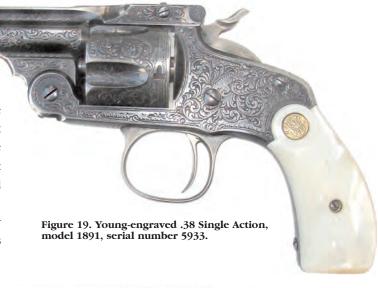
251 Silver Mounting, style Italian, chased,

etched and studded with jade, turquoise and sapphires, etched steel cylinder and barrel

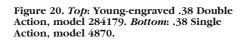
252 Rattlesnake Handle, silver, hammered and chased into the form of a rattlesnake, steel cylinder and barrel

301 Silver Mounting, etched cowboys, steel cylinder and barrel

Some of these descriptions match known surviving guns; all are Smith & Wessons with a unique globe and T stamp. John M. Blades and John Loring, in their book *Tiffany at the Columbian Exposition*, identified four guns from the Tiffany catalog: number 208 is the .44 Double Action revolver, serial number 23060; number 209 is the .32 Single-Action revolver, serial number 83097; number 210 is the .38 Safety Hammerless revolver, serial number 83097 (these







three were gifts from Society member Jerry Klaz to the Metropolitan Museum of

Art); and number 250 is the .38 Double Action revolver, serial number 268707, now in a private collection.¹⁹

Each piece of silver produced by Tiffany for the Columbian Exposition was stamped with a unique mark

Figure 21. Young-engraved, New Model No. 3, serial number 27884.

piece, the Tiffany-decorated .44 Double Action revolver shown here (Figure 29) would be the undisputed highlight of the Smith &

Wesson booth. At \$425, it was the most expensive gun for sale, and was used on the cover of the Smith & Wesson fair catalog and in the *Youth's Companion* magazine ad. This is the first of the two Columbian guns Walter Winans bought. He purchased it November 5, 1893, just after the fair closed. This illustration is from Winans' book *The Art of Revolver Shooting*. The frame of the revolver was entirely covered by deeply formed sterling silver, and the butt is made of antique ivory, extending up each side of the grip. The trigger and hammer are carved into decorative

shapes.

The .44 Double Action serial number 223060 (Figure 30) was one of the most ornate revolvers at the fair. The solid silver grip and

frame covering is studded with 68 pieces of lapislazuli and three slabs of turquoise.

The last task of a shooting session is cleaning the guns, so it is appropriate that the last subject of this article is a cleaning rod (Figures 31 and 32). In the hands of Tiffany's silversmiths, this everyday item has been transformed. Tiffany gave this cleaning rod the same degree of attention as they gave their guns, and turned an ordinary tool into a work of art. The silver-handled cleaning rod pictured above is marked "Tiffany & Co." and may well have accompanied a cased revolver at the exposition.

As I studied the Smith & Wesson revolvers from the Chicago fair, I wondered how the original sales prices of the highly decorated revolvers would compare with what one would pay for equivalent new guns today. Four typical guns from Smith & Wesson's fair catalog, including two New



designed for the fair (Figure 28). The mark is on the silver grips of all known Tiffany guns from the exposition. The illus-

tration is from the .32 Single Action revolver, serial number 83097. The markings consist of a capital T over a globe (which is the fair mark), "Tiffany & Co.," "Sterling," a pair of initials, and a crudely scratched three-digit number. The meaning of the initials is unknown to me. The number is the catalog number, 209, upside down in the photo.

Except for Gustave Young's gold-inlayed master-

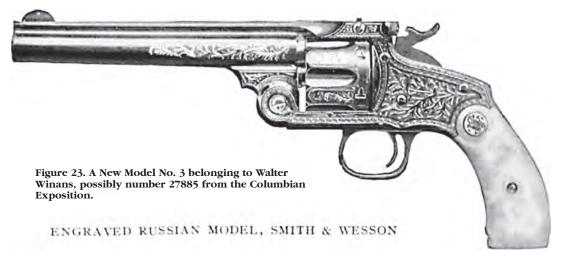


Figure 24. A .44 Double Action, serial number 28516.

Model Number 3s, one .44 Double Action, and one .38 Double Action revolver, all Young-engraved with pearl grips, had list prices from

\$24 to \$33 each. The total listed price for

all four was \$117 in 1893. Today's equivalent purchasing power would be \$3,020. Smith & Wesson's closest modern equivalent to these guns would be three new .44 Magnums and a .38 Special Hand Ejector, all with 75% engraving. The current price would be \$15,651, not including pearl grips, so in terms of purchasing power, engraved guns are relatively more than five times as expensive today than they were 120 years ago. I have not seen current prices for Tiffany's work, but I imagine they would also represent a similar increase in relative cost.

Researching Smith & Wesson's presence at the Columbian Exposition has been an interesting and enjoyable

experience. I learned much about the fair, the people who exhibited there, and the guns on display. I hope this short introduction has brought some of that pleasure to you.





Figure 25. A .38 Single Action, serial number 10501 (Roy Jinks).

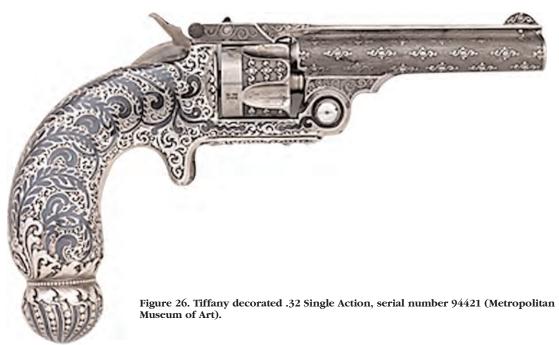






Figure 28. Tiffany silver stamp from the Columbian exposition (Metropolitan Museum of Art).

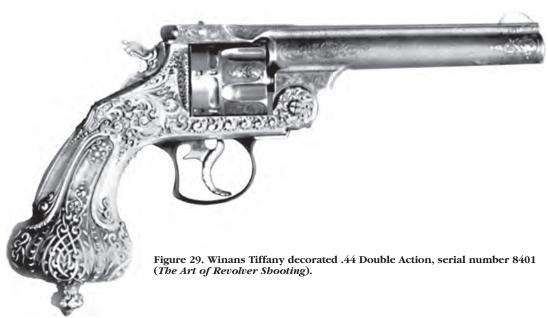






Figure 31. Tiffany cleaning rod (Roy Jinks).



Figure 32. Tiffany cleaning rod handle (Roy Jinks).

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