

**THE AMERICAN NUMISMATIC ASSOCIATION**  
**MEDAL FOR THE WORLD'S FAIR OF MONEY CONVENTION SHOW**  
**IN PITTSBURGH, PENNSYLVANIA**  
**AUGUST 4, 2020 TO AUGUST 8, 2020**

by Donald D. Carlucci,  
Board Chairman of the Pennsylvania Association of Numismatists

On Monday night, December 2, 2019 at the monthly meeting of the Pennsylvania Association of Numismatists, the subject of a medal design was broached for the annual World's Fair of Money that the American Numismatic Association was going to host at the David L. Lawrence Convention Center in Pittsburgh, Pennsylvania. It was to take place from August 4, 2020 to August 8, 2020.

Many design topics were introduced, including the one hundred fiftieth anniversary of the Pittsburgh Incline that is still operating. Another topic that was discussed was creating a medal depicting General Edward Braddock with his connection to Pittsburgh and his defeat at the Battle of the Monongahela during the French and Indian War. My own thoughts turned to a quiet, diminutive lady from Springdale, Pennsylvania who would have quite possibly been the most important female of the twentieth century, or at least, the individual who had the most long- lasting influence on our physical well-being and ultimately, our daily lives. She impacted and still impacts the very manner-in-which we work, the manner-in-which we follow our pleasurable pursuits, and probably all the other aspects of the way we live. Her name is Rachel Carson.



Rachel was born on May 27, 1907 in a small, four-room house in Springdale, Pennsylvania. Springdale is located approximately eighteen miles northeast of Pittsburgh. She spent the first twenty-two years of her life at this location. The plot of ground that surrounded her home was comprised of sixty-five acres. From this location Rachel was able to roam the fields and woodlands to begin studying and observing the creatures of all forms and sizes that inhabited what was to become her original outdoor laboratory. Rachel recorded what she saw in notebooks, being most attentive to detail, and including her emotional response to what she observed. Her first "stories" were about nesting birds and their habits. "Wild Creatures" she wrote "are my friends".

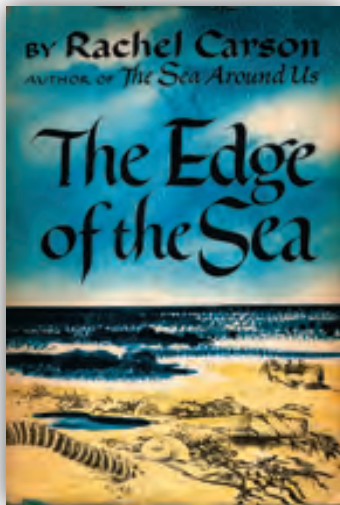
During her formative years, she was home schooled by her mother, Maria Mc Lean Carson while attending the Springdale Elementary School and finally graduating from the Parnassus High School in New Kensington, Pennsylvania.

Following her graduation from the Parnassus School, she entered the Pennsylvania College for Women (now Chatham College) in Pittsburgh. In 1929 she graduated from college magna cum laude with a degree in English. It should also be noted that while in college, she also discovered the wonderful world of biology.

After her graduation from the Pennsylvania College for Women, Rachel spent the next seven years alternating graduate work and teaching. Summers were spent at Woods Hole, Massachusetts, or teaching at the John Hopkins University, where she obtained a master's degree in marine biology. In August of 1936 Rachel accepted a position with the United States Bureau of Fisheries in Washington D.C. at a salary of \$2,000.00 per year. It was not until the late 1930's that she began writing about her first love, the sea. An early essay from that time period was entitled "Undersea" that was printed in the Atlantic Monthly in September of 1937. In 1941 her first book, "Under the Sea Wind," was published. Its sales were disappointing, and it was not until after the huge success of her second volume, "The Sea Around Us," that a second edition of her first book became a best seller.



While all of this was going on Rachel moved with her mother and father to Silver Spring, Maryland. She became the editor in chief for the publication of the Fish and Wildlife Service while employed at the Department of the Interior.



Before long the author's writing career demanded so much of her time that in June 1952, she resigned her government post. Almost immediately she began work on her next book, "The Edge of the Sea," which was published in the autumn of 1955. It, too, was an immediate success, and remained on the bestseller list for twenty-three weeks. Miss Carson's last and most famous volume, of course, was "Silent Spring." Published in 1962, it was the result of more than four years of investigation, research, and writing. Its publication resulted in an instant storm of protest and controversy. At issue was the widespread and growing use of pesticides, insecticides, DDT and other harmful chemicals.

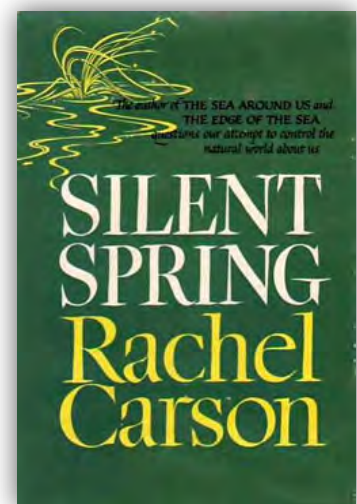
Carson's assault on pesticides and herbicides shocked 1962 Americans, who generally viewed these chemicals as the latest marvel from the awesome scientists whose previous inventions and discoveries had won World War II. Consumer advertisements extolled the benefits of installing DDT-impregnated wallpaper on the walls of the babies nursery, spraying babies with insecticides before letting them out in the sun, and finally soaking farmer's fields with high doses of DDT and other related pesticides with the thoughts of eradicating crop destroying insects, while increasing crop yields.

The damage that was being created with the widespread use of these chemicals became most apparent in the rain run-offs from the farmer's fields. DDT sprayed on the fields where water transported into the surrounding streams, lakes, and reservoirs. Aquatic life was being impacted. Fish and crayfish were dying, frogs, tadpoles, and other forms of amphibious life were disappearing. And at the higher level of nature's food chain, our national symbol, the bald eagle, was starting to diminish in numbers by consuming the lower levels of wildlife that were first contaminated by these pesticides.

Once a common sight throughout the entire North American continent, by the early twentieth century, from overhunting, our national symbol was starting to disappear. The situation only worsened by the early 1950's when a greater threat came into existence. Young eaglets were no longer hatching normally in the nests. The eagle shells were thinning with the unhatched eaglets' embryos dying in the shells attributed to the wide use of the pesticide DDT. DDT was becoming a national epidemic to the survival of the species. DDT chemicals running off-of the farmer's fields, ingested from the eagles eating the fish from the reaches of the contaminated waters, was making the brooding adult either sterile or unable to lay healthy eggs. Female eagles laid eggs that were too brittle to withstand the weight of their nesting habits making it nearly impossible for the eggs to hatch normally or at the right time.

It is estimated that in the early eighteenth century, the bald eagle population was approximately 300,000 to 500,000. By the early 1950's this exaggerated number was reduced to 412 nesting pairs in the lower, continental, states of the United States. Our national symbol had become an endangered species. While the downhill plight of the American eagle was occurring, Rachel Carson's book "Silent Spring" jumped to the top of the New York Times best-seller list, and staying there for more than six months, selling more than 600,000 copies in its first six months. At this point, a major war was declared by the chemical companies and their supporters on Rachel Carson and her writings.

Ultimately, her book, "Silent Spring" came to maintain, "the question is whether any civilization can wage relentless war on life without destroying itself."



Pesticides were big business in 1962; the United States produced more than 180 million pounds of DDT alone. One chemical firm threatened to sue Carson's publisher. Some scientists denounced that book, occasionally in sexist terms. Carson was deemed an "hysterical female," a "bird and bunny lover," even a communist. Former Agriculture Secretary Ezra Taft Benson, attacked by name in the book, reportedly countered by asking why a "spinster was so worried about genetics."

The National Agricultural Chemical Association launched an anti "Silent Spring" public relations blitz that depicted her as a Luddite whose ideas, if followed, would cause the world to starve.

All of these attacks from both industry and government failed. Carson remained appealing, slight in stature, soft-spoken, modest, but forever confident. Her three previous books, all best-selling poetic guides to the seas and its creatures – had earned her a reserve of credibility. One had won the National Book Award. All three were republished in a subsequent Library of America Volume. Readers, at the time, were ready to take Carson's side, even if "Silent Spring" was head spinning different from her "sea trilogy"

While the war of words and foul accusations were continuing, Rachel was dealing with and suffering from breast cancer. In June of 1963, Rachel appeared before California Senator Abraham Ribicoff's congressional sub-committee investigating pesticides and other pollutants. She was able to speak energetically and eloquently for forty minutes. Few noticed her grimacing in pain, standing with the assistance of a cane, while adorned with an ill-fitting dark wig to conceal the effects of her radiation treatments. After that congressional appearance, she rarely appeared again in public. Most of her friends even some of her closest friends in Maryland, simply never knew she had been battling cancer for much of the nearly five years it had taken to research and write her most famous book, "Silent Spring."



The question may be asked "Why did Rachel Carson so deliberately cut herself off from the support of caring friends?" The answer only lies partly in her desire for privacy and her determination to let nothing stand in her way of finishing her book or defending its conclusions.

But another equally compelling reason for her silence was political, not personal. Along with governmental officials and their restrictive departments, the chemical companies and the pesticide industry trade group, the National Agricultural Chemicals Association, spent well over a quarter of a million dollars to persuade the public that Rachel Carson was merely an alarmist. Had they learned of her cancer, they would have used it to undermine her science and question her motives and objectivity. Had her cancer been made public, critics would have said her environmental charges were simply the warped ideas of a dying woman, financially vulnerable, she also kept silent to protect the welfare of her mother and the young nephew that she had adopted.

In 1963, attacks on Rachel Carson had become increasingly personal and vituperative as the chemical industry and big agriculture were put on the defensive. In one of her last speeches, Rachel observed, "In spite of the truly marvelous inventiveness of the human brain, we are beginning to wonder whether our power to change the face of nature should not have been tampered with wisdom for our own good, and with a greater sense of responsibility for the welfare of generations to come." These are not the words of a revolutionary, but the thoughtful, prophetic words of someone who cared passionately for the preservation of the Earth and all its creatures.

Rachel Carson only lived about eighteen months after the publication of her most important book, "Silent Spring." On April 14, 1964, a month before her 57<sup>th</sup> birthday, she died in a hospital in the Maryland suburb of Silver Spring of complications of metastasizing breast cancer. Sadly, she had become a polarizing figure in an increasingly vituperative political atmosphere.



Rachel Carson did not live to see the positive impact of her message, including prohibition of the agrichemicals aldrin, dieldrin, and heptachlor; passage of the National Environmental Policy Act; establishment of the United States Environmental Protection Agency; and the environmental protection agencies established in each state, comparable to the State of Pennsylvania Department of Environmental Protection. Finally, because of her writings and reports, DDT was banned in the United States of America in 1972 and the end of its use by much of the world's farming industry within the next fifty years.



Regrettably, Rachel did not live long enough to accept the Presidential Medal of Freedom awarded posthumously in 1980 by President Jimmy Carter; or to be present in her hometown of Springdale, Pennsylvania when the local post office was renamed in her honor, along with a first day of issue commemorative stamp and postal cover that occurred on May 28, 1981.

concentrations were found near large bodies of water. By 1992, the eagle population had expanded to a growing population that numbered between 110,000 to 115,000. On July 12, 1995, history was made when the bald eagle was removed from the United States federal government's list of endangered species, by the United States Fish & Wildlife Service, and it was reclassified from "Endangered" to "Threatened." It was completely de-listed as "Endangered" or "Threatened" on June 28, 2007. This was forty-five years after the publication of "Silent Spring."

As an historical footnote, it should now be noted that the American bald eagle was first selected as the United States National Symbol by the Second Continental Congress on June 20, 1782. It had been selected because they are unique to the North American continent, making them "our eagle." They are strong and independent; they are true survivors. They are majestic, bold, and faithful. They are America's symbol of strength and determination.

Since 1782, the American bald eagle has appeared on our Great Seal, the presidential seal, the presidential flag, and on the logos of many United States government federal agencies. For the numismatic community, it has appeared on both the obverse and reverse of many of our coins and medals, including cents, half dimes, dimes, quarters, half dollars, dollars, and various gold denominations.

With the cancellation of the Pittsburgh World Fair of Money, the very theme of the convention, the "Year of the Woman – 1920 to 2020" became even more important. Although Rachel Carson was most highly regarded, there were other women during the past century that were also quite prominent. We now needed to also reflect upon the other women that made the last one hundred years great, and what their accomplishments came to mean. I wanted

to do this in a sense of fairness from selecting Rachel Carson as the most important woman of the twentieth century.



First, we have to start with the passage of the Nineteenth Amendment to the United States Constitution, the year 1920, and the struggles and ultimate victory of Susan B. Anthony and women's suffrage. Now and forever more, women were no longer considered as second-class citizens. They were able to vote and to make their voices heard. As a result of this amendment, women cannot only vote; they can also hold elected office, possibly ending this year with a female vice president. A very noticeable and historic accomplishment from a trail, first blazed, one hundred years ago.



The second lady that needs to be considered is Eleanor Roosevelt. Eleanor was the longest lasting first lady in history because of the fact that her husband, Franklin Roosevelt was elected four times to the American presidency. During that period of twelve years, Eleanor did not idly sit.

She was an outspoken proponent for early civil rights for African-Americans. She was the first presidential spouse to hold regular press conferences. She wrote a daily newspaper column. She wrote a monthly magazine column. She hosted a weekly radio show. She spoke at a national party convention, endorsing her husband's candidacy for president of the United States. And After her husband's death, she pressed the United States government to join and to support the United Nations and she ultimately became its first delegate. President Harry S. Truman was later to call her the "First Lady of the World" in tribute to all of her human rights achievements.

Eleanor Roosevelt was an American political figure, diplomat, and activist. Without doubt, one of the most important women of the last one hundred years that also needs to be honored and remembered.

Looking back on the last one hundred years, one needs to consider the accomplishments of the Black community highlighted with the passage of the Civil Rights Act of July 2, 1964, and remembering the name of Martin Luther King. We recount his non-violent protests, his marches, his final victory, and ultimately, his untimely death.

However, one needs to reflect upon the manner-in-which the Civil Rights Movement was started. Another prominent lady, to always be remembered, Rosa Louise McCauley Parks comes onto the world stage on December 1, 1955, in Montgomery, Alabama, Parks rejected bus driver, James F. Blake's order to relinquish her seat in the "colored section" to a white passenger that had been standing. She refused. She was arrested for civil disobedience in violating Alabama segregation laws. Parks prominence in the black community and her willingness to become a controversial figure inspired the entire black community to boycott the Montgomery buses for over a year, the first major direct-action campaign of the post-war civil rights movement. She became an international icon of resistance to racial segregation. By not giving up her seat on that Cleveland Avenue bus route, she sparked a movement that is still going on today, with the ultimate goal of racial justice for all people.



All of these women, Susan B. Anthony, Eleanor Roosevelt, and Rosa Parks are historically important. All have their place in the annals of recorded history. All made their mark on future generations to be honored and revered. However, if you are searching for the individual that was to have the greatest impact on future generations, we need to return to my first choice, the diminutive, soft spoken, lady from Springdale, Pennsylvania that through her self-confidence and perseverance was able to restore and to preserve the world around her for future generations to benefit and to enjoy.

Today, we are still rewarded from her willingness to devote her life to making the air we breathe, the water that we drink, and the food we eat free of dangerous pesticides, harmful insecticides, and other deadly chemicals. Our physical well being and our life spans have been extended by the studies, research, and publications that made her famous.

Now with the August 4, 2020 to August 8, 2020 American Numismatic Association Convention to be held in Pittsburgh, Pennsylvania, the numismatic community needed a medal to commemorate the event, depicting a famous woman from the past one hundred years. My initial thought was to create a medal of a bust of Rachel Carson on the obverse, with a depiction of her original homestead at 613 Marion Avenue in Springdale, Pennsylvania to be depicted on the reverse of the medal. However, a better design, a more meaningful reverse

design was suggested by the editor of the Pennsylvania Association of Numismatists journal, the Clarion. This individual was Richard Jewell, who was to become the show chairman of the ANA Pittsburgh Convention that would never-happen because of the corona virus. Richard wanted the American bald eagle, the symbol that Rachel Carson restored, in full flight, plucking a trout from the clean waters that Rachel's works and publication had also restored. This powerful image was more important than depicting a lifeless wooden structure.



To design a medal that would best depict Rachel Carson and all that she stood for, and all that she represented, we need a first-class sculptor engraver. With the assistance of another numismatic friend, Thomas Uram, the current president of the Pennsylvania Association of Numismatists, the name Donald Everhart was offered and accepted. Don has created over one thousand coin and medal designs. He was retired as the master engraver of the United States Mint in Philadelphia and was now accepting private commissions.

When I first spoke to Don about the Pittsburgh ANA medal design and its depiction of honoring Rachel Carson, because of his personal love of nature and the betterment of our environment, he immediately accepted the commission.

As part of his preparation in designing the Rachel Carson medal as originally depicted, he went out and purchased the book 'Silent Spring.' He used the contents of Rachel's book for historical thought and artistic inspiration.

Don was the right candidate for this commission. If you should study the obverse of his medal you see Rachel surrounded by the nature that she was able to restore and preserve. The furrows in the farmer's stream runs rain runoff waters toward the body of water no longer conveying the DDT's or pesticides from a bygone era. The fish are alive in the stream with the deer standing resolutely on shore. A majestic eagle is in flight surveying everything that is now right with nature. And finally, the monarch butterfly, that Rachel famously proclaimed "always returns" is top centered on the medal, as Rachel would have wanted.



On the reverse, our national symbol, the American bald eagle is holding a trout in its mighty talons, plucked from a non-contaminated stream, in flight, heading for the healthy young eaglets in its nest.

Although Rachel Carson was able to restore our national symbol, Donald Everhart, with his God given talents was able to bring it back to life with a medal that forever will capture the essence of what Rachel Carson stood for and what Donald Everhart was able to masterfully portray and to detail. It is a medal for all times, a tribute to both the subject and the designer. No longer will the world need to know or need to wonder why Rachel Carson was probably the most

important woman of the twentieth century. Her works are everlasting. Her selfless service to humanity will remain with us forever.

Although, Rachel Carson did not have a chance to vote with our founding fathers to create our national symbol, she did come to restore and to protect it. As enlightened members of the numismatic community, we shall always remain indebted to her selfless service to humanity.





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Only three ANA Conventions have been cancelled throughout the history of the ANA; 1918 Flu Pandemic (sounds familiar) 1945 WWII, and now 2020 Covid-19 Pandemic.

**"A Medal with a Story"**

