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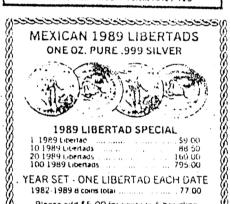
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# **RCM strikes Presley medals**

Ever heard of a medal with a denomination? The definition of a medal specifically precludes its having any monetary value, or any indication that it is intended as a circulating medium, like a coin. There is one medal that is an exception, and the story of how it came about is a fascinating sidelight on how a little hobby language can cause you lots of problems. Even nice problems.

In 1987, when Mike Makri of Toronto, Canada formed a company with the intention of producing a series of Elvis Presley medals, he had been collecting coins for about a year, and was just beginning to learn some of the basics of the hobby. After starting Legendary Coins of Toronto, he contacted the Royal Canadian Mint to discuss striking the medals. The preliminary conversations were a bit confusing. because Makri referred to them as "coins," while the RCM naturally called them medals.

Makri admits that, because he was thinking of them as coins, he felt that they should have a denomination, so he asked that the design include \$1 as the "value." The RCM, while appreciative of the difference between coins and medals, could see no particular reason for not putting a denomination on the pieces, and after the legal department gave its blessings, proceeded to strike 1,000 Elvis Presley medals with a \$10 denomination on the reverse.

The boost in value was at the Mint's suggestion, since the price of silver made a \$1 denomination look underva-

While the first shipment was being prepared, someone, reportedly one of the RMC Corporation directors, had some misgivings, and the matter was discussed, voted on, and the die with the \$10 denominaton was destroyed.

Undaunted, Makri sold "all but five or six" of the denominated medals for U.S. \$69, and ordered 10,000 more of the first series with the same reverse, but with the \$10 figure missing, to be

sold at the same price.

Makri wenteon to produce a second series in 1988 and a third series in 1989. each with a mintage of 2,000 silver and 5,000 bronze. At the moment he is preparing the fourth series, which will include a Frank Gasparro rendition of Elvis and an eagle, a motif inspired by the eagle design on the Presley jumpsuits. Gasparro retired several years ago after serving for 16 years as chief engraver of the U.S. Mint.

The latest medal series is intended to be about 70 to 75mm in diameter, and will contain from 5 to 10 ounces of sil-

The \$10 denomination medal, which has in the meantime been offered for sale by at least one dealer for \$115, and the other silver versions in the three series are 40mm in diameter, struck in .999 silver, weigh 31.1036 grams and have a plain edge. The bronze pieces with the identical designs (but no denomination) are the same diameter and weigh 26.85 grams.

The denominated medal has one significant factor going for it, which takes it out of the class of the numerous art bars and silver rounds that have been offered to collectors in the past, in that it has a specific mintage figure, backed by official RCM accounting. Almost without exception the "error" bars and others touted as rarieties have been struck by private mints, with no way of confirming mintage figures.

The demand for the 994 or 995 medals already sold crosses into two areas, as Elvis Pressley fans will be vying with token and medal collectors for a genuine numismatic rarity. The Royal Canadian Mint says that it has never before struck a medal with a denomination -- "And never will again." So far as can be determined no other official mint in the world has produced anything like this medal. although there undoubtedly are examples of denominated medals struck by private mints.

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