

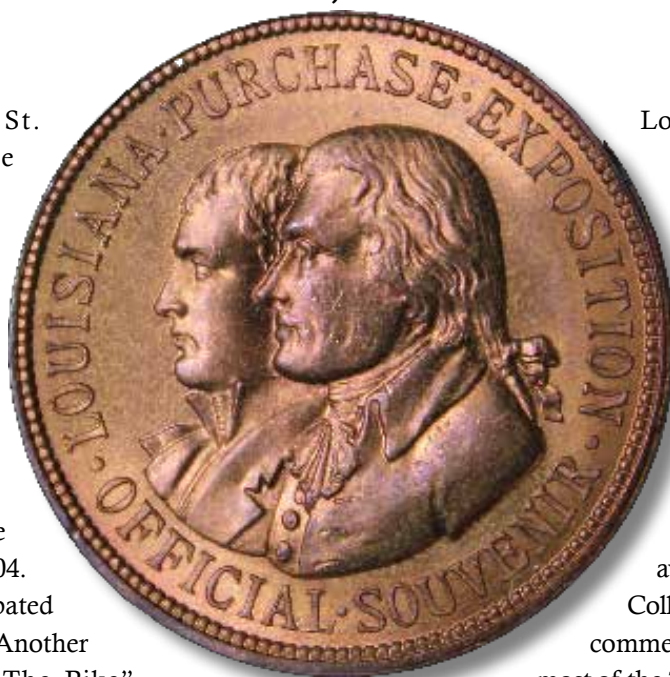
# 1904 Louisiana Purchase Exposition

St. Louis, Missouri

Meet me in St. Louis. The Louisiana Purchase Exposition drew almost 20 million visitors. Planned to celebrate the 1903 centennial of the Louisiana Purchase, the scale of state and international participation delayed the opening until April 30, 1904. Forty-three states participated along with fifty nations. Another fifty concessions on “The Pike” provided educational amusements, thrilling rides, and pure entertainment. One vendor rolled a waffle into a cone, added a scoop of ice cream, and introduced Americans to a new favorite...the ice cream cone.

New inventions and promises of the future included wireless telephony, the precursor to the fax machine, ultraviolet light as a medical therapy, and the X-ray machine. There were 140 models of automobiles on display, powered by gasoline, steam, and electricity. An airship contest earned St. Louis the title of Flight City for its role in advancing the development of commercial aviation.

The St. Louis Fair proved to be fertile ground for numismatic promoter, Farran Zerbe. Early ANA meetings were mostly concerned with fellowship and local amusements, and ANA members supported the idea of holding their 1904 meeting in St.



**Louisiana Purchase Exposition Official SCD  
SH 13-1 Copper**

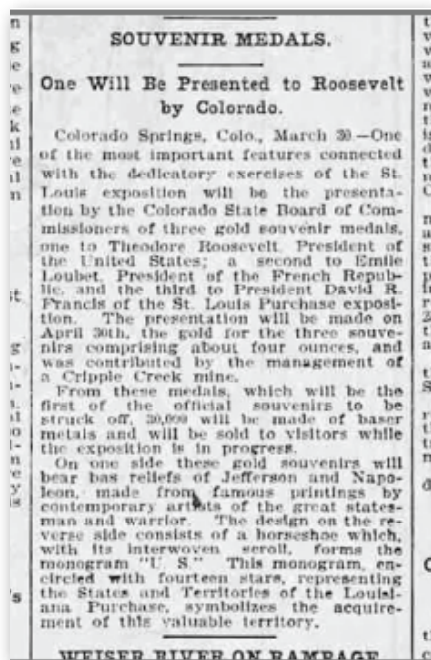
Louis so members could attend the fair.

Zerbe took advantage of the interest in St. Louis to propose striking a one-billion-dollar gold piece: 40 feet in diameter, 30 inches thick, and 20 feet tall when displayed at an angle. Impractical? Yes. Zerbe did manage to secure the rights to sell the two U.S. gold dollars struck to commemorate the Louisiana Purchase. Coins were sold for \$3.00 each and were available in a variety of jewelry mounts. Collectors were skeptical of the need for the commemoratives and correctly predicted that most of the 250,000 minted would be consigned to the melting pot. Zerbe's promotion of jewelry mounts to boost sales in the face of low demand brought protests and derision from numismatists.

Zerbe issued two small gold-plated tokens in yet another effort to boost sales. The tokens were satirized by Thomas Elder during the ANA presidential campaign in 1909.

The official St. Louis exposition medals were struck and sold in the Government Building by Charles Muir on a U.S. Mint press transported to St. Louis for that purpose. Medals were struck each day at 11 am. and 3 pm in the exhibit. Initially struck on yellowish-bronze planchets, the alloy was changed by increasing the copper in the composition to achieve a darker color. The yellow-bronze medals proved to rapidly tone to an unacceptable dull finish. A few were struck in silver and medals of both copper alloys were gold-plated as well.

The exposition closed December 1, 1904, having successfully entertained and educated nearly a quarter of the nation's population and leaving collectors with one of the more entertaining stories of Farran Zerbe.



**President Roosevelt to receive GOLD Louisiana Purchase SCD, [SH-13-3]  
at the Exposition Dedication Ceremonies April 30, 1903, published in the  
March 31, 1903 Salt Lake Tribune (Salt Lake City, Utah)**

SH 13-1 Copper



Louisiana Purchase Exposition Official SCD

**SH 13-1 Louisiana Purchase Exposition Official SCD**

The design depicts and commemorates the 100th anniversary of the Louisiana Purchase by Thomas Jefferson from Napoleon Bonaparte; 1,000,000 square miles for \$15,000,000. Designed by George T. Morgan and struck in the U.S. Mint Exhibit at the Exposition. Gilt varieties are the same as Gold-Plated. The planchets were melted and re-processed daily.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-1 G	Gold	R-9			299A
SH 13-1 S	Silver - .600 fine	R-4	19.75	34.05	299
SH 13-1 CU	Copper	R-5	16.83	34.13	301
SH 13-1 BZ	Bronze	R-4	16.56	34.07	303
SH 13-1 YB	Yellow Bronze - Tarnished quickly	R-4	16.54	34.03	302
SH 13-1 GP	Gold-Plated	R-3	16.15-16.46	34.06	300/304

SH 13-2.1 Silver



Louisiana Purchase No-Star No-terrain variety SCD

**SH 13-2 Louisiana Purchase No-Star SCD**

On the common variety cataloged above there is a star on the reverse where St. Louis is located. There are a number of varieties related to the star and the rays around the star. This popular variety is missing the star. The authors believe these were most likely early strikings and that the star was added to the dies later. There is also an no-terrain variety (SH 13-2.1).

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-2 S	Silver	R-6	19.19	34.10	New
SH 13-2 YB	Yellow Bronze - Tarnished quickly	R-6	16.45-16.63	34.06	New
SH 13-2 GP	Gold-Plated	R-6	15.97	34.07	New
SH 13-2.1 S	Silver - no star and no-terrain variety	R-8	22.2	34.0	New

SH 13-3 Gold



Louisiana Purchase Good Luck SCD

**SH 13-3 Louisiana Purchase Good Luck SCD**

The obverse has conjoined busts of a young looking Jefferson and Napoleon. On the center of the reverse there is a horseshoe with a ribbon with "St. Louis 1903-4 Exposition" wrapped around it. In smaller letters "Pat'd" to the left and "1903" to the right. The *Salt Lake Tribune* (Salt Lake City, Utah) March 31, 1903 published that three were struck in gold, and at the dedication ceremonies on April 30, 1903, one was given to President Theodore Roosevelt. Struck with a reeded edge.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-3 G	Gold	R-9		36.0	New
SH 13-3 S	Silver	R-8		36.0	New
SH 13-3 AL	Aluminum	R-5	5.37	36.12-36.27	311
SH 13-3 GP	Gold-Plated	R-5	17.5 - 17.9	36.25	310

SH 13-4 Silver



Louisiana Purchase Announcement SCD

**SH 13-4 Louisiana Purchase Announcement SCD**

Two females and a male in the sky above the clouds; the male is blowing a horn announcing the "World's Fair St. Louis." Microscopic signature "Holy Bros." below feet, a Swiss watch and die-sinking firm. They did not make a lot of medals, but almost all were associated with a fair or exposition. Reverse features busts of Jefferson and Napoleon, each within an oblong circle.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-4 S	Silver	R-8		40.8	New
SH 13-4 BZ	Bronze	R-8		40.8	New
SH 13-4 SP	Silver-Plated Bronze	R-8		40.8	New

SH 13-5 Aluminum



Louisiana Purchase Jefferson Map SCD

**SH 13-5 Louisiana Purchase Jefferson Map SCD**

Obverse features a map of the Louisiana Purchase Territory with outlines of the various states it would constitute. Reverse depicts an edifice of the Administration Building.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-5 AL	Aluminum	R-6	4.85-5.11	38.15	New



SH 13-6 Silver Proof



Louisiana Purchase Roosevelt SCD

**SH 13-6 Louisiana Purchase Roosevelt SCD**

Struck in silver by Lauer with three different silver edge markings. Silber on edge is German for silver. One of the most popular so-called dollars. Considered by the authors to be one of the three kings of so-called dollars, along with the “Washington 1878 Valley Forge” and the “Grant 1869 Pacific Railway Completion.” (SH 13-6.2) was struck on a thicker, heavier planchet.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-6 SPR	Silver Proof - “Silber 0.990” on edge	R-6	23.0	38.30	308
SH 13-6.1 SPR	Silver Proof - “0.990” on edge	R-6	23.0	38.30	New
SH 13-6.2 SPR	Silver Proof - “Silber 0.900” on edge	R-6	26.84	38.30	New

SH 13-7 Brass



Louisiana Purchase Roosevelt Dedication Ceremonies SCD

**SH 13-7 Louisiana Purchase Roosevelt Dedication Ceremonies SCD**

The exposition was scheduled to open April 30, 1903 but the opening was delayed for one full year. The dedication ceremonies however were held April 30-May 1 1903 and were attended by President Roosevelt and Ex-President Taft. Small obverse bust of Theodore Roosevelt in center. Scrolls to either side reminiscent of a Schwaab Stamp & Seal design. Reverse legend states “Dedication Liberal Arts Palace April 30-May 1 1903.” All known medals are holed.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-7 BZ	Bronze	R-6		36.1	New

SH 13-8 Gold-Plated



Louisiana Purchase Octagonal Souvenir Coin SCD

**H 13-8 Louisiana Purchase Octagonal Souvenir Coin SCD**

The official octagonal “Souvenir Coin of Admission” from the 1904 Louisiana Purchase Exposition. Crowned male bust on the obverse, relief map of the U.S. with eagle above on the reverse. Most have a serial number stamped in the exergue on the reverse. Some rare varieties (SH 13-8.1) are known without the serial number.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-8 BS	Brass - Not gold-plated	R-6	16.71	33.94	New
SH 13-8 GP	Gold-Plated	R-3	15.15 - 17.1		306
SH 13-8.1 GP	Gold-Plated - No serial number	R-7	17.1	33.90	307

SH 13-9.1 Brass - No serial number



Louisiana Purchase Round Souvenir Coin No Serial # SCD

**SH 13-9 Louisiana Purchase Round Souvenir Coin SCD**

The official round “Souvenir Coin of Admission” from the 1904 Louisiana Purchase Exposition. Crowned male bust on the obverse, relief map of the U.S. with eagle above on the reverse. Most have a serial number stamped in the exergue on the reverse. Some rare varieties (SH 13-9.1) are known without the serial number. The silver-plated composition is 85% copper, 14% zinc, .65% silver (due to a thin plating).

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-9 BS	Brass - Not gold-plated	R-5	16.3 - 16.65	33.91	305
SH 13-9 GP	Gold-Plated	R-5	16.3 - 16.65	33.91	New
SH 13-9 SP	Silver-Plated Brass	R-7			New
SH 13-9.1 BS	Brass - No serial number	R-8		33.9	305A

SH 13-10 Aluminum



Louisiana Purchase Historic Souvenir SCD

**SH 13-10 Louisiana Purchase Historic Souvenir SCD**

Five conjoined circular patterns with an edifice in each. Reverse legend states “Historical Souvenir.” This is found with both thick and thin planchets.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-10 AL	Aluminum	R-6	8.0 - 10.3	42.6	312

SH 13-11 Gold-Plated



Louisiana Purchase Uncle Sam SCD

**SH 13-11 Louisiana Purchase Uncle Sam SCD**

Obverse portrays Uncle Sam handing a French maiden a bag of money in exchange for a property deed. Previously cataloged as both brass and gilt, they are gold-plated. These are found struck from identical dies with a reeded edge and a plain edge.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-11 GP	Gold-Plated - Reeded edge	R-6	19.80-19.83	38.71-38.76	313
SH 13-11.1 GP	Gold-Plated - Plain edge	R-6	17.1	38.55	313A

SH 13-12 Bronze



Louisiana Purchase Missouri Building SCD

**SH 13-12 Louisiana Purchase Missouri Building SCD**

Issued on Missouri Day and struck by Robbins Co., Attleboro, MA. Obverse is the Missouri Building built for the exposition, reverse is the Missouri State Seal. All have signs of a removed clamp at the top. White metal cast copies weighing 23.13-26.5 g and 37.27-37.56 mm are known to exist but are not cataloged.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-12 BZ	Bronze	R-5	24.81-25.12	38.04	309

SH 13-13 Aluminum



Louisiana Purchase PAX Peace SCD

**SH 13-13 Louisiana Purchase PAX Peace SCD**

A female with a rising sun behind her; she is holding a sign that says PAX, a Latin greeting for peace or "peace with you." Columbus's ship, the Santa Maria, is depicted on the reverse in full sail with a rising sun behind it.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-13 AL	Aluminum	R-5	6.15	38.21	314

SH 13-14 Gold-Plated - 6 column



Louisiana Purchase Schwaab Gardens / Government SCD

**SH 13-14 Louisiana Purchase Schwaab Gardens / Government SCD**

This medal was struck using two different obverse and reverse dies. There are either six or eight columns to the left behind the trees near the water. The six column varieties are found with coin and medal orientation, while all of the eight column varieties have a medal orientation. All have reeded edges. The five aluminum varieties (SH 13-15 through 13-19) were sold in an aluminum holder, the brass varieties in a brass holder.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-14 AL	Aluminum - 6 column	R-5	4.32	36.32	316
SH 13-14 GP	Gold-Plated - 6 column	R-5	17.48-17.85	36.04-36.11	315
SH 13-14 CP	Copper-Plated - 6 column	R-8	17.55	36.06	New
SH 13-14.1 AL	Aluminum - 8 column	R-5	4.32	36.32	New
SH 13-14.1 GP	Gold-Plated - 8 column	R-5	17.55	36.06	New

SH 13-15 Aluminum



Louisiana Purchase Schwaab Electricity/Fraternity SCD

**SH 13-15 Louisiana Purchase Schwaab Electricity/ Fraternity SCD**

The aluminum is found in both coin and medal orientation. The gold-plated is found only with coin orientation. Many medals from this era previously cataloged as brass are gold-plated. Struck with a reeded edge.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-15 AL	Aluminum	R-5	4.29	36.12	319
SH 13-15 GP	Gold-Plated	R-7	14.06	36.28	New



SH 13-16 Aluminum



Louisiana Purchase Schwaab Machinery/Mines SCD

**SH 13-16 Louisiana Purchase Schwaab Machinery/Mines SCD**

The aluminum is found in both coin and medal orientation. The Gold-Plated is found only with coin orientation. Many medals from this era previously cataloged as brass are gold-plated. Struck with a reeded edge.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-16 AL	Aluminum	R-5	4.40	36.25	320
SH 13-16 GP	Gold-Plated	R-7			New

SH 13-17 Aluminum



Louisiana Purchase Schwaab Industries / Transportation & Art SCD

**SH 13-17 Louisiana Purchase Schwaab Industries / Transportation & Art SCD**

The aluminum is found in both coin and medal orientation. The Gold-Plated is found only with coin orientation. Many medals from this era previously cataloged as brass are gold-plated. Struck with a reeded edge.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-17 AL	Aluminum	R-5	4.31gm	36.05mm	321
SH 13-17 GP	Gold-Plated	R-7			New

SH 13-18 Aluminum



Louisiana Purchase Schwaab Manufacturers / Art SCD

**SH13-18 Louisiana Purchase Schwaab Manufacturers / Arts SCD**

The aluminum is found in both coin and medal orientation. The Gold-Plated is found only with coin orientation. Many medals from this era previously cataloged as brass are gold-plated. Struck with a reeded edge.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-18 AL	Aluminum	R-5	4.28gm	36.10mm	322A
SH 13-18 GP	Gold-Plated	R-8			322B

SH 13-19 Gold-Plated



Louisiana Purchase Schwaab Palace Gardens / Liberal Arts SCD

**SH 13-19 Louisiana Purchase Schwaab Gardens / Liberal Arts SCD**

This is the same Cascade Gardens obverse die as (SH 13-15), the eight column variety. There are eight columns to the left behind the trees near the water. Medal orientation, reeded edge.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-19 AL	Aluminum	R-8		36.0	318
SH 13-19 GP	Gold-Plated	R-6	16.8 - 17.0		317

SH 13-20 Aluminum



Louisiana Purchase Lauer Government / Ead's Bridge SCD

**SH 13-20 Louisiana Purchase Lauer Government / Ead's Bridge SCD**

So-called dollars struck by Lauer (SH 13-21 through 13-24) were sold in a circular aluminum container that housed the four medals. Medal orientation.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-20 AL	Aluminum	R-7	4.85-5.10	36.87	322E

SH 13-21 Aluminum



Louisiana Purchase Lauer Agriculture / Machinery SCD

**SH 13-21 Louisiana Purchase Lauer Agriculture / Machinery SCD**

So-called dollars struck by Lauer (SH 13-21 through 13-24) were sold in a circular aluminum container that housed the four medals. Medal orientation.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-21 AL	Aluminum	R-7	4.99	36.78	322

SH 13-22 Aluminum



Louisiana Purchase Lauer Industries / Electricity SCD

**SH 13-22 Louisiana Purchase Lauer Industries / Electricity SCD**

So-called dollars struck by Lauer (SH 13-21 through 13-24) were sold in a circular aluminum container that housed the four medals. Medal orientation, also known with a 30% rotated reverse.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-22 AL	Aluminum	R-7	4.98-5.00	36.90	322C

SH 13-23 Aluminum



Louisiana Purchase Lauer Mines / Textiles SCD

**SH 13-23 Louisiana Purchase Lauer Mines / Textiles SCD**

So-called dollars struck by Lauer (SH 13-21 through 13-24) were sold in a circular aluminum container that housed the four medals. Medal orientation.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-23 AL	Aluminum	R-6	4.98-5.16	36.81	322D

SH 13-24 Aluminum



composite image

Louisiana Purchase Lauer Machinery / Mines SCD

**SH 13-24 Louisiana Purchase Lauer Machinery / Mines SCD**

Lauer's Machinery Building, struck with the Palace of Mines and Metallurgy die. Cataloged and pictured in Robert L. Hendershott's book "The 1904 St. Louis World's Fair" as H 30-350.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-24 AL	Aluminum	R-7		36.8	New

SH 13-25 Silver-Plated



Louisiana Purchase Electricity/Machinery SCD

**SH 13-25 Louisiana Purchase Electricity/Machinery SCD**

Obverse features the Electricity Building; the Machinery Building adorns the reverse. Silver-plated brass.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-25 SP	Silver-Plated	R-6	9.91	32.60	New



SH 13-26 White Metal



Louisiana Purchase Central City SCD

**SH 13-26 Louisiana Purchase Central City SCD**

A large raised world globe of the western hemisphere on the obverse. Reverse legend states “The Central City of the United States.” The example photographed has a metal strap attached to the reverse to be used for a bolo tie.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-26 WM	White Metal	R-7	15.59	38.12	New

SH 13-27 Bronze



Louisiana Purchase Massachusetts Delegation SCD

**SH 13-27 Louisiana Purchase Massachusetts Delegation SCD**

A very well-executed variation of the Massachusetts State Seal adorns the obverse with what appears to be a microscopic signature “IM” below and to the left. Reverse legend includes “Massachusetts Delegation September 17th, 1904.”

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-27 BZ	Bronze	R-6	28.85	39.44	New

SH 13-28 Aluminum



Louisiana Purchase I Was Down the Pike SCD

**SH 13-28 Louisiana Purchase I Was Down the Pike SCD**

“The Pike” was the name of the amusement center at the exposition. It is a novel design of a fish chasing after a man in a top hat.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-28 AL	Aluminum	R-7		38	New

SH 13-29 Aluminum



Louisiana Purchase Winged Angel with horn SCD

**SH 13-29 Louisiana Purchase Winged Angel with horn SCD**

A full figured female with wings and holding a horn announcing the “St. Louis World’s Fair.” Blank reverse.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-29 AL	Aluminum	R-7		38	New

SH 13-30 Nickel



Louisiana Purchase International Nickel SCD

**SH 13-30 Louisiana Purchase International Nickel SCD**

An interesting souvenir with both American and Canadian connections. Manufactured by the International Nickel Company, with a bearded bust of Joseph Wharton adorning the obverse. Wharton was one of the founders of both the International Nickel Company and Bethlehem Steel. He successfully lobbied to have the U.S. government strike coins in nickel in the 1860s. The International Nickel Company (Inco) was formed in New York City in 1902 and incorporated in Canada in 1916, quickly becoming the world’s largest producer of nickel.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-30 BS	Brass	R-8		34.0	323A
SH 13-30 N	Nickel	R-4	20.48	33.97	323



**SH 13-31 Louisiana Statue of Liberty SCD**

The Statue of Liberty on the obverse, the Palace of Liberal Arts on the reverse. Struck with an integrated loop. Cataloged in Robert L. Hendershott's book "The 1904 St. Louis World's Fair" as H 30-370.

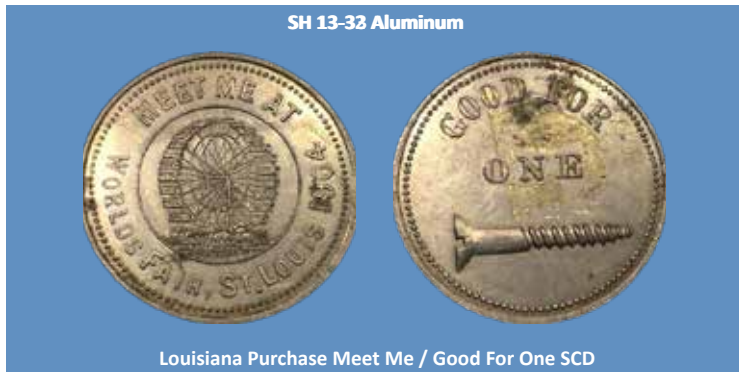
SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-31 AL	Aluminum	R-6		41.3	New



**SH 13-32 Louisiana Purchase Show Me / The Largest Cock SCD**

Obverse features the Ferris Wheel from the 1893 Columbian Exposition which was reconstructed in St. Louis for the 1904 Louisiana Purchase Exposition. "You have got to show me, I'm from Missouri" along the perimeter. Reverse legend states "Presented for having the largest" with a rooster in the center.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-32 AL	Aluminum	R-5	3.34	34.71	New



**SH 13-33 Louisiana Purchase Meet Me / Good For One SCD**

Obverse features the Ferris Wheel from the 1893 Columbian Exposition which was reconstructed in St. Louis for the 1904 Louisiana Purchase Exposition. "Meet Me At" in the obverse legend at the top. "Good For One" with the image of a screw below on the reverse.

SH#	Composition / Variety	Rarity	Wgt. gm	Size	Ref
SH 13-33 AL	Aluminum	R-5	3.27	35	New