

Missouri State Archives

Finding Aid [998.270]

MANUSCRIPT COLLECTIONS

The Universal Exposition World's Fair Book

Abstract: One booklet of published photographs of the 1904 St. Louis World's Fair Louisiana Purchase Exposition

Extent: 1 volume

Physical Description: Paper

Location: Missouri State Archives; Stacks

ADMINISTRATIVE INFORMATION

Alternative Formats: None

Access Restrictions: None

Publication Restrictions: None

Preferred Citation: Tyrrell, Frank G. he Universal Exposition: A Portfolio of Official Photographic Views of the Louisiana Purchase Exposition, St. Louis, 1904, Vol. 1 No. 1, August 15, 1904; Record Group 998.270; Missouri State Archives, Jefferson City.

Acquisition Information: Gift with deed; Accession #1998-0191

Processing Information: Processing completed by EW on 05/09/2017. Updated by EW on 03/24/2021.

HISTORICAL AND BIOGRAPHICAL NOTES

Preparation for the St. Louis World's Fair began in January 1899 when St. Louis was chosen as the next city after Chicago to host a world's fair. Former Governor David R. Francis was elected Chairman of the Executive Committee planning the fair. Other Committee members from Missouri were John Perry (Kansas City), E.W. Stephens (Columbia), and Howard Elliott (St. Louis). Soon Walter B. Stevens would become Secretary and his name appears on many of the St. Louis World's Fair – aka Louisiana Purchase Exposition – documents.

The theme of the Fair was to be the 100th anniversary of the Louisiana Purchase and a goal of Winter 1903 was set for the opening. Eventually the opening was shifted to April 1904. The Fair remained open until December 1, 1904.

George Kessler was the Fair's primary designer and the plan he came up with required approximately 1,200 acres of land and water in the area that would later become Forest Park and Washington University in St. Louis. Architects included Isaac S. Taylor, Emmanuel Louis Masqueray, Paul J. Pelz, and many others.

Participants from all over the country and the world were recruited to design and build exhibits and buildings representing their native lands and cultures. Forty-three (of 45) states built exhibit space as well as 50 countries. Native peoples from across the world were brought to St. Louis where they would be required to appear in their native clothing and accouterments for the attendees to observe. Photographs of these native groups make up the bulk of the images in this manuscript. William H. Rau was the official photographer for the Fair and he is likely the individual who took the photographs featured in this book.

Overall, almost 20 million people attended the Louisiana Purchase Exposition.

ADDITIONAL DESCRIPTIVE INFORMATION

Related Collections

MS105 St. Louis 1904 World's Fair Photograph Book
MS193 St. Louis 1904 World's Fair Photograph Books
MS249 Beauty of the World's Fair and St. Louis 1904 Photograph Booklet
MS279 George Kessler Papers
MS305 Meet Me At the Fair
MS393 Early Photo Album
MS398 Missouri Postcard Collection
MS423 Tim Williams Collection
MS435 Souvenir Postcards of St. Louis
RG550 General Assembly

Available in the Archives' Reference Book Collection:

Bennitt, Mark. History of the Louisiana Purchase Exposition: Comprising the History of the Louisiana Territory, the Story of the Louisiana Purchase and a Full Account of the Great Exposition, Embracing the Participation of the States and Nations of the World, and Other Events of the St. Louis World's Fair of 1904. St. Louis: Universal Exposition Publishing Company, 1905. Call #R 917.78 B4399.

Clevenger, Martha. "Indescribably Grand:" Diaries and Letters from the 1904 World's Fair. St. Louis: Missouri Historical Society, 1996. Call #R 907.4778 In222.

Fox, Timothy J. and Duane R. Sneddeker. From the Palaces to the Pike: Visions of the 1904 World's Fair. St. Louis: Missouri Historical Society Press, 1997. Call #R 907.4778 F8301.

Francis, David Rowland. The Universal Exposition of 1904. St. Louis: Louisiana Purchase Exposition Company, 1913. Call #R 917.78 F8471.

Hanson, John Wesley. The Official History of the Fair, St. Louis, 1904: The Sights and Scenes of the Louisiana Purchase Exposition. 1904. Call #R 917.78 H1986.

Harper, Christine Froechtenigt. The Water Wizard: John F. Wixford and the Purification of the St. Louis Water Supply in 1904. PhD Dissertation: St. Louis University, 2001. Call #R 628.1 H231.

Kurtz, Charles M. The Saint Louis World's Fair of 1904, in Commemoration of the Acquisition of the Louisiana Territory: A Handbook of General Information Profusely Illustrated. St. Louis: Gottschalk Printing Company, 1903. Call #R 917.78 K9673.

Matthews, George R. America's First Olympics: The St. Louis Games of 1904. Columbia: University of Missouri Press, 2005. Call #R 796.48 M4321.

Additional External Resources

Boone County Historical Society's postcard collection of the Louisiana Purchase Exposition / World's Fair is online through Missouri Digital Heritage:

<http://cdm16795.contentdm.oclc.org/cdm/landingpage/collection/bchspsterds>.

The Library of Congress has nearly 1,000 photographs and other records on the World's Fair:

<https://www.loc.gov/>.

The Missouri History Museum in St. Louis has extensive collections devoted solely or partly to the World's Fair. In particular, see collection [#A0934 Louisiana Purchase Exposition Company Records, 1898-1925](#) and [#A0816 George E. Kessler Papers, 1886-1923](#). [NOTE: The Archives has the Kessler papers on microfilm, manuscript collection MS279.] They have also digitized both volumes of David R. Francis's The Universal Exposition of 1904 and placed them on Missouri Digital Heritage:

<http://cdm16795.contentdm.oclc.org/cdm/landingpage/collection/expo>.

The St. Louis Art Museum's Cass Gilbert's Palace of Fine Arts collection is online through Missouri Digital Heritage:

<http://cdm16795.contentdm.oclc.org/cdm/landingpage/collection/cgilbert>.

The State Historical Society of Missouri in Columbia has many collections involving the Exposition. In particular, see collections [#C0806](#), [#C4123](#), [#P0093](#), [#C0051](#), [#C1228](#), [#S0085](#) and an [online photograph collection](#).

Washington University Library's World's Fair Collection contains four linear feet of records:
<http://archon.wulib.wustl.edu/index.php?p=collections/controlcard&id=489>.

ST. LOUIS 1904 WORLD'S FAIR PHOTOGRAPH BOOKLET, 1904

Arrangement: N/a

Scope and Content

This is an 11"x12¾" booklet containing black and white photographs of the 1904 St. Louis World's Fair. It is 19 pages long. This is Volume 1 Issue 1 in a series of 20 booklets published weekly by the Portfolio Publishing Company of St. Louis. Frank G. Tyrrell wrote the introduction. Each issue contains 16 images, making a total of 320 for the entire set.

According to this issue, "The purpose of this Universal Art Portfolio Series is to present a beautiful photographic reproduction of the exposition in form and manner for permanent preservation within reasonable space and at reasonable cost. Its object is to catch the picture of this great moving panorama before it vanishes – a picture of the sum total of civilization's achievements – and transfer it in enduring form to the printed page."

Container List

Location	Box	Folder	Contents	Date
	OB32	4	<u>The Universal Exposition Art Series</u> Vol. 1 No. 1	08/15/1904