

R **Southeast Missouri Drummers' Association.**
1271 **Souvenir program, 1913.**
 One folder.

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This is the souvenir program of the seventeenth annual meeting of the Southeast Missouri Drummers' Association, held in Festus and Crystal City in Jefferson County, Missouri, 22-24 May 1913.

The program features a schedule of events, photographs of officers and members of the association, descriptions of prominent Jefferson County businesses, and views of businesses, residences, and public buildings in Festus and Crystal City.

The Southeast Missouri Drummers' Association was a commercial organization of businessmen, manufacturer's agents, and traveling salesmen, known as "drummers," who worked in southeastern Missouri. Annual meetings were social events designed to strengthen commercial relationships between the large wholesale houses and other firms at St. Louis and Memphis, and local businessmen and customers.

An illustrated souvenir program was a feature of each annual gathering. Advertisements made up a large part of the program, identifying many of the dominant firms in the regional trade such as the Carleton Dry Goods Company, Central States Life Company, Curlee Clothing Company, Eagle Packet Company, Ely & Walker Dry Goods Company, National Candy Company, International Shoe Company, Rice-Stix Dry Goods Company, Huttig Sash & Door Company, Independent Oil Company, National Stock Yards, Frisco railroad, and the brewers of Falstaff, Budweiser, Alpen Brau, and Hyde Park beers.

The Association's annual meetings were notable events that drew thousands of attendees and spectators. The "Twin Cities" of Festus and Crystal City hosted the seventeenth annual convention in 1913 beginning on 22 May. Festivities in Festus and Crystal City over four days included a street carnival, minstrel show, parades, athletic events, and concerts by Poepping's Famous American Band.

The souvenir program for 1913 is illustrated with photographs of the officers, past presidents, committee chairmen, and members of the Association. The officers in 1913 (all from St. Louis) were H. H. Rolfes, President; J. F. Mann, Treasurer; E. Gall, Vice President; J. P. Helmbacher, Secretary; and Rev. J. J. Furlong, Chaplain.

There is a brief review of the 1912 meeting at Farmington and a longer section devoted to Festus and Crystal City. The latter highlights prominent local businesses in those towns such as Festus Mercantile Company, Long Brothers Mercantile Company, Citizens Bank of Festus, A. D. Thomure (wines and liquors), Johnson Brothers Mercantile Company, S. W. Crawford Lumber Company, Farmers and Merchants Bank of Festus, Festus Telephone Company, and Crystal City Bank. The program also includes several pages on the prospects for business in southeast Missouri and on reclaimed land in Cape Girardeau, Dunklin, New Madrid, Scott, and Stoddard counties. An index to local businesses and businessmen is available.

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Businessmen—Missouri.

Commercial associations—Missouri.

Crystal City (Mo.).

Festus (Mo.).

Jefferson County (Mo.).

Southeast Missouri Drummers' Association.

Trade and professional associations.