

Information Sheet

R Frisco Travelers.
456 Souvenir programs, 1915-1921.
One folder.

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These are illustrated souvenir programs of annual meetings of the Frisco Travelers, a businessmen's association, at Rolla, Union, and St. James, Missouri, in 1915, 1920, and 1921. The programs include rosters of members, photographs of officers, schedules of events, articles on the host towns, and advertisements.

The Frisco Travelers was an association of traveling salesmen based in St. Louis, and local merchants and businessmen in Jefferson City, Hermann, Lebanon, Pacific, Richland, Rolla, St. James, St. Louis, Salem, Union, and Washington, Missouri. The organization was affiliated with the National Commercial Travelers League, which also included the Southeast Missouri Drummers' Association, the Missouri Drummers' Association, and the Egyptian Hustlers. The relationship of the Frisco Travelers with the St. Louis-San Francisco ("Frisco") Railway Company is not clear, but the souvenir programs bear a variation of the "coonskin" corporate logo of the railroad, and five of the line's freight and passenger agents are listed as honorary members of the association. Frisco Travelers may have been analogous to present-day "frequent fliers," supported by the railroad through free rail passes and other considerations. The members of the association represented many prominent businesses in St. Louis such as the Anheuser and Lemp brewing companies, the Shapleigh and Simmons hardware companies, and the Campbell and Sligo iron companies. Local grocery, dry goods, drug, and tobacco firms were also well-represented, as were out-of-state businesses such as the National Biscuit Company and the John Deere Company.

The annual meetings were primarily social events. The festivities featured parades, ball games, track and field events, concerts, and dances. The events of the final day also included a brief business meeting. The souvenir programs of the meetings consist primarily of advertising and photographs of officers and members.

The program for the fourth annual meeting, held at Rolla on 18-19 June 1915, includes a list of officers and committee members, a program of events, photographs of previous officers, and an article on the Missouri School of Mines (now the University of Missouri-Rolla). The program for the ninth annual meeting, held at Union on 17-19 June 1920, includes a complete roster of over 200 members and an article about the host city by historian Clark Brown. The program for the tenth annual meeting, held in St. James on 9-11 June 1921, includes a membership roster listing one hundred eighty "active," fifteen "associated," and twenty-seven "honorary" members, many whom had their portraits published in the souvenir program. Also included is a story on the town of St. James written by H. E. Gorman, adjutant of the State Federal Soldiers' Home of Missouri and secretary of the St. James Chamber of Commerce. The story is illustrated with photographs of St. James and its principal officials and businessmen including Mayor Mayme H. Ousley, Dr. Edward W. Ousley, Sherman Bishop, H. B. Bishop, J. F. Burge, E. M. Pinto, and Frank Verkamp.

<i>r0507</i>	<i>3 April 1991</i>	<i>John P. Mann</i>	<i>Gift</i>
<i>r0691</i>	<i>5 January 1998</i>	<i>Curtis Laws Wilson Library, UM-Rolla</i>	<i>Gift</i>
<i>r1270</i>	<i>7 June 2006</i>	<i>Darla Heisele</i>	<i>Purchase</i>

Shelf List

These are illustrated souvenir programs of annual meetings of the Frisco Travelers, a businessmen's association, at Rolla Union, and St. James, Missouri, in 1915, 1920, and 1921. The programs include rosters of members, photographs of officers, schedules of events, articles on the host towns, and advertisements.

	18-19 June 1915	Program, Fourth annual meeting, Rolla, Mo. (28 pp.)	
	17-19 June 1920	Program, Ninth annual meeting, Union, Mo. (52 pp.)	
	9-11 June 1921	Program, Tenth annual meeting, St. James, Mo. (38 pp.)	
<i>r507</i>	<i>3 April 1991</i>	<i>John P. Mann</i>	<i>Gift</i>
<i>r691</i>	<i>5 January 1998</i>	<i>Curtis Laws Wilson Library, UM-Rolla</i>	<i>Gift</i>
<i>r1270</i>	<i>7 June 2006</i>	<i>Darla Heisele</i>	<i>Purchase</i>

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P = Photographic portrait

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