

# **Falstaff Brewery Collection**

**Finding aid prepared by L C Braff**

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St. Louis Mercantile Library Special Collections

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Thomas Jefferson Library Building

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## Summary Information

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<b>Repository</b>	St. Louis Mercantile Library Special Collections
<b>Title</b>	Falstaff Brewery Collection
<b>Date [bulk]</b>	Bulk, 1948-1960
<b>Date [inclusive]</b>	1900-1964
<b>Extent</b>	3.5 Linear feet 1 record box, one oversize 2-foot long box
<b>Location note</b>	Archives
<b>Language</b>	English
<b>Abstract</b>	<p>The collection consists of some items relating to 20th-century advertising from the Falstaff Brewing Company. The oldest artifact is an undated oversize (about 2 feet by 3 feet) cloth hanging advertisement that makes fun of Germans and German terms. The most recent dated artifact is a 1964 aerial shot of a Falstaff plant located in New York. Bulk of the collection runs from 1957-1960, meticulously documenting various cans, bottles and cartons. Frustratingly, several oversize photos are included in which NO person's name is recorded. Also an original full-color cartoon.</p>

### Preferred Citation note

The preferred citation for this collection is "From the collections of the St. Louis Mercantile Library at the University of Missouri-St. Louis."

## **Biographical/Historical note**

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Falstaff Brewing was an important independent beer-manufacturing firm from the end of Prohibition until it was acquired by a rival company in the late 20th century. This rather quirky collection chronicles some of the employees, places and events in this industrial history.

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## **Scope and Contents note**

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The Falstaff Brewing Collection consists of items saved from the history of the Falstaff Brewing Company, mainly related to advertising. Oldest artifact, undated, is a large cloth hanging advertisement that makes fun of Germans and German terms. It's probably from about 1900. The latest dated artifact is an aerial photo from 1964 showing a New York Falstaff Brewing plant. Collection is divided into three groups. Group 1 is Plants. Most of the people pictured in these photos are not identified. Some pictures are not dated. Group 2 is People. Most pictures are dated, but almost no one is identified. Several of the groups are very large--100 persons or more. This group also contains an original full-color signed cartoon. Group 3 is Packaging. Clearly a major interest of the collector, these photos of Falstaff cans, bottles and cartons are carefully dated. This group contains by far the largest number of photos.

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## **Arrangement note**

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The collection is arranged into three groups. Group 1-Plants. Group 2-People. Group 3-Packaging. Within each group, items are organized by date.

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## **Administrative Information**

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### **Publication Information**

St. Louis Mercantile Library Special Collections May 27, 2016

### **Conditions Governing Access note**

This collection is open for research.

### **Conditions Governing Use note**

Access Restrictions: Some of the material in this collection may be photocopied, digitally scanned or photographed, subject to condition and the judgement of the Library staff. Library staff members reserve the right to deny reproduction services for any reason at any time.

Copyright Information: The researcher assumes full responsibility for observing all copyright, property, and libel laws as they apply.

Fee Services: Fees associated with staff research time, cost recovery in reproduction processing time and materials, and licensing may apply.

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## **Controlled Access Headings**

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### **Subject(s)**

- Beer and brewing

## Collection Inventory

**M-389 Group 1-Plants 1948-1964 Folder 1-1, Oct 12, 1948. Blueprint survey of South Chicago site Folder 1-2, July 21, 1962. Plant No. 11, aerial Folder 1-3, Oct 30, 1964. Two aerial views of NYC plant Folder 1-4, No year, maybe 1960s. Photo industrial augers Folder 1-5, No year. Hand-drawn plans for bottling equipment**

**1-1 Blueprint survey of South Chicago site Oct 12, 1948**

**1-2 Tight aerial view of New York City Plant No. 11 July 21, 1962**

**1-3 Two photos of aerial views of Falstaff's New York City plant Oct 30, 1964**

**1-4 Photo of industrial augers No year. Could be 1960s**

**1-5 Hand-drawn plans for bottling equipment No year**

**M-389 Group 2-People 1937-1952 Nineteen folders, two of them oversize. Almost no attributions.**

**OVR-1 Oversize Sales Meeting May 5, 1937 Oversize photo of 118 white men and two white women in Falstaff sales meeting.**

Autographed photo to Harvey Beffa from Tom McCarthy.

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**2-1 Autographed photo to Harvey Beffa from Tom McCarthy. No year--looks like late 1930s Seven people, two women and five men, pose behind motorcycled-powered delivery cart loaded with catons of Falstaff.**

**2-2 Missouri Brewers Association display No year--late 1930s? Six men and one woman stand to the right of a display labelled "Beer Is Best."Six-man german band in costume stands at left. No names.**

**2-3 25-year party Dec 18, 1947 In a slightly oversize photo, 20 white men sit around a seasonally decorated table. Each has a bootle of Falstaff beer at his place. No hint of names.**

**2-4 Christmas party speaker Dec 22, 1949 Unattributed photo of a white male speaker from party held on Dec 22, 1949, at the Norwood Country Club. Could be Harvey Beffa**

**2-5 Two men at Christmas party Dec 22, 1949 Photo of two white men at the Dec 22, 1949 Christmas party.**

**2-6 Photo of four people at Christmas party Dec 22, 1949 Unattributed photo of three men and one woman. One of the men is presenting wrapped packages to the others.**

**2-7 Three unidentified men at Christmas party Dec 22, 1949 Three unattributed white men at the podium. One is receiving a wrapped package.**

**2-8 'Time for Action' photo December 1949 Photo of 40 white men, all unattributed, with the caption, "Time For Action Dec. 1949 New Orleans Falstaff Brewing Corp."**

## Set of 3 documents related to Sept 29, 1950, newspaper photo

**2-9 Set of 3 documents related to Sept 29, 1950, newspaper photo Sept 29, 1950-Oct 11, 1950**

**(1)Original photo of Coy Vinson, Harvey A Beffa, Herb Goodwin, George Jones, and Joseph Griesedieck, dated 1950. (2) Also newspaper clipping from a New Orleans newspaper (Times-Picayune?) dated Sept 29, 1950 with the headline "Falstaff officials Meet Here" and the caption "OFFICIALS of the Falstaff Berewing Corp. held a divisional sales meeting today at the Jung. Those present included, left to right, Coy Vinson, New Orleans, assistant divisional sales manager; Harvey A. Beffa, St. Louis, first vice president and general manager; Herb Goodwin, St. Louis, vice president in charge of sales; George Jones, New Orleans, divisional sales manager; Joseph Griesedieck, St. Louis, assistant to the president of the Falstaff Coop." (3) Internal Falstaff Brewing Corporation memo dated Oct 11, 1950, from A. F. Rahm to Beffa, saying he was sending two copies of the original photo, as Beffa had requested.**

**2-10 Executive Night Meeting March 27, 1951 Photo of 34 unidentified white men with the caption, "Executive Night Meeting St. Louis P.A. Association March 27, 1951"**

**2-11 Omaha Open House August 1951 Photo of a large group, 10 men and nine women, all white, standing in front of an apparatus to which a man at far right is pointing. All unattributed. Handwritten note at bottom reads, "Omaha open-house--August, 1951"**

**2-12 Five photos of Plant No. Five's Open House, and typewritten paper note Aug 28, 1951 (1) Blue slip of paper on which has been typed, "PLANT NO. FIVE -- OPEN HOUSE AUG. 28, 1951" (2) Photo of large group of white people standing next to a giant kettle, to which one man in a suit and spectator shoes is pointing. Eleven men, 17 women. Caption written in ink at bottom says, "Plant 5--Open House--Aug. 28, 1951" (3) Photo of three men and two women seated at a table and drinking bottles of Falstaff Beer. Handwritten caption says "Plant 5--Open house--Aug. 28, 1951" (4) Photo of large group looking at pipes sticking out of a tiled wall, to which a man at front is pointing. Thirteen women and 13 men. Caption: "Plant 5 -- Open House -- Aug. 28, 1951" (5) Photo of a large bottling machine with people on two levels watching it work. Thirteen women, 11 men. Caption: "Plant 5 Open House -- Aug. 28, 1951" (6) Photo of smiling seated group**



## Personalized cartoon for Harvey Beffa

reaching for bottles of Falstaff beer. Six men, four women. Caption: "Plant 5 -- Open house -- Aug. 28, 1951"

2-13 Personalized cartoon for Harvey Beffa 1952 Caricature of Joe Griesedieck and Harvey Beffa, in full color, with caption "BEFFA! I just want you to know where YOU stand on our team." Also handwritten note below: 'NO COMMENT! from you [sic] Pal? Len Maume 1952' The date is a little confusing because "1957" appears on the wall of the cartoon.

2-14 Two undated photos of Falstaff executives No year. Might be 1950s (1) Twelve white men, dressed in the fashion of 1950s, stand in front of a portrait and behind a long table holding a carton and a can of Falstaff beer. No attributions. (2) Tighter closeup of same group, now standing behind long table with a carton and a case of Falstaff beer, one topped with a can of beer and one with a bottle.

2-15 Three photos of breakin at Falstaff offices January 1960 January 1960 (1) Photo showing metal outer layer torn off, with "Falstaff office, 5050 Oakland Ave., St. Louis, MO. January 1960" written on the back. (2) Shot of open and empty safe from the front (3) Closeup of a forced-open locked door.

2-16 Autographed photo of Joe, Chris and Alvin Griesedieck No year. Ca 1960? Joe Griesedieck at left, seated, Chris(?) William (?) Griesedieck seated center, Alvin (?) Griesedieck standing, at right. No date.

2-17 Two posed photos at bottling plant No year. Wide possible range. (1) Three men stare at Gemco-40 bottling machine and bottles of beer. No attributions and no date. Could be 1930s, 40s, or 50s. NOT the the 1960s. (2) One of the same men and a new workers stare at the machine in closeup.

## Group 3-Packaging

**M-389 Group 3-Packaging 1907-1960 (Bulk, 1957-1960) Forty-eight folders, one very oversize, detailing designs of bottles, cans, cartons, and cases of Falstaff Beer.**

**OVR-2 Antique cloth hanging advertisement. (c) is 1907 by Henry Schwabl Rather wonderful artifact that makes rude fun of German customs and idioms. Could not be less politically correct. About two feet wide and a yard long. Prints comic song "Schnitzelbank" with rebus illustrations on the front and chorus on the back, with "German" days of the week on the reverse. Sunday is "Booze Day," as an example.**

**3-1 Photo of first case of Falstaff canned beer June 14, 1940 Ceremonial case of beer with plaque on front saying, "THIS FIRST CASE OF FALSTAFF CAN BEER PACKED JUNE 14, 1940 PRESENTED BY 900 FAITHFUL EMPLOYEES" Case is flanked by a can and a bottle of Falstaff.**

**3-2 Fibre-Bottle Carton photo Jul 10 & Jul 16, 1957 July 10, July 16, 1957 PM-5 and PM-5C. PM-5 caption: Solid Fibre Bottle Cases cover 35/7 oz., 36/7 oz., and 12/32 oz. for returnable bottles 7-10-57 PM-5C caption: Dimensions for 12/32 oz. Tavern Tall 7-16-57**

**3-3 Fibre-Bottle Carton photo Jul 10 & Jul 25, 1957 July 10, 1957 and July 25, 1957 PM-5 and PM-5E. PM-5 caption: Solid Fibre Bottle Cases covering 35/7 oz., 36/7 oz. 24/12 oz. and 12/32 oz. for returnable bottles 7-10-57 PM-5E: Dimensions for 36/7 oz. returnable 7-25-57**

**3-4 Fibre-Bottle Carton photo Jul 10, Jun 20, 1957, and Apl 22, 1958 July 10, 1957, June 20, 1957, April 22, 1958 PM-5 and PM-5D. PM-5: Solid Fibre Bottle Cases covering 35/7 oz., 36/7 oz. 24/12 oz. and 12/32 oz. for returnable bottles Issued or Revised Date 7-10-57 PM-5D: Dimensions for 35/7 oz returnable Issued or Revised 6-20-57 Stapling Specifications for 35/7 oz. Issued or Revised 4-22-58**

**3-5 Fibre-Bottle Carton photo Jul 10 & Jul 25, 1957/ Apl 22, 1958 July 10, 1957, July 25, 1957, April 22, 1958 PM-5 & PM-5B PM-5: Solid Fibre Bottle Cases covering 35/7 oz. 35/7 oz. 24/12 oz. and 12/32 oz. for returnable bottles Issued or Revised 7-10-57 PM-5B: Dimensions for 12/32 oz. Issued or Revised 7-25-57 Stapling Specification for 12/32 oz. Issued or Revised 4-22-58**

**3-6 Fibre-Bottle Carton photo Jun 18 & Jul 10, 1957/Apl 22, 1958 June 18, 1957, July 10, 1957, April 22, 1958 PM-5 & PM-5A PM-5: Solid Fibre Bottle Cases covering 35/7 oz., 36/7 oz 24/12 oz., and 12/32 oz. for returnable bottles Issued or Revised 7-10-57 PM-5A: Dimenison for 24/12 oz. Issued or Revised 6-18-57 Stapling specification for 24/12 oz. Issued or Revised 4-22-58**

**3-7 Folding Can Carton photo Sep 6, 1957 Sept 6, 1957 PM-20 12/12 oz. Folding Box Can Carton Issued or Revsed Date 9-6-57**

**3-8 Folding Can Caton photo Aprl 14 & May 9, 1958 April 14 and May 9, 1958 PM-19-R-1 12/12 oz. Folding Can Carton Issued or Revised Date 4-14-58 Dimension drawing revised Issued or Revised 5-9-58**

**3-9 Folding Bottle Carton photo May 14, 1958 May 14, 1958 Hand-written note: Replaced by: PM 24 New Design PM-24 6/12 oz. One-way GB-2 (new 6 oz. glass weight bottles) Bottle Carrier Issued or Revised 5-14-58**

**3-10 Folding Bottle Carton photo May 14, 1958 (new design) May 14, 1958 PM-24 6/12 oz. one-way GB-2 (new 6 oz. glass weight bottles) Bottle Carrier (except with new 4 color design) Issued or Rev. 5-14-58**

**3-11 Corrugated Carton photo May 19, 1958 May 19, 1958 PM-27 Corrugated Carton for 12/32 oz. One-way Bottles (For Truck Shipments Only) Issued or Revised 5-19-1958**

**3-12 Corrugated Carton photo Jun 20, 1958 June 20, 1958 PM-25 Corrugated 4/6 Pack Container of 24/12 oz. GB-2 One-way Bottles (New 6 oz. glass weight) Issued or Revised 6-20-58**

**3-13 Folding Can Carton photo Jun 18 & Nov 25, 1958 June 18, 1958/ Nov 25, 1958 PM-3-R-1 6/12 oz. and 6/16 oz. folding can cartons Issued or Revised 11-25-58 3C-R-1 Dimensions for 6/16 oz. issued or Revised 11-25-58 3B-R-1 color specifications for all folding cartons Issued or Revised 6-18-58**

**3-14 Folding Can Carton photo Jun 18 & Nov 25, 1958 (3A-R-1) June 18, 1958, Nov 25, 1958 PM-3-R-1 6/12 oz. and 6/16 oz. Folding Can Cartons Issued or Revised 11-25-58 3A-R-1 Dimensions for 6/12 oz. Issued or Revised 11-25-58 3B-R-1 Color Specifications for all folding cartons Issued or Revised 6-18-58**

**3-15 Folding Can Carton photo Aug 28, 1958/ Jan 14, 1959 Aug 28, 1958/ Jan 14, 1959 PM-13-R-1 24/16 oz. Corrugated Flat Top Can Container Issued or Revised 8-28-58 Dimension drawing revised Issued or Revised 1-14-59**

**3-16 Corrugated Can Carton photo Sep 4, 1958 Sept 4, 1958 PM-18-R-2 48/12 oz. Corrugated Can Tray Container Issued or Revised 9-4-58**

**3-17 Corrugated Can Carton photo Nov 7, 1958 Nov 7, 1958 PM-16-R-2 4/6 16 oz. Design Style Corrugated Can Pack Tray Issued or Revised 11-7-58**

**3-18 Corrugated Can Carton photo Replaced Nov 7, 1958 Nov 7, 1958 PM-16-R-2 4/6 12 oz. Design Style Corrugated Can Pack Tray Issued or Revised 11-7-58 Handwritten note, "\* Replaced" and in pencil, "Old/Revised" Photo contains more red tint than newer photos.**

## Folding Can Carton photo Dec 16, 1958-11 oz. cans

**3-19 Folding Can Carton photo Dec 16, 1958-11 oz. cans Dec 16, 1958 PM-34 6/11 oz. and 6/15 oz. Folding Can Cartons Issued or Revised 12-16-58 6/11 oz. folding can carton**

**3-20 Folding Can Carton photo Dec 16, 1958-15 oz. cans Dec 16, 1958 PM-34 6/11 oz. and 6/15 oz. Folding Can Cartons Issued or revised 12-16-58 6/15 oz. Folding Can Carton**

**3-21 Folding Bottle Carton photo Jan 6, 1959 Jan 6, 1959 PM-23-R-1 6/12 oz. Returnable (Export) Bottle Carriers Issued or Revised 1-6-59**

**3-22 Folding Can Carton photo Jan 13, 1959 Jan 13, 1959 PM-37 8/6 11 oz. Corrugated Master Can Container Issued or Revised 1-13-59**

**3-23 Corrugated Can Carton photo Jan 14, 1959 Jan 14, 1959 PM-14-R-1 Corrugated 4/6 - 16 oz. Master Pack Can Carton Issued or Revised 9-2-58 Dimension drawing revised Issued or Revised 1-14-59**

**3-24 Corrugated Can Carton photo Jan 14, 1959-flat top Jan 14, 1959 PM-11-R-2 Corrugated 24/12 oz. Flat Top Can Carton Issued or Revised 8-27-58 Dimension drawing revised Issued or Revised 1-14-59**

**3-25 Folding Can Carton photo Jan 14, 1959 Jan 14, 1959 PM-42 24/15 oz. Corrugated Flat Top Container Issued or Revised 1-14-59**

**3-26 Folding Can Carton photo Jan 20, 1959 Jan 20, 1959 PM-38 24/11 oz. Corrugated Flat Top Can Container Issued or Revised 1-20-59**

**3-27 Folding Can Carton photo Jan 22, 1959 Jan 22, 1959 PM-43 4/6 15 oz. Corrugated Flat Top Can Container Issued or Revised 1-22-59**

**3-28 Corrugated Can Carton photo Apr 21, 1959 April 21, 1959 PM-10-R-2 Corrugated 8/6 - 12 oz. Flat Top Can Master Carton Issued or Revised 3-10-59 Dimension drawing PM-10A-R-2 revised Issued or Revised 4-21-59**

**3-29 Corrugated Can Carton photo Apr 21, 1959-end opening April 21, 1959 PM-33-R-1 24/12 oz. End Opening Corrugated Can Container Issued or Revised 3-16-59 Dimension drawing revised Issued or Revised 4-21-59**

**3-30 Corrugated Carton photo Apr 24, 1959 April 24, 1959 PM-8-R-1 Corrugated Carton for 12/32 oz. one-way bottles Issued or Revised 9-23-58 Dimension drawing revised Issued or Revised 1-9-59 Addendum to PM-8-R-1 Issued or revised 4-24-59**

**3-31 Fibre-Bottle Carton photo Apr 28, 1959 April 28, 1959 PM-48 6/7 oz. One-way Bottle Carrier Specification Issued or Revised 4-28-59**

**3-32 Fibre-Bottle Carton photo May 7, 1959 May 7, 1959 PM-26-R-1 24/16 oz. GB-20 One-way bottle Corrugated Partition Container Issued or Revised 5-7-59**

**3-33 Corrugated Can Carton photo May 14, 1959 May 14, 1959 PM-12-R-2 Corrugated Four 12/12 oz. Flat Top Master Carton Issued or Revised 5-14-59**

**3-34 Corrugated Can Carton photo Jun 24, 1959 June 24, 1959 PM-16-R-2 4/6 Design Style Corrugated Tray 12 oz. cans (with new design inserts) Issued or Revised 6-24-59**

Folding Can Carton photo Jun 24, 1959

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**3-35 Folding Can Carton photo Jun 24, 1959 June 24, 1959 PM-39-R-1 4/6 Design Style Corrugated Tray for 11 oz. cans Issued or Revised 6-24-59**

**3-36 Folding Can Carton photo Jun 24, 1959-15 oz cans June 24, 1959 PM-39-R-1 4/6 Design Style Corrugated Tray for 15 oz. cans Issued or Revised 6-24-59**

**3-37 Corrugated Carton photo Jun 30, 1959 June 30, 1959 PM-55 8/6 Pak 48/7 oz. one-way Bottle Corrugated Container issued or Revised 6-30-59**

**3-38 Folding Can Carton photo Aug 12, 1959 Aug 12, 1959 PM-34-R-1 6/11 oz. Folding Can Cartons Issued or Revised 8-12-59**

**3-39 Folding Can Carton photo Aug 12, 1959-3A & 3B Aug 12, 1959 ON-3-R-2 6/12 oz. and 6/16 oz. Folding Can Carton Issued or Revised 8-12-59 3A-R-2 Dimensions for 6/12 oz. Issued or Revised 8-12-59 3B-R-2 Color specifications for all folding cartons**

**3-40 Folding Can Carton photo Aug 12, 1959-15 oz cans Aug 12, 1959 PM-34-R-1 6/15 oz. Folding Can Cartoons Issued or Revised 8-12-59**

**3-41 Six office memos to Harvey Beffa, re packaging Sep 24, 1959-Jan 25, 1960 Sept 24, 1959-Jan 25, 1960 Six memos to Harvey Beffa, Sr, the first five from W J Matthews, concerning the loose-leaf books that held color photos of all packaging. (The contents of this archive derive largely from that book.) The last memo that accompanied a photo was from U C Gramsch.**

**3-42 Fibre-Bottle Carton photo Oct 29, 1959 Oct 29, 1959 PM-58 6/11 oz. One-way GB-20075 (new glass can bottle) Bottle carrier (closed Jones side loading style) Issued or Revised 10-29-59**

**3-43 Fibre-Bottle Carton photo Feb 10, 1960 Feb 10, 1960 PM-65 6/12 Oz. Glass Can One-way Bottle Carriers Issued or Revised 2-10-60**

**3-44 Fibre-Bottle Carton photo May 16, 1960 May 16, 1960 PM-71 Corrugated 6/4 -- 16 Oz. Flat Top Can Master Carton Issued or Revised 5-16-60**

**3-45 Folding Can Carton photo May 27, 1960 May 27, 1960 PM-21 4/16 Oz. Folding Can Cartons (Jak-Et-Pak) Issued or revised 5-27-60**

**3-46 Corrugated Can Carton photo Jun 29, 1960 June 29, 1960 PM-15-R-3 6/4 -- 16 Oz. Design Style Corrugated Can Pack Tray Issued or Revised 6-29-60**

**3-47 Packet of 30 cards-no year None Cards sized about index-card dimensions printed on various colors of cardbord--pink, yellow, green, peach--describe Falstaff cattle feeds. Strung on a metal ring.**

**3-48 Promotional Salute to the Brewing Industry announcement. No year None--looks like might be early 1960s Announcement printed as an 8 1/2 inch by 5 1/2 inch booklet inviting recipient to watch "A Salute to the Brewing Industry" on television July 22. But year is not specified.**