



THE STATE HISTORICAL SOCIETY OF MISSOURI RESEARCH CENTER-KANSAS CITY

K0643

George Muehlbach & Sons Grocery Company Records

1874-2003

4 cubic feet, oversize

Organizational records including employee policies, legal agreements, publications and advertising materials, photographs of the grocery stores, and architectural drawings of a Kansas City area grocery store chain. Also photographs of the family.

BIOGRAPHY:

George Muehlbach was born in Lafayette, Indiana, in 1857. He was the son of Francis Xavier and Frances (Witz) Muehlbach. Xavier was a cooper by trade. In 1870, he moved with his family to Kansas City to make barrels and boxes for the Muehlbach brewery, which was owned by his older brothers George and John.

In 1874, at the age of 17, George borrowed three hundred and fifty dollars from his mother to buy half interest in a store located at Seventeenth and Holmes. Within a year, he owned it outright. Later the business was moved to Eighteenth and Troost, then to 2318 Forest, and, in 1908, to 3217 Troost Avenue.

In 1878, George married Miss Clara Becker who passed away at the age of twenty-seven, leaving a son, Frank P. Five years later, George married Blanch McDonald. They became the parents of five children: George T., Blanch, Mildred, Roy A., and Florence. George began to teach his sons, Frank P. and Roy A., the fundamentals of his business. When he felt they were ready for management, he expanded the business to allow them to have their own stores to manage. Stores were eventually opened at 4710 Broadway, 424 Nichols Road, 315 E. 55th, and at 72nd and Wornall.

Frank P's sons, G. Leslie and Robert R. came into the business at the end of World War II in 1946. In 1951, they convinced the family to try its first supermarket venture in Prairie Village, Kansas. In 1961, the second supermarket was opened in Shawnee, Kansas, and a new store was opened on the Country Club Plaza. In 1962, Roy suffered a tragic death. His stock was purchased by the corporation leaving Frank P's family in control of the operation. In 1964, G. Leslie "Les" and Robert R. "Bob" acquired the remaining stock from their father.

In October 1968, a new store was opened as a Thriftway, in Parkville, Missouri. It was managed by G. Frank, a son of Les, who along with his wife Ginny, ran the store for almost 35 years. Until the closing of the Parkville Apple Market in 2003, there had been a Muehlbach grocery in the Kansas City area since 1874.

PROVENANCE:

This gift was received from Frank Muehlbach as accession KA1780 on March 10, 2010.

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PREFERRED CITATION:

Specific item; folder number; *George Muehlbach & Sons Grocery Company Records (K0643)*; The State Historical Society of Missouri Research Center-Kansas City [after first mention may be abbreviated to SHSMO-KC].

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DESCRIPTION:

This collection consists of general organizational records such as employee policies, legal agreements, publications and advertising materials. Also included are photographs of the family and the Muehlbach grocery stores. Artifacts include advertising promotional items, small tools used in the stores and wooden crates. Architectural drawings pertain to the Parkville store.

INVENTORY:

BOX 001

GENERAL BUSINESS RECORDS

- Folder 1. History of Muehlbach & Sons Grocery 1874-2003
- Folder 2. History of Muehlbach & Sons Grocery-clippings and publications

- Folder 3. History-George Muehlbach, George Leslie Muehlbach, George Edward Muehlbach.
- Folder 4. Sales Receipt books- Muehlbach & Sons Grocers-unused
- Folder 5. Coupon Books: Muehlbach's Thriftway-Parkville Heights 1968
Muehlbach's Super Market-Country Club Plaza 1961
Advertising Brochure: Muehlbach Thriftway
Professional Mixing Guide
- Folder 6. Stationery, envelopes, business cards: Geo. Muehlbach & Sons
- Folder 7. Advertising materials: J.F. Conrad Grocer Co. - souvenir price list 1898-1899
- Folder 8. Employee information booklet; Application for employment; Pre-employment test
- Folder 9. Employee manual
- Folder 10. Employee rules-expectations: Muehlbach Apple Market 1998
- Folder 11. Employee Agreement: Muehlbach's West
- Folder 12. Employment Policy information
- Folder 13. Employee Time Schedule- October 14-19. 1968
- Folder 14. Employee Seniority File-1962-1970
- Folder 15. Store Manager's Daily Inspection Sheet
- Folder 16. Letter to employees: re. closing of store January 10, 2003
- Folder 17. Leases-Parkville 1966-2002
- Folder 18. Lease Agreements: 3925 W. 69th Terrace, 424 Nichols Road, 315 E. 55th 1960
- Folder 19. Lease Agreements 1966-2000
- Folder 20. Legal Agreements; Loan, Indemnity, Guaranty, Lease 1984-1985
- Folder 21. Legal Agreements: Associated Wholesale Grocers, Inc. 1991
- Folder 22. Union Agreements 1969-1971, 1983
Wage Proposals 1983, 1985
- Folder 23. Licenses: Retail Liquor 1968-69; Egg 1969
- Folder 24. Lease Agreement: Associated Wholesale Grocers 1991, 1993
- Folder 25. Publication: The ABC's of Produce Management
- Folder 26. Publication: "Keeping Current Kansas City Power & Light", photographs re. Parkville store 1969
- Folder 27. Auction notice: Prairie Village, Kansas store closing
- Folder 28. Press release- Moberly Missouri

- Folder 29. Parkville Thriftway: Pro-forma Operating statement April 1983-1984; Advertising schedule 1966; Thanksgiving week accounting sheet 2002
- Folder 30. Correspondence: Roy Muehlbach to Frank, Leslie, Bob and George Barnett 1957
- Folder 31. Photographs: fruit baskets
- Folder 32. Negatives
- Folder 33. Scrapbook 1932-1961
- Folder 34. The American Tobacco Company- Modern American Planner 1967 unused
- Folder 35. Advertising- Coffee Muehlbach, two printed bags; The Starr "X" Coca-Cola bottle opener
- Folder 36. Advertising: Meat and Produce ca 1970's
- Folder 37. Advertising: Muehlbach's Liquors, other
- Folder 38. Newspaper Advertisements February 1967
- Folder 39. Newspaper Advertisements March 1967
- Folder 40. Newspaper Advertisements April 1967
- Folder 41. Newspaper Advertisements May 1967
- Folder 42. Newspaper Advertisements 1966
- Folder 43. Newspaper Advertisements undated
- Folder 44. Publication: End of an Era, clippings Spring 2003
- Folder 45. Publication: The Country Club Plaza Magazine Dec. 1961
- Folder 46. Newspaper Advertisement: Buy-Low Cash Market 3215 Troost Ave.; letters to customers re: death of Roy, fire at 315 E. 55th 1960

BOX 002*PHOTOGRAPHS, FAMILY MEMORABILIA*

- Folder 1. Genealogy- Muehlbach family
- Folder 2. Photographs: George Muehlbach and family, also contains obituaries and letter to Clara
- Folder 3. Photographs: Frank P. Muehlbach and family
- Folder 4. Photograph Album: Frank P. Muehlbach, Aileen O'Reilly Muehlbach and family 1911-1913
- Folder 5. Photographs: G. Leslie "Les" Muehlbach and family, includes Western Auto store, elephant parade
- Folder 6. Diploma: Dorothea Dougherty- Central High School 1933; clipping Dorothea Dougherty, "A Group of the First Students"

- Enrolled in the University of Kansas City”; Certificate of Recognition Dot and Les Muehlbach 1991; Honorary Directors Association Frank P. Muehlbach 1959
- Folder 7. Bridal Book: G. Leslie Muehlbach and Dorothea Dougherty Muehlbach 1936
- Folder 8. “My Memory Book” Dorothea Dougherty-Central High School class of 1933; bank book 1931; photo- Gertrude Dougherty age 13
- Folder 9. Anniversary Cards- Les to Dorothea; Commencement Announcement- George L. Muehlbach- Rockhurst High School 1930; Marriage Announcement- Margaret E. Grady to Frank P. Muehlbach 1929.
- Folder 10. Baby Book: George Francis Muehlbach, September 9, 1939
- Folder 11. Photographs: G. “Frank” Muehlbach and family
- Folder 12. Photographs: Muehlbach family- G. Frank?
- Folder 13. Photographs: Muehlbach family homes, family members
- Folder 14. Photographs: Muehlbach family
- Folder 15. Photographs: Muehlbach family-color
- Folder 16. Photographs: Muehlbach family-unidentified
- Folder 17. Photographs: non-family, not K.C. area, unidentified
- Folder 18. Photographs: miscellaneous travel
- Folder 19. Loose pages from illustrated American history book- etchings-color, westward expansion
- Folder 20. Publication: “The Railwayman” September 1944
- Folder 21. “Yellowstone up to the mouth of the Powder4 River” typescript summary report, May 17, 1873
- Folder 22. Booklet: Trip Abroad, at-a-glance, 1966, 1979; typed poem
- Folder 23. Newspaper clipping: Muehlbach family
- Folder 24. Photographs: Muehlbach Grocery- 2318 Forest 1904
- Folder 25. Photographs: Muehlbach Grocery-17th and Holmes
- Folder 26. Photographs: Muehlbach Grocery-32nd and Troost Ave.
- Folder 27. Photographs: Muehlbach Grocery 315-317 E. 55th St.
- Folder 28. Photographs: Muehlbach Grocery-4710 Broadway
- Folder 29. Photographs: Muehlbach Grocery-424 Nichols Road
- Folder 30. Photographs: Muehlbach Grocery-unidentified stores
- Folder 31. Photographs: Muehlbach Grocery- Apple Market, Parkville, MO

BOX 003*ARTIFACTS*

- Folder 0. Brown Paper shopping bags, with Muehlbach advertising
- Folder 1. Brass stencil- Geo. Muehlbach & Sons
- Folder 2. Produce charts
- Item 1 Opera glasses-mother of pearl, engraved Grace Grady
- Item 2 Wood handled ice tongs- The Newland Ice & Cold Storage Co.
- Items 3,4 Corporate seals- Geo. Muehlbach & Sons Grocery, Kansas and Missouri
- Item 5, 6 Ice picks- Geo. Muehlbach & Sons Grocers, Columbian Brewing Co.
- Item 7 Cast iron hammer and pry bar tool
- Item 8 Brass bottle opener with pointed and hammer end
- Item 9 Cast iron paper weight
- Item 10 Amber glass bottle with dropper (some liquid)
- Item 11 Safety razor in box- Ever-Ready
- Item 12 Brass bottle opener- Schlitz, in box
- Item 13 Miscellaneous advertising items- thimbles, business cards, knives, can openers
- Item 14 Apron-Muehlbach's
- Item 15 Folgers coffee in sealed tin with key on bottom
- Item 16 Bottle- Muehlbach blended scotch

FLAT BOX 001*PHOTOGRAPHS, MAGAZINES, CLIPPINGS*

- Folder 1. Baby Photographs (4) mounted on board
- Folder 2. Photograph: Geo. Muehlbach store w/ awning "Fine Groceries and Table Delicacies"
- Folder 3. Photographs: interior of Geo. Muehlbach's Grocery 3215 Troost Ave. (1) on board, (1) photo paper
- Folder 4. Photographs: interior 4710 Broadway (2) on board
- Folder 5. Photograph: interior 32nd and Troost (1) on board
- Folder 6. Photographs: exterior Geo. Muehlbach store, Swift and Company horse drawn wagon in front with employees (2) on board

- Folder 7. Photograph: Muehlbach stores 2318 Forest Ave. 1874; 424 Nichols Road 1961 advertising
- Folder 8. Photograph: Rockhurst High School class of 1930 composite: G. Leslie Muehlbach
- Folder 9. Muehlbach and sons portrait
- Photograph album: travel photos- Washington D.C., Niagra Falls
- Newspapers 1941-1985, contain advertisements for Muehlbach's
- Reprint of Civil War time photograph of .”Terror of ‘61” “Rodman” cannon
- Magazines: *Look*-February 14, 1939; *Plaza Magazine*- November 1969; *Look*-December 30, 1969
- Encapsulated clipping “An Era Ends as Grocery Closes”- The Kansas City Star-Wednesday, March 19, 2003

FLAT BOX 002

NEWSPAPER ADVERTISEMENTS Muehlbach 1961-1987

Box 006x3

- Roll 1 General Highway Map
- Location Platte County, Missouri
Architect Missouri State Highway Department
Date 1966
- Roll 2 Muehlbach Supermarket
Location 1601 Fairfax Trafficway, Kansas City, Kansas
Architect Glen E. Eidson
Date 1966, 1968, 1977-1979
- Roll 3 Thriftway Expansion
Location Parkville, Missouri
Architect RSS
Date 1984
Job/Plan No. 84041

WOODEN PACKING CRATES (3)

- Folder 1. Photographs-aerial-85th and Holmes area, Chestnut Hill