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 years, 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 beautiful 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 11. Employee Agreement: Muehlbach’s West
Folder 12. Employment Policy information
Folder 15. Store Manager’s Daily Inspection Sheet
Folder 17. Leases-Parkville 1966-2002
Folder 18. Lease Agreements: 3925 W. 69th Terrace, 424 Nichols Road, 315
E. 55th 1960
Folder 20. Legal Agreements; Loan, Indemnit6y, Guaranty, Lease 1984-1985
Wage Proposals 1983, 1985
Folder 23. Licenses: Retail Liquor 1968-69; Egg 1969
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 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 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 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 Railwayan” September 1944

Folder 21. “Yellowstone up to the mouth of the Powder4 River” typescript summary report, May 17, 1873


Folder 23. Newspaper clipping: Muehlbach family

Folder 24. Photographs: Muehlbach Grocery- 2318 Forest 1904

Folder 25. Photographs: Muehlbach Grocery-17th and Holmes


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

**OVERSIZE ITEMS**

*ARCHITECTURAL DRAWINGS (KC0009 Box 10x3)*

*WOODEN PACKING CRATES (3)*
Folder 1. Photographs-aerial-85th and Holmes area, Chestnut Hill