

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Falstaff Brewing Corporation Plant Number 1

other names/site number Forest Park Brewery, Griesedieck Brewery, Falstaff Corporation

2. Location

street & number 3644- 3690 Forest Park Boulevard [N/A ] not for publication

city or town St. Louis [N/A] vicinity

state Missouri code MO county St. Louis (Independent City) code 510 zip code 63103

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( see continuation sheet for additional comments).

Mark Miles  
Signature of certifying official/Title Mark Miles/ Deputy SHPO

MAY 25, 2007  
Date

Missouri Department of Natural Resources  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.

See continuation sheet.

determined eligible for the National Register.

See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain): \_\_\_\_\_

Signature of the Keeper

Date of Action

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "X" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions)

INDUSTRY

**Period of Significance**

1917-1957

**Significant Dates**

1917  
1920  
1922  
1933

**Significant Person**

(Complete if Criterion B is marked above)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Grone, Lewis H.  
Kelleman Construction Company

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

**9. Major Bibliographical References**

**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency

- Federal agency
- Local government
- University
- Other

Name of repository:

\_\_\_\_\_

Falstaff Brewing Corporation Plant Number 1  
Name of Property

St. Louis (Independent City), MO  
County and State

10. Geographical Data

Acreege of Property 1.540 Acres

UTM References

(Place additional UTM references on a continuation sheet.)

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	740500	4279720			
C. Zone	Easting	Northing	D. Zone	Easting	Northing

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Julie Wooldridge & Melinda Winchester

organization Lafser & Associates date 1 May 2007

street & number 2285 County Road 316 telephone (573)-979-1040

city or town Jackson state MO zip code 63755

Additional Documentation

Submit the following items with the complete form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name See Attached

street & number telephone

city or town state zip code

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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## National Register of Historic Places Continuation Sheet

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Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

### Summary:

The Falstaff Brewing Corporation Plant Number 1 sits on a 1.54 acre site in the Midtown Neighborhood of St. Louis on the south side of Forest Park Boulevard at Spring Avenue. Constructed in 1909, the Falstaff Brewing Corporation Plant Number 1 was the company's first brewery complex in St. Louis. It is composed of brick, wood and concrete buildings, with seven contributing properties and one non-contributing building. Designed by local architect Louis H. Grone and the Kellerman Construction Company, it makes a significant contribution to the midtown area through its mass and height. Two-thirds of the original plant design remains largely intact. However, one of the warehouses and the brewhouse burned in 1987. Some alterations were made in 2002 to the lower storefront of the powerhouse and the office building and some infill of window openings occurred on the bottling building. However, the buildigns possesses a significant concentration of structures historically united as a brewing complex, and as a whole continues to retain integrity through its location, association, feeling, setting and design.

### Elaboration:

#### **Setting:**

The Falstaff Brewing Corporation Plant Number 1 is located at 3644-90 Forest Park Boulevard occupying all of City Block 2201 and the west corner of City Block 6504 in the Midtown Neighborhood of St. Louis, which is defined by Olive Street and Delmar Boulevard to the north via North Compton Avenue and Chouteau Avenue to the south. The property is bounded on the north by Forest Park Boulevard, on the west by Spring Avenue and on the south by Clark Avenue. The area consists of primarily commercial and industrial buildings with a dormitory complex for Saint Louis University located to the east of the property and Interstate 40 one block to the south. (See Figures 1 & 2)

#### **Site:**

The site and design of Falstaff Brewing Corporation Plant Number 1 emphasizes an industrial and commercial theme throughout the complex. A rectangular asphalt parking area is located directly east of the powerhouse (Buildings Numbers 4 & 5) and a six foot wide concrete sidewalk with decorative landscaping fronts the complex along Forest Park Boulevard and continues along Spring Avenue behind Building No.1, ending at a smaller parking area in the rear for employees. (See Photos 1 & 2) Two 1933 keg sheds are extant across Clark Avenue. The northern shed is in very poor condition, has been covered in corrugated metal, and nearly half of the building has been removed (as can be seen when comparing the 1951 and 1990 Sanborn maps, as well as an aerial

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Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

photo Figures 1, 3, and 8), The southern shed has also been covered, and is now connected to a two story industrial building that fills one quarter of City Block 2198. This newer building replaced a machine shop and the parking lot that most likely served as employee parking for the plant. Due to these extensive changes, which occurred after the Falstaff plant closed, City Block 2198 has been excluded from the boundary.

### Individual Property Physical and Architectural Descriptions-

The following list of buildings contains individual descriptions, identifies architect or contractor and provides construction/alteration dates and corresponding photographs. Properties within the Falstaff Brewing Corporation Plant Number 1 are designated as (C) for contributing or (NC) for non-contributing. (See Figure 3).

Unless otherwise noted, the historic information provided on individual buildings comes from the City of St. Louis Assessor's Office, City of St. Louis Building Permits and Sanborn Fire Insurance Maps of 1909, 1944, 1950 and 1995.

### 3690 Forest Park Boulevard- 1911- Louis H. Grone - Photos #3, 4-

**Building No. 1-** Constructed in 1911, Building No. 1 is a two-story brick and white stucco building located on the corner of Spring Avenue and Forest Park Blvd. It has a rusticated stone foundation, shingled hip roof, a tiered dentil brick belt course separating the first and second floors, and a brick chimney located at the rear. The primary entrance is centered on the façade and contains an anodized bronze and glass door. The original soldier brick lintel is still intact and visible above the canvas awning. The entrance is flanked by two nine-over-nine double hung windows with stone sills and soldier brick lintels. The second floor façade fenestration consists of an eight-over-eight double hung window with stone sills centered above the storefront windows, with a six-over-six window directly above the entrance. The same fenestration continues along the west elevation.

The south elevation (rear) has two three-over-three double hung windows directly below the roofline and door on the second floor that originally opened to a wood porch added in 1912. Also in 1912, a one-story brick addition was added to the east elevation. The façade has three one-over-one wood windows with brick lintels and stone sills flanked by brick pilasters at each corner. The brick belt course matches the original 1911 structure. In 1928 and 1942, alterations to the store occurred due to the expansion of the brewery and its growing business. This structure functioned as a store for the brewery until 1942, when it was used as a cafeteria for its employees. As a store the building housed memorabilia, and produced revenue by selling beer directly to the

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Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

consumer. As a cafeteria it offered workers on-site nourishment and represents the changing attitudes toward business practices. The exterior of the building has changed very little with the exception of the new entrance door and roof that mimics the original. The building maintains integrity of design, association, materials and location. **C**

### 3674-3684 Forest Park Boulevard -1920, 1933- Louis H. Grone - Photos # 5,6,7,8, 9, 10,14, 15,16,17,18, 19, 20, 21, 22 & 23-

**Building No. 2** - Constructed in 1920, Building Number 2 is a two-story brick structure measuring approximately 60' x 31' with a flat roof and stepped parapet with a terra cotta coping. The façade is divided into three bays separated by wide brick pilasters with a series of four eight-over-eight windows in each bay of the second floor. This fenestration continues along the second floor of the west elevation. The lower façade, as shown in Figure 4, was covered with panels in 2000 with an entrance door centered in the east bay. In 2003, the owners removed the panels and restored the windows of the center bay and installed a new entrance in the east and west bays. These changes are similar to the rendering from 1946 (Figure 5) with the exception of the additional doors. The south elevation (rear) of the structure attaches to Building Number 3 and the east elevation shares a common wall with Building Number 4. The first floor currently houses a printing company, which has restored the original wood floors and has left the brick walls and steel columns exposed. (See Photos # 20 and 21). The second floor remains much as it did at construction with the mahogany walls and 12" wood baseboard trims. (See Photos #14, 15 & 16) Historically, this building functioned as the primary business office for the brewery. **C**

**Building No. 3:** Constructed in 1933, this is a two-story brick structure measuring approximately 80'x72' with a domed roof, stepped parapet and terra cotta coping along the west elevation and common walls on the north and east elevations. The first floor is below grade with a concrete ramp leading up to exit the building. The west elevation has metal industrial windows on the second floor and a large wood loading door is centered on the rear elevation. Two loading doors directly east of the existing door have been removed and brick in-filled but the openings are still evident. This building was constructed to function as a new stock house for the rapidly growing Falstaff brewery, but was used as an aging cellar as well. The aging cellar is where a beer sits and develops complexities, producing a taste that was unique to Falstaff. In 1936, a new conveyor was constructed at the rear and inside the building and in 1948, a new low pressure boiler was installed. This building has changed very little since its construction. **C**

**Building No. 4:** Constructed in 1920, this is a three-story brick building with a fourth-

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Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

story located on the east quarter of the structure and on the rear half of the building. The roofline is level with louvered vents located directly below the roofline of the third and fourth story on the north, south and east elevations. Historically, the lower floors were used as a stock house, and the upper floors were used as a beer cooling tower for the brewery. The cooling tower was used as the third step in the brewing process. After soaking malted barley in hot water the malted sugars that are released are boiled with hops. This solution is then cooled in a cooling tower before the yeast is added to begin fermentation. The façade originally had very little ornamentation due to the function of the structure. There were three columns of one-over-one double hung windows with arched lintels and stone sills symmetrically spaced on the façade. These are still intact. The first floor was altered prior to 1985, and the first floor windows and entrance were bricked. (These openings can be seen in Figure 5). In 2003, the owners who purchased the building adapted the first floor for use as a sandwich shop. At that time, the owner removed the bricking from the original window openings, and added five one-over-one double hung windows to the original three present on the first floor façade. The new openings replicate the lintel and sill patterns found on the original bays. A glass entrance door was added in the second bay. The metal walk door on the east elevation was an original opening and plywood covers two openings on the east elevation where a metal covered walkway connected Building No. Four to the stock house that burned in 1987. The lower floors were used as a stock house and offices for the original Falstaff Brewery. The interior of the second- thru fourth-floors remains as it did when the plant closed in 1958. The original concrete reinforced floors, exposed steel columns, and 12" brick walls are still present. The cork insulation on the walls from the cooling tower is still present on the fourth floor. (See specifically photo #s 17, 18 & 19) C

**Building No. 5:** Constructed in 1920, this is a two-story brick office building measuring 29' x 43' with a flat roof that connects to Building 6. This building was used as a small office building for the stock house, controlling production numbers and shipping. The building still contains its original wood floor and ceiling joists. C

**Building No. 6:** Constructed in 1933, this is a five-story brick fermenting house and a four-story power house measuring approximately 60' x 34'. The fermenting house is where the yeast was added to the malted barley sugar and hops mixture to create an alcoholic beverage. The powerhouse generated the electricity for the entire complex. On the southwest corner of the power house is a concrete block cylinder and steel factory stack. The south, north and east elevations have fifteen-light metal industrial windows, flat roofs and terra cotta copings. Entrance doors are located on the east elevation and overhead doors are located at the rear. The interior of the building has changed very little since construction. It consists of an open floor plan on each floor with brick and metal walls and cast iron floors. (See Photos 22, 23 & Figure 6) Building No. Six continues to retain integrity through its mass, fenestration, materials, location

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Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

and design. C

### 3644 Forest Park Boulevard – 1922– Louis H. Grone - Photos #11, 12 & 13-

#### **Building No. 7:**

Constructed in 1922, this is a two-story brick industrial building with concrete floors and steel trusses and columns. The façade has a centered arch parapet with brick piers on each corner. The building function, "*Bottling Department*" is located in the original terra cotta name plate within the parapet arch. (See Figure 7) An addition was added to the bottling building in 1933 and a new bottling line was also installed. After the beer had been completely brewed it was moved to the bottling department where sugar was added to give the product carbonation. The façade currently has three entry doors and two overhead doors on the first floor. Originally, the first floor façade had four large loading bays that have been in filled with brick. The second floor window fenestration consists of eight symmetrically spaced window openings, two of which have plywood panels and the other five have new windows with infill. The fenestration on the west, east and south elevations is identical and symmetrically spaced and continues to be evident even though the windows have been bricked in. The changes occurred in the 1980s. The rear has an additional three loading doors and one entrance door. The building continues to maintain its historical industrial presence through its mass and design. C

### 3660 Forest Park Boulevard- 2003 - Photo # 1 & 11-

**Building No. Eight:** Constructed in 2003, this is a one-story brick building measuring approximately 30'x 30'. Composed of concrete and brick, the tan building reflects more recent trends in commercial architecture. The building sits on the eastern side of the property, set back from the street and near Building Number 7. It is non-contributing due to its construction date. NC

The buildings of the complex maintain their integrity, continuing to represent their role in the brewing process. Though the brew house burned on January 2, 1989, two thirds of the plant has been maintained. The space created by the fire is noticeable, and the footprint from the edge of Building Number 7 to the eastern edge of the parking lot can be seen from the aerial view (Figure 8) but the integrity maintained by the Bottling Building at the eastern edge of the property reinforces the presence of the brewery property on the entire block. The extant buildings within the boundary retain integrity of design, location, setting, feeling, and association.

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St. Louis [Independent City], MO

All properties change over time, and it is not necessary for a property to retain all its historical physical features or characteristics. Properties eligible under Criterion A must be able to relay significance through the physical features of the property, though it is not essential that a historic property possess every aspect of integrity. The Falstaff Corporation Plant Number 1, though it has evolved and been altered over time, continues to express a large portion of the architecture it possessed during the period of significance. Though lower store fronts have been changed, the buildings continue to convey their purpose as a brewery by their proportions, window patterns, and configuration, as well as the original materials, location, and association with industrial production. The buildings also possess a significant concentration of buildings linked by historic events and physical development of the Falstaff Corporation. The following examines the Falstaff Brewing Corporation Plant Number 1 for the seven areas of integrity that are evaluated for listing in the National Register of Historic Places.

**Location:** The Falstaff Corporation Plant Number 1 occupies the 1.54 acre site in Mill Creek on which it was built. The extant buildings, both included and excluded from the boundary line, retain their original positions on the property. Though two of the buildings have burned, the remaining elements retain integrity of Location.

**Design:** The design of Plant Number 1 by L.H. Grone and the Kellerman Construction Company expresses the architectural movements commonly associated with commercial and industrial structures during the first half of the twentieth century. Incorporating brick and steel with large windows, the buildings reflect their original function and form. Though a few changes have been made to the lower portions of a few of the buildings, the basic first floor designs have been maintained in six of the seven contributing buildings. With the exception of some window infill and adaptive reuse, the buildings retain integrity of design through the retention of its original form, plan, spaces, structure and style.

**Setting:** Setting refers to the physical environment surrounding a historic property. The development in the Mill Creek Valley happened rapidly in the early twentieth century, producing commercial and industrial buildings along Forest Park Avenue from Grand Avenue to Vandeventer Avenue and beyond. Many of these buildings are still intact, including those constructed on adjacent blocks, including the Federal Mogul Building across Spring Avenue and the three buildings across Forest Park Avenue. Plant No. 1 retains its integrity of Setting through retention of the majority of the buildings on the site and its relationship between the buildings and surrounding area.

**Materials:** The original materials used to construct Plant Number 1 are largely intact, with some replacement of windows and doors on the lower levels. Yet each building retains the brick, plaster, steel, and wood on the interior and exterior that was present at

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construction, with original windows present on the upper floors.

**Workmanship:** Workmanship is evident in the quality of the building construction and its overall layout design. The architects designed commercial and industrial space with an open floor plan in order to allow the internal function of the building to be adjusted as needed. However, the original hard wood floors and the craftsmanship in the bricklaying are intact. With the exception of the area damaged by fire in 1987 the structures all retain the interior and exterior elements constructed to support industrial and commercial movement. In addition, the rounded lintels and brick designs have been maintained, retaining integrity of workmanship.

**Feeling:** Plant Number 1 retains integrity of Feeling. It continues to function as commercial and industrial space, with the retention of mass and materials signifying its former function as an industrial space.

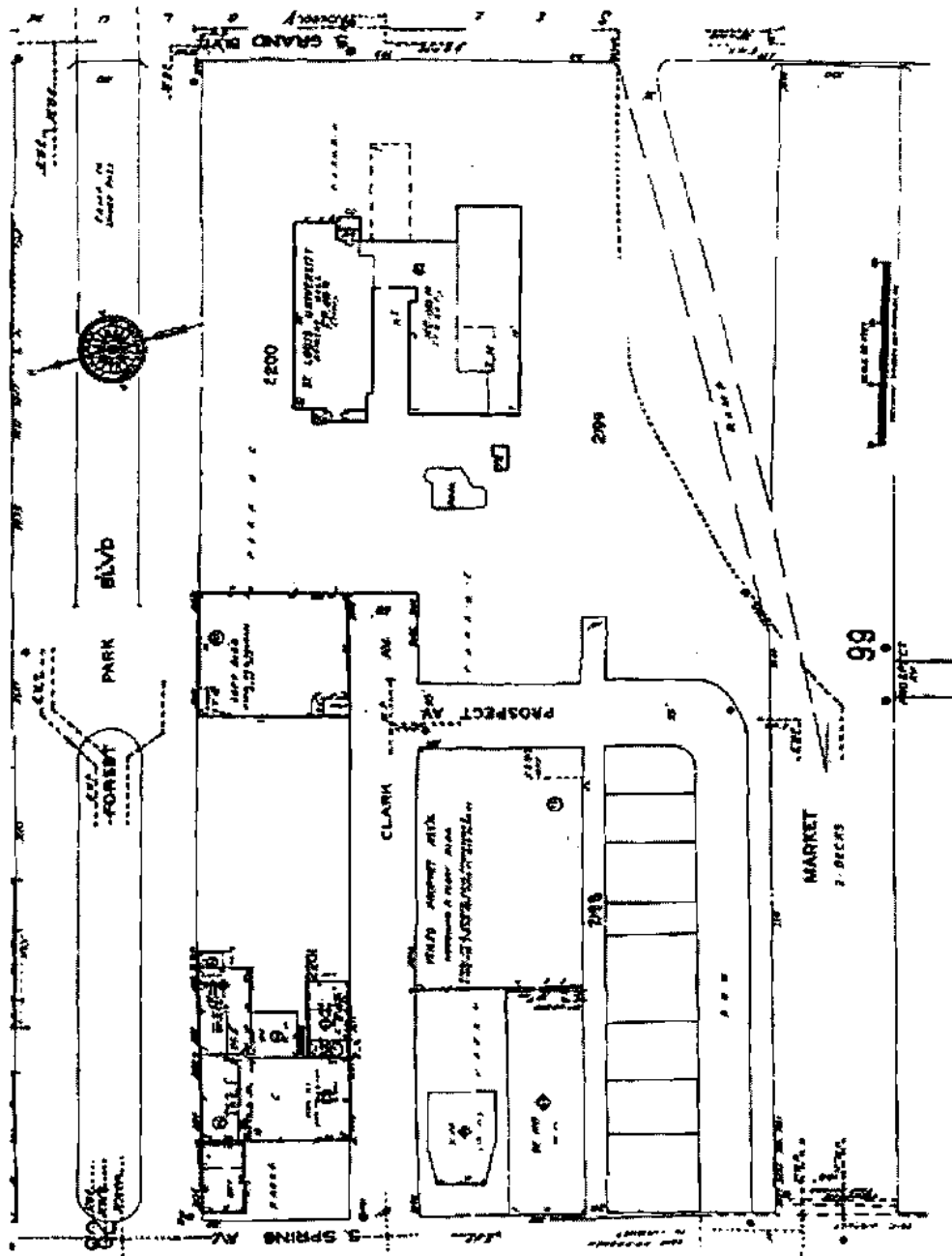
**Association:** The design and mass of Plant Number 1 implies the industrial function it possessed. The small elements, including the "Bottling Department" sign on Building 7 capture the relationship of the buildings to the previous function, while the new commercial and industrial businesses that occupy the complex continue to produce products consistent with the buildings' intent. Falstaff Corporation Plant Number 1 continues to retain its association.

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Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO



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17M

1990

1:25,000

Scale of Feet

0 100 200

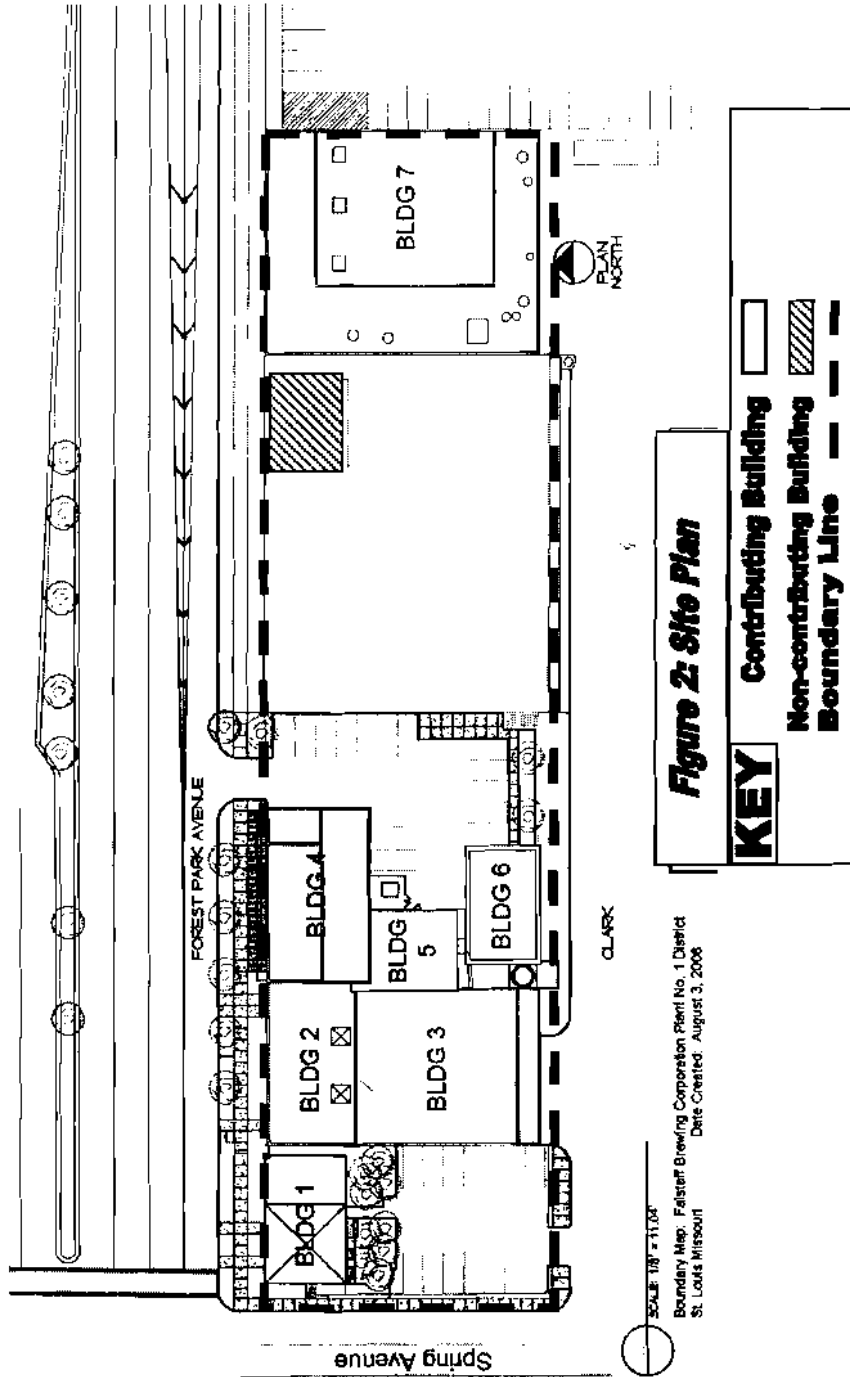
Figure 1- Sanborn Map 1990

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Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

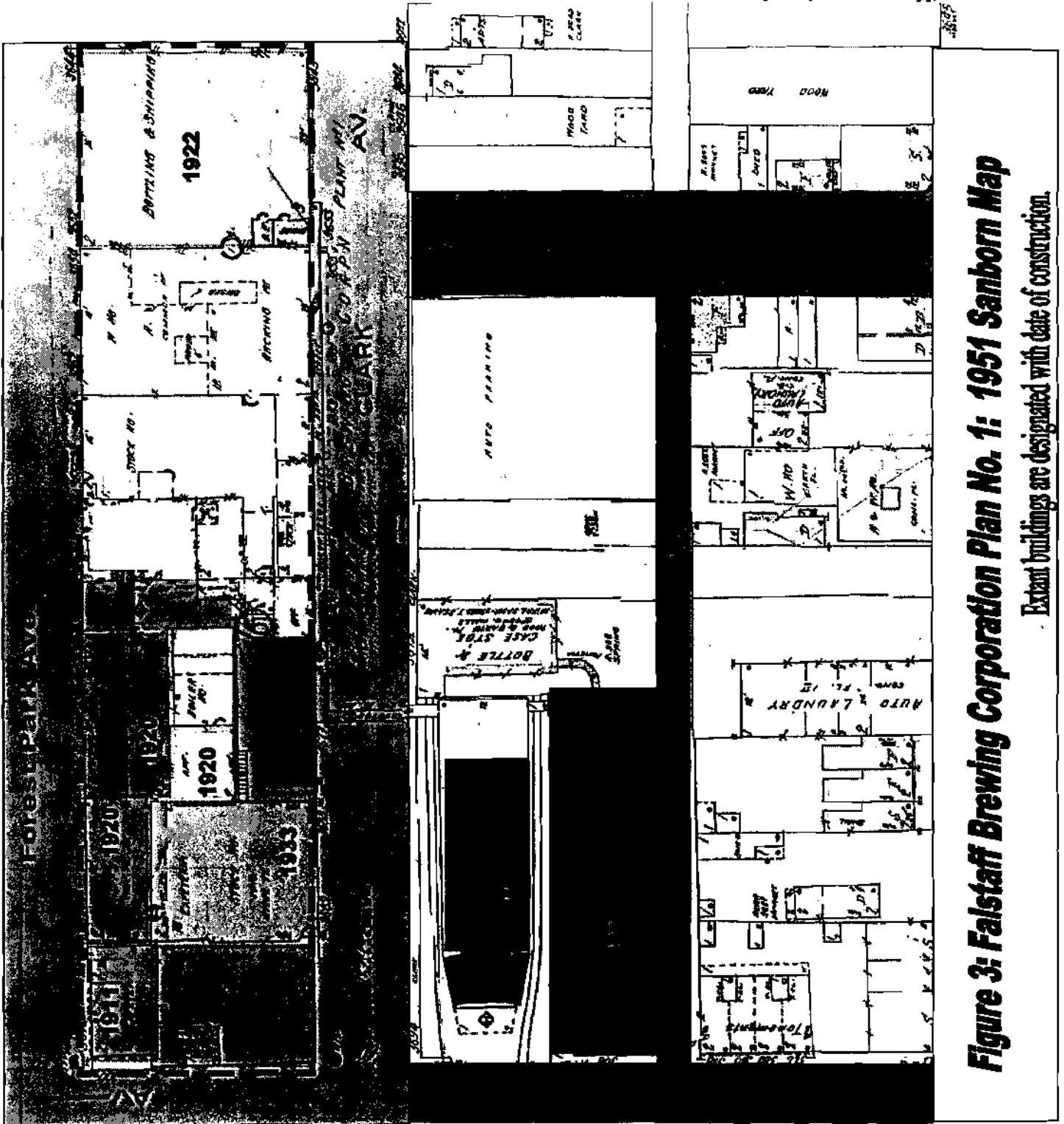


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**Figure 3: Falstaff Brewing Corporation Plan No. 1: 1951 Sanborn Map**

Extant buildings are designated with date of construction.

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*Figure 4: Brian Monoco, "Falstaff Plant No. 1." ( St. Louis, 2000).*



**1946 Artist's rendering of Plant No. 1 at 3684 Forest Park Ave., St. Louis, Mo.**

*Figure 5: 1946 Drawing of Plant No. 1*

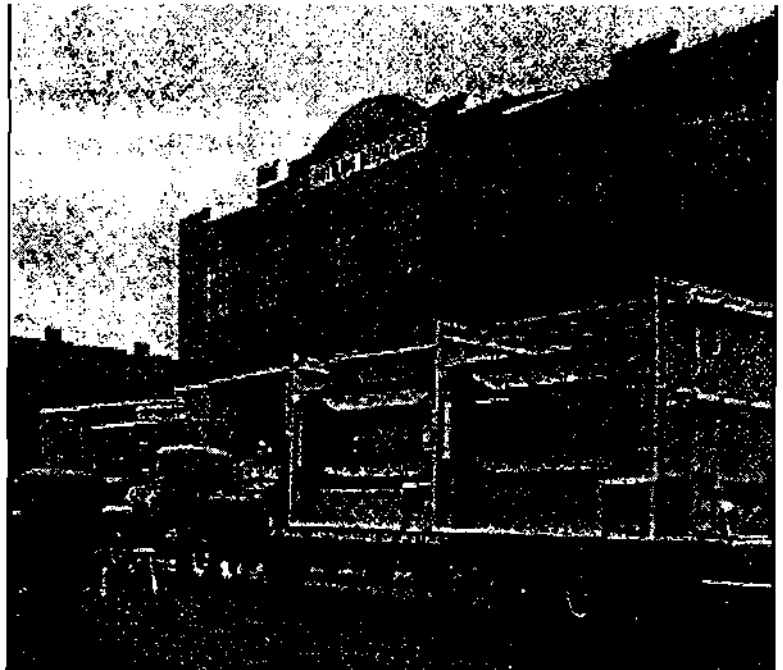
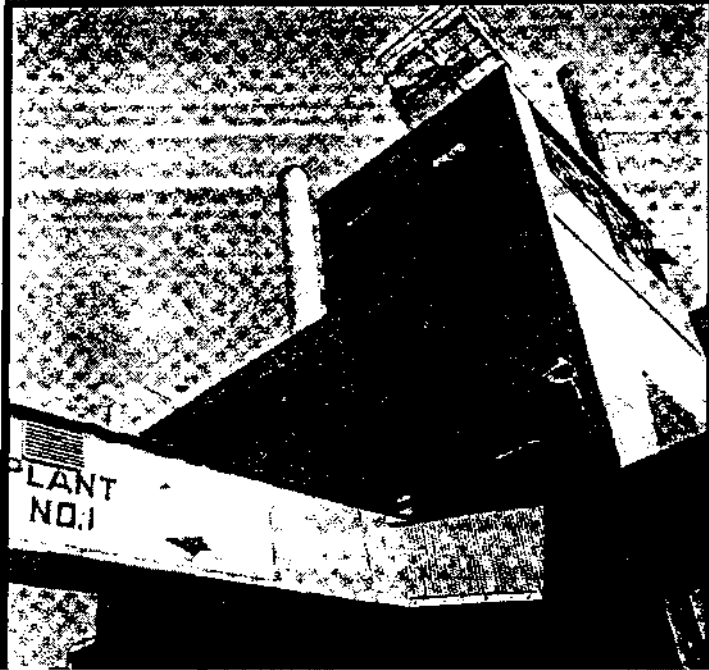
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*Figure 6: Building No. 6. Photo taken 1955*



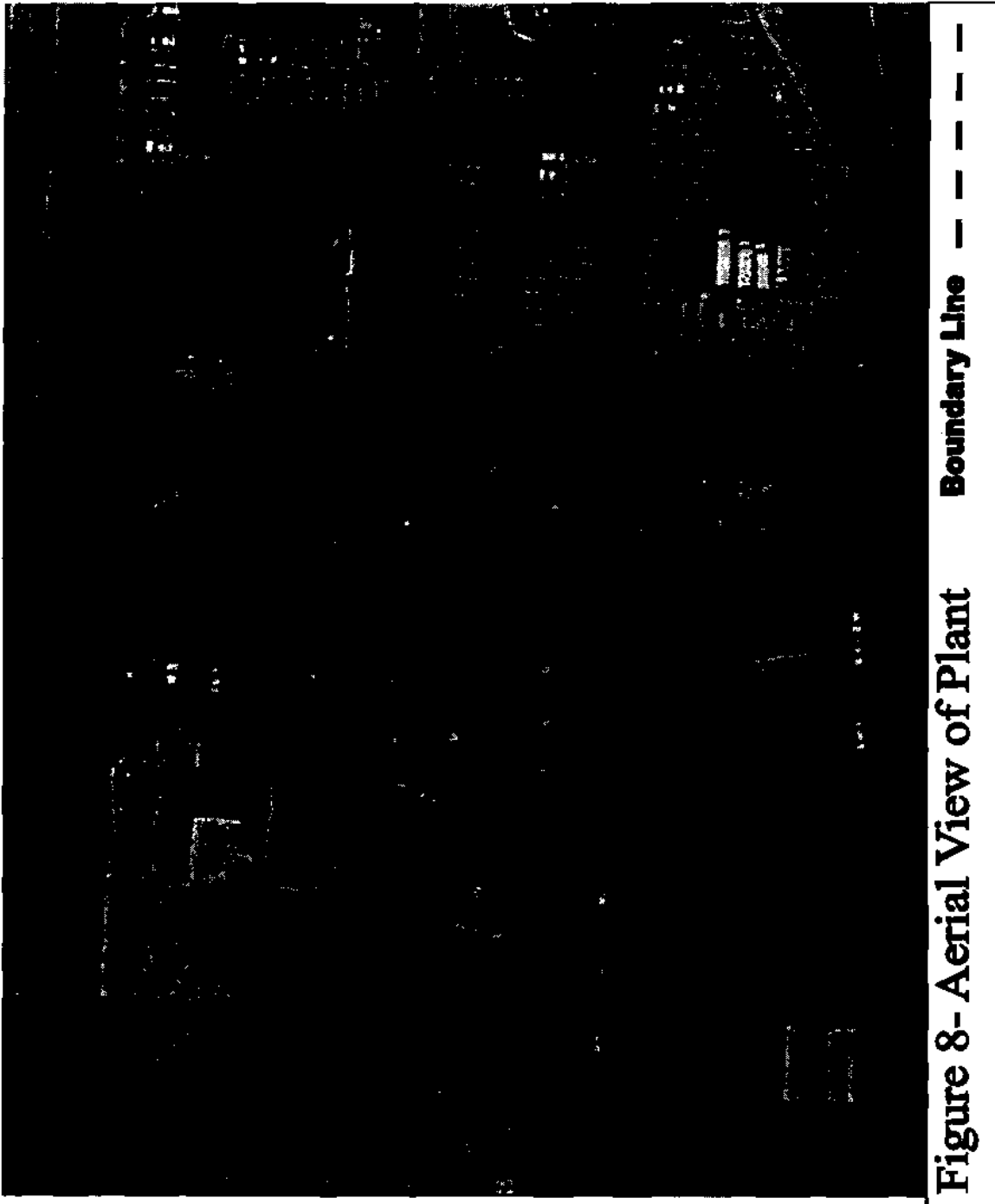
*Figure 7: Bottling Department 1955*

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Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO



# National Register of Historic Places

## Continuation Sheet

Section Number 8 Page 14Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

### Summary:

The Falstaff Brewing Corporation Plant Number 1, located at 3644-90 Forest Park Blvd St. Louis, MO, is locally significant under National Register Criterion A in the category of INDUSTRY. St. Louis's brewing industry became a major economic factor in the mid 1850s infused by the rapidly growing German immigrant population. The Falstaff brand originated in 1896, but was built into an empire by "Papa Joe" Griesedieck who purchased the brand and trademark from the declining Lemp Brewing Company in 1920. The Falstaff Brewing Corporation Plant Number 1 acted as the company's first brewery complex in the city. Determined to survive Prohibition, Falstaff began the pioneering production of "near beer" and soda pop, a trend which became prominent among other brewers, including Falstaff's main competitor Anheuser-Busch. When Prohibition ended, Plant Number 1 produced the first legal case of alcoholic beer not only in St. Louis but also in the United States. The Falstaff Brewing Corporation Plant Number 1 represents an important part of the development of the local brewing industry, growing to be second in liquor sales only to Anheuser-Busch and Busch's main competition for the national market. By 1950, The Falstaff Brewing Corporation was the nation's seventh largest brewer and the third largest by 1959, with twelve plants in seven states. As a group, the buildings represent several periods of development and change for the local brewery industry. The 1917-1957 period of significance represents the plant's local industrial significance from the date of occupancy by the Griesedieck Company until the year that Falstaff Brewing Plant Number 1 closed its doors.

### Background:

The brewing industry has been one of St. Louis's most profitable industries since the 1800s. In 1809 John Coons began producing alcoholic products for the village of St. Louis, which then consisted of about 1,000 people. As the village grew into a city, small breweries began to pop up all over the area, producing dark English-style beers.<sup>1</sup> In 1838, Johann Adam Lemp, born in Gruningen, Hessen (now central Germany), moved to St. Louis from Cincinnati, Ohio. After opening a grocery store, Lemp began to produce a lager beer, the first in the city.<sup>2</sup> In 1840, Lemp opened the Western Brewing Company at 112 S. Second Street, and used the underground limestone caverns to refrigerate his new concoctions.<sup>3</sup>



Johann Adam Lemp

St. Louis grew from under 20,000 people in 1840 to 77,860 in 1850, with nearly one-third of the population from Germany.<sup>4</sup> The German immigrants began to open their own beerhouses, and in 1850 approximately thirty-one breweries were operating in the St. Louis area.<sup>5</sup> One of these immigrants was Eberhard Anheuser, who took over the

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Bavarian Brewery in 1860. With the help of his son-in-law, Adolphus Busch, the company became Anheuser-Busch. Using refrigerated railcars to ship supplies across the country, Anheuser-Busch, Lemp, and other leading companies were able to serve the interstate demand for brewed products.<sup>6</sup> Brewing became the largest single industry in Missouri in 1860, grossing approximately \$20,000,000 that year.<sup>7</sup>

### Elaboration:



*Henry Griesedieck*

In 1870, Henry Griesedieck, his brother Anton, sister-in-law Johanna, and nephews Henry and Joseph arrived in the United States, settling in St. Louis<sup>8</sup>. Anton bought the Phoenix Brewery at the corner of 18<sup>th</sup> and Lafayette<sup>9</sup>, changed the name to the Lafayette Brewery<sup>10</sup>, and employed his sons Henry and Joseph.<sup>11</sup> Eventually, this brew house was sold to British financiers associated with St. Louis Brewing Association for much more than it was worth, and a new brewery at 18<sup>th</sup> and Gratiot, called the National Brewing Company, was opened. The English syndicate had purchased at least 18 breweries by 1891, including the big name St. Louis breweries Hyde Park, Green Tree, and Wainwright. Anticipating heightened competition the Griesediecks joined with Columbia, Gast, Wagner, and ABC breweries to form their own syndicate called the Independent Breweries Company. With many executives wanting high salaries for little work, the new company faced growing financial troubles.<sup>12</sup> Henry Griesedieck Jr. recognized the problem, and in 1911 opened a separate brew house, the Griesedieck Brothers Brewery Company, at Shenandoah and Lemp.<sup>13</sup>

“By 1903, more than one-third of Americans lived under a prohibition law.”<sup>14</sup> Forces for the temperance movement gained strength as World War I sparked a hatred for all things German, including beer. Five thousand prohibition activists made their way to Washington in 1913, demanding a constitutional amendment that would ban alcohol.<sup>15</sup> In 1914 it was estimated that 5,947 people in Missouri worked in an establishment that produced liquor, with job security wavering. In December of 1917, the 8<sup>th</sup> Amendment (banning alcohol) was submitted to congress.<sup>16</sup>

In March of 1917, Joseph Griesedieck bought the Forest Park Brewing Company from the Wagner Brewing Corporation. The Griesedieck Beverage Company headquarters opened on Forest Park Boulevard<sup>17</sup> in a brewery originally constructed in 1909 by Kellerman Construction for the St. Louis Malt Extract Company.<sup>18</sup> Joe was not joined by

# National Register of Historic Places

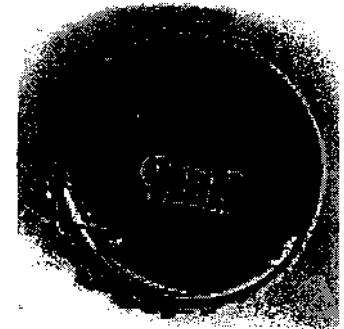
## Continuation Sheet

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St. Louis [Independent City], MO

his brother, Henry, in this new endeavor, dividing the Griesediecks' brewing experience between two competing companies.

The area around "Papa Joe's" new brewery had been primarily residential when companies such as The St. Louis Malt Extract Company and Stix, Baer and Fuller began to move onto Forest Park Avenue. (See Figure 1) Located one block west of Grand, the brewery was small, with a single 125 barrel brew kettle, and a capacity of only 100,000 barrels a year. Storage space was limited to 10,000 barrels, and many people scoffed at the idea of buying a brewery with the looming threat of prohibition.

In 1919 the 18<sup>th</sup> amendment was ratified by 36 states. Missouri produced 1,265,739 barrels of fermented liquor that year, with 3,136 St. Louisans employed by 7 producers in the area.<sup>19</sup> The threat of financial crisis struck the industry hard, and hundreds of people lost their jobs as the Lemp Brewery shut its doors.<sup>20</sup> The Griesedieck Beverage Company began preparing for the inevitable, and started production of a near beer called HEK. Named after an Egyptian cereal beverage brewed in 1500 B.C., the near beer didn't produce enough income to keep the company in business, and Joseph began looking at alternatives which could keep the plant running.<sup>21</sup>



*Bottle Cap from Falstaff's  
"Near Beer" HEK*

On January 16, 1920 the Volstead Act went into effect to ensure nation wide prohibition.<sup>22</sup> This was a hard time for brewers, including the Griesediecks, but Joseph was business savvy. The Griesediecks began expanding their plant, adding a fermenting cellar, office, and stock house (Buildings No. 2, 4, and 5) to the existing building in 1920.<sup>23</sup> Though the company went into receivership, Joseph Griesedieck purchased the Falstaff Trademark from the Lemp family for \$25,000 in 1922. Gathering enough money to buy the company back from the receivers, Joseph changed the name from Griesedieck Beverage Company to The Falstaff Corporation,<sup>24</sup> and constructed a bottling building on the east end of the factory.<sup>25</sup>

To expand production of near beer, the company equipped the plant with a de-alcoholizing unit, which removed the alcohol from regular beer.<sup>26</sup> This new unit created a more efficient way to produce near beer beverages in the building, but there was still a danger of producing an alcoholic product, even if the alcohol was removed. One example of the regulation for continued alcoholic beverage production can be seen at the Independent Breweries Company (IBC). A federal search inspected IBC, which narrowly escaped a shut down, and only the company's famous root beer remained in production. The Falstaff Corporation began producing soda-pop, a decision which

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## Continuation Sheet

Section Number 8 Page 17Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

became a trend among the larger breweries, including Anheuser- Busch.<sup>27</sup> Falstaff also began curing ham and bacon in the plant, and eventually used the advanced refrigeration system to store meat.<sup>28</sup>

In the early 1930s a glimmer of hope shined on the brewing industry in the United



OSCAR FISCHER AND ALVIN GRIESEDECK  
Loading Pilsner Beer, No. 1, Falstaff Beer, Midlight, April 7, 1933

States. Talk of prohibition repeal became more hopeful as President Roosevelt requested a reconsideration of the Volstead Act.<sup>29</sup> Realizing what this would mean for his company, Joseph Griesedieck began looking for an additional brewery to help meet the demand, if repeal was accepted. Lack of support from other partners in the

company left Joe with his single plant to carry on operations on historic April 7, 1933.<sup>30</sup>

Obtaining Federal Permit Number 1 to resume the brewing of beer, the Falstaff Corporation changed its name on April 6, 1933 to the Falstaff Brewing Corporation, turned off the de-alcoholizer, and began producing beer to be sold the next day.<sup>31</sup> Employees began working forty-eight hour shifts to prepare for the demand, and large crowds gathered outside the plant hoping to get the first taste of legal beer in over thirteen years. To keep the crowd from getting out of hand, law enforcement was called to stand guard on the plant's grounds. The de-alcoholizing unit made the transition to real beer easy, but other producers actually added straight alcohol to their near beer, and thus a demand for the more natural Falstaff product ensued.<sup>32</sup> Only Falstaff and Anheuser-Busch were ready to open to a national market in April, though several other St. Louis breweries reopened and subsequently closed within the next few years.<sup>33</sup> Before dawn 40,000 cases and 500 half barrels of beer were sold in St. Louis by these two distributors.<sup>34</sup>

Sales in the first year after prohibition ended reached 150,000 barrels, and a plan for expansion was initiated. Financed through stock sales and over one million dollars in fund raising, an expanded bottling building and new bottling line were constructed

# National Register of Historic Places

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before the end of 1933 (Building Number 7). A second part of expansion included an additional floor to the stock house and the conversion of a garage to a fermenting house (Building Number 3).<sup>35</sup> Still unable to keep up with production, the company leased the old Otto Steifel plant (Falstaff Plant No.2), maintaining headquarters in Plant Number 1 on Forest Park Boulevard.<sup>36</sup>

Plant Number 2 was located at the corner of Michigan and Gravois, and had been constructed in 1898. Otto Stiefel had committed suicide when his business plummeted during prohibition, as did Johann Adam Lemp and many others. Otto's son Carl produced margarine to keep the business running during the hard times, and when Falstaff moved in, Carl was retained as plant manager to ensure quantity and quality of the Falstaff products.<sup>37</sup>

Taking a big leap, the company began leasing the Fred Krug Brewing Company in Omaha, Nebraska, making Falstaff the first beer produced in two states. The Omaha site became Plant Number 3, and with the rigid controls over production and insurance through Lloyd's of London, the company guaranteed that their product would be the same in both Missouri and Nebraska. Two years later the National Brewing Company of New Orleans was purchased for \$543,700, and while it was prepared for production Falstaff beer was sent down the river from Plant Number 1, securing a market in Louisiana for the upcoming opening of Plant No. 4.<sup>38</sup>

In 1938, Joseph Griesedieck passed away, and Alvin Griesedieck took over as president. Under his leadership the company continued to expand, and looked for new ways to market its products. The Falstaff Corporation began broadcasting St. Louis Cardinals and Browns baseball games on the radio, with Dizzy Dean at the microphone.<sup>39</sup> This was four years before the rival Griesedieck Brothers Brewery Company, under direction of Henry Griesedieck, put Harry Caray in the announcer's seat of the Cardinals Baseball Network.<sup>40</sup> The industry was building again in the St. Louis area, with 16 liquor producing companies, employing almost 5,000 employees in 1939.<sup>41</sup>

With the end of World War II, America's soldiers came home, and the Falstaff Brewing Corporation began to expand at a faster rate. In 1944, the company produced enough income to buy Plant No. 2, which they had been leasing from the Stiefel family for the last 10 years. By 1948, the company was listed on the New York Stock Exchange, and moved the headquarters from Plant No. 1 into the Continental Bank Building in St. Louis. The Falstaff Corporation expanded Plant No. 1's cafeteria to the store on the corner of Forest Park and Spring Avenue (Building No. 1) and also purchased the Colombia Brewery on the corner of 20<sup>th</sup> and Madison in St. Louis. This brewery had

# National Register of Historic Places

## Continuation Sheet

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been operating since 1892 and consolidated with Independent Breweries Company in 1906.<sup>42</sup>

The 1950s continued to be prosperous, as Falstaff became the seventh largest brewer in the country, producing 2,286,702 barrels a year. In 1956, the company began construction of a new headquarters building at 5050 Oakland Avenue in St. Louis, which was used until 1975. The company also opened plants in San Jose, CA, Pueblo, CO, and Galveston and El Paso Texas.<sup>43</sup>

In 1956, Edward Griesedieck passed away, leaving the Griesedieck Brothers Brewing Company in a financial crisis. With few other options, the company merged with the Falstaff Brewing Corporation, which absorbed the Griesedieck Brother's brewery buildings already in use.<sup>44</sup> The adoption of the Griesedieck Brothers Brewing Company plants created an additional capacity of over 1 million barrels. With this consolidation the outdated Plant No. 1 closed.<sup>45</sup>

When the plant closed in 1956 the complex was a hodge podge of buildings designed for their specific function. To understand the architecture of a brewery one must understand the process of making beer. To begin, malted barley is soaked in hot water to release the malted sugars. These sugars are then boiled with hops to get a special flavoring. Yeast is added after the solution is cooled, and the fermentation process begins. Fermenting the sugars creates alcohol and carbon dioxide. The beer is then bottled or kegged, and sugar is added to give it carbonation.<sup>46</sup> Finally, ales, stouts, and vintage beers are aged to develop complexities in the taste.



**Figure 8: Detroit Brewing Company;  
Detroit, Michigan.**

Like most breweries, Falstaff Brewing Corporation Plant Number 1 isolated the steps of the brewing process into different buildings. The administrative work was separated from the industrial processes, and housed in more ornate buildings. This can be seen in Building Number 2, a structure with the sole purpose of housing the company's headquarters from the 1920s through the 1940s. The architecture of this building is similar to other brewery office buildings constructed in the 1920s in its symmetric two-story shape with a stepped parapet. A

# National Register of Historic Places

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similar example is the Detroit Brewing Company in Michigan (Figure 8).

To the west of the office stands a building that was used as the company store until it was converted into the cafeteria. The original use dictated its form, with an open store front on the first floor and offices above. The 1912 addition to the east side of the building created open space for the employees to eat and rest during and between shifts. This function is represented by the low one-story extension with its open plan.

To the rear of the administrative office is the aging cellar and stock house, which is where Falstaff beer developed its specific taste. The high rounded ceilings allowed for good air circulation, and the open plan allowed for storage of a large number of products in one area. Building 4, to the east of the office, was also used as a stock house on the lower floors and cooling tower on the upper floors. The cooling tower required room for large vats that could hold the boiling beer as the temperature was slowly lowered to a degree in which yeast could survive. This open area can still be seen on Building Number 4's upper floors. A building that shares Falstaff's stock house shape is the Phoenix Brewing Company of Bay City, Michigan. The Phoenix office building also shared the brick detailing found on Falstaff's Building Number 1. (Figure 9)



*Figure 9: Phoenix Brewing Company of Bay City, Michigan.*



*Figure 10: The Schlitz Brewery*

Behind Building Number 4, in Building Number 6, is the five-story fermenting house where the beer acquired its alcohol content. The interior had an open floor plan to hold the barrels. The four-story portion of the building supplied the electricity for the entire complex, and was known as the "power house". Most breweries have a power house, which are often marked

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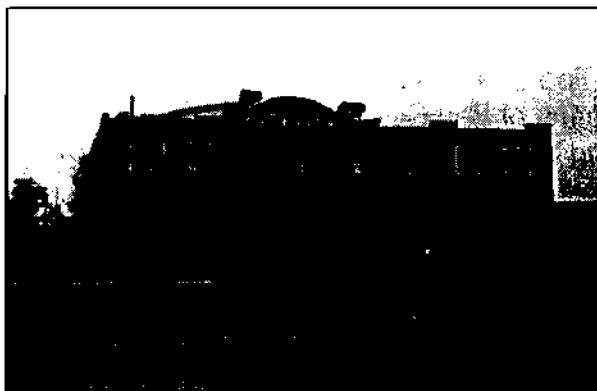
## Continuation Sheet

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by the tall stacks on the roof used for releasing smoke by-product from the energy components. This stack can be seen on the inside of Building Number 6, pushing through the ceiling from the third floor. An example of this powerhouse architecture is represented in the Schlitz Brewery, which features two smoke stacks (Figure 10).

Building Number 7 boasts its function on its front façade in a sign that reads "Bottling Department." After the beer had been brewed, cooled, and fermented, it was sent to the bottling department where sugar was added to make it carbonated, and it was placed into bottles. This required an open floor plan for a conveyor belt to move the bottles out, as well as space for the machinery to complete the job. This open plan, which is still present in most of the Falstaff Plant Number 1 Buildings, can be seen in the bottling building as well.

When Plant No. 1 was sold in 1959 Alvin Griesedieck took special precautions to ensure that the factory could not be used by a rival company, and stipulated in legal documents that it could not be used as a brewery.<sup>47</sup> Thus the powerhouse, fermenting cellars, and offices were used by a label printing company until the structure was sold to Thomas Wells in 2000, who insisted on maintaining the historical character of the building.<sup>48</sup> The bottling house also remains, but unfortunately the brew house burned in 1987 under suspicious circumstances (See Figures 11 and 12).<sup>49</sup> Two thirds of the plant have been maintained and are in good condition, retaining integrity of design, location, setting, feeling, and association.



*Figure 11: 1986 view of the northeast corner of the brewery.*



*Figure 12: 1986 view of brew house from Forest Park.*

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Section Number 8 Page 22Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

End Notes:

<sup>1</sup> Brewed In St. Louis: The Story of an Industry. (St. Louis, MO : Falstaff Brewing Corp., Public Relations Dept., 1964) 3.

<sup>2</sup> J.S. Smallshaw, "Falstaff Beer History." Updated 15 May 2006. Accessed 4 August 2006.  
<http://www.falstaffbrewing.com/interest.htm> <http://www.falstaffbrewing.com/interest.htm>

<sup>3</sup> Stephen Walker, Lemp: The Haunting Story. (St. Louis: Lemp Preservation Society, Inc., 1988) 2.

<sup>4</sup> Answers Corporation. "St. Louis, Missouri: Information from Answers.com." 2006. Accessed 4 August 2006. [www.answers.com/topic/st-louis-missouri](http://www.answers.com/topic/st-louis-missouri)

<sup>5</sup> Smallshaw.

<sup>6</sup> St. Louis Brewery. "Schlafly Beer: The History of Brewing in St. Louis." 2006. Accessed 4 August 2006.  
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<sup>7</sup> Brewed in St. Louis, 9.

<sup>8</sup> Cecil Morrison Baskett and C.C. Story. Men of Affairs of St. Louis. (St. Louis: Press Club of St. Louis. 1915), 53.

<sup>9</sup> Steve DeBellis Edited from the St. Louis Globe Democrat, "GB Beer History." Accessed 4 August 2006.  
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<sup>10</sup> Morrison Baskett , 53.

<sup>11</sup> Morrison Baskett, 53.

<sup>12</sup> Alvin Griesedieck, The Falstaff Story. (St. Louis: s./n., 1952) 10- 11.

<sup>13</sup> Griesedieck, 12.

<sup>14</sup> St. Louis Brewery.

<sup>15</sup> Griesedieck, 16.

<sup>16</sup> St. Louis Brewery.

<sup>17</sup> American Breweriana Journal. "Wagner Brewing Company, Granite City, Illinois." 1998-2000 American Brewery history page. (Accessed 4 August 2006).

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<sup>18</sup> Assessor's Office Building Permits.

<sup>19</sup> U.S. Census Bureau. Census of Population and Housing – 1920. 4 May 2006. (Accessed 4 August 2006.) <http://www.census.gov/prod/www/abs/decennial/index.htm>

<sup>20</sup> Smallshaw.

<sup>21</sup> Brian Monoco. "Falstaff Plant # 1, A Documentary." *Cobblestone Steam: The Official Newsletter of Morgan Street Brewery* (St. Louis: July 2005), 4.

<sup>22</sup> St. Louis Brewery.

<sup>23</sup> American Breweriana Journal

<sup>24</sup> Griesedieck, 35-37

<sup>25</sup> City of St. Louis Assessor's Office Building Permits.

<sup>26</sup> Monoco,4.

<sup>27</sup> Griesedieck, 41-50.

<sup>28</sup> Monoco, 4.

<sup>29</sup> Griesedieck, 81.

<sup>30</sup> Griesedieck 87-89.

<sup>31</sup> Monoco, 4.

<sup>32</sup> Griesedieck, 104-122.

<sup>33</sup> Herbert A. Trask, St. Louis Brewing Industry: After a 50-Year Development Period. (St. Louis: Missouri Brewers Association, 1949) 6.

<sup>34</sup> Brewed in St. Louis, 13.

<sup>35</sup> Monoco, 4.

<sup>36</sup> Trask, 6.

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Section Number 8 Page 23Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

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<sup>37</sup> Smallshaw.

<sup>38</sup> Griesedieck, 134-145.

<sup>39</sup> Trask, 9.

<sup>40</sup> DeBellis.

<sup>41</sup> U.S. Census Bureau. Census of Population and Housing -1940.

<sup>42</sup> "Falstaff Corp To Take Over Griesedieck Co." *St. Louis Post Dispatch* (St. Louis, 8 October 1957).

<sup>43</sup> Griesedieck, 155-171

"Falstaff Constructing New Packaging Plant in Texas," *St. Louis Post Dispatch* 10 September 1957.

<sup>44</sup> DeBellis.

<sup>45</sup> DeBellis.

<sup>46</sup> John Palmer. "How To Brew- by John Palmer" 1999 (Accessed 9 May 2007).

<http://www.howtobrew.com/intro.html>

<sup>47</sup> Brian Monoco, President of the Falstaff Chapter of the Beer Can Collectors of America Oral Interview. (St. Louis: 1 June 2006. 10:26 am- 10:44 am.)

<sup>48</sup> Daniel Brown. "Falstaff Site to See Rebirth as Retail, Lofts Complex." *St. Louis Business Journal*. 14 July 2000.

<sup>49</sup> Oral Interview with Brian Monoco.

# National Register of Historic Places Continuation Sheet

Section number   9   Page   24  

Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

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Section number 9 Page 25

Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

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Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

## Verbal Boundary Description:

The boundary of the Falstaff Brewing Corporation Plant No. 1 encompasses all of City Block 2201 and Lots 56 to 58 of City Block 6504. The complex is bounded on the north by the property line along Forest Park Boulevard, on the west by the property line along South Spring Avenue, on the south by the property line along Clark Avenue and on the east by the property line east of 3644 Forest Park Boulevard (designated as Building No. 7 in the nomination).

## Boundary Justification:

The boundary includes the property historically associated with the Falstaff Brewing Corporation Plant Number 1 found on City Block 2201, and excludes the property on the south side of Clark Avenue, which was once associated with the plant. The two extant buildings south of Clark served as keg sheds, and were constructed in 1933. The northern shed has been sliced in half, with the eastern portion demolished. The remaining western portion has been covered in metal and is in poor condition. The southern keg shed has been altered to connect to a large building on the eastern edge of City Block 2198. The southern shed has also been covered in metal. These two buildings were once connected to the rest of the plant by a conveyor belt. The changes to the property south of Clark Ave. have eliminated the association of these two buildings with the rest of the property and have therefore been excluded.

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Section number 10 Page 27

Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO

## **Photographs:**

The following information is the same for all photographs:

Falstaff Brewing Corporation Plant No. 1 District  
St. Louis (Independent City), Missouri  
Photographer: Julie Wooldridge  
June 2006

Negatives on file with- Lafser & Associates  
2285 County Road 316  
Jackson, Mo 63755

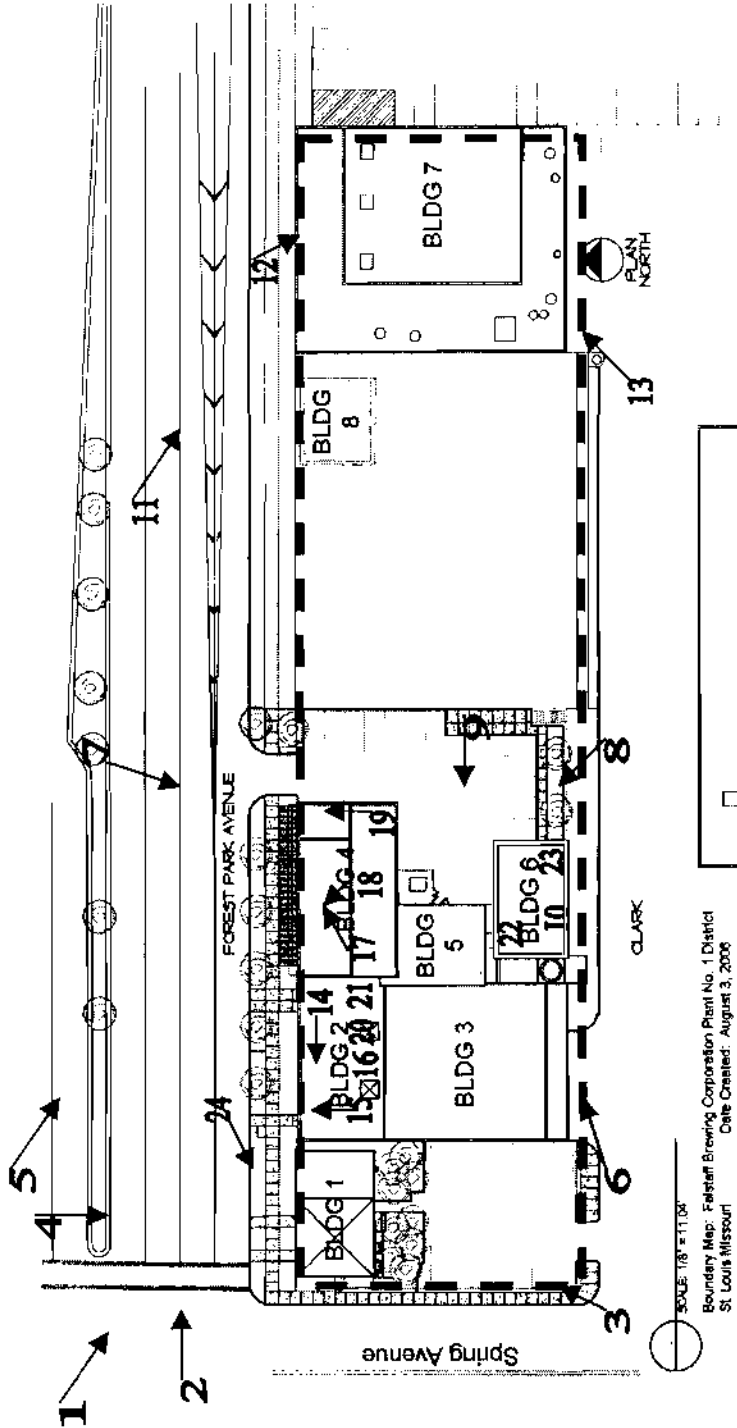
## **Photo Descriptions:**

- Photo 1- Looking east down Forest Park Boulevard from the northwest corner of Spring and Forest Park
- Photo 2- Looking east down Forest Park Boulevard with Plant No. 1 on right
- Photo 3- North Façade of Building 1 from Forest Park Boulevard
- Photo 4- South elevation of Building 1 from Spring Street
- Photo 5- North elevation of Buildings 2 & 4
- Photo 6- South elevation of Buildings 3 & 6
- Photo 7- North elevation of Buildings 4 & 2
- Photo 8- East elevation of Buildings 4, 5, & 6
- Photo 9- East elevation of Buildings 4, 5, & 6
- Photo 10- Interior- Building 6 fourth floor
- Photo 11- Bottling Department from Forest Park Boulevard
- Photo 12- Second floor Bottling Department front façade
- Photo 13- Rear of Bottling Department
- Photo 14- Interior- Building 2 second floor
- Photo 15- Interior- Building 2 second floor
- Photo 16- Interior- Building 2 second floor
- Photo 17- Interior- Building 4 second floor
- Photo 18- Interior- Building 4 third floor
- Photo 19- Interior- Building 4
- Photo 20- Interior- Building 2 first floor
- Photo 21- Interior- Building 2 second floor
- Photo 22- Interior- Building 6
- Photo 23- Interior- Building 6
- Photo 24- Building 1 north elevation from sidewalk

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Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO



**Photo Key**

Boundary Line - - - - -

Photo →

# National Register of Historic Places Continuation Sheet

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**Falstaff Brewing Corporation Plant Number 1  
St. Louis [Independent City], MO**

**Owners:**

**Property 1:**

**3690 Forest Park Ave  
Richardson, Staford & Lorraine  
3690 Forest Park Avenue  
St. Louis, MO 63108**

**Property 2-3:**

**3684-3688 Forest Park Ave  
Falstaff Pub and Grill LLC**

**Properties 4-6:**

**3674-3682 Forest Park Ave  
Falstaff Building L.P.**

**Property 7:**

**3644 Forest Park Ave  
Kottman, David and Carol  
331 Carlyle Lake Drive  
St. Louis, MO 63141**

**Property 8:**

**3660 Forest Park Ave  
Charter Communication Entertainment  
12405 Powers Court Drive  
St. Louis, MO 63131**

Falstaff Brewing  
 Corporation  
 Plant No. 1  
 ST. LOUIS  
 (INDEPENDENT  
 CITY), MO  
 UTM REFS:  
 15/740500 E  
 15/4279720 N



**Produced by the United States Geological Survey**

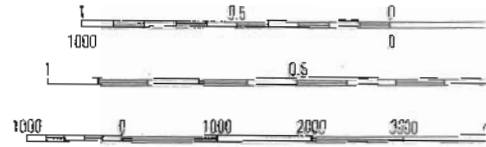
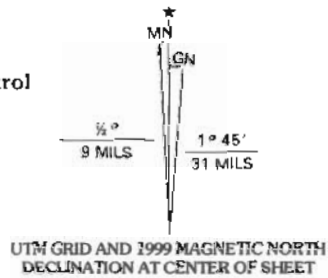
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15 10 000-foot ticks: Illinois (west zone) and Missouri (east zone) Coordinate Systems of 1983

North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

Contours that conflict with revised planimetry are dashed

There may be private inholdings within the boundaries of the National or State reservations shown on this map



CONTOU  
 SUPPLEMENTARY  
 NATIONAL GEOGRAPIC  
 TO CONVERT FROM PI  
 THIS MAP COMPLIES WITH  
 FOR SALE BY U.S. GEOLOGICAL SURVEY  
 AND ILLINOIS GEOLOGICAL  
 AND DIVISION OF  
 MISSOURI DEPARTMENT OF NAT  
 A FOLDER DESCRIBING TOPOGRAPHY