



Smithsonian  
*National Museum of American History*  
*Kenneth E. Behring Center*

## Guide to the DFS (Dancer, Fitzgerald, Sample) Ad Agency Falstaff Beer Advertisements

NMAH.AC.0332

C.A. Orr

1990

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	DFS Ad Agency Falstaff Beer Advertisements
<b>Identifier:</b>	NMAH.AC.0332
<b>Date:</b>	1945-1946.
<b>Extent:</b>	0.3 Cubic feet (1 box)
<b>Creator:</b>	Dancer Fitzgerald Sample.
<b>Language:</b>	English Collection is in English.

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## Administrative Information

### Acquisition Information

The scrapbook was discovered in a records storage center in New York and was donated to the Archives Center by the archivist of the Procter & Gamble Company in 1989.

### Processing Information

Collection processed by Craig Orr, 1990.

### Preferred Citation

DFS Ad Agency Falstaff Beer Advertisements, 1945-1946, Archives Center, National Museum of American History.

### Restrictions

Collection is open for research.

### Conditions Governing Use

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## Biographical / Historical

The DFS (Dancer, Fitzgerald Sample) Advertising Agency was a New York based firm organized in 1923. One of their clients was the Falstaff Brewing Corporation of St. Louis, Missouri. DFS was merged into the Saatchi & Saatchi advertising agency in mid 1987.

In 1917, Joseph Griesedieck founded the Griesedieck Beverage Company after purchasing the small Forest Park Brewing Company plant in St. Louis. During Prohibition, the company changed its name to the Falstaff Corporation, and produced soft drinks and near beer. Towards the end of Prohibition, the name was again changed, to the Falstaff Brewing Corporation. The company received the first Federal permit issued when brewing was made legal again in 1933. In 1935 the company was among the first to pioneer the concept of multiple breweries in several cities. By 1973 it was among the top ten American breweries in terms of sales. It was purchased by the General Brewing Company in 1977.

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## Scope and Contents

This collection consists of a single scrapbook of proofsheets and photo proofs from DFS's advertising campaign for Falstaff Beer in the period 1945-1946.

The advertisements center around three distinct themes. The first and most comprehensive features a salute to "The Men Who Keep Faith with America." These ads contain handsome black and white woodcut illustrations depicting men at work in a wide variety of occupations, accompanied by a text which emphasizes each occupation's contribution to the war effort. Some of the occupations featured include: railroad workers, telephone linemen, grocers, policemen, laborers, design engineers, construction workers, white collar workers, bus drivers, doctors, farmers, bakers, steel workers, cowboys, machinists, newspapermen, and auto mechanics. Interestingly, this campaign does include a few women newspaperwomen.

The second theme treated in this scrapbook features returning veterans, who have earned the right to relax and enjoy the bounty of America. They are depicted in a variety of social scenes, such as at parties or at the beach.

The final theme concerns tie ins for the "Falstaff Show" on radio. These also feature Americans enjoying their rights to relaxation and depict men and women playing tennis and baseball, bowling, fishing, etc.

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## Arrangement

The collection is arranged into one series.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Beer
- Occupations
- Patriotism
- Recreation -- 1940-1950
- Women -- Employment
- advertising -- Alcoholic beverages

Types of Materials:

- Advertisements

Proof sheets  
Scrapbooks -- 20th century

Names:

Falstaff Brewing Corporation.

## Container Listing

Box 1                      Scrapbook, 1945 - 1946