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**Guide to the
Zeb Pearce Corporation Papers, 1915-1995**

CALL#: FMMSS-116

VOLUME: 34 boxes: 18 linear feet*

PROCESSED BY: Jenny Armendt, July 1996

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*This collection also includes photographs, journals, books, and artifacts. A list of the journals and books is included at the end of this finder's guide. To access the photographs, books, and journals, please consult the library's online catalog. Artifacts may be viewed upon request.

HISTORICAL NOTE

In 1911 Zebulon Pearce purchased half of a produce, poultry, and egg business. A short time later the other half was purchased by Charles M. Johnson. Thus Johnson Pearce Produce Company was formed on October 24, 1914. On July 22, 1919, Mesa Seed & Feed Company was formed. In 1926, Mesa Seed & Feed Co. and Johnson Pearce Produce Company were merged and became Johnson Pearce Commercial Company with Zeb Pearce as president and major stockholder.

From 1911 to 1932 the Pearce family companies were only in the produce and home and farm supply business. When Franklin D. Roosevelt repealed the 18th amendment making the brewing of beer legal again, the Pearce Company won the Coors Beer distributorship due to their cold storage facilities, beginning a long association which has lasted to this day.

The corporation of Johnson Pearce Commercial Company gave up its charter on September 28, 1943. The assets were invested in Zeb Pearce and Sons, a partnership of Zeb Pearce, J. Philip Pearce, and Arthur L. Pearce. On February 13, 1954, this partnership was terminated and four new corporations were formed: Vita Gro Feed Mills, which includes the seed, feed, fertilizer, the!, and farm and home supplies store and the feed mill operation; Pearce Development Company, which handles grain storage; Pearce and Sons Distributors, the Mesa beer, wine, and liquors operation; and Zeb Pearce and Sons Wholesale Liquors, the Phoenix beer, wine, and liquors operation. In the years since, the number and names of the various businesses has changed, but the primary business remains their work as a beer, wine, and liquor distributor in Central Arizona. The Zeb Pearce Companies are one of the oldest family run businesses in Arizona.

SCOPE AND CONTENT NOTE

The Zeb Pearce Corporation Papers consist of business records, correspondence, news clippings, publications, photographs and artifacts extending from 1915 to 1995. The manuscript collection has been divided into four series.

SERIES I: Financial and Business Records.

SERIES II: History, Business & Personal.

SERIES III: News clippings and Publications.

SERIES IV: Journals, Ledgers, Receipt Books

ZEB PEARCE CORPORATION PAPERS FM MSS-116
SERIES I: Financial and Business Records

Box #	Folder #	Folder Title	Inclusive Dates
1	1	Johnson-Pearce Produce Company Stock Certificates	1915-1924
1	2	Photocopies of Corporation Income & Profits Tax Return (Mesa Seed and Feed, and Johnson-Pearce Co.)	1916-1927
1	3	Expenses Inventories 1919-1922	
	4	Mesa Seed & Feed Co. Corporation Papers, Mortgage, Tax Returns & Receipts, etc.	1919-1926
1	5	Stock Certificates	1919-1945
	6	Corporation Income Tax Returns, Johnson-Pearce Commercial Co.	1925-1931
	7	Inventory	1926
	8	Mesa Seed and Feed, Johnson-Pearce Receipts	1926
	9	Financial Statements	1926-1928
	10	Johnson-Pearce Commercial Co. Stock Certificates	1926-1943
	11	Johnson-Pearce Produce Company Corporate Statements, Mesa, Arizona	1929-1930
	12	General Ledger Sheets (Johnson-Pearce Commercial Co.)	1931-1936
2	1	Financial Statements	1933-1935
2	2	Correspondence	1933-1969
2	3	Ledger Sheets, Auditors Reports (Johnson-Pearce Commercial Co.)	1934-1938
2	4	Distribution Numbers Breakdown	1934-1939
2	5	Federal and State Unemployment Compensation and Employee Tax Documents (Johnson-Pearce Commercial Co.)	1937-1943
2	6	Zeb Pearce & Sons order book (1950-1951), Arizona Liquor Laws (1939)	1939-1951
2	7	Union Special Industrial Sewing Machines List of Parts	1940

ZEB PEARCE CORPORATION PAPERS FM MSS-116**SERIES I: Financial and Business Records**

Box #	Folder #	Folder Title	Inclusive
2	8	Tax Stamps and Licenses	1940-1974
2	9	Miscellaneous Legal Documents, Correspondence , Reports	1940-1981
3	1	Inter-State Individual Payroll Record, Johnson Pearce Commercial Co.	1941-1942
3	2	Alcoholic Beverage Company Files	1941-1943
3	3	Accounts - Office Equipment-Mesa, Real Estate, Debentures, etc.	1943-1954
3	4	Partnership Agreements, Bill of Sale, Dissolution of Partnership, Internal Revenue Information, Coors Distribution Information	1943-1978
3	5	Zeb Pearce & Sons Distributing Records	1943-1988
3	6	Publicity and Correspondence	1945-1966
3	7	Invoices and Cancelled Checks, Permits, Applications, Business Cards	1945-1974
3	8	Coors Distributors Symposium	1948
3	9	Miscellaneous Legal Documents and Correspondence Regarding Coors Distributorship and Wholesaler License	1948-1976
4	1	Audit Report, 10/31/49	1949
4	2	Coors Certificates, 1950-1960 (Zeb Pearce and Sons)	1950-1960
4	3	Public Information Associates of Arizona (Financial Statements, Articles of Incorporation, By-Laws); Arizona Against Prohibition; Arizona Wholesale Beer and Liquor Association; Letter from Sen. Goldwater	1950-1969
4	4	Specifications for Office Building and Warehouse for Zeb Pearce & Sons	1953
4	5	Correspondence	1953-1958
4	6	Manual of Standard Procedures - Pearce Companies	1954
4	6	Manual of Standard Procedures £ or Pearce	1954

**ZEB PEARCE CORPORATION PAPERS FM MSS-116
SERIES I: Financial and Business Records**

Box #	Folder #	Folder Title	Inclusive
5	1	Port-A-Bin Enterprises Agreement with Vita Gro Feed Mills	1954
5	2	“Adjusted” Statements, Zeb Pearce and Sons Wholesale Liquors	1954-1956
5	3	VitaGro “Adjusted” Statements	1954-1956
5	4	Pearce and Sons Distributors Appraisal Statements and Worksheets	1954-1957
5	5	Pearce Development Appraisal Statement and Worksheet	1954-1957
5	6	Debentures, Stock Investments, Agreement & Lease Documents	1954-1961
5	7	Application for Basic Permit and Licenses	1954-1984
5	8	Inventories - VitaGro Feed Mills	1955
5	9	Invoices - Office Equipment,	1955-1963
6	1	Arizona Wholesale Association	1955-1973
6	2	Lease, Mortgage, and Title Information -Pearce & Sons Distributors	1956
6	3	Second Annual Coors Distributors Symposium, March 31, 1958	1958
6	4	Coors - Distributor Information	1959, 1968
6	5	Coors Distributors’ Symposium	1960
6	6	Ownership Listings of Properties	1960
6	7	Zeb Pearce & Sons – Advertising	1961
6	8	Picnic Pump Tapping Instructions; Distributor Information	1963
6	9	Licenses and Permits, State and Federal	1963-1983
6	10	Miscellaneous Notes (1973), Employee Lists (1963-1967), a thank you note (1989)	1963-1989
6	11	Old Pricing Information and Statistics, Coors	1965-1968

ZEB PEARCE CORPORATION PAPERS FM MSS-116**SERIES I: Financial and Business Records**

Box #	Folder #	Folder Title	Inclusive
7	1	Microsol Instructions and Receipts (Vita Gro Feed Mills)	1966
7	2	Miscellaneous Coors Correspondence	1966-1982
7	3	1st Annual Sales Achievement and Service Award Presentation Banquet	1968
7	4	Miscellaneous Personnel Notes, Information on New Warehouse in Phoenix	1968
7	5	Notebook - Coors Distributors Meetings	1969-1971
7	6	Coors Beer Distributors Meetings of Arizona – Minutes	1969-1981
7	7	Monthly Day Planner	1970
7	8	Beer Shipment Reports	1970-1971
7	9	Coors Brewery - Adolph Coors	1970-1974
7	10	History of Adolph Coors of Golden; Correspondence from Arizona Department of Liquor Licenses and Control	1970-1976
7	11	Miscellaneous Papers : Correspondence, Clippings, Financial Information	1971-1994
7	12	Coors - File for book Value on Stock	1972-1976
8	1	Fair Trade Agreement	1972-1976
8	2	Coors Letters - Bill Coors, Everett Barnhardt	1972-1977
8	3	Information and Applications for State and Federal Permits and Licenses	1973-1984
8	4	Arizona Wholesale Beer and Liquor Association Program	1974
8	5	Coors Product Knowledge,	1975
8	6	Beer Shipments in Arizona – Luxury Tax Information	1975-1978
8	7	Pearce Companies Insurance Appraisal	1976
8	8	Pearce Development Co. Consolidated Statements	1977-1988

**ZEB PEARCE CORPORATION PAPERS FM MSS-II6
Financial and Business Records**

Box	#Folder	#Folder Title	Inclusive
8	9	Beer Shipments in Arizona – Luxury Tax Information	1978-1983
8	10	Information on Lump Sum Distributions, Pearce Development Co.	1980-1984
9	1	Arizona Coors Ballooning Company	1981
9	2	Correspondence - Zeb Pearce Co. & Coors	1981
9	3	Chain Store Activities - 1981; Proposed Programs - 1982, Pearce Distributing Co.	1981-1982
9	4	Beer Shipments in Arizona, Luxury Tax Information	1983-1989
9	5	Staff Meeting Minutes, Clipping, Water Prices	1983-1995
9	6	G. Heileman Brewing Co. Wholesaler Agreement Application with Zeb Pearce And Sons	1984
9	7	Steidl Wine, Inc. Distributor Agreement with Zeb Pearce and Sons	1984
9	8	Zeb Pearce and Sons Distributors, Tucson, Arizona -- Miscellaneous Applications for Licenses and Permits	1984
9	9	Correspondence, Employee Roster	1987-1991
9	10	Beck's Beer	1990
9	11	Inventories - VitaGro Feed Mills, Zeb Pearce and Sons Wholesale Liquors	c.1965
9	12	Adolph Coors Company booklet	N.D.
9	13	Cooperative Advertising – The Distributor's Viewpoint, Arthur Pearce	N.D.
9	14	Inventory Sheets	N.D.
9	15	Operations Manual - Trainee Program; Committee Meetings (c.1967) - Pearce Companies	N.D.
9	16	Recapitulation of events of transition of Pearce Holding Co. into Pearce Development Co.	N.D.
9	17	Vita Gro Feed Mills - Employees	N.D.
34 OV		Corporation Income Tax Returns - Johnson-Pearce, Mesa Seed and Feed	1919-1935

**ZEB PEARCE CORPORATION PAPERS FM MSS-II6
SERIES II: History - Business & Personal**

Box	Folder #	Folder Title	Inclusive
10	1	Phoenix Land Project – La Patria and Cisneys	1882-1977
10	2	Old Deeds of Historical Interest	1930-1972
10	3	Company History	1934-1973
10	4	Miscellaneous Historical Information	1938-1994
10	5	Daily Planner, ID Cards, War Bonds Envelope, Misc. Cards & Calendars	1943-1982
10	6	Historical Information	1949-1983
11	1	Historical Information – Coors	1950
11	2	Historical Information: Border Liquor Restriction, Prohibition Letters, Legislative Letters	1950-1967
11	3	History	
11	4	Sympathy Notes, Funeral Programs, Thank You Notes	1954-1993
11	5	Warren Oakes	1957
11	6	Zebulon and Rachel Pearce	1960-1971
11	7	Historical Information Correspondence, clippings , proposals, legal documents, etc.	1961-1976
11 1969	8	Zeb Pearce Biographical Information and Company History	1967-
11	9	Obituaries	1967-1985
11	10	Rachel Pearce and Zebulon Pearce - Obituaries	1969
12	1	Charles Pearce	1971
12	2	Dean’s Quality Teaching Award in Memory of Zebulon Pearce	1974
12 1979	3	Duppa Villa File, Historical	1975-
12	4	In Memory of J. Merrill Young - Funeral Services, April 28, 1988	1988
12	5	Company History	
12	6	Obituaries for Arthur L. Pearce and 1995 Charlotte Deshler Pearce (by Paul Coleman)	1994-
12	7	Cartoon: Zeb Pearce & Sons Wholesale Spirits	N.D.
12	8	Coors Arizona Placemats	N.D.
12	9	Zeb Pearce Stationery	N.D.

20 OV
1986

Large Scrap Book - Company and
Personal History

c.1930-

**ZEB PEARCE CORPORATION PAPERS FM MSS-II6
SERIES III: Newsclippings and Publications**

Box	Folder #	Folder Title	Inclusive
Dates			
12	10	Newsclippings	1933-1994
12	11	Miscellaneous Pictures and Clippings	1946-1972
12	12	Wildcat & Sun Devils Sporting Events	1948, 1950, 1977
		Program Books	
12	13	Miscellaneous Newsclippings	1949-1965
12	14	Arizona Beverage Journal, vol. XVII, no. 9, September 1953	1953
12	15	Newsclippings	1953-1959
12	16	Zeb Pearce and Sons 5th Anniversary Issue of Hiram Walker Round Table and other clippings	1953-1994
12	17	Clipping from "Arizona Beverage Journal", December 1954 on Zeb Pearce & Sons Wholesale Liquors	1954
12	18	Misc. Newsclippings	1957-1970
12	19	Arizona Beverage Journal, vol. XXII, September 1958	1958
13	1	Hiram Walker Round Table, Zeb Pearce & Sons 5th Anniversary Issue	1958
13	2	Miscellaneous - News Clippings, Coors Bulletins, Statistics (Coors), Monthly Performance Reports	1960-1984
13	3	Misc. Newsclippings	1961-1983
13	4	Pleasant Places in Arizona	1962
13	5	Miscellaneous Newsclippings	1962-1981
13	6	Distributor Profile on Zeb Pearce in "Caps & Taps", Spring 1963	1963
13	7	Newsclipping from "Trade Talk"	1965
13	8	Republic and Gazette Trade Talk, November 1965	1965
13	9	Hiram Walker Round Table, vol. 20, no. 3 (May-June 1966)	1966
13	10	The True Adventures of Coorsley and Me"	1968
13	11	The Handy Bottle News (May, 1968)	1968
13	12	KOOL TV, Radio Editorial (2/25/70 &	1970

		2/26/70)	
13	13	Copies of Newsclippings	1970-1983
13	14	Phoenix Gazette, May 28, 1973	1973
13	15	Newsclippings- Pearce Awards, May 28, 1974	1974
13	16	Newsclippings- Coors	1974-1975
13	17	Newsclippings	1976-
19972			

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SERIES III: Newsclippings and Publications

Box	Folder #	Folder Title	Inclusive
Dates			
14	1	Coors & Students	1977-1980
14	2	Newsclippings	1977-1975
14	3	Article on Coors Beer titled "A difference of perspective" by Robert McGough, from FORBES, Oct. 24, 1983	1983
14	4	Basha's & Pearce Co. 50-year Anniversary Newsclipping, June 1983	1983
14	5	Newsclippings	1983
14	6	ARIZONA TREND on Family Businesses (November 1986)	1986
14	7	Correspondence, Brochures	c. 1952
14	8	5th Anniversary With "Hiram Walker" Products	c. 1958
14	9	Bethlehem Steel - Recollections. In celebration of 75 Years	ND
14	10	Caps & Taps 1873-1973	ND
14	11	Coors Informational Brochures	ND
21	OV	Newspaper Clippings	1959-
1984			
22	OV	Newspaper Clippings	1959-
1994			
23	OV	Newspaper Clippings	1966-
1978			

SERIES IV: Journals, Ledgers, Receipt Books

14	12	Johnson-Pearce Produce Company – Ledger	1913-
1944			
		Book with Miscellaneous Documents	
15	1	Book of Minutes - Mesa Seed & Feed Co.	1919-
1926			
15	2	Ledger Book	1925-
1948			
15	3	Ledger Book	1936-
1954			
15	4	Account Book	1938-

1947			
15	5	Weekly Time Book	1942-
1945			
16	1	Grain Purchases	1946-
1952			
16	2	Ledger Book	1947-
1948			
16	3	Grand Opening Guest Book – Zeb Pearce & Sons	1953
16	4	Vita Gro Feed Mills- Journal	1954-
1967			
16	5	Vita Gro Feed Mills-Journal	1967-
1972			
17	1	Ledger Book	1968-
1969			
17	2	Pearce Development Co. Ledger Book	1968-
1970			
17	3	Ledger Book	1969
17	4	Money Receipt Book	1969-
1970			
18	1	Money Receipt Book	1970
18	2	Receipt Book	1970
18	3	Money Receipt Book	1970-
19712			
18	4	Money Receipt Book	1971
18	5	Money Receipt Book	1971

**ZEB PEARCE CORPORATION PAPERS FM MSS-II6
 SERIES III: Newsclippings and Publications**

Box	Folder #	Folder Title	Inclusive
Dates			
19	1	Receipt Book	1971-1972
19	2	Zeb Pearce & Sons Checkbook	ND
24	OV	Johnson-Pearce Journal Entries, Minutes, Legal Documents	1915-1934
25	OV	Ledger Book	1926-1934
26	OV	Ledger Book	1930-1943
27	OV	Ledger Book-Inventories	1934-1938
28	OV	Ledger Sheets, Certificate, Christmas Ledger Book	1936-1969
29	OV	Ledger Book-Liquor Sales	1937-1954
30	OV	Financial Statements Ledger Book, Vita Gro Feed Mill, Zeb Pearce & Sons	1943-1954
31	OV	Ledger Book	1944-1949
32	OV	Ledger Books-Vita Gro Feed Mills, Johnson-Pearce	1948-1966
33	OV	Ledger Book	1950-1954