NPS Form 10-900
(Oct. 1990)

OMB No. 10024-0018

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 Western Newspaper Union Building [preferred]

other name/site number Kellogg, A. N., Auxillary Newspaper Company

2. Location

street & town 304 W. 10th Street N/A not for publication

city or town Kansas City N/A vicinity

state Missouri code MO county Jackson code 095 zip code 64105

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 A. Miles 02/06/07

Signature of certifying official/Title Mark A. Miles/Deputy SHPO 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: Signature of the Keeper Date of Action

☐ 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:)

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☐ 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:)

5. Classification

Ownership of Property
(check as many boxes as apply)

- ☒ private
- ☐ public-local
- ☐ public-State
- ☐ public-Federal

Category of Property
(check only one box)

- ☒ building(s)
- ☐ district
- ☐ site
- ☐ structure
- ☐ object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Function
(Enter categories from instructions)

INDUSTRY/PROCESSING/EXTRACTION: communications facility

Current Function
(Enter categories from instructions)

VACANT

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS

Materials
(Enter categories from instructions)

foundation brick
walls brick
roof asphalt
other stone

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

☒ See continuation sheet(s) for Section No. 7

Western Newspaper Union Building
Name of Property

Jackson County, MO
County and State

8. Description

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)

COMMUNICATIONS

Period of Significance

1901-1956

Significant Dates

1901

1906

Significant Persons

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Schnape, C., builder (1900)

Brown, George L., builder (1906)

Narrative Statement of Significance

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

☒ See continuation sheet(s) for Section No. 8

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:

University of New Mexico-Albuquerque

☒ See continuation sheet(s) for Section No. 9

Western Newspaper Union Building
Name of Property

Jackson County, MO
County and State

10. Geographical Data

Acreage of Property less than one acre

UTM References
(Place additional boundaries of the property on a continuation sheet.)

	Zone	Easting	Northing
1	1/5	3/6/2/7/5/5	4/3/2/9/3/6/0
2	/	/ / / / /	/ / / / / /
3	/	/ / / / /	/ / / / / /
4	/	/ / / / /	/ / / / / /

Verbal Boundary Description
(Describe the boundaries of the property.)

Property Tax No.

Boundary Justification
(Explain why the boundaries were selected.)

☐See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Cydney E. Millstein and Mary Ann Warfield

organization Architectural and Historical Research, LLC date August 7, 2006

street & number 1537 Belleview Avenue telephone 816.472.4154

city or town Kansas City state MO zip code 64108

Additional Documentation
Submit the following items with the completed 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
name/title DST Realty

street & number 333 W. 11th Street telephone 816.435.6403

city or town Kansas City state MO zip code 64105

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.

Summary:

The Western Newspaper Union Building, located at 304 W. 10th Street, Kansas City, Jackson County, Missouri, was constructed in 1900 with a major addition in 1906. The contractors of the building were C. Schnape (1900) and George L. Brown (1906). Distinguishing characteristics of this landmark building include a rusticated base, cast-iron columns, projecting sheet metal cornices at the main (south) and east facades, contrasting terra cotta quoining and an abundance of narrow fenestration (openings are original with replacement windows). In good condition, the Western Newspaper Union Building has retained the majority of its integrity of location, design, setting, materials, workmanship, feeling and association to convey its historic significance. Its character-defining physical features, exterior materials and interior spaces are representative of the period of historic significance.

Elaboration:

The main façade faces south and is divided into five bays, marked by rusticated brick piers and cast-iron columns at the storefronts of the second and fourth bays. Moving west to east, the first story features a non-original metal overhead dock door at the first bay; the transom has been boarded up. A bank of four narrow wood framed openings with multipaned aluminum replacement units is placed at the second bay. The main entrance, placed at the third bay, features a non-original aluminum framed single leaf man door crowned by a non-original glass block transom and flanked by narrow sidelights. Fenestration placed to the east of the off-centered entrance is configured like that of the windows at the second bay. Window units at the western portion are placed above sheet metal bulkheads, while the windows at the eastern half of the south façade are placed above wood spandrels and basement units.

Fenestration at the second story of the south façade is styled much the same as those of the first story. Units at the end bays at the center bay (the projecting bays distinguished by contrasting terra cotta quoining) are placed in pairs and are triple hung, wood sash. At the second and fourth bays, the triple-hung wood sash units are grouped in pairs of three. The paired units feature wide stone lintels and all units have stone lug sills.

The east façade is articulated much the same as the main or south façade. Rusticated brick piers divide the bays and the bays at the second story are further articulated by terra cotta quoining. The far south bay features

paired aluminum window units set in the original wood frames, set above a sheet metal bulkhead. Fenestration at the center bay features two pairs of multipaned aluminum units set within the original wood frame. These units feature stone sills. The far north bay has been modified by a non-original single-leaf man door and a wooden double-leaf door set below wood paneling that has covered the original window units at that bay. The second story fenestration at the end bays is paired, non-original fixed units set within the original wood frames. Each window unit features wide stone lintels and stone lug sills. The center bays feature triple-hung, wood sash units with stone lug sills. Aluminum downspouts flank the center bays.

The west façade is generally characterized by its masonry exterior. There are three two-over-two, double-hung sash windows each set in a segmental arch, at the first story. The second story features three of the same windows, with the addition of a smaller two-over-two double-hung sash unit toward the northern end of the façade.

A one-story addition, constructed inn 1906 and linked to the northern face of the main unit's west façade, features three pairs of two-over-two wood frame double-hung sash units at the west façade. Its north façade, altered from the original, features an overhead metal door at the eastern half and a single-leaf man door and wood infill at the western half of the façade. Second story fenestration is non-original, fixed with faux dividers.

Additional features include tile coping and an exposed stone foundation at the one-story unit. The interior of the building has been modified over the years with partitions.

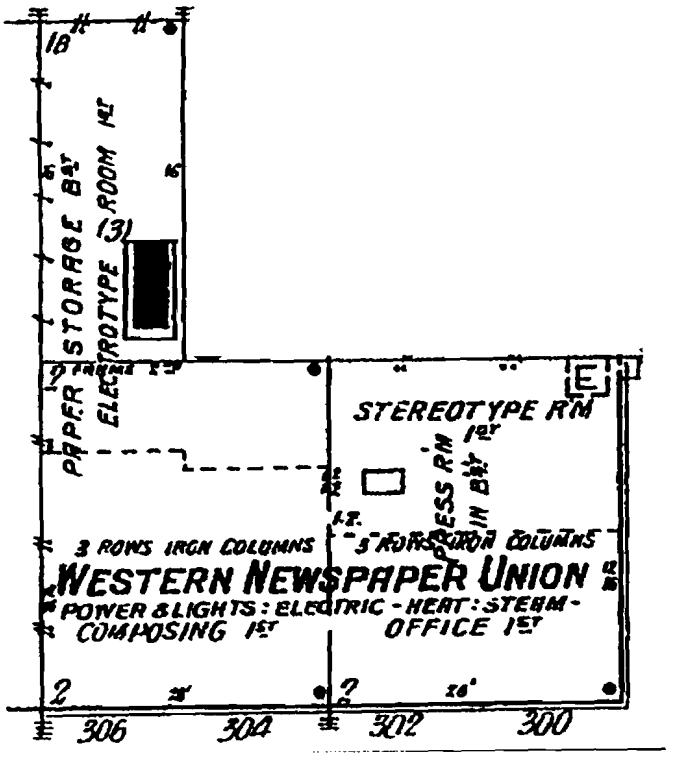
A four-story brick building shares a party wall with the north façade of this nominated property. To the west of the building is a surface parking lot, while a 1940s parking garage is located to the east. To the south is a contemporary parking garage.

Currently, there are proposed plans for the rehabilitation and adaptive reuse of the Western Newspaper Union Building. Future plans include rehabilitation of the exterior and interior spaces. Plans for the project will be

prepared in accordance with *The Secretary of the Interior's Standards for the Treatment of Historic Properties.* Once the proposed plans are completed, they will be submitted to the Missouri State Historic Preservation Office and the National Park Service for review and compliance.

Western Newspaper Union Building, floor plan.

Sanborn Fire Insurance Map, 1906



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Summary

The Western Newspaper Union Building [preferred] at 304 W. 10th Street, Kansas City, Jackson County, Missouri is eligible for listing in the National Register of Historic Places under Criterion A for its local significance in the area of COMMUNICATION. In 1901 the building at 304 W. 10th Street was constructed for the A. N. Kellogg Auxiliary Newspaper Company to house their printing operation that sold pre-printed auxiliary newspapers to over fifty-five (55) small town newspaper and quarto publishers in a three state area. The Kellogg firm occupied the building for only five years. In 1906 the Western Newspaper Union, owned by George Joslyn of Omaha, Nebraska, purchased the A.N. Kellogg Auxiliary Newspaper Company and acquired the building at 304 W 10th Street at the same time. Joslyn's Western Newspaper Union (WNU) purchase of Kellogg Auxiliary Newspaper Company, and subsequent mergers made thereafter, aided the Western Newspaper Union to become the largest auxiliary newspaper company in the country. WNU owned and operated printing plants and publication offices in thirty-two cities, including Kansas City, Missouri. Under George Joslyn's leadership, the Western Newspaper Union Company grew to over 12,000 newspapers across the United States. The period of significance is 1901, the date of the building's construction to 1956, the arbitrary cut-off date off date imposed by the National Park Service.

Elaboration:

The early development in the auxiliary or ready-print newspaper (also known as boiler-plated newspaper) industry in the United States began just prior to the Civil War c. 1860. Several small printing firms in the northern portion of United States began following the work of Cassell, a London based publisher (c.1857), who supplied approximately 150 newspapers with ready-printed sheets of national news and advertisement in England. The operation in England remained a small scale process compared to the American adaptation in which the process was expanded to become the largest systematized news gathering and distribution method in the world. [1] Ansel Nash Kellogg, a printer and publisher from Baraboo, Wisconsin, expanded the concept of

[1] Elmo Scott Watson, *History of Auxiliary Newspaper Service in the United States*

ready printed newspapers to become the recognized founder of the auxiliary newspaper industry in the United States.[2]

Although several publishers and journalist were experimenting with the practice of ready-print news, A. N. Kellogg turned it into a lucrative industry in 1865 when he opened his ready-print company in Chicago, Illinois. At first Kellogg's ready-print insides provided advertisements, stories, comics and news of national interest while the local publisher, who purchased the ready-prints for what were often small town and county publications, provided the news of local interest. In the beginning, all first sheets in the syndication process used by Kellogg's papers avoided political matters. However, by 1867, Kellogg had perfected his process and was able to provide reading matter on any political issues a publisher desired.[3] This allowed local papers to express their opinionated views, be it social or political.

Once established in Chicago, Kellogg's firm, A.N. Kellogg Auxiliary Newspaper Company, spent the next thirty-nine years expanding their market throughout the United States. At the beginning of 1882 Kellogg opened a branch office in Kansas City, Missouri. Although it was Kellogg's third branch, it appears to be the first auxiliary newspaper company to market ready print news to the Kansas City regional area, including west of the Missouri River. Over 55 small newspapers were on the Kellogg Auxiliary list for Kansas City that same year.[4] Kellogg's branches reached from Chicago to Memphis, Tennessee and Little Rock, Arkansas in the South, Wichita, Kansas in the West and Cincinnati and Cleveland, Ohio in the east.[5]

(Champaign, Illinois: Ilini Publishing Company, 1923), 5.

[2] *Ibid,* 5-8.

[3] *Ibid,* 9-11.

[4] *Ibid,* 18-20. WNU would later open and office in Kansas City becoming the second ready-print newspaper company in Kansas City.

[5] *Ibid,* 20.

Ansel Nash Kellogg died in 1884 but his company continued a highly successful operation until it was purchased by George Joslyn's Western Newspaper Union in 1906. Until that time Kellogg's firm was possibly the largest of the auxiliary news services, holding the most expansive territory in ready-print news sales. Other ready-print companies that began competing in the industry in 1870 included; the Chicago Newspaper Union, the New York Newspaper Union, the Southern Newspaper Union, and Aikens' Newspaper Union of Milwaukee.

By 1877 competition was stiff and the number of ready-print companies continued to grow. Price wars, territorial wars and business buyouts were as fierce as any 20th century corporate battle. However, the beginning of the 20th century, the industry drastically changed when George Joslyn and his Western Newspaper Union began taking over the industry created by Kellogg. Although Western Newspaper Union retained its own name throughout its many takeovers, by its own admission, WNU considered itself the heir apparent of the Kellogg Auxiliary Newspaper Union legacy.[6] Under George Joslyn's leadership, WNU went on to become the largest newspaper printing company in the world.

George Joslyn and Western Newspaper Union

In 1870 the State Printing Company was founded in Des Moines, Iowa and in 1876 the name was changed to Iowa Printing Company. In 1878, George Joslyn, with his wife, arrived in Des Moines to accept a position as a shipping clerk at Iowa Printing Company. Before the end of the year, Joslyn's uncle, an owner of Iowa Printing, sent Joslyn to Omaha, Nebraska where he opened a ready-print business, the Omaha Newspaper Union. In June 1880, George Joslyn's business acumen led him to organize the Western Newspaper Union as an Iowa corporation with the first branch located in Des Moines and its secondary branch in Omaha.[7]

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[6] *Ibid,* 20-29.

[7] Dennis N. Mihelich, "George Joslyn: America's First Media Mogul," *Nebraska History* Spring 2001 Vol. 82, No. 1, 26-27. Once the Joslyn's moved to Omaha, the city remained their home throughout. Today the Joslyn home is on the National Register of Historic

In 1881 Joslyn's WNU of Iowa joined forces with real estate moguls Walter A. Bunker and John McEwen of Kansas City, Missouri, to open the Kansas City branch of Western Newspaper Union. The first office was located in the Bunker Building (built in 1881) at 820 Baltimore and 100 W. 9th Street. In 1882 Joslyn and Bunker merged the Des Moines and Kansas City branches and reincorporated in Illinois as Western Newspaper Union.[8] Walter Bunker remained with WNU until c. 1890 at which time he entered business with Col. Robert Van Horn to purchase the *Kansas City Journal* (John McEwen also joined Bunker and Van Horn on the staff).[9]

Joslyn quickly rose in prominence within the WNU and was the head of two branches, Kansas City, Missouri, and Des Moines, Iowa by 1882. Although no mention has been found on an Omaha branch, the city remained Joslyn's home. Under his leadership, the remaining decade was spent opening branches of WNU in Detroit, Michigan in 1882 and Dallas, Texas in 1884. Joslyn's aggressive business practices allowed WNU to become the dominating force in ready prints throughout the Mississippi Valley territory when he placed WNU branches in St. Louis in 1886, Lincoln, Nebraska in 1888 and Chicago, Illinois in 1889.[10] A final measure of Joslyn's success came in 1890 when he was promoted to General Manager in Omaha and quickly became the majority stock-holder and company president.[11]

During the 1890s Kellogg, and the Chicago Newspaper Union were Joslyn's stiffest and primary competitors as they contested WNU for supremacy.[12] At the beginning of the decade, Joslyn reincorporated WNU in Illinois naming Chicago as national headquarters. It was capitalized at $750,000 of which Joslyn contributed $541,666.

Places in Omaha, Nebraska.

[8] Mihelich. It is unclear which company opened fist in the Kansas City market.

[9] "Walter A. Bunker," *The Kansas City Journal* 1 April 1906. Archives, Kansas City Public Library.

[10] Watson, 35-38.

[11] Eugene C. Harter, *Boilerplating America: The Hidden Newspaper* (New York: University Press of America, 1991), 90-94.

[12] Watson, 36.

It was not long before Joslyn was the sole owner of WNU. He continued to enlarge and diversify the company which included the purchase of the International Press Association (IPA). With this purchase the company acquired its first stereotype plate capacity, which gave WNU the ability to produce a variety of products such as advertising inserts and short stories.

Throughout the 1890s, Joslyn continued to acquire and merge with newspaper printing firms from Galveston to Salt Lake City. By 1900 he also created the Western Paper Company (WPC), a paper wholesaler also located in Omaha.[13]

By 1905 "patent insides" of the ready prints had become obsolete due to a service plan developed by Wright A. Patterson, then editor-in-chief for the Kellogg Newspaper company. Patterson's system supplied individualized service to each paper by allowing more choices and flexibility of printed matter. Shortly after this method went into effect, Joslyn purchased the Kellogg Newspaper Company in January 1906.[14] The buyout added nine new plants and 1,827 newspapers as well as the skills of Wright A. Patterson as editor- in chief. In 1906 WNU became the largest auxiliary printing business in the United States.[15] The purchase of Kellogg Newspaper Union was the largest and boldest of Joslyn's moves to become the mogul of the publishing industry at dawning of the 20th century.

Nearly a decade before his death, Joslyn's aim was to become a monopoly. In 1909 he acquired: the Indiana Newspaper Union; Northwestern Newspaper Union; Beal's New York Newspaper Union along with its nine branches; and the Chicago Newspaper Union. After two years and the acquisition of nineteen plants with 2,600 newspapers, Joslyn had nearly completed his monopoly. However, he still wanted to obtain the American Press

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[13] Mihelich, "George Joslyn," 30. The purchase of the IPA led to a lively and competitive spirit with Kellogg and the American Press Association.
[14] Watson, 37.
[15] *Ibid,* 31-32.

Association (APA). One issue prevented him from acquiring the APA, the Sherman Antitrust Act of 1890. However, Joslyn died in 1916, before he could complete his plans.[16]

As a potential lawsuit to break up Joslyn's company, lawyers in the Department of Justice argued that, when Joslyn's attempt to purchase APA failed, Joslyn began a bitter campaign of competition to run the APA out of business. In 1912 a federal judge sought a decree to end the fight without dissolving either company, as well as applying restraint in dealing with Joslyn to end the practice of his ruthless takeovers and buyouts.[17]

The issue was not settled until 1917, a year after Joslyn's death. WNU's staff of executives, all of whom were employed by Joslyn himself, had either absorbed or outdistanced every newspaper company in the United States except the American Press Association. Because of the early ruling the two companies had to compromise. "WNU paid $500,000 to APA for its plates, mat and photographic services. In consideration of a yearly royalty, APA was to stay out of the country syndicate business for 20 years. The agreement [was scheduled to expire] in September 1937."[18]

When Joslyn died in 1916 he was the wealthiest man in Nebraska. More than a decade after Joslyn's death, his widow Sarah Joslyn began negotiations to sell her controlling interest in the WNU. At that time it served fifty million people with over thirty-six branch offices. She retained a substantial amount of preferred stock. On July 14, 1929, $4.5 million was offered in sale. However, the newspaper syndicate retained its active department heads and continued business as usual.[19]

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[16] *Ibid.*

[17] *Ibid.*

[18] "Big-Boiler Plater," *Time Magazine* 27 April 1936 Online, Accessed 13 September 2006. www.time.com/time/magazine/printout/0,8816,770152,00.html

[19] "Out of the Newspaper Union," *The Kansas City Star-Times* 2 July 1929. *The Kansas City Star* archives.

The patent-inside service once made up 100 percent of the Kellogg business but by 1952 it was only five percent of the WNU business. The sale of the patent–inside ceased on March 29, 1952 as WNU. The WNU Company in Kansas City operated at 10th and Central until 1961 when J. Milton Jungbluth, who had been a manager of WNU for seventeen years, purchased the building and the business and changed the name to Western Graphic Arts Supply Company. Jungbluth, as president of Graphic Arts, continued the business of offset and letterpress supplies and equipment, as a division of Hammermill Paper Company. Hammermill, who purchased WNU in the late 1950s, is now owned by International Paper Company.

Ansel Nash Kellogg began an evolution in the newspaper industry as an inventor and innovator. His vision and desire to print news for the masses led to the ready print industry that George Joslyn built into an empire. Joslyn's influence came during an era when rapid business concentration and consolidation led to efficient organizations that could service thousands of people at low prices.[20] Kellogg's legacy, continued by Joslyn through the Western Newspaper Union developed into the syndicated news service that still influence millions of readers today.

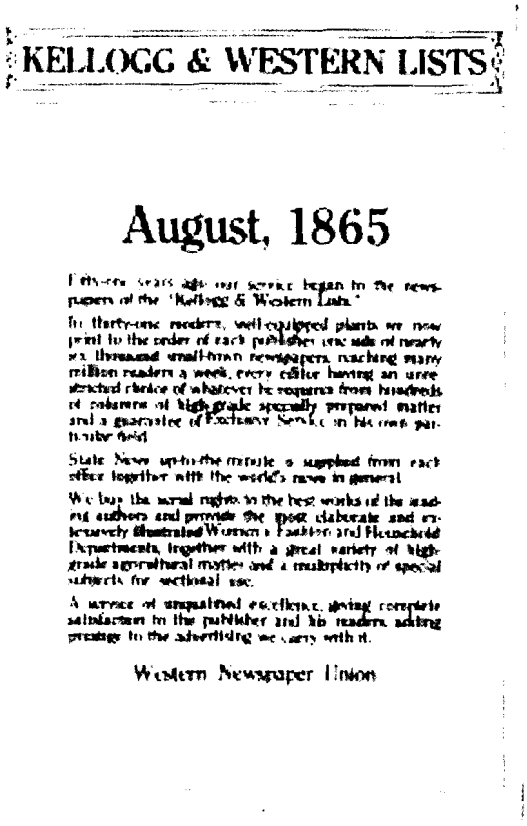
The Auxiliary Newspaper Business in Kansas City

The number of newspapers serviced by Kellogg in the Kansas City area prior to WNU's purchase is unknown. However, ten years following WNU's acquisition of Kellogg's business, WNU published a booklet listing all newspapers serviced through the news union. In the 1916 booklet, *The Kellogg & Western Lists, est. 1865: Western Newspaper Union*, the importance that Kellogg had in the publication of the syndicated daily weekly news papers in America was indicated in the retention of the Kellogg name, 10 years after WNU purchased the Kellogg Newspaper Auxiliary. In the booklet, the Kansas City branch at 305 W. 10th Street was listed as printing newspapers for 157 weekly publications in Missouri, 114 in Kansas, 2 weekly papers in Arkansas and

[20] *Ibid*, 31-33.

5 papers in Oklahoma.[21] Statistically, the WNU in Missouri was the seventh largest state in the market of the news union with the Kansas City ranking in ninth place on the city level.[22]

The second page of the *Kellogg and Western Lists* booklet best describes the sales technique used by the WNU in its marketing of ready-printed articles, news stories, special interest material and advertising. The industry served both daily and weekly publications as well as magazines that were subscribed to by the millions.



KELLOGG & WESTERN LISTS

August, 1865

Fifty-six years ago our service began to the newspapers of the "Kellogg & Western Lists."

In thirty-one modern, well-equipped plants we now print to the order of each publisher one side of nearly six thousand small-town newspapers, reaching many million readers a week, every editor having an unrestricted choice of whatever he requires from hundreds of columns of high-grade specially prepared matter and a guarantee of Exclusive Service in his own particular field.

State News up-to-the-minute is supplied from each office together with the world's news in general.

We buy the serial rights to the best works of the standard authors and provide the most elaborate and extensively illustrated Women's Fashion and Household Departments, together with a great variety of high-grade agricultural matter and a multiplicity of special subjects for sectional use.

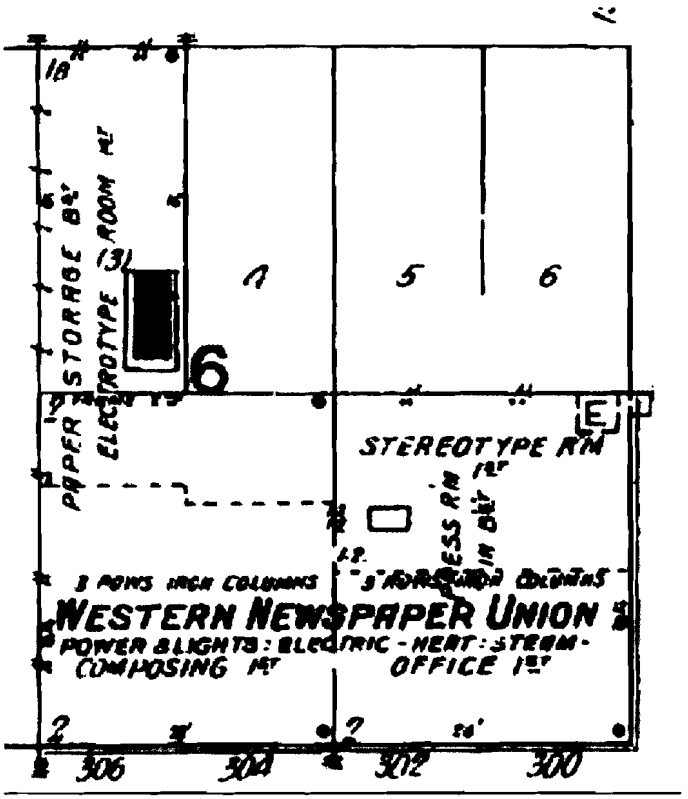
A service of unparalleled excellence, giving complete satisfaction to the publisher and his readers, adding prestige to the advertising we carry with it.

Western Newspaper Union

[21] "5630 Weekly Newspapers" *The Kellogg & Western Lists, est. 1865: Western Newspaper Union* June 1916(Chicago: Western Newspaper Union, 1916), 2-4. In 1916 the WNU headquarters were located in New York City.

[22] *Ibid*, 4.

The Sanborn Insurance map of 1906 illustrates the location of the various duties that took place in the daily operation of the ready-print industry. The basement level housed the large printing presses necessary to fill the order demands from county publishers of ready-printed newspapers.



Sanborn Insurance Map: 1906 [plate 33]

The first floor of the building held the stereotype equipment which consisted of duplicate printing plates that were cast from a paper matrix used in letterpress. This was done by creating a metal mold of an advertisement, or story. A papier-mâché mold was then made by pressing paper material against the metal plate under pressure so that a matrix forms a mirror image. The paper matrix was then mailed to the county news publishers who bought the Kellogg/WNU service. The local newspaper publisher would then use another metal mold created by pouring metal over the matrix. This duplicate mold is called a stereotype. These plates had a short shelf life.

An electrotype room was located at the rear of the building, on the west side. In this area wax, and/or metal molds were used to create duplications of original printing plates and were most frequently used for service to magazine publishers you had a large ranging subscriber clientele. These plates were more durable and could be used in numerous print runs over a much longer period of time. Both methods provided an inexpensive method for advertising both locally and nationally.

Besides housing the heavy press equipment, the basement served as a supply area for newsprint and supplies. The remaining floor space and second floor served as offices and composition rooms. The 1906 Sanborn includes the 1906 addition to the original building designed for Kellogg Newspaper Union and reflects the WNU's purchase of the firm.[23]

Syndicated newspapers unions, such as Kellogg and WNU in Kansas City, allowed smaller newspapers to increase their print space, serve their subscribers with the latest and breaking national and international news while the editor controlled the editing and printing of his own local news. Patent-insides were also referred to as ready-prints or pre-prints. The auxiliary newspaper could mass-produce ready-prints for a large market of newspapers at a relatively low cost.

When Kellogg first began his ready-print company, newspapers were still using printing equipment similar to the Gutenberg press—at that time, a 400 year old technology. In June 1875, the improved press features were put into operation in the Chicago shop. Kellogg's improvements led to other innovations that quickly spread throughout the industry creating competition in the area of supply and demand. By the time Kellogg moved to Kansas City in 1882, he had patented an improvement to printing plates and fastenings.[24]

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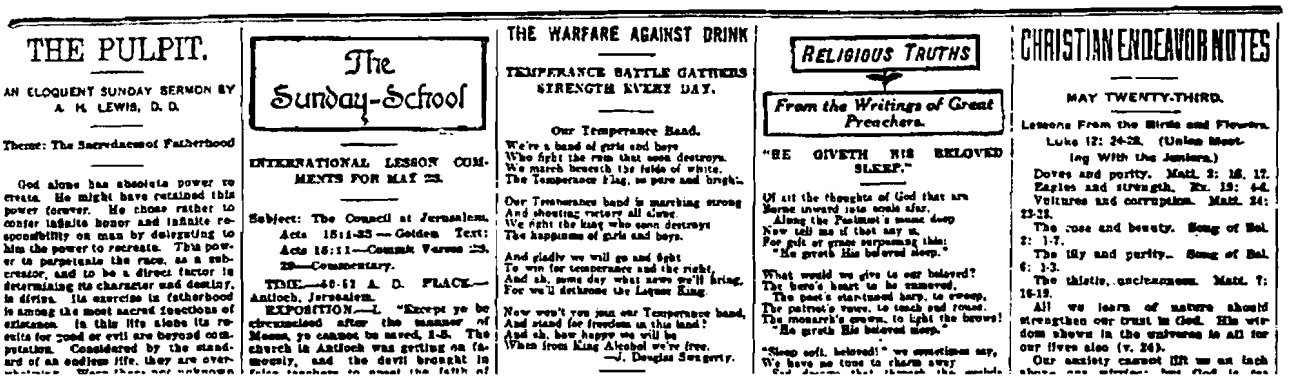
[23] Sanborn Insurance Map Company, *Sanborn Insurance Maps of Kansas City Missouri*, 1906, (New York: Sanborn Insurance Co. 1906), 33.
[24] *Ibid*, 30-34.

By 1879 there were 22 auxiliary newspapers throughout the United States. These facilities supplied printed news and columns to over 2,500 subscribing newspapers including magazines and specialty newspapers similar to the *K C Call, The Catholic Reporter* and *The Jewish Chronicle,* all of whom subscribed to the print services of the WNU of Kansas City, Missouri, at various times in their history.[25] Women in the mid-west received fashion advice through articles ranging from how to stay young and lovely to how to discipline children were also a popular printed format for which the WNU would supply material.[26]



THE PULPIT.

AN ELOQUENT SUNDAY SERMON BY A. H. LEWIS, D. D.

Theme: The Sacredness of Fatherhood

God alone has absolute power to create. He might have retained this power forever. He chose rather to confer infinite honor and infinite responsibility on man by delegating to him the power to recreate. This power to perpetuate the race, as a subcreator, and to be a direct factor in determining its character and destiny, is divine. Its exercise in fatherhood is among the most sacred functions of citizenship. In this life alone its results for good or evil are beyond computation. Considered by the standard of an endless life, they are over-

The Sunday-School

INTERNATIONAL LESSON COMMENTS FOR MAY 23.

Subject: The Council at Jerusalem. Acts 15:1-35—Golden Text: Acts 15:11—Common Version 23, 29—Commentary.

TIME—48-51 A. D. PLACE—Antioch, Jerusalem.

EXPOSITION.—I. "Except ye be circumcised after the manner of Moses, ye cannot be saved, 1-5. The church in Antioch was getting on famously, and the devil brought in

THE WARFARE AGAINST DRINK

TEMPERANCE BATTLE GATHERS STRENGTH EVERY DAY.

Our Temperance Band.

We're a band of girls and boys
Who fight the rum that soon destroys.
We march beneath the folds of white,
The Temperance flag, so pure and bright.

Our Temperance band is marching strong
And shouting victory all along
We fight the king who soon destroys
The happiness of girls and boys.

And gladly we will go and fight
To win for temperance and the right,
And ah, some day what news we'll bring,
For we'll dethrone the Liquor King.

Now won't you join our Temperance band,
And stand for freedom in this land?
And ah, how happy we will be
When from King Alcohol we're free.

—J. Douglas Sweeney.

RELIGIOUS TRUTHS

From the Writings of Great Preachers.

"HE GIVETH HIS BELOVED SLEEP."

Of all the thoughts of God that are
Borne inward into souls afar,
Along the Psalmist's music deep
Now tell me if that any is,
For gift or grace surpassing this:
"He giveth His beloved sleep."

What would we give to our beloved?
The hero's heart to be unmoved,
The poet's star-tuned harp, to sweep,
The patriot's vision, to see and know,
The monarch's crown, to light the brows?
"He giveth His beloved sleep."

"Sleep soft, beloved!" we sometimes say,
We have no time to chant a lay

CHRISTIAN ENDEAVOR NOTES

MAY TWENTY-THIRD.

Lessons From the Birds and Flowers.

Luke 12: 24-28. (Unless Meeting With the Juniors.)

Doves and purity. Matt. 3: 16, 17.
Eagles and strength. Ex. 19: 4-6.
Vultures and corruption. Matt. 24: 23-28.
The rose and beauty. Song of Sol. 2: 1-7.
The lily and purity. Song of Sol. 6: 1-3.
The thistle, uncleanness. Matt. 7: 16-19.
All we learn of nature should strengthen our trust in God. His wisdom shown in the universe is all for our lives also (v. 24).
Our anxiety cannot lift us an inch

Headers for a typical ready-print newspaper for a Sunday edition

Boilerplating America, 135

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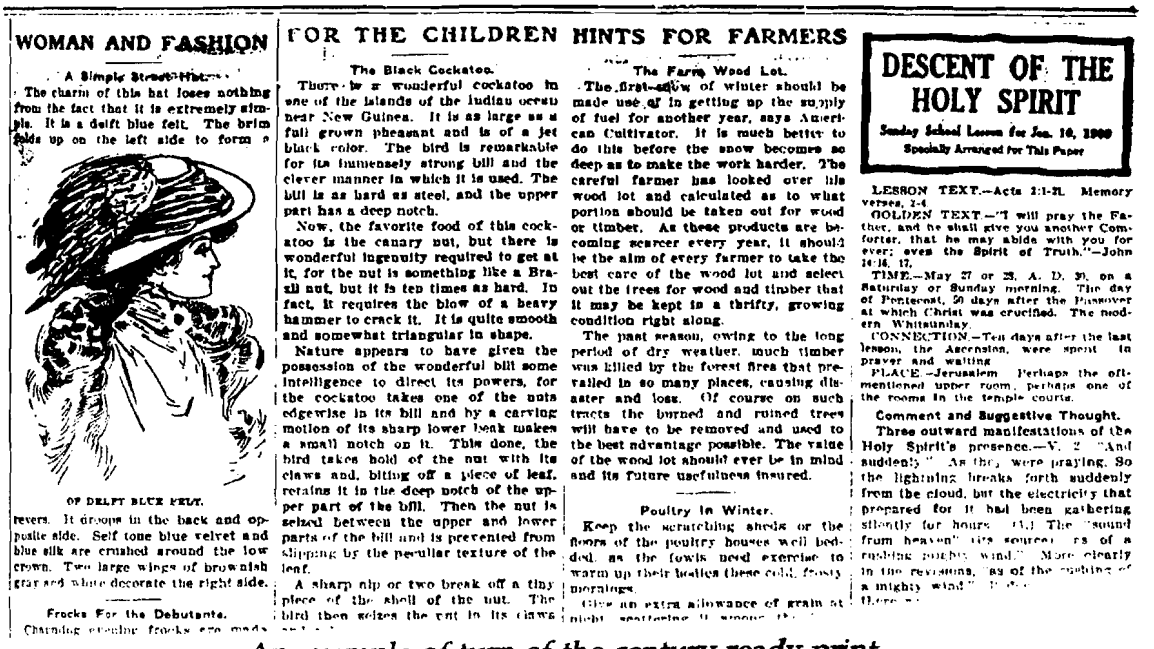
[25] *The Jewish Chronicle* was printed by WNU beginning in 1923 according to archived copies held in their headquarters.

[26] Harter, 125.



WOMAN AND FASHION

A Simple Street Hat.

The charm of this hat loses nothing from the fact that it is extremely simple. It is a delft blue felt. The brim folds up on the left side to form a

OF DELFT BLUE FELT.

revers. It droops in the back and opposite side. Self tone blue velvet and blue silk are crushed around the low crown. Two large wings of brownish gray and white decorate the right side.

Frocks For the Debutante.

Charming evening frocks are made

FOR THE CHILDREN

The Black Cockatoo.

There is a wonderful cockatoo in one of the islands of the Indian ocean near New Guinea. It is as large as a full grown pheasant and is of a jet black color. The bird is remarkable for its immensely strong bill and the clever manner in which it is used. The bill is as hard as steel, and the upper part has a deep notch.

Now, the favorite food of this cockatoo is the canary nut, but there is wonderful ingenuity required to get at it, for the nut is something like a Brazil nut, but it is ten times as hard. In fact, it requires the blow of a heavy hammer to crack it. It is quite smooth and somewhat triangular in shape.

Nature appears to have given the possession of the wonderful bill some intelligence to direct its powers, for the cockatoo takes one of the nuts edgewise in its bill and by a carving motion of its sharp lower beak makes a small notch on it. This done, the bird takes hold of the nut with its claws and, biting off a piece of leaf, retains it in the deep notch of the upper part of the bill. Then the nut is seized between the upper and lower parts of the bill and is prevented from slipping by the peculiar texture of the leaf.

A sharp nip or two break off a tiny piece of the shell of the nut. The bird then seizes the nut in its claws

HINTS FOR FARMERS

The Farm Wood Lot.

The first snow of winter should be made use of in getting up the supply of fuel for another year, says American Cultivator. It is much better to do this before the snow becomes so deep as to make the work harder. The careful farmer has looked over his wood lot and calculated as to what portion should be taken out for wood or timber. As these products are becoming scarcer every year, it should be the aim of every farmer to take the best care of the wood lot and select out the trees for wood and timber that it may be kept in a thrifty, growing condition right along.

The past season, owing to the long period of dry weather, much timber was killed by the forest fires that prevailed in so many places, causing disaster and loss. Of course on such tracts the burned and ruined trees will have to be removed and used to the best advantage possible. The value of the wood lot should ever be in mind and its future usefulness insured.

Poultry In Winter.

Keep the scratching sheds or the floors of the poultry houses well bedded, as the fowls need exercise to warm up their bodies these cold, frosty mornings.

Give an extra allowance of grain at night, scattering it among the

DESCENT OF THE HOLY SPIRIT

Sunday School Lesson for Jan. 16, 1910

Specially Arranged for This Paper

LESSON TEXT.—Acts 2:1-21. Memory verses, 2-4.

GOLDEN TEXT.—"I will pray the Father, and he shall give you another Comforter, that he may abide with you for ever; even the Spirit of Truth."—John 14:16, 17.

TIME.—May 27 or 28, A. D. 30, on a Saturday or Sunday morning. The day of Pentecost, 50 days after the Passover at which Christ was crucified. The modern Whitsunday.

CONNECTION.—Ten days after the last lesson, the Ascension, were spent in prayer and waiting.

PLACE.—Jerusalem. Perhaps the oft-mentioned upper room, perhaps one of the rooms in the temple courts.

Comment and Suggestive Thought.

Three outward manifestations of the Holy Spirit's presence.—V. 2. "And suddenly." As they were praying. So the lightning breaks forth suddenly from the cloud, but the electricity that prepared for it had been gathering silently for hours. (1.) The "sound from heaven" (its source), as of a rushing mighty wind." More clearly in the revisions, "as of the rushing of a mighty wind." [illegible]

An example of turn-of-the-century ready-print

Typical article found in the Women's section of the ready-printed format

Boilerplating America, p. 41

Boilerplating was another form of pre-print but involved a process of building a plate of metal stamped with articles, or stories, which were then purchased by country newspapers, then printed at their location. Boilerplate refers to any text that is or can be reused in new contexts or applications without being changed much from the original. Kellogg introduced this new format to his subscribers. It was more expensive than the ready-prints but still cost effective.[27]

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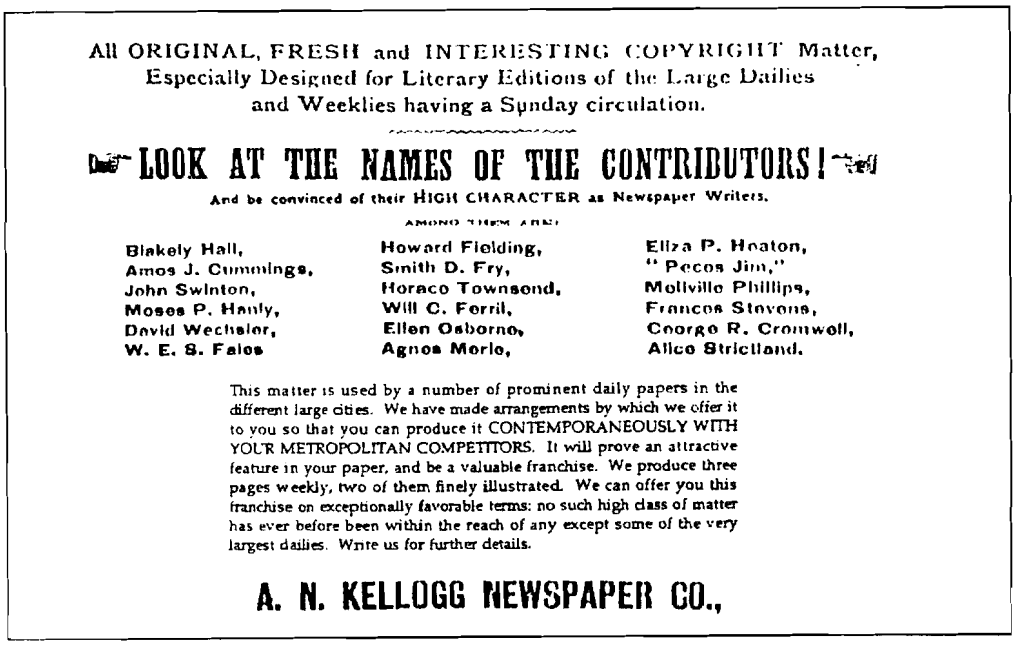
[27] *Ibid*, 30-35.

Boilerplates were cast or stamped in metal and prepared for the printing press then distributed through out the United States. Thousands of newspapers received and used this kind of boilerplate beginning with Kellogg in 1875 until the 1950s from the nation's largest supplier, the Western Newspaper Union.

Syndicated Marketing



All ORIGINAL, FRESH and INTERESTING COPYRIGHT Matter,
Especially Designed for Literary Editions of the Large Dailies
and Weeklies having a Sunday circulation.

LOOK AT THE NAMES OF THE CONTRIBUTORS!

And be convinced of their HIGH CHARACTER as Newspaper Writers.

AMONG THEM ARE:

Blakely Hall,	Howard Fielding,	Eliza P. Heaton,
Amos J. Cummings,	Smith D. Fry,	"Pecos Jim,"
John Swinton,	Horace Townsend,	Molliville Phillips,
Moses P. Handy,	Will C. Ferril,	Frances Stevens,
David Wechsler,	Ellen Osborne,	George R. Cromwell,
W. E. S. Fales	Agnes Merle,	Alice Strickland.

This matter is used by a number of prominent daily papers in the different large cities. We have made arrangements by which we offer it to you so that you can produce it CONTEMPORANEOUSLY WITH YOUR METROPOLITAN COMPETITORS. It will prove an attractive feature in your paper, and be a valuable franchise. We produce three pages weekly, two of them finely illustrated. We can offer you this franchise on exceptionally favorable terms: no such high class of matter has ever before been within the reach of any except some of the very largest dailies. Write us for further details.

A. N. KELLOGG NEWSPAPER CO.,

In this 1889 advertisement Kellogg offered the country papers the same features that appeared in their competitors, the big city dailies.

Boilerplating America, 53.

One of the most important aspects of the auxiliary industry was the ability to remain anonymous. The subscribers to local country newspapers were unaware that the stories of national news were not covered by their local paper. The country publishers had the benefit of receiving credit for news that was perhaps written by reporters from Chicago or New York City. Kellogg, in particular, believed he could lend a helping hand to struggling small newspapers across the country by making them look more professional through his pre-printed

format. He offered the work of respected and experienced writers that would contribute anonymously to country newspapers. The tradition of anonymity continued after Kellogg was bought out by WNU.[28]

Another aspect of pre-printed newspaper and its importance to country newspapers was cost effectiveness. In 1893 the prices on boilerplates ran from $1.50 for a Kids page to $3.00 for a humorous page. "Continued stories" from authors such as Mark Twain, Jack London and the tales of Horatio Alger were produced on boiler-plates and sold to country newspapers.[29]

Ansel Nash Kellogg

The development of the production of newspapers into mass-media communication in the United States begins with a small newspaper owner in Baraboo, Wisconsin. In 1859, Ansel Nash Kellogg, established the *Republican* newspaper in Baraboo. The printing technology that Gutenberg developed in the year 1440 involving typeset presses were largely still in use. Early in his career, Kellogg had been frustrated with the slowness of handset type to print a country newspaper. When the Civil War began in 1861, newspapers across the country suffered as key printers and typesetters left their jobs to fight, north or south alike. Kellogg found it nearly impossible to print his four-page newspaper by himself.[30]

Kellogg went to the largest newspaper printing plant in neighboring Madison, Wisconsin. He contracted them to print half his newspaper on their faster presses and returned to Baraboo where he edited and printed the other half with local news. As a result, Kellogg's readers began receiving news about the war, and the rest of the world, on a timelier basis. Thanks to Kellogg, July 10, 1861 was the beginning of American ready-print.[31]

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[28] Dennis N. Mihelich, "George Joslyn: America's First Media Mogul," *Nebraska History* Spring 2001 vol. 82, No. 1, 31,
[29] Harter, 166.
[30] *Ibid,* 17-20.

The labor shortage and especially that of printers and typesetters, along with Kellogg's success, inspired fifty other country papers to join the ready-print movement before the end of the Civil War. Kellogg immediately saw a business opportunity in his ready-print newspaper. He sold his paper and moved to Chicago where he set up a company devoted to producing pre-printed newspapers. In the process, he also gave birth to what became the "standard look of American newspapers," by standardizing column length and width as well as a standard layout and print type that allowed the ready printed format to appear as coming from a single press.[32]

Also to continue the illusion that the newspaper was still in the hands of the country editors, no by-lines or dates were used. The local editor was given credit for the entire newspaper under the title: "Editor and Publisher." Kellogg never identified himself in his pre-prints. By 1871, after six years in business, he "had accumulated a circulation of over 140,000 throughout the Mid-west. ...only *Le Petit Journal* of Paris exceeded it in circulation."[33]

In 1863, Kellogg applied for a patent (No. 37,293) for a job press that he had improved in 1862.[34] In 1875 he introduced the ready-print or "boilerplate," which was a pre-etched printing plate that held news features and columns. Small newspapers that had refused the idea of pre-prints, bought the boilerplates at two and one-half cents per inch.

Pre-printed news also had its pitfalls. In 1871, the year of the great Chicago Fire, all three Chicago print houses were lost. Kellogg quickly rebuilt but he new that the "secret" of printing patent-insides had been exposed to the national readers. The small country newspapers were suddenly missing large sections of news, articles and advertisements and the local papers had to confess that some of their news stories were printed in Chicago.

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[31] *Ibid*, 20.
[32] *Ibid.*
[33] *Ibid*, 21-22.
[34] *Ibid*, 36. Note 4, Records. U.S. Patent Office.

Other problems such as late trains, lost shipments and even lack of bribe money to freight agents, would delay deliveries of the pre-printed paper to the local newspaper editor, leaving the subscribers empty handed.[35] Kellogg devised a system where a story never appeared the same day in a neighboring town. He mixed the issues in numerous ways. Western Newspaper Union, who later absorbed Kellogg's company, advised editors how to deal with public relations in their *Publisher's Auxiliary* advising local papers on how to hide the ready-prints from their readers. Although ready-print and patent insides were profitable for publishers they were a problem for many editors. The editor lost editorial control over half, and often, more than half of the newspaper.[36]

During the 1880s a total of four major pre-printed newspapers unions had been established. The Kellogg Company, located in Chicago, served more than 1,400 newspapers in the mid-west. Also in Chicago, Western Newspaper Union (WNU) had 1,250 while the Chicago Newspaper Union had 1,000 customers. The only east coast pre-print was offered by New York Newspaper Union where 1, 200 franchised customers purchased patent-insides. Nearly one-third of all American weeklies purchased patent insides or pre-prints while most of the remaining weeklies used ready prints or boilerplates.[37]

In 1882 the A.N. Kellogg Company established a Kansas City branch, the second such branch and the first outside of Chicago. At this time, Kellogg was a $200,000 corporation with 1,400 newspapers supplying stereotyped plates to several thousand others. In 1901 the Kellogg Company built a new home for the business on the northwest corner of Tenth and Central Streets. In 1906, George Joslyn of the WNU, who had tried for a

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[35] *Ibid,* 30-35.
[36] *Ibid.*
[37] *Ibid.*

number of years to purchase the Kellogg Company, did so in 1906.[38]

[38] "Labor shortage Furnished Idea for First Newspaper Syndicate," *The Kansas City Star-Times* 15 Sept 1935, n.p. Archives, *The Kansas City Star*, Kansas City Missouri.

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Verbal Boundary Description

Lot 3 and the South 1/2 of Lots 4, 5, and 6, Block 6, Ashburn's Addition to the City of Kansas, now Kansas City, a subdivision in Kansas City, Jackson County, Missouri, according to the plat thereof.

Boundary Justification

The nominated property includes the entire parcel historically associated with the Western Newspaper Union Building.

Key to Photographs

Len Fohn, photographer. July 2006. Negatives are archived in the offices of AHR, LLC, Kansas City, Missouri.

1. South or main façade; view facing north
2. Detail of main entrance, south façade; view facing north
3. Detail of western bays of the south façade; view facing north
4. South and east facades; view facing northwest
5. East façade; view facing west
6. West façade; view facing southeast
7. West façade; view facing northeast
8. West façade with one-story addition; view facing east, southeast
9. South and west facades; view facing northeast
10. Interior lobby; view facing northeast
11. Typical interior partition; view facing northwest
12. Second floor; view facing west, northwest

N A I C BR. 30

NAG

CHEVROLET
Marriott

Marriott

934

2 HOUR
PARKING
7 AM-6PM

NALC BR. 30