

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

Historic name Hoover Brothers BuildingOther names/site number N/AName of related Multiple Property Listing N/A

2. Location

Street & number 922 Oak Street

N/A

not for publication

City or town Kansas City

N/A

vicinity

State Missouri Code MO County Jackson Code 095 Zip code 64106

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 at the following level(s) of significance:

☐ national ☐ statewide ☒ local

Applicable National Register Criteria: ☒ A ☐ B ☐ C ☐ D


Signature of certifying official/Title

JP

Date

9/20/19

Missouri Department of Natural Resources

State or Federal agency/bureau or Tribal Government

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

☐ entered in the National Register☐ determined eligible for the National Register☐ determined not eligible for the National Register☐ removed from the National Register☐ other (explain:)

Signature of the Keeper

Date of Action

Hoover Brothers Building
Name of Property

Jackson County, Missouri
County and State

5. Classification

Ownership of Property

(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

Category of Property

(Check only **one** box.)

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	Total

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: specialty store and
warehouse

Current Functions

(Enter categories from instructions.)

Vacant

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY

AMERICAN MOVEMENTS: Commercial Style

Materials

(Enter categories from instructions.)

foundation: Stone

walls: Brick

roof: Asphalt

other: Terra cotta

☒ NARRATIVE DESCRIPTION ON CONTINUATION PAGES

Hoover Brothers Building

Name of Property

Jackson County, Missouri

County and State

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 old or achieving significance within the past 50 years.

☒

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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 # _____
- ☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☒ Local government
- ☒ University
- ☒ Other

Name of repository: **Kansas City Public Library; State Historical Society of Missouri-KC**

Historic Resources Survey Number (if assigned): _____

Areas of Significance

COMMERCE

Period of Significance

1914-1950

Significant Dates

N/A

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Saylor & Seddon, Architects (1914)

Kinghorn, Alex, Contractor (1914)

Stanch, C. T., Contractor (1923)

Philo, Donald, Architect (1985)

Hoover Brothers Building
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10. Geographical Data

Acreeage of Property Less than one acre

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1	<u>39.102611</u> Latitude:	<u>-94.578741</u> Longitude:	3	<u> </u> Latitude:	<u> </u> Longitude:
2	<u> </u> Latitude:	<u> </u> Longitude:	4	<u> </u> Latitude:	<u> </u> Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

 NAD 1927 or NAD 1983

1	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing	3	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing
2	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing	4	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Cydney Millstein and Kelsey Lutz
organization Architectural & Historical Research, LLC date May 13, 2019
street & number 1537 Belleview Avenue telephone (816) 472-4154
city or town Kansas City state MO zip code 64108
e-mail cydney@ahr-kc.com

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

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.460 et seq.).

Hoover Brothers Building

Name of Property

Jackson County, Missouri

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Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: **Hoover Brothers Building**

City or Vicinity: **Kansas City**

County: **Jackson**

State: **Missouri**

Photographer: **Richard Welnowski**

Date

Photographed: **5/6/2019**

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 8: Exterior, main or east façade; view facing west
- 2 of 8: Exterior, east and partial south façades; view facing northwest
- 3 of 8: Exterior, north and east façades; view facing southwest
- 4 of 8: Exterior, north and west facades; view facing southeast
- 5 of 8: Interior, first floor; view facing northwest
- 6 of 8: Interior, second floor; view facing northeast
- 7 of 8: Interior, third floor; view facing northwest
- 8 of 8: Interior, third floor; view facing northeast

Figure Log:

Include figures on continuation pages at the end of the nomination.

Figure 1: Location and Contextual Maps

Figure 2: 1925 Atlas and 1939 Sanborn Map

Figure 3: Key to Photographs, Exterior and First Floor

Figure 4: Key to Photographs, Second Floor

Figure 5: Key to Photographs, Third Floor

Figure 6: Elevation Drawings, 922 Oak Street, 1914 and 1985

Figure 7: Historic First and Second Floor Plans, 1914

Figure 8: Historic Exterior Details, 1914

Figure 9: Advertisement for Hoover Brothers' New Location, 1915, and illustration of East Façade, 1922

Figure 10: Tax Assessment Photograph, 1940

Figure 11: Advertisement Featuring the Second Floor Interior, 1915

Figure 12: "Gifts" and Child-Specific Furniture Offered in the Milton Bradley Company Catalog, 1907

Figure 13: Catalog Covers and Details for Milton Bradley and Hoover Brothers, 1907 and 1922

Figure 14: Hoover Brothers Advertisement and Merchandise Details, 1919, 1922

Figure 15: Ed Henderson, Sales Representative for Hoover Brothers

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Hoover Brothers Building

Name of Property

Jackson County, Missouri

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N/A

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SUMMARY

The Hoover Brothers Building is located at 922 Oak Street, Kansas City, Jackson County, Missouri, in the city's Central Business District. Representative of the Two-Part Commercial Block Style, the three-story brick building (plus full basement), displaying Classical elements at the second story, was designed by Saylor & Seddon, a well-known Kansas City architectural firm, in 1914, with an addition in 1923. The Hoover Brothers building, measuring approximately 18,000 sq. ft., is constructed of reinforced concrete and displays concrete columns and piers, floors, and ceiling throughout. The first floor, with its expanse of storefront windows, reflects the original design intent of the placement of the public space, while the ornamental focus is on the second floor with its rich terra cotta accents (Photos 1-3, Figure 8). While there have been modifications to the exterior through the years, including a 1923 addition (added during the period of significance) which increased the height of the building, the original window and storefront openings are extant throughout the primary façade. In 1985, the original storefront (first story) was modified and sympathetic modern replacement window units were installed. Furthermore, the original loading dock and door are extant at the rear or west façade. Additionally, the first through third floors of the interior, with wide open spaces marked by heavy reinforced concrete columns and piers on 15' centers, are in keeping with the primary original function of the building as a warehouse for school supplies. Generally in good condition, the Hoover Brothers building has retained the vast majority of its historic character defining features to convey its historic significance.

SETTING

The Hoover Brothers building is located in the south 36 feet of Lot 3, Block 3 of T. A. Smart's Addition. This commercial building is sited in a block bounded by 9th Street to the north, Oak Street to the east, 10th Street to the south, and McGee Street to the west (Figure 1). An alley is located directly to the west of the rear façade, stretching half of a block beginning at 10th Street to the northwest corner of the Hoover Brothers building. A surface parking lot is located directly to the north (the former site of the Broadmoor Hotel) (Photos 3-4; Figure 2). Located northwest of City Hall, the Hoover Brothers building is flanked by two National Register of Historic Places listed buildings, the Stine and McClure Undertaking Company Building, 924-926 Oak Street (NR July 19, 1990) and the Pickwick complex, 901-937 McGee Street, etc., (NR March 29, 2005). Infrastructure in the immediate vicinity of the Hoover Brothers building includes concrete sidewalks and curbs. The Ilus W Davis park is located directly to the east and the Charles Evans Whitaker U. S. Courthouse is sited to the northeast. While there have been contemporary additions in and around the Hoover Brothers building, the area still maintains a strong sense of association with commercial development from the first half of the twentieth century.

ELABORATION

Exterior (Photos 1-4)

The Hoover Brothers building is a three-story brick commercial style, fire-proof building with Classical detailing measuring 36' x 126' and faces onto Oak Street. Saylor & Seddon, a well-known Kansas City architectural firm, working in the first decades of the twentieth century,

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Hoover Brothers Building

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designed the building for Hoover Brothers in 1914 (Figure 6, Figure 9). Nine years later, in 1923, a third story was added; C. T. Stanch was the contractor (Figure 6, Figure 10). The east façade is divided into three bays. Red brick and contrasting terra cotta trim articulate this façade (Photo 1). It is interesting to note that the original two-story building is constructed of a multi-layered, 16" thick, full (load bearing) masonry wall with approximately five layers of brick.¹

The first floor storefront windows, entrances, and bulkhead have been modified from the original yet still retain the original utilitarian purpose as currently displayed (Photos 1-3; Figure 6, Figure 9). Original fixed, single-pane storefronts and dual single-leaf entry doors (the main door was centered, while a secondary entrance was placed at the far south bay) were reconfigured for security reasons. An offset (to the south), non-original single-leaf aluminum framed door is set in a deep recess. A non-original plate glass window is placed to the south of the door, while a wide transom is placed above the entrance. Paired non-original plate glass aluminum-framed storefront windows are placed to the north of the main entrance; the width of the original units was reduced. The non-original plate glass windows at the first floor are insulated fixed with GBGs, or grill-between-glass, which form mullions at each of the units. A metal security grid system is placed on the interior of each of these units. The original basement plate glass windows, as illustrated on the original drawings, have been covered with paneled wood bulkheads to further the safety of this building. Non-original Dryvit panels are placed at the end bays (paired at the south bay) and also to the north of the entry. The second floor is distinguished by non-original windows (set in original openings), highly embellished with terra cotta throughout, as originally designed. The non-original fenestration at the center bay consists of four fixed aluminum frame units with GBGs as described above. Aluminum framed sliding glass windows are placed at the inside of these units. Although these windows are replacement units, they maintain the original spirit of design of the original multi-pane windows. The end bays, which open onto balconettes with iron railings, feature non-original aluminum framed sliding glass windows with an interior full height sliding glass unit. Fenestration at the second story is embellished by original terra cotta surrounds at the center bay; semi-circular hoodmolds supported with ancones, modillions at flooring of the balconette at the end bays; and a molded terra cotta stringcourse which unites the whole. A terra cotta balaustraded frieze is placed between the second and third stories.

Added in 1923 (within the 1914-1950 period of significance), the third story is marked by a dark tapestry brick and fixed fenestration that appears as one-over-one double-hung units, put in place after the period of significance. Terra cotta surrounds define the fenestration where label molds further articulate the end bays.

Currently, non-original cloth canopies are placed at the first and second story fenestration.

While the south façade shares a party wall with the adjacent building, with a fraction of the brick exterior exposed (Photo 2), the north façade features the historical configuration and fenestration placement (1914 and 1923) at the second and third stories of the central bays (Figure 2, Figure 7). Sometime after 2000 when the adjacent Broadmoor Hotel (located directly

¹ Andy Homoly, co-owner Homoly Construction, Kansas City, Phone Interview with Cydney Millstein, May 6, 2019.

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to the north) was razed, the north façade of the Hoover Brothers Building was exposed (Photos 3-4). The original recessed centrally placed four bays became visible and the original fenestration was replaced with paired non-original aluminum framed windows (configured with GBG mullions, as described at the first story) at the second story and the original multipaned industrial sash operable units at the third story were kept in place. The concrete structural grid pattern, exposed at the second and third stories, frames the recess. The remainder of the building at the north façade has been refaced with faux stone.

At the rear or alley façade, the Hoover Brothers building was modified in 1985, whereby the first and second story industrial sash operable windows at the basement through second story were removed and the original openings were filled in with concrete block (partially visible in Photo 4). However, the original industrial window units at the third story, as well as the brick spandrels between each story remain intact. The original dock door opening at the first story remains. A non-original single-leaf fire door and fire escape were added in 1985.

Interior (Photos 5-8)

Reflecting its original use as a distribution building, the vast majority of the Hoover Brothers was designed with wide-open interior spaces to accommodate inventory through the years (Figure 11). According to the original drawings, corroborated by David Hoover McGuire, the great grandson of the co-founder of Hoover Brothers, the only interior space that was dedicated for office space and shop was located in the front third of the first floor (Figure 7) where the only octagonal shaped columns are placed. As such, the plans did not demarcate any finishes for these areas. As was originally intended, each floor has retained original concrete columns, ceilings (ceiling heights vary from 14' on the first floor to 9' on the third floor), and floors (Photos 5-8, Figures 3-5). Additionally, original stairs at the southeast and southwest corners of the building, freight elevator, coal chutes, "trap door" to the basement, and loading dock are all extant.

Saylor & Seddon's design for the Wherrett-Mize Drug Company Building, 201 Main Street, Atchison, Kansas (NR July 6, 2010) displays the architects' response to providing a straight forward, sturdy and accommodating fire-proof warehouse for their client. Like the design for Hoover Brothers, the character defining features of the interior of the Wherrett-Mize Drug Company Building includes reinforced concrete which transfers the weight of the walls to spaces between the windows, eliminating the need for flammable wooden headers; a reinforced concrete frame that allows perimeter walls filled with windows for natural light, open floor space with fewer support columns permitting ease in moving of inventory, and a highly rigid structure that could support an increase in live loads.²

INTEGRITY

As stated above, the Hoover Brothers building retains integrity throughout the exterior and interior. The three-story commercial style building occupies the same location as it did

² Elizabeth A. Lane, "Wherrett-Mize Drug Company Building, National Register of Historic Places Nomination. Atchison, Atchison County, Kansas. July 6, 2010, 11.

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N/A

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historically (Figure 2). The surrounding civic and commercial neighborhood contains much of the architectural streetscape from the first half of the twentieth century, with buildings in the immediate area of the nominated property listed in the National Register of Historic Places. Designed by the well-known Kansas City architectural firm of Saylor & Seddon, the Hoover Brothers building has retained the materials and workmanship of the exterior including fenestration placement, brickwork, and terra cotta embellishments, while the interior retains the original reinforced concrete columns, floors, ceilings, freight elevator and loading dock--- all reflecting its original use as a warehouse.³ Lastly, the feeling and association with the period of significance, 1914-1950, has been retained.

As stated above, the north façade features the historical configuration and fenestration placement (1914 and 1923) at the second and third stories of the central bays (Figure 2, Figure 7). When the adjacent Broadmoor Hotel (located directly to the north) was razed, the north façade of the Hoover Brothers Building was exposed (Photos 3-4). The original recessed centrally placed four bays became visible and the original fenestration was replaced with paired non-original aluminum framed windows (configured with GBG mullions, as described at the first story) at the second story while the original multipaned industrial sash operable units at the third story were kept in place. This change, which exposed the original design of the north façade, occurred outside the period of significance; however, because the property's importance derives from its warehouse and shipping roles as described above, this change to a secondary façade (as well as with the storefront level) does affect the property's ability to convey its significance.

³ Recently the current owner of the building removed all non-original partitions, doors, and finishes that were constructed in 1985 for law offices, thereby exposing the original interior features as designed by Saylor & Seddon.

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Hoover Brothers Building

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N/A

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SUMMARY

The Hoover Brothers building, 922 Oak Street, Kansas City, Jackson County, Missouri, is locally eligible for listing in the National Register of Historic Places under Criterion A in the area of COMMERCE. Constructed in 1914 (with a 1923 addition) for the Hoover Brothers school supplies company, Kansas City, Missouri, the building is significant because it was the primary location where school supply orders from Kansas City schools were taken, filled, and shipped, including classroom furniture and teaching aids. The Hoover Brothers' location served as a one-stop shop for ordering a full line of teaching and educational supplies, streamlining the purchasing process for area school districts and educators. Previously, orders for specific supplies had to be placed to separate companies. It was at this location that Hoover Brothers grew to be the most successful school supply company in the community as an exclusive supplier for the Kansas City School District and other local educational institutions. Hoover Brothers was the longest standing, full line school supplier in the community throughout the period of significance. Additionally, Hoover Brothers was a major supplier of educational materials important to the development of early-childhood education and later, higher education, throughout the United States. Beginning c. 1920, Hoover Brothers expanded their business to the southwestern United States, including Missouri, Kansas, Colorado, New Mexico, Oklahoma, Arkansas, and Texas. Hoover Brothers was also the supplier of "kindergarten materials, manual art and industrial supplies, educational games, and home occupations for children" to urban and rural areas small towns, alike.⁴ During their years located at 922 Oak Street, Hoover Brothers experienced additional growth through their expansion as a primary distributor of general school, manual art, and industrial supplies while retaining their position an exclusive agent for Milton Bradley Company.⁵ The period of significance is 1914, when the building was completed, to 1950, the year Hoover Brothers moved from 922 Oak Street to a larger facility in Kansas City. This period of significance reflects when the Hoover Brothers Building served as the primary location where orders for a full range of school supplies from local educational institutions were filled and shipped.

ELABORATION

Natives of Paola, Kansas, brothers Orves Urias (O. U.) and Alvin Boyd (A. B.) Hoover began their venture into the school supply business in 1895. At this time, O. U. moved to Kansas City and began work at an already established school supplies warehouse, H. O. Palen & Co, operated by H. O. Palen.⁶ Located at 418 E. 9th Street on the ground floor of the Y. M. C. A. building, the company offered a variety of school supplies, furniture, and equipment; it was the second official branch office for the Milton Bradley Company, an early advocate of the kindergarten movement (discussed further below).⁷

⁴ Hoover Brothers, Advertisement, *The Kansas City Star*, September 6, 1914, 8.

⁵ Hoover Brothers, *Hoover Brothers' Supplementary Catalog A: General School Supplies and School Specialties* (Kansas City, MO: R. M. Rigby Company, 1922), 2.

⁶ R. L. Polk & Co., *Polk's Kansas City Directory, 1895* (Kansas City, MO: R. L. Polk & Co., 1895).

⁷ James J. Shea, *It's All in the Game* (NY: G. P. Putnam's Sons, 1960), 163-64. The 418 E. 9th Street building is no longer extant and is now the site of the Charles Evans Whitaker U. S. Courthouse.

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In 1900, A. B. Hoover resigned from his primary school teaching position in Miami County, Kansas, to join O. U. in the school supplies business full time.⁸ As a teacher, A. B. acquired the insight and experience essential to understanding the needs of schools, students, and instructors; O. U. had working knowledge of the school supplies business from his time in Kansas City. When the Milton Bradley Company offered H. O. Palen a new position as manager of their new Pacific coast branch in San Francisco, he took the job and sold his school supply operation to the Hoovers.⁹ Under the new name of Hoover Brothers, the company remained the sole agent for the Milton Bradley Company for Missouri and the southwest territory, which included Kansas, Colorado, New Mexico, Oklahoma, Missouri, Arkansas, and Texas (Figure 13).¹⁰

Business increased steadily over the years as both the kindergarten movement and demand for supplies grew. In 1914, the need for additional and more accommodating warehouse space facilitated the construction of a new building at 922 Oak Street (Figure 9).¹¹ At this new location, Hoover Brothers reached a position of prominence as a sole supplier of a full line of kindergarten and general school materials for the Kansas City area and the southwest territory of the United States.¹²

Kansas City's Full Line School Supplier

City directories for Kansas City, Missouri spanning the years 1915-1950 indicate that Hoover Brothers was the longest standing company to offer a full line of school supplies in the area. Often, companies listed alongside Hoover Brothers specialized in a single category of school supplies but did not offer a full line. Hoover Brothers was the only school supplier in the area to offer a variety of different school supplies from multiple categories of merchandise, including furniture, art supplies, learning aids, and janitorial provisions.

Other school supply companies, active during the period of significance, such as Superior School Supply Company and Midwest School Supply, focused only on furniture (desks, chairs) or fixtures (blackboards, drinking fountains), respectively. In that same vein, several companies sold specific supplies for venues in addition to schools. For example, the Devoe & Raynolds Company specialized in artist paint and materials. Hawkes Manufacturing Company manufactured planetariums. No other companies during the period of significance offered a full

⁸ "From School Teacher to Business," *The Miami Republican* (Miami County, Kansas) Feb. 9, 1900, 3. Prior to moving to Kansas City, A. B. taught for 7 years in Miami County.

⁹ The Milton Bradley Company, headquartered in Springfield, Massachusetts, opened its first branch office in New York in 1892. Shea, *It's All in the Game*, 163.

¹⁰ "Milton Bradley Company's New Branch House," *The Western Journal of Education* 5 (April 1900): n. p.; Shea, *It's All in the Game*, 163-64. Also: Hoover Brothers, Advertisement, *The School and Community Review* 8 (September 1922), 336. Initially, the territory included Indian lands in the southwest.

¹¹ Hoover Brothers, Advertisement, *The Kansas City Star*, September 6, 1914, 8; *Western Contractor* 26 (April 1914): 26.

¹² As listed in Kansas City, MO, city directories from 1915-1922, Hoover Brothers was the sole purveyor of school supplies and materials. Other businesses in this category specialized in school furniture and artist paints.

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line of school supplies that included furniture, art materials, and general educational materials for elementary through higher education audiences.

In addition, Hoover Brothers maintained an exclusive relationship with the Kansas City School District starting as early as 1900 and into the first few decades of the 20th century. As district policy and allocation for school supplies changed, the district began to go out for bid for these products instead of using one supplier exclusively. Even with these new restrictions, Hoover Brothers often won the bids, remaining as the primary supplier until 1995 when the company was sold.¹³

The Hoover Brothers Catalog

Originally, Hoover Brothers carried Milton Bradley supplies exclusively. However, as client demand for other school supplies increased, the company offered an array of other school and office related merchandise in addition to Milton Bradley materials beginning c. 1920.¹⁴ Stock included blackboards, desks, janitorial materials, and select sporting goods, among others.

Representing the highest quality at the lowest prices, Hoover Brothers' catalogs were filled with supplies manufactured in Kansas City as well as nationally. For instance, Bankers Ink Company, 114 W. 5th Street, supplied Hoover Brothers with school paste and writing ink. One item of note in the catalog was "Sphinx Paste," which was quoted as being "used almost exclusively by Kansas City Schools for many years (Figure 14)."¹⁵ As business and product offerings increased, so did the client base; churches and industrial clients also benefitted from Hoover Brothers supplies to run and furnish their organizations.¹⁶

Hoover Brothers offered a myriad of supplies and furniture for the successful operation of a school. Furniture for teachers and students included desks, chairs, and tables. Play sand and "primary" tables were sized appropriately for children. Many of these specialty items had legs that were hinged to fold, offering more options for classroom space. Furniture also included storage for classroom equipment, such as bookcases and sectional library cabinets.

Educational props included globes, maps, and charts. Although offered at a lower price than competitors, these items were touted as "kept constantly revised, very accurate, and dependable."¹⁷ Another fixture of the classroom, the blackboard, was a Hoover catalog staple. Blackboard accessories were also popular items. Chalks, in varieties such as "Hygeia Dustless" and "Dovercliff" were advertised as "free from grit, uniform in quality, strong, economic, and durable." These quality chalks promised a greaseless and dust-free formula for a cleaner and more hygienic classroom. Different styles of blackboard erasers, pointers, and even an electric vacuum for chalk dust were featured in their catalog.

¹³ David McGuire, phone interview with Cydney Millstein, May 8, 2019. McGuire was the president of Hoover Brothers for 17 years until the company was sold in 1995.

¹⁴ Although not definitive, a catalog indicates that this change occurred c. 1920.

¹⁵ Hoover Brothers, *Hoover Brothers' Supplementary Catalog A: General School Supplies and School Specialties* (Kansas City, MO: R. M. Rigby Company, 1922), 24.

¹⁶ "Hoover Bros., Utility Trade," *The Kansas City Star*, January 29, 1961, 6-D.

¹⁷ *Ibid*, 14.

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Some of the more whimsical items in the Hoover Brothers catalog were displayed in the playground and sporting goods section. Callisthenic wands, offered in quantities by the dozen; teeter-totters crafted of rock maple; and the Giant Stride—an early (and dangerous) piece of playground equipment where multiple children could simultaneously fly around a centralized pole.

Milton Bradley products were the fundamental and primary source of early business for Hoover Brothers. They continued this relationship with Milton Bradley until Hoover Brothers was sold in 1995, including the 36 years that Hoover Brothers occupied 922 Oak Street.¹⁸ Bradley, a champion of the kindergarten movement, began the manufacture and distribution of kindergarten supplies in the 1860s. Departing from the traditional American way of early childhood education, which typically consisted of rote memorization and corporal punishment, kindergartens guided children through creative learning-based play experiences with songs, objects, and games. Essential to kindergarten classroom teaching was the use of “gifts”. These items, such as a set of rubber balls in primary and secondary colors, or wooden blocks in geometric shapes, allowed the children to experiment and learn through creative play (Figure 12).¹⁹ Until this time, these items were handmade and imported from Germany, which heightened their expense. Seeing a business opportunity as well as a chance to make kindergarten items more widely available to American audiences, Bradley started to mass-produce and distribute these supplies. Milton Bradley Company also began to produce other items needed for kindergartens, such as child-sized tables and chairs and art supplies with limited toxic ingredients (Figure 12).²⁰

Day-to-Day Operations at Hoover Brothers

As the building at 922 Oak Street was primarily used as warehouse space for their vast inventory, Hoover Brothers relied on catalogs, traveling sales representatives, and advertisements to sell and distribute their merchandise. As a purveyor of a vast array of school supplies, including that of Milton Bradley, Hoover Brothers employed a combination of salesmen and women with multiple roles. Sales representatives often traveled to various locations within a given territory, while others purchased wholesale goods and developed relationships with manufacturers. Often, according to David McGuire, former Hoover Brothers president, these two positions overlapped, creating what he calls a hybrid sales method.²¹

Changes to the way mail was delivered in the late 19th and early 20th century, including rural free delivery and parcel post, allowed for orders to be directly shipped to addresses, eliminating trips

¹⁸ Advertisements for Hoover Brothers almost always specifically stated their relationship with Milton Bradley. A late example of this is illustrated in *American Childhood* 36 (December 1950): 64.

¹⁹ Jennifer Lee Snyder, “A Critical Examination of Milton Bradley’s Contribution to Kindergarten and Art Education in the Context of His Time,” Doctorate Thesis, Florida State University, 2005, 42.

²⁰ Ibid. 44. Hoover Brothers, as exclusive agents for Milton Bradley, was responsible for the distribution of these goods, which are inextricably linked to the success of the kindergarten movement and change of primary school educational philosophy in the United States.

²¹ David McGuire, Phone Interview with Cydney Millstein, April 26, 2019.

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to the post office.²² These, along with other changes in rates, revolutionized catalog sales and led to an increased popularity of mail order goods. Reaching customers in more remote locations was one of the benefits afforded by the mail order catalog, giving people access to supplies they may not have otherwise had a chance to purchase. Claiming that "Our... catalogues tell our story better than we can tell it ourselves," Hoover Brothers' catalogs offered detailed descriptions and illustrations. Due to the fact that customers began asking for supplies not offered in the exclusive Milton Bradley catalog, the company began publishing two catalogs by 1919: the "Bradley Catalog of Kindergarten and Primary Supplies" and the supplementary "Hoover Brothers' Catalog of General School Supplies" (Figure 13).²³ Catalogs were sent free of charge to clients upon request.

Convenience was another factor that made sales by catalog successful. Clients busy with the day-to-day operations of schools could easily write or phone in orders when it was suitable for them instead of waiting for the next visit from the Hoover Brothers sales representative. The central location of Kansas City for the warehouse and close proximity to rail lines allowed for goods to reach customers in the territory quickly and with less shipping expense than from other school supply houses in Chicago and the east coast.²⁴

Before direct shipment of products to specific schools within a district was an option, school superintendents would place orders with Hoover Brothers by mail or later, telephone. Staff would then fill these orders on the same day that they were received. Completed orders were then often shipped to a centralized location where they could be distributed to the specific schools or teachers.

Known for their customer service, sales representatives for Hoover Brothers were a major source of sales for the company. Many of the supplies offered leant themselves to demonstration, such as Bradley watercolors. In one instance, Bessie Schenk, employed by Hoover Brothers, taught classes in Bradley watercolors during a weeklong demonstration at the Miami County, Kansas, Teachers' Institute.²⁵ Sales representatives were notorious for going to great lengths to provide clients with products. One salesman, Ed Henderson, used a mule and buggy to haul supplies to his clients during times of gasoline rationing in World War II (Figure 15).²⁶ This personal interaction and prompt, friendly service likely left a lasting impression on clients and many returning customers.

Starting out with no more than half a dozen sales representatives, Hoover Brothers' sales grew to thirty salespeople by 1995.²⁷ From their inception through the first decades of the twentieth

²² Thomas J. Schlereth, *Victorian America: Transformations in Everyday Life, 1876-1915* (New York, NY: HarperCollins Publishers, Inc., 1991), 155-56.

²³ Hoover Brothers, Advertisement, *Missouri School Journal* 36 (September 1919): 331. See also: Hoover Brothers, *Hoover Brothers' Supplementary Catalog A*, 2.

²⁴ Ibid. Most of the supplies were shipped from the Kansas City warehouse, with few exceptions.

²⁵ "Miss Bessie L. Schenck..." *The Western Spirit* (Paola, KS) August 1, 1902, 1.

²⁶ Edward Henderson, Jr., and Mabel Dewhirst Henderson Papers, Manuscript Collection 193, Box 5-6. Kansas State Historical Society (KSHS), Topeka, Kansas. Henderson was a successful salesman for Hoover Brothers.

²⁷ David McGuire, Phone Interview with Cydney Millstein, April 26, 2019.

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century, Hoover Brothers maintained a primary relationship with the Kansas City School District in Kansas City, Missouri.²⁸ And although metropolitan areas, such as Kansas City, were included in their sales territory, representatives primarily traveled to smaller, rural towns showcasing their inventory to school superintendents and others (Figure 15).²⁹ Representatives from the company also traveled to conferences and conventions for educators and stationers.³⁰ These events provided a venue for Hoover Brothers to contact new clients. Executive leadership within Hoover Brothers knew the benefits these types of events in order to promote the company and its expansive stock. To wit, a June 1922 edition of *Walden's Stationer and Printer* observes:

A. B. Hoover, of Hoover Brothers, Kansas City, distributors for Milton Bradley kindergarten goods, gave the dealers a new vision of possibilities in these goods. It was noted as a result that, later in the conventions, many dealers expressed their purpose to display kindergarten material, and to develop business in it.³¹

O. U. Hoover actively promoted his business and the school supply industry. He was elected vice president of the National School Supply Association in 1927 and later elected as president in 1928.³²

Educational publications and newsletters throughout the southwestern territory provided an additional outlet for Hoover Brothers to advertise their catalogs and products to teachers and schools. Periodicals such as *The Kansas Teacher*, *The Colorado School Journal*, *The Texas School Journal*, and *Popular Educator* often featured ads for Hoover Brothers.

Warehouse interior at 922 Oak

Due to the fact that Hoover Brothers' main sales were achieved through catalogs, traveling sales representatives, and advertisements, the company headquarters at 922 Oak Street was primarily used as warehouse and office space throughout the period of significance. Hoover Brothers occupied this space from 1914, the date of construction, until 1950, when increased warehousing space was needed and another building was acquired (see below). However, 922 Oak Street was the sole building in which Hoover Brothers operated out of during the period of significance (1914-1950).

²⁸ In the first decades of the twentieth century, Hoover Brothers was the exclusive supplier for the Kansas City, Missouri, School District, as they were the largest supplier of a full line of school supplies in the area. As more school suppliers became available, KCSD began going out for bids for materials. After this occurred, KCSD chose Hoover Brothers for supplies often, but not always.

²⁹ Henderson Papers, KSHS. Photographs in this collection show Henderson in Greeley, Colorado selling supplies. Additionally, a letter to Mr. Henderson's general manager lists at least 37 of his clients; almost all of them school superintendents of small towns.

³⁰ Stationers are defined as merchants for paper, pens, and other office materials.

³¹ "Book Dealers and Stationers Convene," *Walden's Stationer and Printer* (June 1922): 30.

³² "A Kansas Citian is Honored," *The Kansas City Star*, January 27, 1928. Also: Lockwood Trade Journal Co., *Lockwood's Directory of Paper and the Allied Trades* (NY: Lockwood Trade Journal Co., 1927), 1002.

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The first floor of 922 Oak consisted of a small public-facing area (See Figure 7). Taking up less than half of the available floor space of the first floor, this is the only portion of the building that features octagonal columns, as originally designed. This area was not a retail space, but more a place where the public could interact with Hoover employees and see new products on display. Although historic photographs of this area are yet to be located, former Hoover Brothers president David McGuire indicated that this area was largely used as office space. A partition separated the public-facing area from the remainder of the first floor, where supplies were placed for shipping. The loading dock, freight elevator, and access to other floors were located in this area, where processing of incoming and outgoing materials occurred.

The second and third floors were devoted to housing the enormous stock of a full-line school supplies warehouse. Supplies and freight were brought from the first floor by freight elevator to these minimally finished floors. Stairways (at the east and west end) of the building along the south wall made the stock easily accessible to employees filling orders. Utilitarian in nature, these floors consisted of wide-open spaces in which to arrange a changing inventory.

Larger items, such as school desks and furniture, were often shipped directly from the manufacturer's factory to the buyer.

Changes at Hoover Brothers

As Hoover Brothers' business continued to flourish, the need for increased warehouse space was accommodated by the addition of a third floor to 922 Oak in 1923; yet an ever-growing inventory made the requirement of additional space a notable concern. With the death of founders O. U. Hoover in 1932 and A. B. Hoover in 1948, business interests passed to O. U.'s wife, Lillian Hoover.³³ In 1950, 922 Oak Street was put up for lease when Hoover Brothers moved into a larger, 4-story building one block south at 1020 Oak Street (extant).³⁴ Originally constructed in 1913 as a public garage, Hoover Brothers modified the entire building before they took occupancy. This included a ground floor retail display area and offices, marking a transition to a retail-based business.³⁵

Hoover Brothers adapted their business to serve the continually advancing needs of education with new technology. They expanded their inventory to include audio and visual teaching aids, such as Bell & Howell overhead projectors and Kodak slide projectors starting in the 1950s. The company also began leasing these items for meetings and conventions, spawning a \$20 million-

³³ See: "The Death of O. U. Hoover," *The Kansas City Star*, February 29, 1932; "Alvin Boyd Hoover," *The Kansas City Star*, July 23, 1941; "A Hoover Bros. Shift," *The Kansas City Star*, December 19, 1948. In 1948, A. B.'s wife sold all of her shares in the company. See: "Shop Talk," *Publisher's Weekly* 153 (January 3, 1948): 53.

³⁴ Lease Information Sheet, Box 105, Folders 107-08; Herbert V. Jones and Company/Jones and Company/Whitney S. Kerr and Company Records (K0623), The State Historical Society of Missouri Research Center-Kansas City.

³⁵ Neville, Sharp & Simon, "Alterations to 1020 Oak Street, Kansas City, for Hoover Bros.," 1949. Neville, Sharp, and Simon Architectural Records (K1105), The State Historical Society of Missouri Research Center-Kansas City. The interior of this garage was drastically modified, thereby compromising the historic integrity.

United States Department of the Interior
National Park Service

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dollar rental business.³⁶ Even with these new additions, school supply sales remained the foundation of the company's business. Hoover Brothers subsequently expanded their enterprises into branch offices in Temple and Dallas, Texas; Wichita and Topeka, Kansas; and St. Louis, Missouri.³⁷

In 1984, David McGuire, the great-grandson of founder O. U. Hoover, was named president of the company. McGuire eventually sold the business in 1995 to J. L. Hammet Company, one of the two largest school supply companies in the United States at the time. This effectively ended Hoover Brothers' reign as a widely successful school supply retailer, bringing to a close almost one hundred years of operation.³⁸

CONCLUSION

The Hoover Brothers building, 922 Oak Street, Kansas City, Missouri, is eligible for listing in the National Register of Historic Places and is locally significant under Criterion A in the area of COMMERCE. Hoover Brothers was a major supplier of educational materials important to the development of early-childhood education and later, higher education, within Missouri and throughout the southwestern United States. It is locally significant because it was an exclusive supplier for the Kansas City School District and other local educational institutions. Hoover Brothers was the longest standing, full line school supplier in the community throughout the period of significance, 1914-1950. During that period, Hoover Brothers was recognized not only in the Kansas City metropolitan area, but also in seven states that comprised the southwest territory of the U.S. as an agent of Milton Bradley school supplies as well as a leader in the school supplies industry. With very few exceptions, the Hoover Brothers building retains the vast majority of its historic integrity throughout the exterior and interior. Designed by the well-known Kansas City architectural firm of Saylor & Seddon, the Hoover Brothers building has retained the design, materials, and workmanship of the exterior including fenestration placement, brickwork, and terra cotta embellishments, while the interior retains the original reinforced concrete columns, floors, ceilings, freight elevator and loading dock--- all reflecting its original use as a warehouse. The nominated building housed the Hoover Brothers Company during the period of significance, from 1914, when the building was completed, until the end date of 1950, when Hoover Brothers moved to a new location where the company introduced an expanded in-store retail operation.

³⁶ "Election Will Have Effect on School-Supply Business," *The Kansas City Times*, July 26, 1983, D-7. These facts were confirmed and elaborated upon in a phone interview between David McGuire and Cydney Millstein.

³⁷ "Hoover Brothers Opens Store," *The Kansas City Star*, March 13, 1977. Also: "Hoover Brothers," *The St. Louis Post-Dispatch*, June 24, 1965, 16-D.

³⁸ David McGuire, Phone Interview with Cydney Millstein, April 26, 2019.

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VERBAL BOUNDARY DESCRIPTION

922 OAK / S 36 FT LOT 3 BLK 3 T A SMARTS ADD

BOUNDARY JUSTIFICATION

The nominated property includes the entire parcel historically associated with the Hoover Brothers building.

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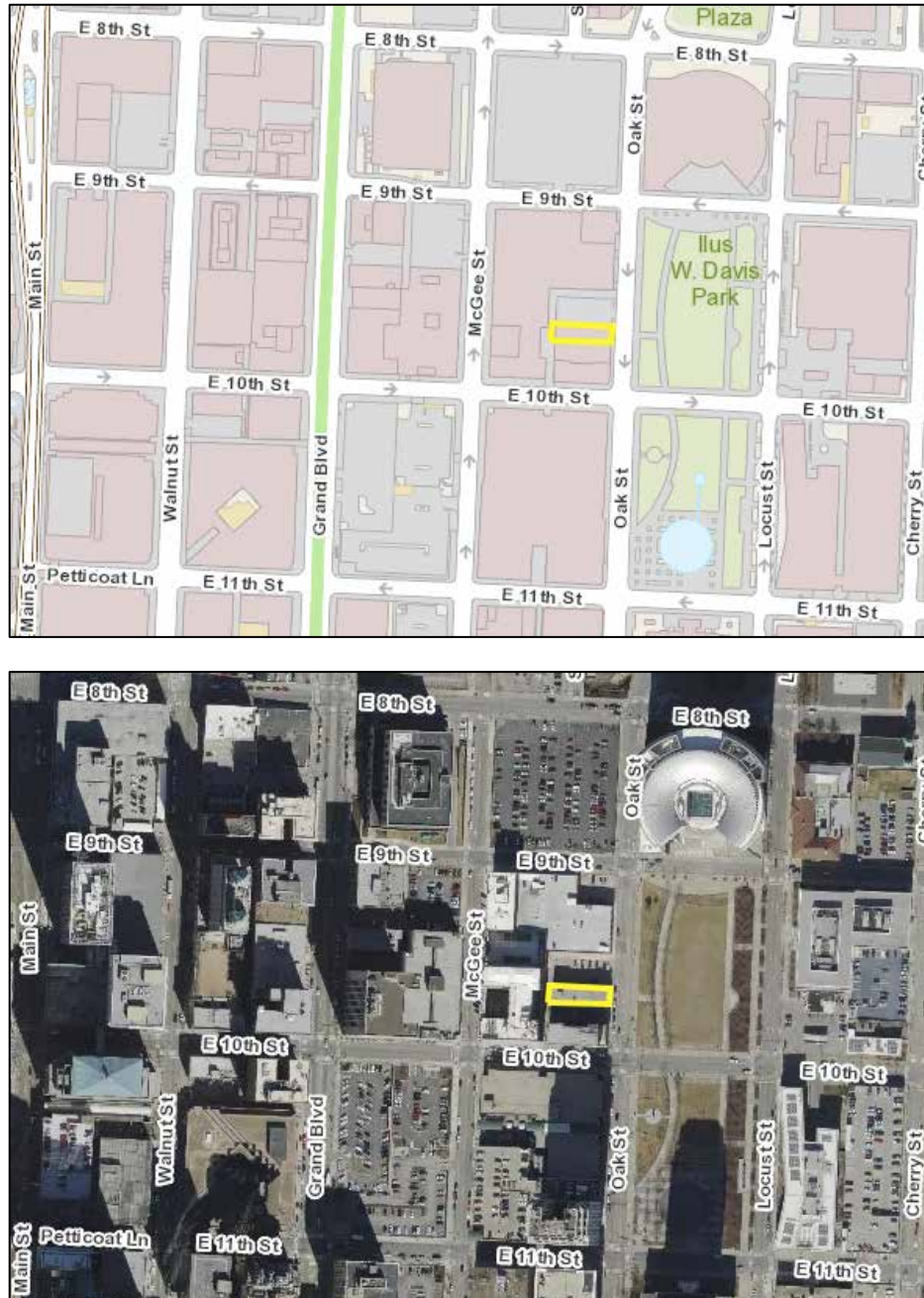


Figure 1: Location and Contextual Maps; 39.102611, -94.578741.

Source: City of Kansas City, Missouri Government. KIVA Parcel Viewer [GIS Database]. City of Kansas City, Missouri. Accessed May 6, 2019. <http://maps.kcmo.org/apps/parcelviewer/>

Name of multiple listing (if applicable)

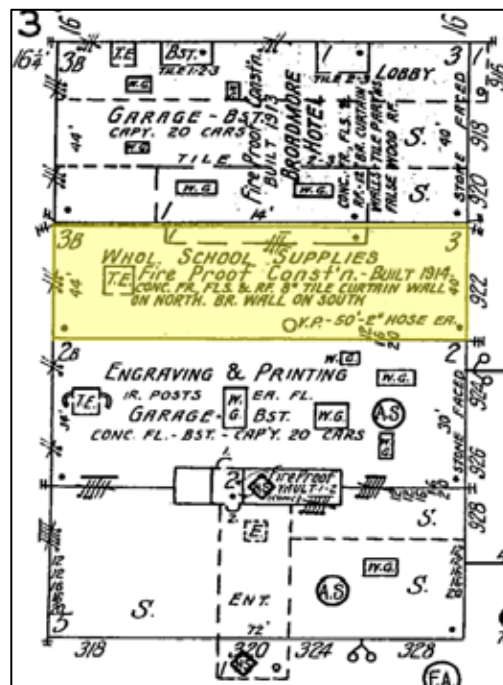
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Figure 2: 1925 Atlas and 1939 Sanborn Map

Source: Top: Tuttle-Ayers-Woodward Company. Plate 4 [map]. In: Tuttle-Ayers-Woodward Company. *Atlas of Kansas City, Missouri and Environs*. Kansas City, MO: Tuttle-Ayers-Woodward Company, 1925. Bottom: Sanborn Map Company. Sheet 22. In: Sanborn Map Company, *Insurance Maps of Kansas City, Missouri, Volume I*. NY: Sanborn Map Company, 1939.

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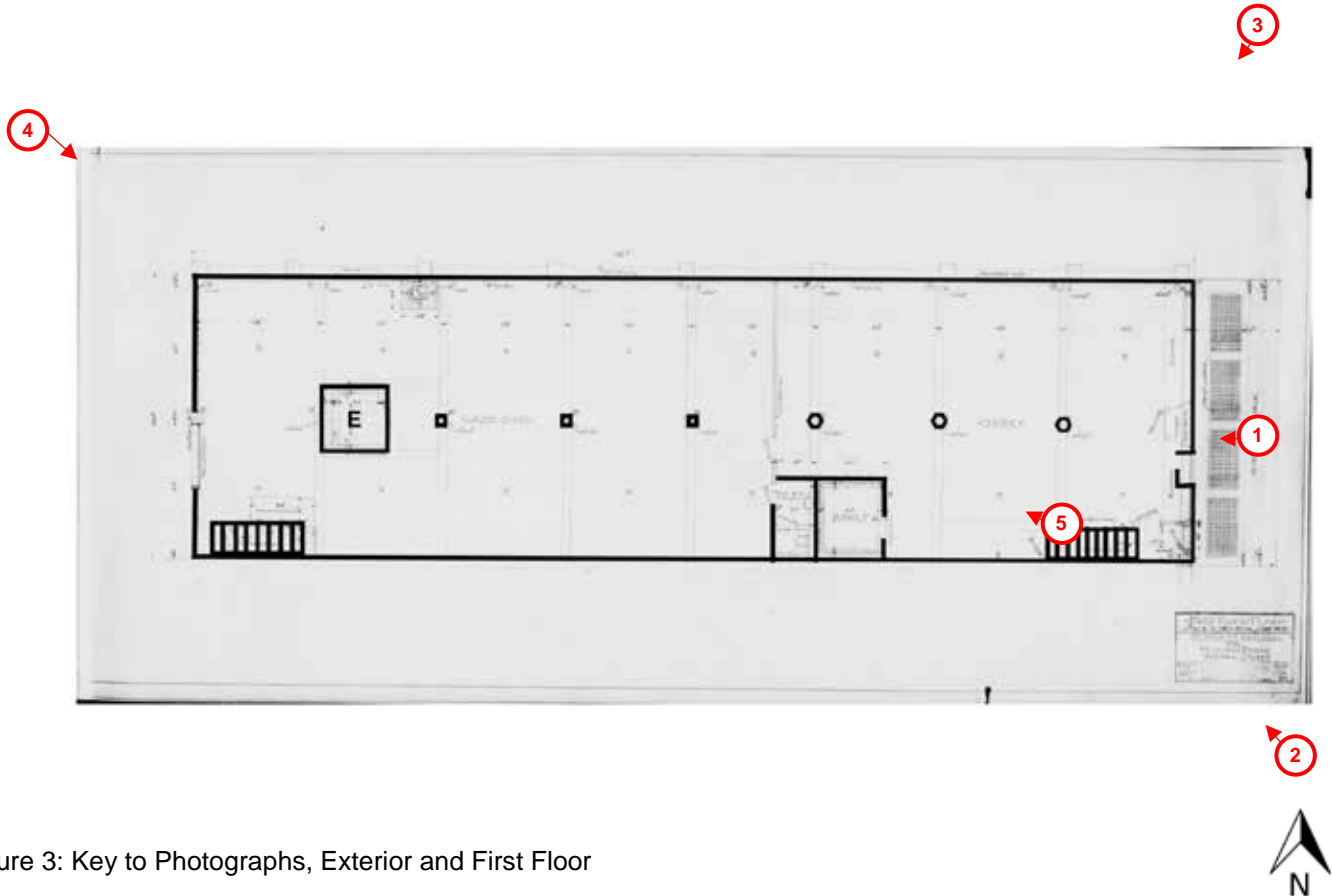


Figure 3: Key to Photographs, Exterior and First Floor

Source: Original Plans: Saylor & Seddon, Architects, "Business Building for Hoover Brothers," 1914.
MVC-SAH Architectural Records (K0006). SHSMO-KC.
Modified to reflect current interior. Not to Scale.

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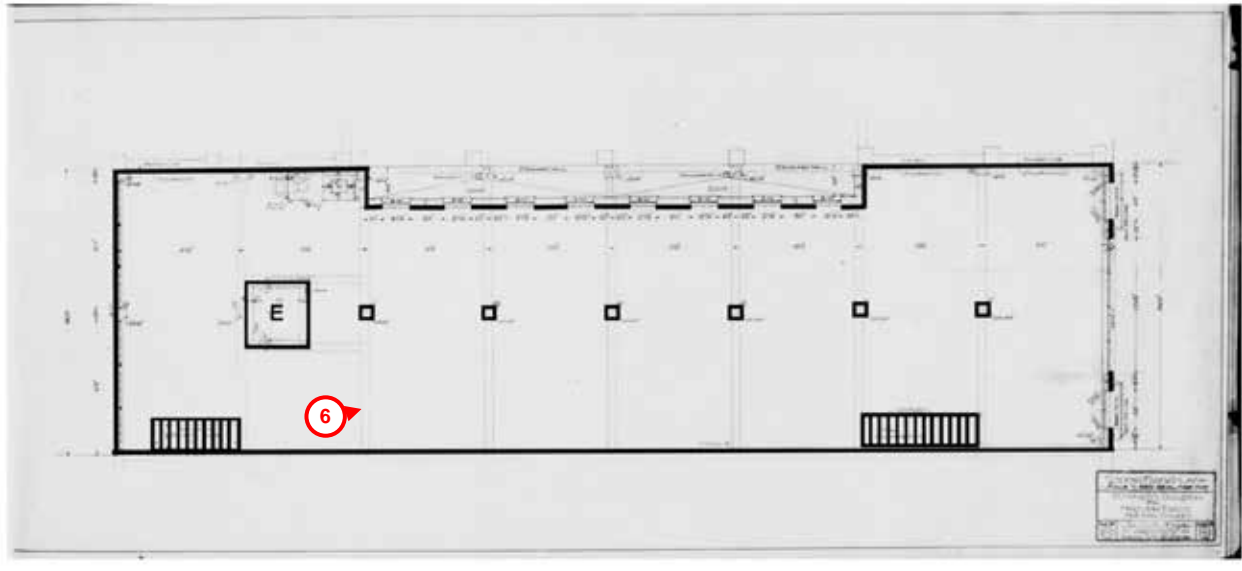


Figure 4: Key to Photographs, Second Floor

Source: Original Plans: Saylor & Seddon, Architects, "Business Building for Hoover Brothers," 1914.
MVC-SAH Architectural Records (K0006). SHSMO-KC.
Modified to reflect current interior. Not to Scale.

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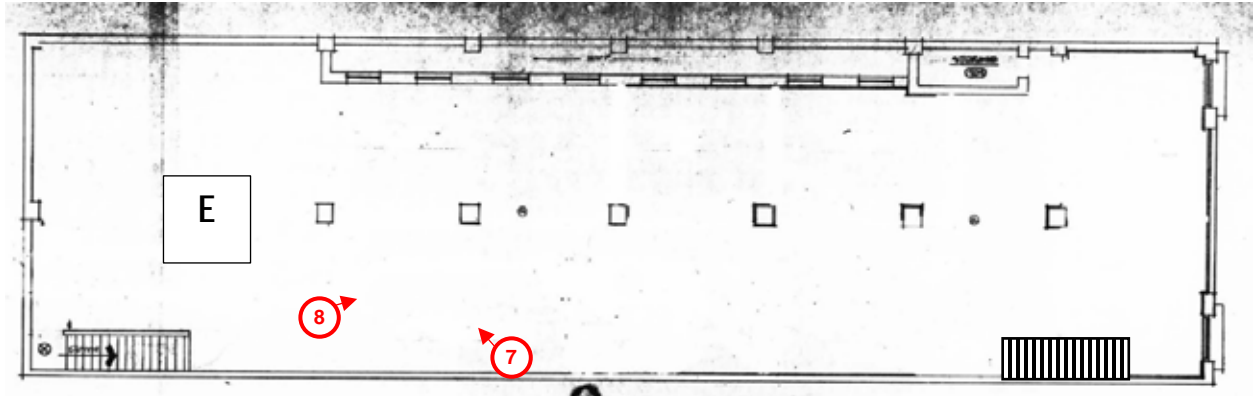


Figure 5: Key to Photographs, Third Floor

Source: Original Plans: Donald Philo, "922 Oak Law Offices," 1985.
Modified to reflect current interior. Not to scale.

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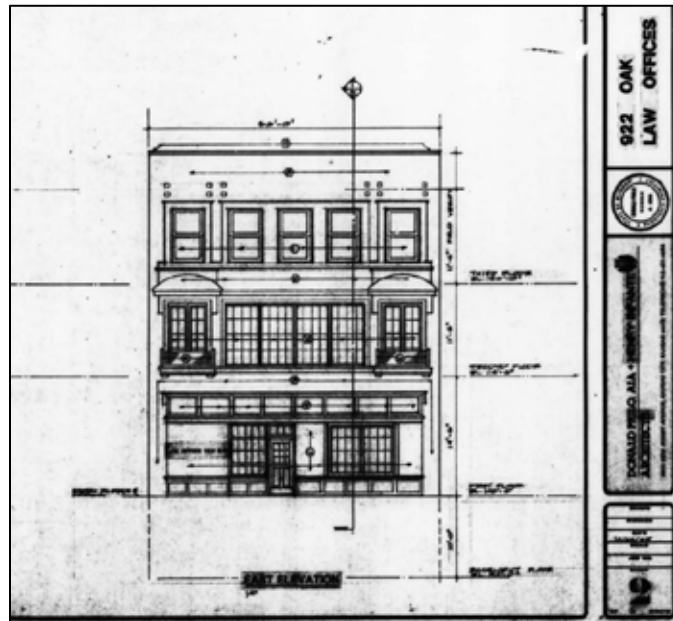
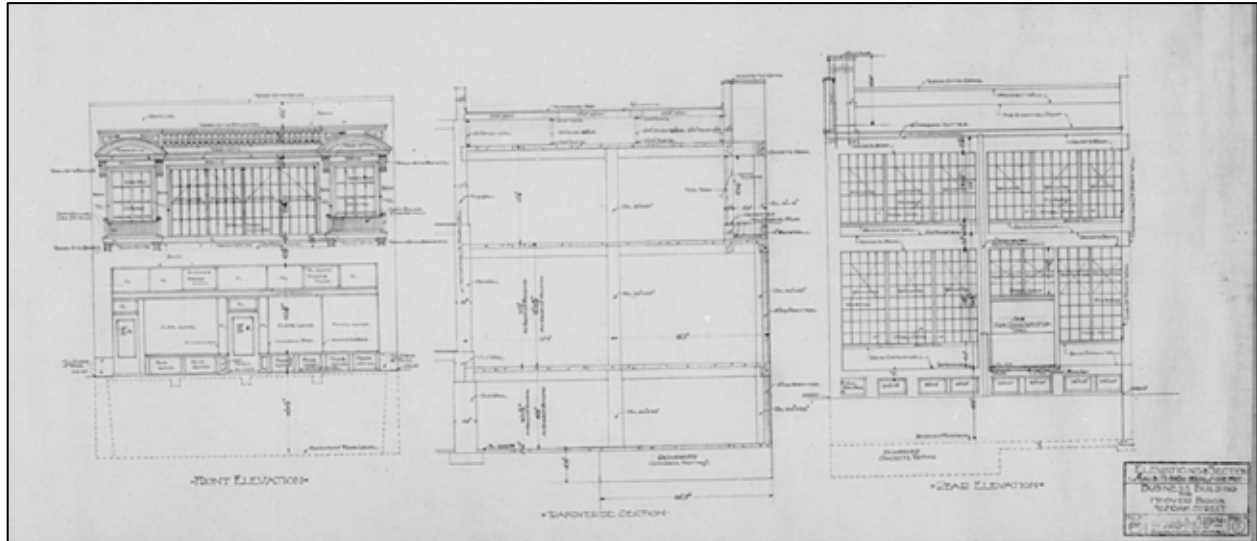


Figure 6: Elevation Drawings, 922 Oak Street, 1914 and 1985

Source: Top: Saylor & Seddon, Architects, "Business Building for Hoover Brothers, 922 Oak Street, Elevations and Section." 1914. MVC-SAH Architectural Records (K0006). SHSMO-KC.
Bottom: Donald Philo. "922 Oak Law Offices." 1985.

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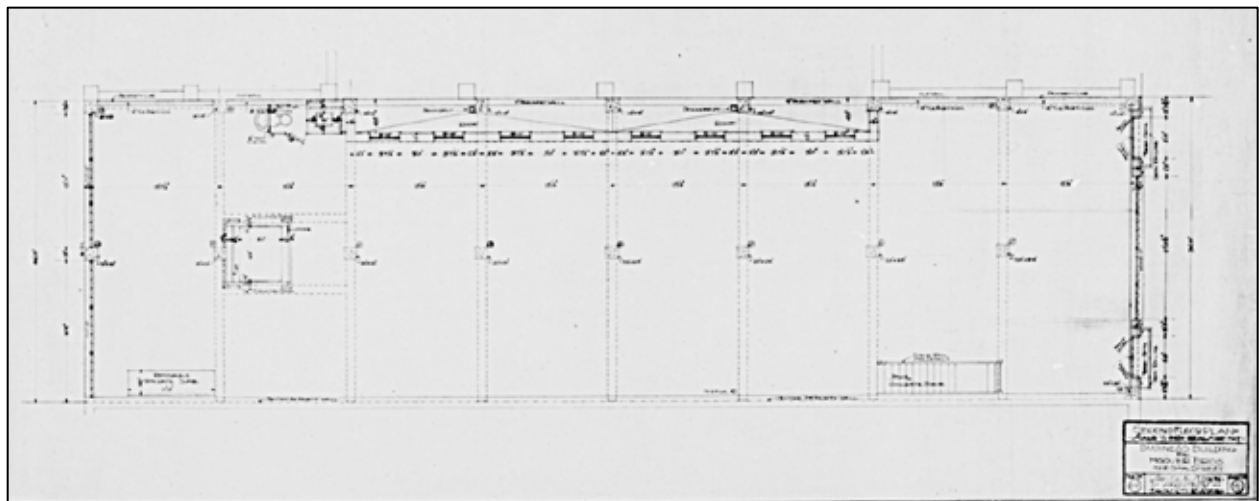
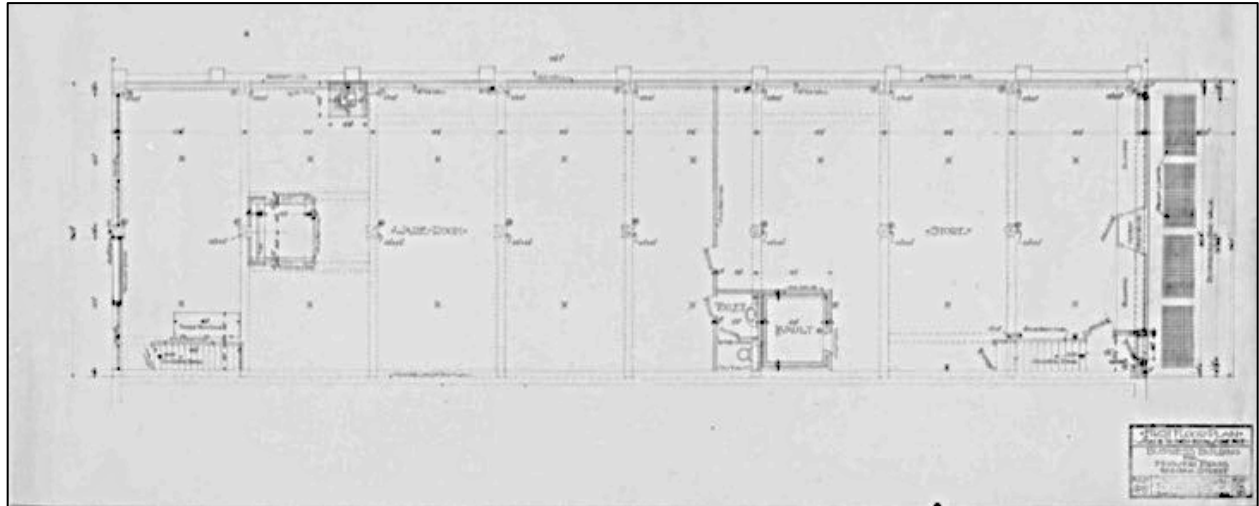


Figure 7: Historic First and Second Floor Plans, 1914

Source: Saylor & Seddon, Architects. "Business Building for Hoover Brothers, 922 Oak Street, First Floor Plan, Second Floor Plan." 1914. MVC-SAH Architectural Records (K0006). SHSMO-KC.

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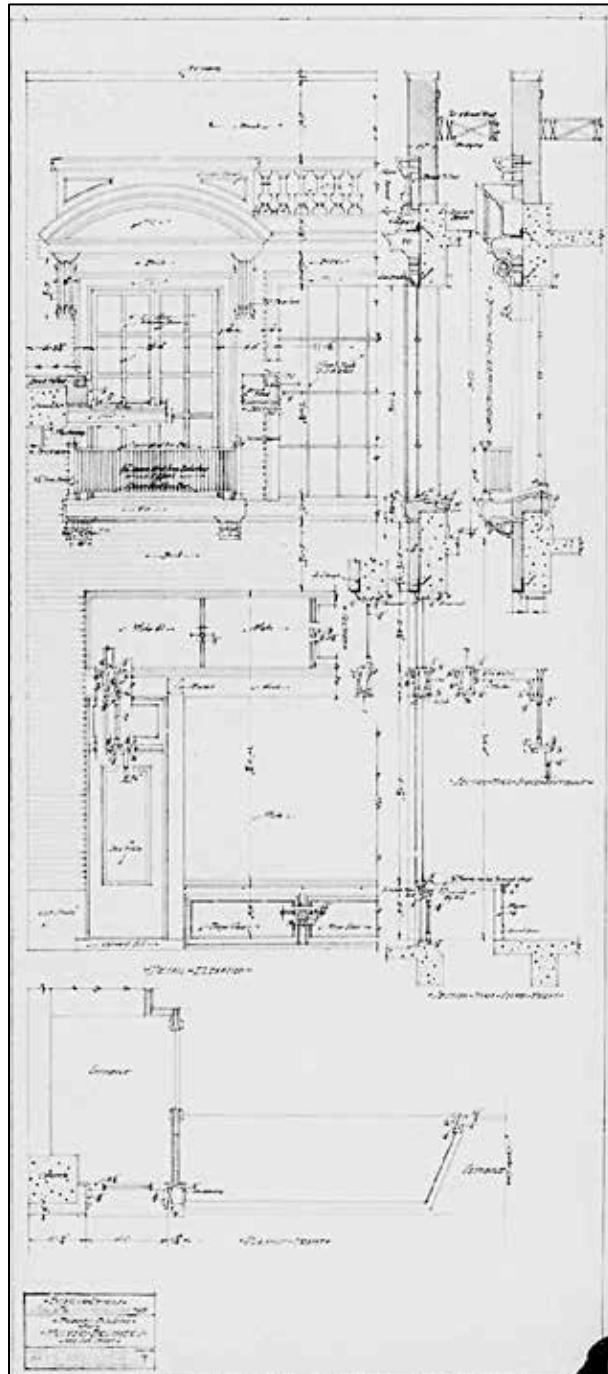
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Figure 8: Historic Exterior Details, 1914

Source: Saylor & Seddon, Architects. "Business Building for Hoover Brothers, 922 Oak Street, Exterior Details." 1914. MVC-SAH Architectural Records (K0006). SHSMO-KC.

Hoover Brothers'
NEW HOME
922 OAK ST., KANSAS CITY, MO.

Kindergarten Materials
Primary Busy Work
Teachers' Helps
Water Color Paints
Drawing Materials



General School
Supplies Industrial
Material School
Furniture Books
Educational Games

Catalogues Mailed Free on Request

FIFTEEN YEARS of careful personal attention to "Our Own Business" made it necessary to provide more room to carry stock. We have always furnished reliable material at reasonable prices and given prompt service. Others may imitate, but none will ever excel us in these fundamental business qualifications. If you are our customer, "abide with us," if not, send us your next order for anything you need.

EXCLUSIVE AGENTS FOR
MILTON BRADLEY KINDERGARTEN MATERIAL
Montessori Apparatus and Waldcraft Supplies



Figure 9: Advertisement for Hoover Brothers' New Location, 1915, and Illustration of East Façade, 1922

Source: Hoover Brothers, Advertisement, *The Kansas Teacher* 2 (September 1915)
Hoover Brothers, *Hoover Brothers Supplementary Catalogue 'A', General School Supplies and School Specialties* (Kansas City, MO: R. M. Rigby Co., 1922).

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Figure 10: Tax Assessment Photograph, 1940

Source: Missouri Office of the Secretary of State. Kansas City 1940 Tax Assessment Photograph Collection. District 4, Block 84. Missouri Digital Heritage. Accessed May 5, 2019.
<http://cdm16795.contentdm.oclc.org/cdm/landingpage/collection/kcpltax>

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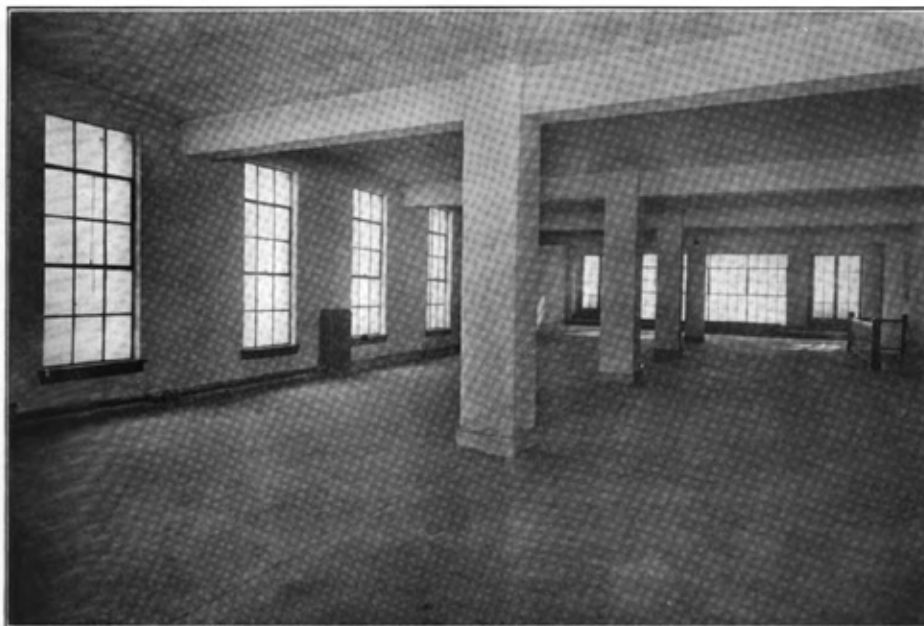
Jackson, Missouri

County and State

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MODERN BUILDING

27



Hoover Bros., Kansas City, Mo.

Sayler & Sedden, Architects; Alex Kinghorn, Contractor

Floors made dustproof and wear resisting through Trus-Con Agatex

Proved By Test Of Service Trus-Con Agatex

Soft dusting cement floors can be chemically transformed into hard, dustproof, and wear-resisting surfaces through the application of Trus-Con Agatex

Here is a service test which speaks for itself:
HOOVER BROTHERS

Southwestern Agents for Milton Bradley Company's
Kindergarten Material and School Supplies
922 Oak Street

The Trus-Con Laboratories,
Detroit, Michigan.

Kansas City, Mo., May 11, 1915.

Gentlemen:

After three weeks usage the concrete floors in our new building had worn and sanded to such an extent that our contractor offered to pick up the surface and replace it. We, of course, did not want this done, if it could be avoided, on account of the inconvenience for us. While we were considering the matter your AGATEX was recommended as a remedy, and we agreed to give it a trial, the first in Kansas City.

The AGATEX was applied with little or no inconvenience to us, and has entirely stopped the wear of our floors. Before this was applied one could rub through the surface of the concrete any place with the sole of the shoe. Now the floors are as hard as flint, and after ten months usage show no wear.

We most heartily recommend AGATEX to any one who has soft concrete floors.

Yours very truly,

Yours very truly,

HOOVER BROS.

TRUS-CON AGATEX actually enters into chemical re-action with the constituents of the cement and forms entirely new compounds, hard enduring and resistive to wear. It is applied with a long-handled brush or mop, making the cost of labor almost negligible.

Write for sample or demonstration block.

The Trus-Con Laboratories
Waterproofings, Dampproofings and Technical Paints
1274 Trus-Con Building, Detroit, Michigan



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Figure 11: Advertisement Featuring the Second Floor Interior, 1915

Source: Trus-Con Laboratories, Advertisement, *Modern Building* (May 1915)

The Bradley Kindergarten Material

FIRST GIFT

Consisting of six rubber balls, one and one-half inches in diameter, covered with a worsted netting; one ball each of the six colors—red, orange, yellow, green, blue, and violet. A thread of the covering is attached to each ball, by which to suspend it.




1 First Gift, as above, in polished cherry box, with sliding cover, containing crossbeams and supports.
Price, \$1.00; postage, \$0.11

1B A set of hand-made worsted balls in pasteboard box.
Price, \$1.50; postage, \$0.10

Directions for the use of the First Gift and those which follow are found in "Paradise of Childhood."

SECOND GIFT

A standard two-inch sphere, cylinder, and cube, provided with staples and holes for suspending them in the air, an additional plain cube, two rattan axles for revolving the forms, and two posts and a crossbeam for suspending them; all put up in a polished cherry box, properly constructed for supporting the posts and beam.



3 Second Gift, one set in a box, as above.
Price, \$0.60; postage, \$0.23

3B Same as above, with cone in place of the extra cube.
Price, \$0.60; postage, \$0.23

Second Gift in Bulk

The forms in this set are provided with the staples and holes as in the independent sets, but there are no sticks, and there is no extra plain cube. If the sticks for rotating are wanted, any required number will be supplied at the price named.

3A Box containing 12 of each form,*Price, \$3.50
Rattan axles, per dozen,Postpaid, .05

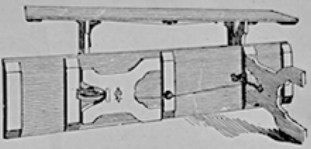
THIRD GIFT

Eight rock maple cubes one-inch square, in a neat, strong, varnished cherry box, with sliding cover.

4 Third Gift, in polished cherry box,Price, \$0.20; postage, \$0.08


Price List

No.	Size	Price
No. 10	tables, 8 feet long, 30 inches wide,	
No. 11	" 6 " " 30 " "	\$10.00
No. 12	" 8 " " 16 " "	\$8.00
No. 13	" 6 " " 16 " "	\$7.00
No. 14	" 3 " " 16 " "	\$6.00
No. 15	" 30 in. " 30 " " removable turned legs,	\$4.50
No. 16	" 4 feet " 16 " "	\$3.50
No. 17	" 9 " " 16 " "	\$5.50
		\$8.00



The above tables are made in two widths as indicated, and the highest is twenty-one inches, but the legs can be shortened two inches without injury, and we will shorten them one or two inches before shipping, when desired. The No. 15 table has four turned legs which screw into the top similar to piano legs, and is twenty-two inches high, but the legs will be made shorter when so desired.

No. 18 Round kindergarten tables for teachers, shown below, 24 in. in diameter, without the netted lines.
Price, \$45.00



Chairs

This chair is neat and durable, of hard wood with a bent back and varnished in the natural wood colors. In ordering please state whether No. 1, No. 2, or No. 3 is wanted. No. 1 chair is ten inches high; No. 2 twelve, and No. 3 fourteen.
Price, per dozen, \$40.50

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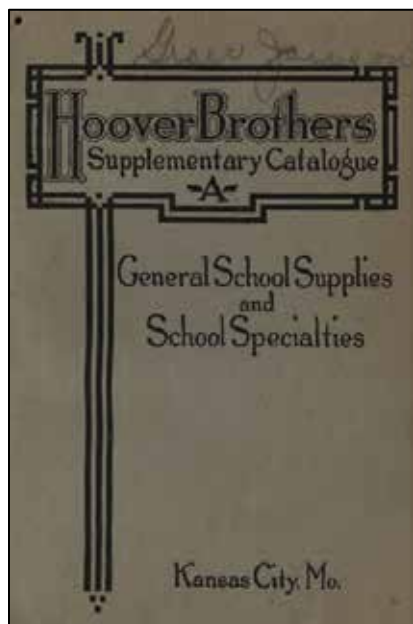
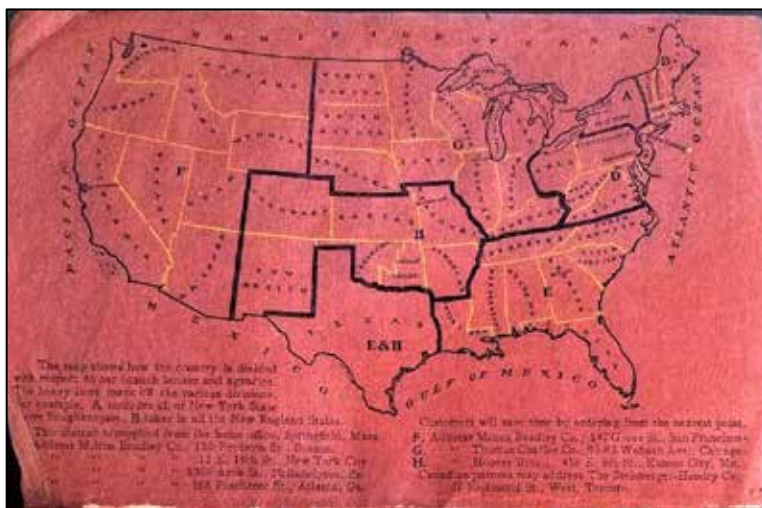
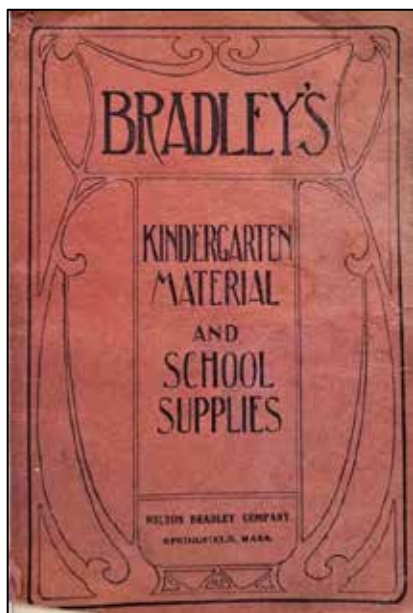
Jackson, Missouri


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Figure 12: "Gifts" and Child-Specific Furniture Offered in the Milton Bradley Company Catalog, 1907

Source: Milton Bradley Company, *Bradley's Kindergarten Material and School Supplies* (Springfield, MA: Milton Bradley Company, 1907)





Catalog Salesmanship

An Honest Catalog The Teacher's Friend

Our 1922 catalogues tell our story better than we can tell it ourselves. The catalogue comes when you want it and stays after the salesman has gone. A catalogue will make educational suggestions to you that will more than pay for the trouble and expense of sending for one. All teachers and many mothers should have the Bradley Kindergarten and Primary Device Catalogue.

We issue *Hoover Brothers General School Supply and Specialty Catalogue "A"* also. This should be in the hands of every Superintendent and rural teacher in our territory, which includes Kansas, Colorado, New Mexico, Oklahoma, Missouri, Arkansas and Texas. This catalogue includes many things not listed in the Bradley Catalogue.

We will send either or both of these catalogues to you or your friend anywhere in our territory upon request. They cost you nothing. They are worth a great deal.

Where Shall We Send Yours?

HOOVER BROTHERS

922 Oak Street KANSAS CITY, MO.

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Figure 13: Catalog Covers and Details for Milton Bradley and Hoover Brothers, 1907 and 1922

Sources: Milton Bradley Company, *Bradley's Kindergarten Material and School Supplies* (Springfield, MA: Milton Bradley Company, 1907).

Hoover Brothers, *Hoover Brothers Supplementary Catalogue 'A', General School Supplies and School Specialties* (Kansas City, MO: R. M. Rigby Co., 1922).

Hoover Brothers, Advertisement, *The School and Community* 8 (September 1922): 336.



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BANKERS Stick-To-It SCHOOL PASTE
White - Smooth - Clean Sticks
Manufactured by
Bankers Ink Co.
Kansas City, Mo.

STICK-TO-IT SCHOOL PASTE.
A high grade cream paste, white, smooth and clean.
Pint cans, weight 2½ lbs. Price, each.....\$0.35
Quart, cans, weight 4½ lbs. Price, each..... .55
One gallon cans, weight 12 lbs. Price, each.... 1.50

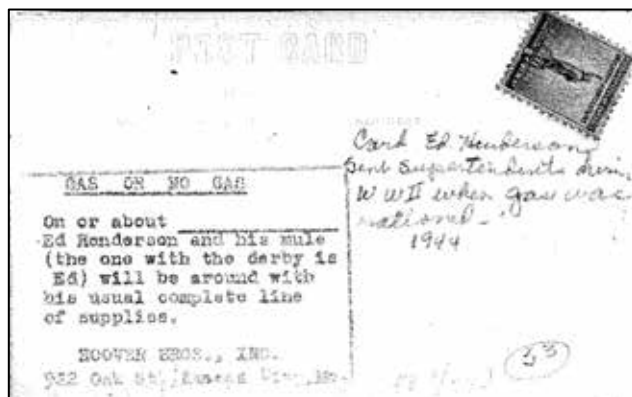
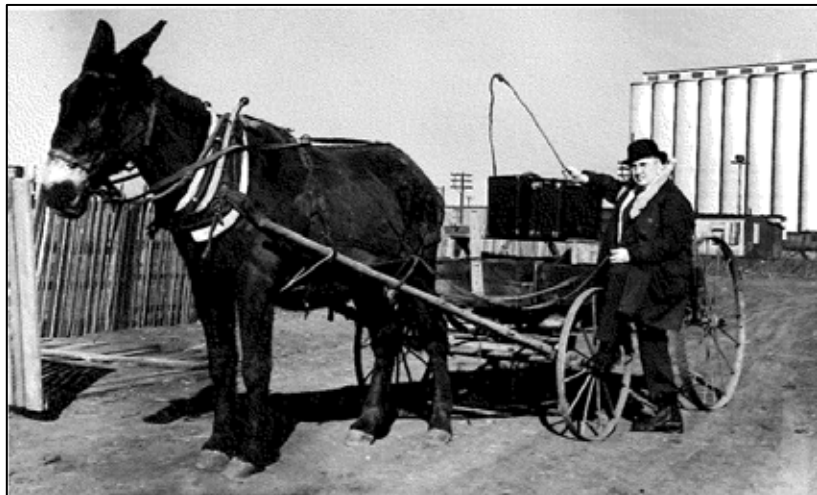
SPHINX PASTE.
Used almost exclusively by Kansas City Public Schools for many years. Economical and gives entire satisfaction. Put up in tin cans.
Pints, each, \$0.25; Quarts, each, \$0.40; Gallons, each..... \$1.25

PASTE POWDER.
A flour-like compound, which readily turns to paste by simply stirring in cold water. No cooking necessary. Can be mixed as needed in large or small quantities. A good substitute for Library paste or Mucilage, costing only about one-fourth as much. Generally used by Photographers, in Offices, Schools, Mailing Departments, Shipping Rooms, etc., in fact, every place where paste is used in sufficient quantities to make the price an object. Put up in 1-lb. packages.
Price, per pound.....\$0.15

Figure 14: Hoover Brothers Advertisement and Merchandise Details, 1919, 1922

Source: Top Left: Hoover Brothers, Advertisement, *The Kansas City Times*, August 31, 1919.

Top Right and Bottom: Hoover Brothers, *Hoover Brothers Supplementary Catalogue 'A', General School Supplies and School Specialties* (Kansas City, MO: R. M. Rigby Co., 1922)



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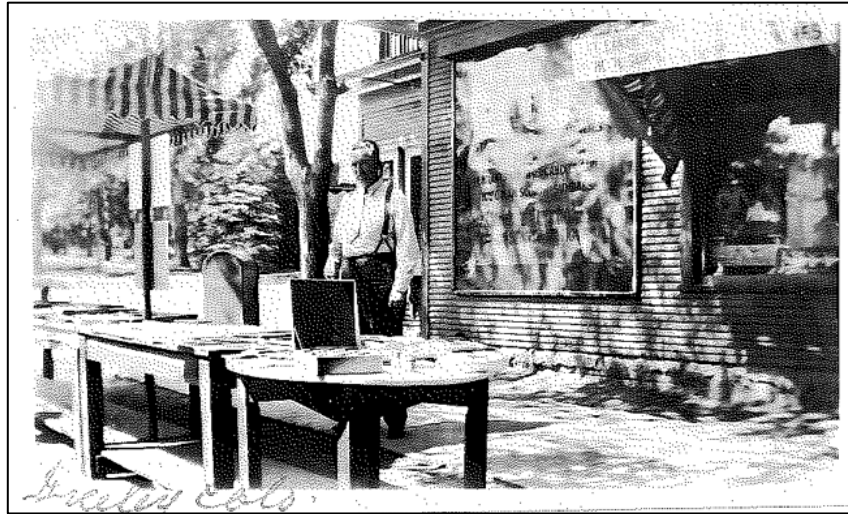


Figure 15: Ed Henderson, Sales Representative for Hoover Brothers

Top: Postcard sent to customers during gas rationing during WWII, 1944

Bottom: Selling supplies in Greeley, Colorado, 1930

Source: Edward Henderson, Jr., and Mabel Dewhirst Henderson Papers, Manuscript Collection 193.
Kansas State Historical Society, Topeka, Kansas





922 OAK

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