

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

\_\_\_\_\_  
Name of Property

\_\_\_\_\_  
County and State

\_\_\_\_\_  
Name of multiple property listing (if applicable)

Section number \_\_\_\_\_ Page \_\_\_\_\_

### SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 100004225

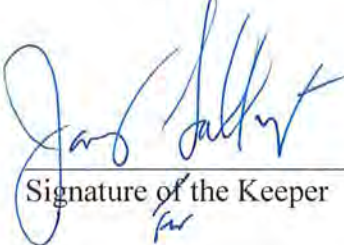
Date Listed: 7/22/2019

Property Name: Record Printing and Box Company Building

County: Calhoun

State: MI

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This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

  
\_\_\_\_\_  
Signature of the Keeper  
for

7.22.2019  
\_\_\_\_\_  
Date of Action

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Amended Items in Nomination:

Section 8: Area of Significance

“Architecture” is hereby added as an area of significance. The narrative supports the area, and Criterion C was checked, but Architecture was left off of Section 8.

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The Michigan State Historic Preservation Office was notified of this amendment.

#### **DISTRIBUTION:**

**National Register property file**

**Nominating Authority (without nomination attachment)**

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.

### 1. Name of Property

Historic name: Record Printing and Box Company Building

Other names/site number: \_\_\_\_\_

Name of related multiple property listing: N/A

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

### 2. Location

Street & number: 15 Carlyle Street

City or town: Battle Creek State: MI County: Calhoun

Not For Publication:  Vicinity:

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X 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 X 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 X local

Applicable National Register Criteria:

X A \_\_\_ B X C \_\_\_ D

<u>Bruce Lanney</u>	<u>6/12/19</u>
Signature of certifying official	Title: <u>SAIPO</u> Date
State or Federal agency/bureau or Tribal Government	

Record Printing and Box Company  
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In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria.

\_\_\_\_\_  
Signature of commenting official:

\_\_\_\_\_  
Date

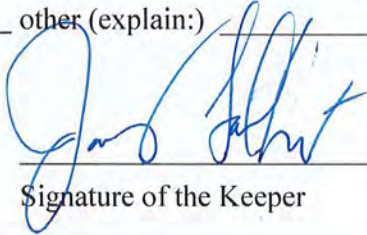
\_\_\_\_\_  
Title :

\_\_\_\_\_  
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

7.22.2019

\_\_\_\_\_  
Date of Action

#### 5. Classification

##### Ownership of Property

(Check as many boxes as apply.)

Private:

Public – Local

Public – State

Public – Federal

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**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	
<u>1</u>	<u>0</u>	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register \_\_\_\_\_

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

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INDUSTRY/PROCESSING/EXTRACTION: manufacturing facility

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**Current Functions**

(Enter categories from instructions.)

WORK IN PROGRESS

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**7. Description**

**Architectural Classification**

(Enter categories from instructions.)

Other: Slow Burning Construction/Mill Construction

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**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: Brick

**Narrative Description**

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

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## Summary Paragraph

The Record Printing and Box Company Building is located at 15 Carlyle Street, Battle Creek, Calhoun County, Michigan. The building is located in its original location, in Battle Creek's downtown across Carlyle Street from the Battle Creek River. The building is positioned next to a gravel lot to the north, a city parking lot to the east, Jackson Street and a small 1,500 square-foot grass area to the south, and Carlyle Street to the west. It is the only building on Carlyle Street and sits prominently broad-side to traffic entering downtown from the west. A three-story brick timber-framed building, the design is typical of printing houses and manufacturing plants in Battle Creek at the end of the nineteenth and beginning of the twentieth century. The building is largely unchanged and retains many of the defining characteristics with which it was built. The Record Printing and Box Company Building is significant as an excellent example of the Battle Creek vernacular Commercial Style of the late 1800s to early 1900s.

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## Narrative Description

### SETTING

The Record Printing and Box Company Building is located at 15 Carlyle Street, Battle Creek, Calhoun County, Michigan, at the northern end of the city's downtown commercial area. The building is a three-story brick building, with a rectangular footprint which is situated at the corner of Jackson Street and Carlyle Street on a slight northwest-southeast axis and faces northwest toward Carlyle Street. The Battle Creek River, one of the region's prominent waterways, is across Carlyle Street to the north. Across Jackson Street to the south and southwest is the Kellogg Company headquarters building and grounds, constructed in the early 1980s. The Record Printing and Box Company Building is the only structure entirely on Carlyle Street.

The Record Printing and Box Company Building was built in 1902, and is now part of a cluster of properties constructed in the late nineteenth and early twentieth century located between Jackson Street and West Michigan Avenue. Some buildings contain restaurants, boutiques, offices or rental units while a few others are vacant, or slated for demolition. At the time of construction, this part of the downtown also had residences, with one such house just feet from the back of the original boiler room and several others lining Carlyle Street to the south. At that time Carlyle Street extended past Jackson Street, crossing the Kalamazoo River, and continuing on to the southwest. That portion of the Kalamazoo River has been filled in and is now part of the Kellogg Company campus. None of those buildings remain and Carlyle Street now ends at the Kellogg headquarters property. The location of the Record Printing and Box Company is notable because it sits broadside to the Battle Creek River and has an unobstructed view of both the riverfront and the Kellogg Company headquarters grounds, making it both highly visible and allowing excellent views of several prominent landmarks from the third-floor windows. The

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building is vacant but appears to be well maintained, and a sidewalk runs along the west and south facades of the building. There is minimal landscaping on the site.

## **EXTERIOR**

The Record Printing and Box Company Building is a three-story rectangular building, twenty bays in length. Each level has a floor-to-floor height of eleven feet with the first floor starting approximately four feet below grade. The grade of the road and the ground around the first floor were raised over the years as power and other utilities were added to the street, which also was likely mitigated to prevent common flooding of the Battle Creek River.

The exterior brick walls are four wythes thick on the lowest level and the upper two levels are three wythes thick. The exterior of the building has remained brick since its construction. The masonry is a brown finish with type K gray mortar between the bricks. Three distinct light brown painted bands are on the north, west, and south facades and were once painted with advertising for the businesses housed within. A loading dock on the east facade is painted a light orange color. The masonry load bearing walls have no steel in them. The windows therefore do not have steel lintels.

The building is situated on a northwest-southeast access, with the façade, which is twenty bays in length, facing northwest toward Carlyle Street. The first-floor windows begin at grade at the north end of the building, and sit slightly above grade as the building progresses southward toward Jackson Street. The change in grade reveals the stone foundation. The first-floor windows lack arches, but are surmounted by a rough-faced limestone stringcourse, while the second- and third-floor windows are each surmounted by a flat arch. The first-floor window openings on the east and north elevations have been filled with brick that mimics the brick of the façade. All remaining windows sit on limestone sills, though some of these are obscured by changes in the elevation, mostly occurring on the north and east elevations. The oldest windows can be found on the west facade on the first and second floors. These wood double-hung windows feature historic elements such as a weight and pull to raise and lower the windows. The remainder of the windows were likely replaced in the last renovation of the building in the 1970s. These windows are one-over-one double-hung windows. None of the windows likely date to the period of original construction. There are some existing four-over-four double hung windows which likely date to the period of significance, but are not original construction. Some spalling has occurred on the first floor of the façade, and some replacements have been made. It is unknown when this occurred.

The main entrance to the building sits in the third and fourth bays of the facade, and is surmounted by a four-course, rowlock, rounded arch. A multi-pane, semi-circular transom window sits above the double-door entry.

The north elevation, which faces the rear of 119 West Michigan Avenue, largely replicates the materials, fenestration patters, brick bond, materials, and architectural details of the façade, but

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lacks the limestone stringcourse present on the facade. This elevation is five bays in width with the four eastern bays equidistant, and the fifth bay somewhat larger.

The east elevation again replicates the façade, but lacks a formal entry. A one-story section sits at the northeast corner and extends to the south a length of six bays. A two-story concrete masonry unit (CMU)-walled loading dock, the only known addition to the building, was added to the second floor on the southeast facade. It is assumed that this one-story loading dock replaced the boiler room that was rebuilt in 1907 after an explosion leveled the original boiler room. The ramp to the loading dock obscures some of the first-floor windows as it rises from Jackson Street to the center of the building. A brick chimney rises from the northeast corner of the building.

The south elevation somewhat replicates that of the north, but in a reversed manner. This elevation is comprised of four visual bays, with the western-most three bays spaced equidistantly, while the fourth is enlarged and contains a secondary entrance at the first floor.

Brick cornices face Carlyle and Jackson Streets. This is unique, as many buildings of the early 1900s had cornices, however they were commonly removed due to safety issues. Yet, these cornices remain intact.

The windows were blocked-in during the same period, evidently, because the added brick appears similar to the original brick, suggesting this change happened near the time of construction when matching bricks could still be obtained.

The building features a flat roof made of Thermoplastic Polyolefin (TPO) over rigid insulation, which was installed in 2015. The roof has a minor pitch of 2/12, sloping to the east side of the building.

## **INTERIOR**

Currently, the interior of the building is open and spacious, with few finished areas. The floor joists for each floor are set into the masonry construction, and the roof joists are also wood and original to the building. Each of the three floors has ten-foot ceilings. The walls are mostly exposed brick, and most of the windows have been replaced, yielding a space well-lit with natural light and in varying stages of interior demolition.

The first level has a concrete floor, original to the building, with a mostly open floor plan. A significant feature is its large timber columns and beams. A wall divides the area into two large spaces, with about a third of the space creating a room on the northeast end of the building and two-thirds of the space on the southwest portion. The larger room includes a freight elevator located in the south corner. It has a stop at the exterior of the building to allow for loading at-grade, as well as a stop at each floor. The freight elevator features a wood cabin with a hydraulic lift. There is a small machine room on the first floor as well as on the roof for the elevator, which is not functional.



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The second floor also has a dividing wall similar to that on the first floor. This level also features original wood flooring and large wood timber columns and beams. There are two bathrooms, which are not operational. The floor is wood and original to the building.

The third-floor plan is open, and features original wood flooring, large wood timber columns and beams.

The timber columns stack on each other from one floor to another with the largest columns on the first and second floor and slightly thinner columns on the third floor. The columns support thick timber beams which run northwest-southeast across the building. The wood joists that support the second and third floors, as well as the roof, are positioned northeast-southwest, bearing on the timber beams. For most of the building's life it was used for printing and manufacturing which is why the floor plan is mostly open. Any walls that have been added are wood stud framed with painted gypsum board sheathing and have no historic integrity.

## **CHANGES TO BUILDING**

The building is much the same as it was originally. Various swaths of exterior brick were painted with advertising banners in different eras, and grade was raised so the building sits lower in the ground than it did originally. A loading dock was created from the boiler room and some windows were bricked in. However, the building's exterior appearance has remained largely unchanged.

The bottom story has a concrete floor that is likely original to the building. On the south end of this first floor there are some areas where the concrete was excised and replaced. The concrete was likely replaced to support heavy machinery, as there are also 220V electrical outlets on the ceilings in those areas.

In the 1970s when the building was last renovated, two single-occupant restrooms were added to the building's second floor. The front entry and stairway were "modernized" as part of that remodel. A defining feature of the building now is the three-story open stairway at the building's main (northwest-facing) entrance, which allows a view from the at-grade entrance up to the third-floor. The stairway features oak finishes and handrails. Other stairways in the building are similarly not original and there are ghost marks in various locations in the building where the stairs were moved throughout the years.

All of the interior doors are wood and are not character-defining or original. Six-panel solid wood doors were likely added during the renovation in the 1970s. The light fixtures are also from this 1970s period. Gypsum board ceiling with textured finish was added to the northeastern third of the second floor. All of the other ceilings in the building are exposed wood joists and the underside of the wood flooring above.

The property today has signs of water damage on the wood joists, and a few small areas of the wood floor are buckled from damage incurred before the roof was replaced. The building is

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structurally stable, however it has no working electrical, mechanical, or plumbing systems. A boiler and several fan units throughout are non-functional.

## **INTEGRITY**

As a three-story, brick, timber-framed building, the design of the Record Printing and Box Company Building is typical of printing houses and manufacturing plants in Battle Creek at the end of the nineteenth and beginning of the twentieth century. Uniquely, this building was designed to allow for a fourth and fifth story to be added for future expansion, an expansion technique seen in a similar printing house. The building is in its original location, the design is largely unchanged, and its setting is similar to when it was constructed, with the exception of the Kellogg's headquarters building and grounds across Jackson street. The Record Printing and Box Company Building property retains its original exterior and the workmanship reflects the common building tradition of the time. These features evoke a feeling of turn-of-the-twentieth century bustling industry, resulting in an ambiance of authenticity and nostalgia. The building's raw brick walls and exposed timbers direct us to associate the building with an era when flourishing industry and an optimistic community thrived along the rivers of the Queen City of Michigan.

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## 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.)

- 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

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**Areas of Significance**

(Enter categories from instructions.)

INDUSTRY

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**Period of Significance**

1902-1952

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**Significant Dates**

1902

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**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

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**Cultural Affiliation**

N/A

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**Architect/Builder**

Unknown

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Record Printing and Box Company Building is significant under National Register Criterion A at the local level of significance for its role in and illustration of the industrial development of Battle Creek between 1902 and 1952. The building was constructed as the manufacturing and office building for the Record Printing and Box Company, a producer of packaging for Battle Creek's numerous cereal companies in the early twentieth century and the only independent producer of cereal cartons in the city.<sup>1</sup> The building also served as the printing house for the *Sunday Record* weekly newspaper, *Dogdom*, a national canine-focused magazine, and other publications. As the city's industrial base expanded and diversified, other concerns utilized this building for their endeavors, including the W.H. Eldred Company and Alsteel. W.H. Eldred occupied this building between 1907 and 1921 and produced leather goods like harnesses and saddles. Alsteel initially occupied a portion of this building, and later the entire building, between 1916 and 1952. The company produced scrap paper and rag balers as an antidote to fire hazards at a time before the widespread use of fire suppression. Following a change for production for wartime, Alsteel became a successful participant in the Chamber of Commerce's "Grow from Within" plan. The industry of the Record Printing and Box Company Building closely parallels the larger history of industrial growth in Battle Creek.

The Record Printing and Box Company Building is also significant under National Register Criterion C at the local level of significance as embodies the distinctive characteristics of slow-burning mill or factory building construction methods. The slow-burning mill was introduced in New England in the later nineteenth century as a method to detecting fire, checking its spread, and limiting damage caused by both fire and water. The techniques eventually came into common use in Michigan and across the country. The Record Printing and Box Company Building is perhaps the only such building left in downtown Battle Creek

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**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

### **BATTLE CREEK'S EARLY YEARS**

The city of Battle Creek, located in Calhoun County, Michigan, is roughly halfway between Chicago and Detroit, making it a natural area for commerce and trade historically and presently. It is situated along Interstate 94 at the confluence of two rivers (the Battle Creek River and the Kalamazoo River) and along a major rail-shipping route (historically the Grand Trunk Railroad

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<sup>1</sup> Butler, Mary. "North Avenue – Battle Creek's 'Publisher's Row.'" Heritage Battle Creek Research Center and Community Archives, Newspapers – General file. Typed report. February 1994.

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and Michigan Central Railroad).<sup>2</sup> The city is named for an encounter between Native Americans and settlers in 1823.<sup>3</sup>

Prior to the arrival of white settlers, the lands that compose Battle Creek were occupied by Chippewa, Ottawa, and Potawatomi Native American tribes. Those lands were acquired by the United States through the 1821 Treaty of Chicago and opened much of southwest Michigan to settlement by non-indigenous people. Calhoun County was organized from these lands on October 29, 1829, by the territorial legislature.<sup>4</sup> What eventually became the village, then city, of Battle Creek was in Milton Township.

A government land office opened in Michigan in 1831 in White Pigeon. Sands McCamly,<sup>5</sup> a land speculator from New York, purchased the area comprising the confluence of the Kalamazoo River and Battle Creek River, which was then a small settlement called Milton.<sup>6</sup> By 1836, McCamly gained full rights to develop water power on the Kalamazoo River, and “became one of the first public utility magnates in the country.”<sup>7</sup> Battle Creek’s unique physical layout includes the Kalamazoo River which runs somewhat parallel to the Battle Creek River before joining it just west of downtown. While flat water with no elevation drop typically does not produce enough energy to spin a water wheel, hand-dug and stone-lined “mill races” developed by McCamly capitalized on the altitude change between the rivers, effectively creating quick-moving rapids. Water moved forcefully through these canals, providing power at its peak to eighteen customers.<sup>8</sup> McCamly charged businesses an access fee to use the improved waterworks, which was the prime factor of the development of the town, christened “Battle Creek” in 1859, into a manufacturing hub.<sup>9</sup> McCamly sounded the call for New York families to move to the area, which was rife for farming and milling wood, grain and flour. By 1838 the “flourishing village” situated along an “old Indian trail”<sup>10</sup> with a power canal on each side contained successful mill operations. Early industry included grist, plaster, and woolen mills; brick, lime and potash operations; blacksmithing and carriage building; and gun and boot manufacturing.<sup>11</sup>

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<sup>2</sup> “Battle Creek, MI (BTL).” Great American Stations. <http://www.greatamericanstations.com/stations/battle-creek-mi-btl/> Accessed 3/5/18.

<sup>3</sup> Ibid.

<sup>4</sup> Hinchman, Theodore H. *Banks and Banking in Michigan*. Detroit: Wm. Graham, Printer. 1887, p. 18.

<sup>5</sup> Note: in some early writings, the name is spelled “McCamley”

<sup>6</sup> “Battle Creek, MI (BTL).” Great American Stations. <http://www.greatamericanstations.com/stations/battle-creek-mi-btl/> Accessed 3/5/18.

<sup>7</sup> Roberts, E.W. 1931. *Pioneer Days in Old Battle Creek*.

<sup>8</sup> Ibid.

<sup>9</sup> Ibid.

<sup>10</sup> Ibid.

<sup>11</sup> “The Early Industries of Battle Creek.” *Battle Creek Moon-Journal*. January 27, 1917.

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Over the next several decades a bustling area of commerce grew into sizable and nationally important industries in threshers and engines, steam pumps, printing presses, and prepared food.<sup>12</sup> According to an 1872 editorial by George Willard,

[Battle Creek] is blessed with the advantages of a good water power, and here we find some of the largest manufacturing establishments in the State, among which I might mention the threshing machine works of Nichols, Shepard & Co, which are as large, if not larger, than any similar establishment in the United States...Upton, Brown & Co., manufacturers of threshing machines...and Merritt & Kellogg, manufacturers of portable and road engines...In addition to those already mentioned there are several other branches of manufacturing which are being successfully conducted, and which lend great importance to Battle Creek as a manufacturing centre.<sup>13</sup>

By the turn of the twentieth century, Battle Creek was referred to as Michigan's Queen City and was lauded as a center of innovation and industry and reportedly offered the highest hourly wages in the state.<sup>14</sup> "Battle Creek aims to become the third largest city in Michigan in a few years. It will succeed. The term 'failure' is not to be found in the municipal vocabulary."<sup>15</sup>

## **EARLY INDUSTRY IN BATTLE CREEK**

Located at the confluence of the Battle Creek and Kalamazoo Rivers, and surrounded by "a very productive countryside,"<sup>16</sup> the city of Battle Creek was an ideal location for the development of milling industries. Like many early cities, various industries developed in response to the changing needs of the community. Early industries revolved around milling (primarily flour, wool, and wood) and around the primary mode of transportation of the day: horses. By 1875, Battle Creek was "the largest and most prosperous city of Calhoun county," and "essentially a manufacturing point."<sup>17</sup> The city hosted a wide variety of mills, factories, and manufacturing operations, from flour mills to agricultural implements and machinery. By 1875 the city had also developed a robust printing industry, chiefly due to the resettlement of the Seventh-Day Adventist religious community to Battle Creek from New England, led by its founder Ellen White in the late 1850s. Between 1861 and 1875 the Adventists had erected three two-story printing facilities in the city, from which they printed thousands of magazines, books, pamphlets and other literature, including periodicals in Swedish and Danish.<sup>18</sup> This manufacturing boom

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<sup>12</sup> [http://www.heritagebattlecreek.org/index.php?option=com\\_content&view=article&id=148&Itemid=73](http://www.heritagebattlecreek.org/index.php?option=com_content&view=article&id=148&Itemid=73) Accessed 12/17/18.

<sup>13</sup> "See Ourselves as Others See Us." *Battle Creek Daily Journal*. November 8, 1872.

<sup>14</sup> "See Ourselves as Others See Us." *Battle Creek Daily Journal*. November 8, 1872.

<sup>15</sup> Industrial Supplement. *Battle Creek Journal*. June 6, 1909.

<sup>16</sup> *State of Michigan Gazetteer & Business Directory for 1856-7*. Detroit: H. Huntington Lee & Co. & James Sutherland. 1856, p. 16.

<sup>17</sup> *Michigan State Gazetteer and Business Directory for 1875*. Detroit: Tribune Printing Company. 1875, p. 110.

<sup>18</sup> *Ibid*, p. 11.

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continued into the twentieth century. The Detroit Free Press reported in 1906 that the city's largest industries were "going at full capacity," and the smaller ones were "crowded" and had planned for enlargements.<sup>19</sup>

The location of the Adventist headquarters in Battle Creek also resulted in the town becoming a hub for healthful living. The tradition of this spiritual movement encourages vegetarianism and abstinence from caffeine and sexual activity and avoidance of other actions considered "unhealthful." Followers from around the nation traveled to Battle Creek to learn to eat a strict vegetarian diet and receive unorthodox health treatments at a sprawling health resort. The Battle Creek Sanitarium was founded in 1866 and was directed by physician and health pioneer Dr. John Harvey Kellogg. When his family moved to Battle Creek as part of the Adventist community, Dr. Kellogg was groomed by White to become a leader of the movement. At age 12 or 13, Kellogg was trained to be a "printer's devil" apprentice in the Adventist community's print shop for *The Health Reformer*, and subsequently was promoted by White to be educated as a physician and surgeon to serve the Adventists.<sup>20</sup>

The emphasis on nutritious foods at the Sanitarium developed somewhat accidentally into the cereal industry by Dr. Kellogg and Will Keith (W.K.) Kellogg, who was a subordinate to his older brother at the Sanitarium. What started in 1898 as an experiment to create an easily digestible breakfast food ultimately resulted in a wheat flake product that was easy to package and transport, called cereal. That year, the brothers established the Battle Creek Sanitarium Health Food Company. Corn flakes, Granola and Caramel Cereal Coffee were marketed as a healthy alternative to traditional meat-based breakfasts.<sup>21</sup> However, Dr. Kellogg forbade Mr. Kellogg to sell their products beyond current and former patients of the Sanitarium. By the time Mr. Kellogg separated from Dr. Kellogg and started the Battle Creek Toasted Corn Flake Company, it was 1906 and he had nearly missed capitalizing on the cereal boom.

In 1891, C.W. Post came to the Sanitarium from Texas seeking a cure for a chronic illness. He was struck by the marketing potential of the experimental foods he consumed during his stay in Battle Creek, and he adapted and marketed his own versions of a coffee substitute he called 'Postum' starting in 1895. He developed Grape-Nuts in 1897, which was based on the Sanitarium's Granola (itself adapted from Granula served at another health retreat center in New England.) By 1900, Post's products were household names, and he was a millionaire. A convergence of fortune-seekers in response to Post's quick success overtook Battle Creek. Sanitarium staff were hired away to provide insider knowledge to start-ups, despite Dr. Kellogg's efforts to retain workers by having them sign pledges of allegiance.<sup>22</sup> By 1901, Battle

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<sup>19</sup> "Factories are Growing. *Detroit Free Press*. December 3, 1906.

<sup>20</sup> Howard Markel. "The Secret Ingredient in Kellogg's Corn Flakes Is Seventh-Day Adventism." *Smithsonian.com*. <https://www.smithsonianmag.com/history/secret-ingredient-kelloggs-corn-flakes-seventh-day-adventism-180964247/>. Accessed 12/17/18

<sup>21</sup> Markel, Howard. *The Battling Brothers of Battle Creek*. New York. Pantheon Books. 2017. P. 253.

<sup>22</sup> [http://www.heritagebattlecreek.org/index.php?option=com\\_content&view=article&id=120&Itemid=73](http://www.heritagebattlecreek.org/index.php?option=com_content&view=article&id=120&Itemid=73) Accessed 12/17/18



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Creek was inundated with dozens of health food factories of varying success. Some cereal operations populated mere tents or sheds, but others made profits and supported the growth of subsidiary ventures in packaging, printing, transportation, banking and construction.<sup>23</sup>

At the height of the cereal boom, from 1901 until about 1905, there were over forty-five cereal companies in various forms of operation in Battle Creek, each churning out products with enticing names like Zest, Vim, Klak-ota, Corn-O-Plenty, Korn Krisp, Malt-Too, X-Cel-O and Per-For. These small businesses outsourced printing and packaging, sometimes to out-of-town printers. Competition within the cereal industry was fierce, and \$10,000,000 per year was spent on cereal advertising.<sup>24</sup> Innovative marketing tactics (like Postum undercutting all of the competition by offering the exact same cereal at the highest and lowest price point to eliminate all of the mid-priced cereals), take-overs and mergers eliminated many operations.<sup>25</sup> As companies collapsed, cereal packaging operations also suffered. As of 1902 the only independent company manufacturing cereal cartons and boxes in Battle Creek was the Record Printing and Box Company.<sup>26</sup> Postum boxes were manufactured at the Ellis Printing plant<sup>27</sup> and the Kellogg Company added a box manufacturing division after 1906. Gage Printing Company benefitted from the cereal industry without becoming a box manufacturer by picking up massive jobs like printing *Sweetheart of the Corn* posters and Gage's largest single order for the *No Green in Her Eye* advertising blotters.

## THE PRINTING INDUSTRY IN BATTLE CREEK

Even before the cereal boom, Battle Creek was a bustling city known as a major center of publishing in Michigan. The Seventh-Day Adventists created a significant publishing operation for their pamphlets and books where they published their periodical, the *Review and Herald*, beginning in 1855. After expanding their printing facilities in 1879, the Adventists ran the most complete and largest publishing house in Michigan, with the ability to print five thousand volumes per day.<sup>28</sup> The operation employed 260 people. Mysteriously, the Seventh-Day Adventist publishing operation burned to the ground in 1902, six months after the Sanitarium met the same fate. Along with the General Conference headquarters, operations of the publisher moved to Takoma Park, Maryland, with only a two-day lapse in publishing the *Review and Herald*.

Yet, the city continued to maintain a significant printing industry, which had developed alongside that of the Adventists. By 1897 the state gazetteer listing "printing presses" first

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<sup>23</sup> Butler, Mary. *Cereal Boom. Vol 3 of the Gold-In-Flakes series.* 1995. Heritage Publications Historical Society of Battle Creek.

<sup>24</sup> "Our Health Foods." *Daily Moon.* June 12, 1903.

<sup>25</sup> Middleton, Arthur J. 1967. *The First 87 Years of George C. McKay.* Battle Creek, MI: self-published. P. 60.

<sup>26</sup> Clippings from Heritage Battle Creek Research Center and Community Archives, Cole File. *Daily Moon.* May 22, 29, 1902; August 22, 1902; April 18, 1905.

<sup>27</sup> Gardner, Washington. *History of Calhoun County, Michigan: A Narrative Account of its historical progress, its people, and its principal interests.* Vol 2. Chicago, New York: The Lewis publishing company, 1913. P. 335.

<sup>28</sup> "Oldest Remaining Landmark of SDA Here Will Be Razed." *Battle Creek Enquirer.* November 7, 1946.

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among the city's various industries.<sup>29</sup> In 1902 the *Typographical Journal* reported that Battle Creek had not only three daily newspapers, but also the Gage Printing Company, the Ellis Publishing Company, the Pilgrim Company, and the "Record Box Factory and Publishing Company," in addition to printing operations by the Kellogg company. This set Battle Creek apart as "the first in the state as regards the number of printers employed."<sup>30</sup>

Ellis Publishing Company was founded in 1893 and following the *Review and Herald* fire became the largest printing house between Detroit and Chicago, employing 150 people at its height.<sup>31</sup> Ellis was known for printing popular bookkeeping and business publications. Another notable figure in the publishing industry, Joseph L. Cox of the Duplex Printing Company, invented and produced flat-bed newspaper printing presses that were shipped world-wide, and Duplex held a virtual monopoly on tabloid and medium-sized printing.<sup>32</sup>

Over twenty-two daily and weekly newspapers have been published in Battle Creek since its founding.<sup>33</sup> The genealogy of these journalistic endeavors is rife with confusing name changes and with newspapers appearing amidst fanfare then disappearing into mergers and buyouts. In one such example, a week after the *Marshall News* went out of business at the end of January 1889, long time newspaperman Alfred B. Tozer, a prominent all-round newspaperman in Battle Creek, launched the *Sunday Record*, the ancestor of today's *Battle Creek Enquirer*. Within six months, The *Sunday Record* was sold to Eugene R. Cole who began the Record Publishing Company.<sup>34</sup>

In 1899, just after starting the *Sunday Record*, Cole also established the Dogdom Publishing Company, and printed a nationally-distributed, illustrated, monthly magazine called *Dogdom*, aimed at dog fanciers. *Dogdom* was not only the "official paper of the American Toy Dog Club," but arguably "the best dog magazine in America."<sup>35</sup> The publication moved with the *Sunday Record* to the Carlyle Street building. Cole served as editor and owner and became known as a recognized authority on dogs and a respectable businessman. Following Cole's death in 1913, his half-brother Frank E. Bechman took over publication of *Dogdom*. The magazine proved to be too difficult to maintain during wartime, and publication ceased.<sup>36</sup>

## THE RECORD PRINTING AND BOX COMPANY

In addition to periodicals, Battle Creek developed into a significant food carton printing center, largely due to its robust cereal manufacturing industries. Indeed, there was such a demand for food cartons, particularly cereal box printing and production during the cereal boom, that several

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<sup>29</sup> *Michigan State Gazetteer and Business Directory*, 1897. Detroit: R. L. Polk & Co, 1897, p. 266.

<sup>30</sup> "From Battle Creek." *Typographical Journal*. January 1, 1902. P. 170.

<sup>31</sup> *Battle Creek Daily Moon*. January 14, 1907.

<sup>32</sup> "The Way We Were." *Battle Creek Enquirer*. November 18, 1998.

<sup>33</sup> April 1, 1952. *Battle Creek Enquirer*.

<sup>34</sup> *The Journal and the Dean of Battle Creek Journalism* (Pamphlet). Willard Library. 1910. P. 21.

<sup>35</sup> "From Battle Creek." *Typographical Journal*. January 1, 1902. P.170.

<sup>36</sup> "Frank Bechmann [sic] Dies Today at 66." *Battle Creek Enquirer*. May 18, 1951.

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companies that produced newspapers, books, and other periodicals developed divisions of their business to produce such products.

One of the first to do so was the text book printer Ellis Publishing Company, established in 1893. Ellis began making paper boxes, cartons, packing wrappers and the like for one cereal operation – the most lucrative one – Postum Cereal Company as a side operation in 1899. To accommodate this new endeavor, Ellis had a 50-foot-by-150-foot, three-story printing factory constructed at 15-17 East State Street (formerly Marshall Street).<sup>37</sup>

Recognizing an opportunity to expand his printing operation like Ellis Printing did, Eugene Cole reorganized his newspaper publishing company in 1902 as the Record Printing & Box Company with a capital stock of 125,000 dollars and an expanded mission to manufacture boxes for the many small cereal companies in the Battle Creek area.<sup>38</sup>

Cole ordered construction of a building similar to that of the Ellis Publishing Company<sup>39</sup> in order to provide space for a state-of-the-art printing operation for the *Sunday Record* newspaper, and to allow enough room for contract work for the booming cereal business. The *Daily Moon* newspaper noted that the new Carlyle Street building would “be attractive as well as useful...everything essential to a large and modern printing plant will be installed, including an electrotyping and engraving outfit.” The 10,000-dollar, three-story building had 6,500 square feet per floor and was 50-by-132 feet. The building was constructed so it could be later made into a five-story building, if needed.<sup>40</sup> Cole “contracted for a generator and 14 [individual] motors” allowing the business to do away with the belting and shafting used at their old newspaper operation. The Carlyle Street plant had electric light and power and had “the most modern equipment for doing all classes of printing and also has a large plant for the manufacture of food cartons.” Employing 150 people and in operation twenty-two hours per day, the factory was one of the major manufacturing plants in Battle Creek.<sup>41</sup> Given the demand for food cartons in the city, Cole was assured of doing a profitable business. So great was the demand that some cereal companies could not find a local box producer to fill demand and business was sent outside of Battle Creek.<sup>42</sup> As of 1903, the company produced cartons for Try-a-Bita, Cero Fruto, Norka Oats, Bourdeau Flakes, Korn Krisp, Malt Nut, X-Cel-O, and Koffa. Hibbard Food Co, the Real Food Co. and Nutro Crisp also were clients. Thirteen presses were kept in operation.<sup>43</sup>

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<sup>37</sup> Gardner, Washington. *History of Calhoun County, Michigan: A Narrative Account of its historical progress, its people, and its principal interests*. Vol 2. Chicago, New York: The Lewis publishing company, 1913. P. 335.

<sup>38</sup> Ibid.

<sup>39</sup> Heritage Battle Creek Research Center and Community Archives, Cole File. *Battle Creek Historic Register Nomination for 15 Carlyle Street*.

<sup>40</sup> “\$125,000 Industry.” *Battle Creek Daily Journal*. January 14, 1902.

<sup>41</sup> Heritage Battle Creek Research Center and Community Archives, Cole File. [Title missing]. *Battle Creek Daily Moon*. May 22, 1902.

<sup>42</sup> “New Box Factory.” *Battle Creek Daily Moon*. January 14, 1902.

<sup>43</sup> “Whirr of the Wheels.” *Battle Creek Daily Moon*. February 24, 1903.

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While Post contracted with Ellis and The Battle Creek Box Company, which expanded its operation in 1900 to create boxes for his products<sup>44</sup>, the Kellogg Company eventually (after 1906) developed its own paper carton and box division which manufactured proprietary designs like Kellogg's 'Waxtite' package.<sup>45</sup> Other local box companies specialized in wire boxes (National Wire Box Company) and fiber boxes (Michigan Fiber Box Company) for shipping food packages by train.

At its inception, the Record Printing and Box Company was chaired by Henry F. Bechman, the superintendent of the Duplex Printing Press Works. To illustrate the interlinked nature of Battle Creek business leaders: the vice chair was the head of collections at Nichols & Shepard (leading agricultural manufacturer in Battle Creek); the treasurer was Frank Turner, the former mayor and president of Merchant's Bank; and Cole, the managing editor, was Bechman's son and previously worked for Duplex Printing Company.

Many of the small cereal enterprises were pipe dreams by unprepared investors. In a vicious Catch-22, the reputation of cereal-makers as 'fly-by-night' operations resulted in local banks refusing to provide business loans to any cereal entrepreneurs, which resulted in many businesses overextending their capital and failing. In early 1905, Cole resigned due to ill health. A month later, the Record Printing and Box Company went into receivership to "straighten out management issues,"<sup>46</sup> despite the plant being "one of the best equipped in Southern Michigan."<sup>47</sup> The *Battle Creek Daily Moon* reported "the company has done a good business but suffered severely from the collapse of the Pure Food boom. Several of the concerns for which the Record Company made cartons still owe for them." The business continued operations under well-respected local businessman Dr. W.T. Bobo, and the *Sunday Record* continued without interference with plans to be the best Sunday paper in the state. "The newspaper end of the company has been a success from the start and the embarrassment, which may only be temporary, is traceable entirely to the losses from incollectable [sic] accounts."<sup>48</sup>

More bad luck soon followed. In February 1907, an explosion erupted in the Carlyle street building. The boiler room, a one-story structure, was attached to the rear of the main building. Steam accumulated in a chamber of the boiler, and the entire room exploded, raining debris up to three-hundred feet away. The loss to the business was substantial, since their fire insurance policy did not cover explosion. However, the main building was not damaged and work resumed within hours of the early morning explosion.<sup>49</sup> Aware of the financial challenges of the operation, W.K. Kellogg encouraged his friend W.I. Fell, who was a board member of the

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<sup>44</sup> "The New Building." *Battle Creek Daily Journal*. October 3, 1900.

<sup>45</sup> Kellogg cereal advertisement, circa 1905. On loan from Kellogg Company to the Calhoun County Visitors Bureau.

<sup>46</sup> Heritage Battle Creek Research Center and Community Archives, Cole File. [Title missing]. *Battle Creek Daily Moon*. April 18, 1905.

<sup>47</sup> "Business Continues." *Battle Creek Daily Journal*. July 3, 1905.

<sup>48</sup> "Business Continues." *Battle Creek Daily Journal*. July 3, 1905.

<sup>49</sup> "Terrific Explosion." *Battle Creek Daily Journal*. February 26, 1907.

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Record Printing and Box Company, to purchase the operation.<sup>50</sup> The extensive machinery installed by Cole was relocated to what became the Michigan Carton Company, located on what is now Capitol Avenue, SW, next to the Kalamazoo River. The Michigan Carton Company took on many of the printing needs of the surviving cereal companies and was later purchased and merged with Litho Services, Inc. to become St. Regis Paper Company in 1974.<sup>51</sup>

By 1909 what had been forty cereal plants dwindled to just eight very powerful businesses: the Kellogg Toasted Corn Flake Co.; Postum Cereal Co.; Malta-Vita Pure Food Co.; Quaker Oats Co.; Mapl-Flake Mills; National Cereal Co.; Sanitas Nut Food Co.; and Battle Creek Sanitarium Food Co.<sup>52</sup> Court cases by shareholders were common by 1908, when shareholders of both Gage Printing Co., who printed for Korn Krisp Co. and the Record Printing and Box Company had cases in local court. “The outcome of the cases is considered important in a local way, due to the similarity of the processes by which so many food companies were organized during the boom of a few years ago.”<sup>53</sup> The fallout of the boom resulted in the final demise of the Record Printing and Box Company. Despite the early misadventures of the cereal industry, Battle Creek still derives national recognition as “the city that feeds the world breakfast.”<sup>54</sup>

As for the other half of the business in operation in the Record Printing and Box Company, the *Sunday Record*, Cole sold his interest to Charles E. Moore in July of 1906. With new partner Charles W. Green, Cole purchased the Morning Enquirer newspaper from Joseph L. Cox (Duplex Publishing Company). In 1907, the cereal giant C.W. Post bought Cole’s interest in the *Morning Enquirer* and Green managed that paper until 1908, when Post bought Green out as well and organized the Enquirer Publishing Company and released the *Sunday Record & Morning Enquirer*. In 1911 the name again shifted to the *Morning Enquirer and Evening News*.

Meanwhile, Moore merged The Sunday Record with a daily newspaper to become the *Sunday Record-Journal*. In 1909, Cole and a new partner, Victor Polachek, took over the *Sunday Record-Journal*, eventually dropping the name “*Record*” and introducing the *Daily Journal* as an evening paper, except for the Sunday morning issue. The *Daily Journal* became the only seven-day paper in southern Michigan.<sup>55</sup>

An interesting and important side story ties the Record Printing and Box Company history to a very important figure in the history of Battle Creek. One of the young bookkeepers at the operation was George C. McKay. A letter of recommendation from the company to McKay’s future employer, cereal company Malta Vita, notes his service being “entirely satisfactory, being a careful, conscientious and rapid workman.” McKay went on from his early days of bookkeeping at small cereal ventures to become W. K. Kellogg’s right-hand man at the Kellogg

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<sup>50</sup> “Officeways expands interior design staff, marks its 85th year.” *Battle Creek Enquirer*. February 23, 1986.

<sup>51</sup> “Firm is a Cornerstone in Battle Creek History.” *Battle Creek Enquirer*. February 19, 1984.

<sup>52</sup> Middleton, Arthur J. 1967. *The First 87 Years of George C. McKay*. Battle Creek, MI: self-published. Pg 60.

<sup>53</sup> “Stockholders.” *Battle Creek Daily Moon*. May 23, 1908.

<sup>54</sup> “Food Industry is Secure Foundation for City’s Growth.” *Battle Creek Enquirer*. August 12, 1931.

<sup>55</sup> Gardner, Washington. *History of Calhoun County Michigan*. The Lewis Publishing Company. Chicago and New York. 1913. Pg. 333.

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Company, and later the president of Security National Bank. What is now, in 2018, known as Heritage Tower, Battle Creek's tallest building. The building was constructed for Old-Merchants National Bank and Trust Company (NRHP 2018) and was, for a time, called George C. McKay Tower in honor of the man who led the bank for many years.

### **W.H. ELDRED'S WHOLESALE SADDLERY AND HARNESS COMPANY**

With the Carlyle Street building vacant and all of the equipment removed, the Record Printing and Box Company Building became home to the W. H. Eldred's Wholesale Saddlery and Harness Company from 1907 to 1921.

In 1877 Nelson Eldred, a prominent Battle Creek resident, was appointed receiver of a harness and saddle shop at 13 South Jefferson Street. After creditors were given their due, Eldred managed the shop, as he could not find a buyer. At the time, his son Willard (W.H.) Eldred was a bookkeeper for Bock & Peters Hardware Co. He began helping with the finances of his father's unwanted property, and seeing great potential in the business, bought it and determined to grow it into a successful business. Within a few years, Will Eldred expanded the business into 11 South Jefferson Street, and began selling livestock.<sup>56</sup> By 1898 the company again outgrew its space and opened as a wholesale harness and saddlery hardware store on East State Street, where Eldred employed twelve workmen and two traveling salesmen. The business manufactured leather equipment and stood out because Eldred did not run a mail-order business, as was the norm but utilized salesmen who visited customers in the region. Part of this was due to Eldred's style of keeping business simple, but also the value of fine leather fluctuated regularly so it was difficult to accurately price his wares in advance. Instead, he issued a catalogue with over two thousand products, and sold through travelling men to dealers and makers.<sup>57</sup> In 1905, Eldred decided to focus on manufacturing leather goods and sold the storefront part of his venture to harness-maker brothers Herbert and Harvey Harris.<sup>58</sup>

At that time, there were similar businesses in town, such as the Battle Creek Whip and Leather Company at 45-47 Kalamazoo Street, which employed fifty men as of 1902, and whose founder George Walters developed a special "36-hour process" for leather tanning.<sup>59</sup> The businesses were not competitive in the traditional sense, as evidenced by Walters giving a tanning demonstration at Eldred's shop in 1902.<sup>60</sup> In fact, when Walters' business reorganized into the Battle Creek Halter and Leather Company in 1905, W. H. Eldred signed on as treasurer and gave advice and financial assistance to Walters. Walters' business eventually showed signs of fragility a decade later, he attempted to break into the automobile industry with an invention that didn't catch on: a

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<sup>56</sup>"Remember When?" *Battle Creek Enquirer*. November 7, 1922.

<sup>58</sup> "Mainly About Folks." *Battle Creek Enquirer*. January 7, 1945.

<sup>59</sup> Heritage Battle Creek Research Center and Community Archives, Eldred File. "Battle Creek Whip & Leather Co." *Battle Creek Daily Moon*. August 8, 1902.

<sup>60</sup> "Battle Creek Leather Co." *Battle Creek Daily Moon*. November 10, 1902.

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leather tire.<sup>61</sup> During WWI the business shifted to become the home of the Milk Producers Association.<sup>62</sup>

When the Record Printing and Box Company opened its Carlyle Street building for rent in the fall of 1907, W. H. Eldred's growing operation moved there from the East State Street location. His staff increased to over thirty men. Eldred, like Walters, developed his business with an eye on the automotive industry. He reasoned that "the horse survived the bicycle craze," and perhaps he would live to see the horse outlive the automotive trend.<sup>63</sup> But he took no chances by diversifying his manufacturing to create 'top straps' and metal supplies for automobile tops. He also created lap-dusters, which are close-weave linen blankets for use in open cars to keep passengers clean.<sup>64</sup> The business also diversified by doing a large percentage of its work as repair on old equipment.<sup>65</sup> The diversification kept the leatherworking manufacturer afloat, and as of 1915 W.H. Eldred owned the only business of its kind in Battle Creek and advertised widely in national journals. Some three-hundred harness makers and dealers in the Ohio, Indiana and Michigan area dealt directly with the highly regarded Eldred.<sup>66</sup> Despite his reputation, Eldred could see the writing on the wall and realized he could not compete with automobiles and retired.<sup>67</sup>

Eldred kept busy with other endeavors. His father Nelson Eldred had organized the City Bank with other settlers in 1871 and served as the bank president for many years. When his father died in 1910, W. H. Eldred took over the position on the board. Eldred also owned a candy shop and delicatessen for several years, employing seventeen Battle Creek housewives.<sup>68</sup> Additionally he was part-owner of a theater and manager of Hamblin's Opera house, and took on a position as a United States Marshal.<sup>69</sup>

However, at the beginning of World War I, Eldred's retirement came to a sudden halt. The harness industry was suddenly again in demand to fulfill the perceived needs of the infantry in Europe. Eldred re-opened his business and landed government saddle contracts. To quickly mobilize while efficiently using good quality leather, the government induced suppliers to take on a share of the work by creating McClellan saddles, a uncomfortable, paired-down model popular during the Spanish-American War.<sup>70</sup> However, harness tradesmen quickly learned that

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<sup>61</sup> Jackson, James. *Beyond These Gates 1844-2014 Oak Hill Cemetery Battle Creek Michigan*. USA. Createspace.com. Pg. 400.

<sup>62</sup> "Ready for Business." *Battle Creek Enquirer*. March 31, 1905.

<sup>63</sup> "Harness Factory Supplies Wide Region." *Battle Creek Enquirer*. September 5, 1915.

<sup>64</sup> *Annual Report of the Commissioner of Patent for the year 1910*. Washington. Government Printing Office. 1911. Pg. 1057.

<sup>65</sup> "Harness Factory Supplies Wide Region." *Battle Creek Enquirer*. September 5, 1915.

<sup>66</sup> Ibid.

<sup>67</sup> "Death Claims W.H. Eldred." *Moon Journal*. October 3, 1921.

<sup>68</sup> "Fifty Years Ago Today." *Battle Creek Enquirer*. February 25, 1946.

<sup>69</sup> "Death Claims W.H. Eldred." *Moon Journal*. October 3, 1921.

<sup>70</sup> "Saddlery and Harness." United States World War One Centennial Commission. <https://www.worldwar1centennial.org/index.php/brookeusa-ancillary-industries/4858-brooke-usa-saddlery-and-harness.html>. Accessed 12/17/18.

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automobiles were better suited than horses for the trench fighting, and much of the harness-related equipment initially ordered by the army went into surplus storage instead of to the front.<sup>71</sup> Saddle and harness makers faced a shortage of good quality leather for non-war work. Eldred closed his business by 1919 as soon as his patriotic duty was no longer in demand. Enjoying a shorter-than-planned retirement, he died in 1921.<sup>72</sup>

## ALSTEEL MANUFACTURING COMPANY

A second business overlapped occupancy with W.H. Eldred at the Carlyle Street building and took over full occupancy upon Eldred's death. The Alsteel Manufacturing Company came into popularity with its invention, the "Macomber Double Acting Paper Baler". The business, in operation since 1912, moved into part of the Carlyle Street building in 1916, expanded to all three stories in 1921 and stayed in that location until 1952.

In the late 1800s and early 1900s, fires in manufacturing and retail areas were common in American cities. Even Battle Creek had major fires, most notably the Battle Creek Sanitarium in 1902. Fire fighters were volunteer at that time in the city, and with weak building codes and fire suppression infrastructure, businesses commonly burned. In 1915, Lynn W. Macomber, the founder of Alsteel, invented the Baling Press, a machine for compressing flammable materials such as rags and waste paper into fireproof bales. Compressing flammable materials eliminated the oxygen needed for them to be combustible. They were marketed to hospitals, factories, and schools. The device allowed businesses to operate safely and to qualify for reduced fire insurance rates. Alsteel had clientele nation-wide, touting satisfied customers from North Dakota to Pennsylvania.<sup>73</sup> A 1916 advertisement in *Modern Hospital* magazine explained the invention's benefits:

The Alsteel Paper Baler provides a means of protection and at the same time is the source of actual profit to your institution. A spark from furnace, match, or cigarette will start a fire that may cost lives and destroy property; danger lurks in loose, sacked, or crated paper. By installing an Alsteel Paper Baler the income derived from sale of waste paper will earn 50 to 500 percent annually on the cost of machine.<sup>74</sup>

Alsteel was a profitable business until it was forced to change its product line during World War I because its products were considered 'non-essential' to the war effort.<sup>75</sup> During the war, it created metal mailboxes for government use, but material and labor costs made it a less lucrative venture. In 1919 the business began rebuilding by hiring workers<sup>76</sup> and took on new projects like

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<sup>71</sup> *Harness*. Vol 29. March 1915. New York: Trade News Publishing Co.

<sup>72</sup> "Death Claims W.H. Eldred." *Moon Journal*. October 3, 1921.

<sup>73</sup> *The Modern Hospital Journal*. Vol 6, No 1. Forgotten Books, Publisher, London. Original January 1916.

<sup>74</sup> *The Modern Hospital Journal*. Vol 8.. St. Louis, MO: Modern Hospital Publishing Company. January 1917.

<sup>75</sup> "Alsteel, Inc., Plant Closed As 'Unprofitable Venture.'" *Battle Creek Enquirer*. July 21, 1967.

<sup>76</sup> Classified Section. *Battle Creek Moon-Journal*. June 26, 1919.



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manufacturing auto jacks.<sup>77</sup> After it completed its contract with the Postal Department, Alsteel was given another mail box contract, which ended in 1920.<sup>78</sup> Alsteel ‘held to the normal pace’ during 1921.<sup>79</sup> By 1924 management was eager to get the company back on track and return to profitability. A new company president was named and the company engaged in some reorganization.<sup>80</sup>

At this time, a long-time leader of the Battle Creek Chamber of Commerce and president of United Steel & Wire Company, G. J. Genebach, proposed a method of creating business sustainability in Battle Creek. His “Battle Creek Method” was a plan that he created in the early 1920s and marketed to Chamber of Commerce members over a dozen years. The idea was to “Grow from Within” as a policy of the city’s industrial leaders. Local industries were encouraged to pioneer a field, then Battle Creek’s business people were encouraged to invest in technological advances to create efficiency. “At the same time industries from outside of the city which find Battle Creek suited to their needs are given welcome...those [local companies] needing it and worthy are given assistance.”<sup>81</sup> In some cases, Chamber subcommittee members worked hands-on with small businesses to expand operations. Sanitarium director Dr. Kellogg became chair of the vocational committee, which was a body that functioned to keep the youth of Battle Creek interested in the city and to encourage them to remain in the city. He, along with Genebach and other businessmen, created a new investment company as an initial step in carrying out the policy for “Grow from Within.” In an eloquent speech detailing the plan, C.W. Otto of the Grand Rapids Chamber of Commerce expounded:

It is men and women, working together unselfishly and cooperating with each other, that make a city, not natural resources and manmade advantages...Our children are taught that railroads and stockyards have made Chicago, furniture has been responsible for the growth of Grand Rapids, and that Battle Creek is dependent on cereal food factories for its existence: But this is not true. It is the people themselves by work and enthusiasm for their own cities, and by taking advantage of God-given advantages, that makes community what it is.”<sup>82</sup>

By 1924, a re-organization was approved for Alsteel by the Michigan State Securities Commission and with close attention from investors of the “Grow from Within” plan, production of balers, lawn-sprinklers, vegetable slicers, hose clamps (for automotive use), washing machines, irons, juvenile furniture, fans and hardware resumed and flourished.<sup>83</sup>

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<sup>77</sup> “Of Local Interest.” *Battle Creek Enquirer and Evening News* September 22, 1919.

<sup>78</sup> “Complete Contract.” *Battle Creek Moon-Journal*. August 7, 1920.

<sup>79</sup> “Small Factories Keep to Normal.” *The Battle Creek Enquirer and The Evening News*. April 20, 1921.

<sup>80</sup> “Have Completed Reorganization.” *Battle Creek Enquirer*. November 6, 1924.

<sup>81</sup> “Small Acorns, Great Oaks, History of Factory.” *Battle Creek Enquirer*. December 29, 1924.

<sup>82</sup> “Dinner Meeting is Best Ever.” *Battle Creek Enquirer*. January 30, 1925.

<sup>83</sup> “Have Completed Reorganization.” *Battle Creek Enquirer*. December 6, 1924.

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“The Alsteel manufacturing company was today cited as an example of the results obtained by the new policy of the Chamber of Commerce designated as ‘Grow from Within,’”<sup>84</sup> Genebach announced in 1927. Fabrication eventually expanded to include wire baskets for the baking industry and axle rods for conveyors, and the firm became Michigan’s largest manufacturer of wire coat hangers.<sup>85</sup> Alsteel moved to 454 North 20th Street in 1952, ending eras of occupancy of the building on Carlyle Street which so closely mirrored Battle Creek’s industrial development.<sup>86</sup>

## SUBSEQUENT HISTORY

In 1952 the Record Printing and Box Company Building became a warehouse and sales office for Hermann Typewriter Service, which had previously been located in the Old-Merchants National Bank and Trust Company Building (NRHP 2018) arcade.<sup>87</sup> The “Business Man’s Department Store,” which began operation in 1931, was originally owned by Elmer Hermann. The business was purchased in 1968 by Fred Crandal and renamed Officeways.<sup>88</sup> Crandal chose the building in order to expand the display area and began to focus on the sales of office furniture and office supplies.<sup>89</sup> Officeways became successful and was recognized as the largest installer of office systems furniture outside of the Detroit metropolitan area<sup>90</sup> and was the exclusive dealer of Steelcase Inc. of Grand Rapids, which was the world’s largest office furniture manufacturer. Officeways’ clientele included the Kellogg Co., the Upjohn Co., General Foods, Archway Cookies, and Clark Equipment.<sup>91</sup> Crandal retired in 2000 and donated the building to the Battle Creek Community Foundation.<sup>92</sup>

Battle Creek Unlimited (BCU), the business development arm of the City of Battle Creek, purchased the building (which had been vacant since 2001) in 2003. In subsequent years, a series of plans were put forward to reuse the building as loft apartments, but for various reasons none of those plans came to fruition. At the end of 2017, the Record Printing and Box Company Building was purchased by Restore (269), a local development company. Plans include rehabilitation of the building to house a brewery on the first floor, office space on the second floor, and event space on the third floor.<sup>93</sup>

## ARCHITECTURAL SIGNIFICANCE

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<sup>84</sup> “Alsteel Growth Example of Give a Lift Success.” *Battle Creek Enquirer*. March 16, 1927.

<sup>85</sup> “Alsteel, Inc. Hatches New Egg Baskets.” *Battle Creek Enquirer*. February 14, 1960.

<sup>86</sup> “Building Sold by Alsteel, Inc.” *Battle Creek Enquirer*. December 2, 1952.

<sup>87</sup> *Ibid.*

<sup>88</sup> “Officeways expands interior design staff, marks its 85th year.” *Battle Creek Enquirer*. February 23, 1986.

<sup>89</sup> Advertisement. *Battle Creek Enquirer*. April 1, 1952.

<sup>90</sup> “Officeways is at doorstep of downtown revitalization.” *Battle Creek Enquirer*. February 24, 1985.

<sup>91</sup> *Ibid.*

<sup>92</sup> “Downtown condo idea intriguing.” *Battle Creek Enquirer*. December 23, 2003. P. 6.

<sup>93</sup> “BCU awards 15 Carlyle to Restore (269), \$200k to local startup brewery.” *Battle Creek Enquirer*. May 1, 2018. P. 1.

Record Printing and Box Company Building  
Name of Property

Calhoun County, Michigan  
County and State

The Record Printing and Box Company Building illustrates the timber-frame masonry-wall “slow-burning” or “mill construction” technique developed over “many years” in the late nineteenth and early twentieth centuries by the Factory Mutual Fire Insurance Companies of New England.<sup>94</sup> This building technique rose in prominence after fires destroyed many earlier mill buildings throughout the country.

The system developed in response to the deficiencies in early construction methods in which floor timbers, studs, beams, and braces “burn rapidly and fiercely when once a fire is started, while the spaces between the beams and studs form flues that give draft to the fire,” which allowed fire to spread rapidly throughout the entirety of the building.<sup>95</sup> The “fundamental principle” of slow-burning construction was to eliminate any element of construction that facilitated combustion – “instead of a large number of small pieces, a small number of large pieces are used.”<sup>96</sup> The use of heavy timbers on the interior construction was intended to slow the progress of a fire, allowing fire fighters or fire suppression systems time to arrest the fire and reduce the damage to the overall structure and contents. The heavy timbers were large in dimension single timbers for posts, beams, and as widely spaced floor joists in place of planks on edge spaced a foot or two apart and also required thick plank flooring laid directly on these larger dimension and more widely spaced joists. This was used instead of built-up members formed by multiple planks of wood placed side by side. The buildings were also framed so that damaged wood framing members from a fire would fall away from the brick exterior walls rather than harming them.

The techniques advanced by the insurance companies were developed “wholly from the interior motive or use of the property, without regard to architectural display,”<sup>97</sup> and applicable to various types of mills. The facade frequently had the name of the business painted directly on brick in a utilitarian statement of its contents. Instead of using architecture as a signal of status, the straight-forward design signals efficiency in manufacturing in an era when marketing was the duty of a well-funded marketing division, and was not the duty of the building itself.

The prescription for construction sought provide safe conditions, “stability and strength,” “adequate light, air, and ventilation,” all “at the least cost by the unit of the square foot of occupied floor.”<sup>98</sup> Sturgis claimed that slow-burning mill construction “has proved to be cheaper, safer, and better than any form of so-called fireproof mill yet invented.”<sup>99</sup>

As a three-story, brick-veneered, timber-framed building, the design of the Record Printing and Box Company Building typifies the slow-burning of the many manufacturing plants,

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<sup>94</sup> Russell Sturgis. *A Dictionary of Architecture and Building*, vol. III. New York: MacMillan Company, 1902, p. 530.

<sup>95</sup> Christopher Parkinson Brooks. *Mill Engineering*. Scranton, Penn.: International Textbook Company, 1906.

<sup>96</sup> Christopher Parkinson Brooks. *Mill Engineering*. Scranton, Penn.: International Textbook Company, 1906.

<sup>97</sup> Russell Sturgis. *A Dictionary of Architecture and Building*, vol. III. New York: MacMillan Company, 1902, p. 530.

<sup>98</sup> *Ibid.*

<sup>99</sup> *Ibid.*, p. 533.

Record Printing and Box Company Building  
Name of Property

Calhoun County, Michigan  
County and State

warehouses, and mill facilities in Battle Creek at the turn of the twentieth century. Elements that are common among the Battle Creek vernacular are relatively flat roofs with detailed cornices, building heights of not greater than three stories high, plain brick facades, and minimal detail that reflects its intended use as a manufacturing space. While Sturgis identified a standard roof pitch of one-half inch, the two-inch pitch of the Record Printing and Box Company Building may account for winter conditions in the Midwest. In Battle Creek, these buildings were typically built to be fifty feet wide, of varying length, and two or three stories high, as this building exemplifies. Daylit basements were also common, as well as stone foundations. A prominent exterior design element of the building at hand is brick keystones over each window instead of straight lintels, which hints that the masonry load-bearing walls have no steel in them. In Battle Creek, some of these buildings do have steel frames, especially the larger industrial buildings, thus resembling the Commercial or Chicago Style, rather than the low-scale, heavy-timber mill buildings of about the same time.

Other buildings built between about 1890 and 1910 of similar design and construction to the Record Box building include: the Battle Creek Whip and Leather Company plant on Kalamazoo Street,<sup>100</sup> the Battle Creek Implement Manufacturing Company,<sup>101</sup> the Hartman Smelting and Refining Company on Wagon Place,<sup>102</sup> and the Gage Printing Company at 25-27 North McCamly Street. Another building sharing structural and stylistic tendencies is the Duplex Printing Press Company Building. The Duplex building was originally built two stories tall. The building featured an ornate curved entrance that included an arched doorway and an elaborate brick crown, featuring stone trim and scrolls, above the corner entrance. When a third story was added to the building, most of the ornate details were removed, and it appeared at that point very similar to these other three-story Battle Creek vernacular industrial buildings<sup>103</sup> with stone keystones in jack arches above one-over-one windows minimal exterior details.

The Ellis Printing Company Building, located at 15-17 East State Street before it was demolished, was also similar to the Record Box building in that it was constructed of brick and was three stories high with little exterior decoration. The building extended over the Battle Creek River on pillars.<sup>104</sup> The Ellis Printing building differed from the Record Box building in that it had a false front façade that concealed a slightly pitched roof. In 1904 the structure was raised four feet due to the yearly winter ice dams that caused the building to regularly flood in winter.

All of these buildings have been demolished, and little of Battle Creek's downtown manufacturing history remains. Over time, industry developed around the downtown commercial area. The construction of a concrete channel to the west of the city in the 1960s further established the manufacturing center away from downtown Battle Creek.

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<sup>100</sup> "Battle Creek Whip & Leather Company's New Plant." *Morning Enquirer*. June 27, 1903.

<sup>101</sup> Ibid.

<sup>102</sup> "The Common Council." *Battle Creek Daily Journal*. September 11, 1906.

<sup>103</sup> "Duplex Printing Press Company building." Willard Historical Images. Willard Library.  
<http://dSPACE.willardlibrary.org/xmlui/handle/123456789/13057>

<sup>104</sup> "s03\_1476." Willard Historical Images. Willard Library.  
<http://dSPACE.willardlibrary.org/xmlui/handle/123456789/18096>

Record Printing and Box Company Building  
Name of Property

Calhoun County, Michigan  
County and State

When the Record Printing and Box Company was constructed in 1902, the location chosen for the building was on the very west side of the downtown area, and Carlyle Street to the south was populated mostly with residential homes. Like some other printing operations in the city, it was located with commercial buildings downtown. Many of the large factories at the turn of the twentieth century were built with direct access to freight rail lines, along the river, or in some instances, with access to both rail and water. However, newspaper printing did not require freight cars, but instead prioritized quick newspaper distribution within the commercial district and outlying residential areas.

## CONCLUSION

The Record Printing and Box Company Building is significant because the history of the building parallels the larger story of the city of Battle Creek. Established as the *Sunday Record* newspaper, the operation quickly shifted gears and diversified to capitalize on the incredible cereal boom by making food cartons, then suffered, like many businesses in the city, an almost equally dramatic decline due to the fluctuations of the once-nascent industry. The building was then utilized by a W.H. Eldred, a leather and harness operation, which foresaw the decline of the era of the horse and attempted to break into some aspects of the auto market. When World War I interrupted the retirement of the operator, he restarted his saddle making business to serve the needs of the military overseas. Meanwhile in a different part of the building, Alsteel Manufacturing pivoted from the manufacture of paper and rag balers to mailboxes for the federal government during World War II. After the war, the company became a model business with help from the Battle Creek Chamber of Commerce's 'Grow from Within' program, and the company's success resulted in the business outgrowing the building.

The following decades of stability in the building, which became a showroom and sales operation to the Officeways company, paralleled Battle Creek's steady mid-century period, which came to a close with the development macroeconomic forces, including the construction of a suburban mall, relocation of many businesses to the city's fringes, and subsequent decline of the downtown commercial district, despite development efforts like the creation of a pedestrian mall and the massive building projects of the Kellogg Headquarters and the W.K. Kellogg Foundation. As downtown Battle Creek's largest building, Heritage Tower, shut its doors due to occupancy issues, the Record Printing and Box Company also was vacated. Today the Record Printing and Box Company Building is affiliated through ownership with the Ratti Building, which is a nicely restored commercial building located on West Michigan Avenue that also shares a parking area with the Record Printing and Box Company Building. The rehabilitation of the Record Box building comes as Heritage Tower is undergoing a significant rehabilitation of its own. The optimism that pervaded the city when the Record Printing and Box Company Building was constructed is once again reflected in the building.

Record Printing and Box Company  
Name of Property

Calhoun, Michigan  
County and State

---

## 9. Major Bibliographical References

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

### PERIODICALS

*Battle Creek Enquirer* (1918-2018)

*Daily Journal* (1872-1914)

*Daily Moon* (1884-1915)

*Moon-Journal* (1915-1920)

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Roberts, E.W. *Pioneer Days in Old Battle Creek, an illustrated and descriptive atlas of a city in the making*. Central National Bank and Trust Co. Publisher, Battle Creek, MI. 1931

### INTERNET

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[http://www.heritagebattlecreek.org/index.php?option=com\\_content&view=article&id=120&Itemid=73](http://www.heritagebattlecreek.org/index.php?option=com_content&view=article&id=120&Itemid=73)

Great American Stations. "Battle Creek, MI (BTL)."

<http://www.greatamericanstations.com/stations/battle-creek-mi-btl/>

Markel, Howard. "The Secret Ingredient in Kellogg's Corn Flakes Is Seventh-Day Adventism." Smithsonian.com. <https://www.smithsonianmag.com/history/secret-ingredient-kelloggs-corn-flakes-seventh-day-adventism-180964247/>

United States Foundation for the Commemoration of the World Wars. "Saddlery and Harness."

<https://www.worldwar1centennial.org/index.php/brookeusa-ancillary-industries/4858-brooke-usa-saddlery-and-harness.html>

### OTHER

Heritage Battle Creek Research Center and Community Archives, files and clippings.

Record Printing and Box Company  
Name of Property

Calhoun, Michigan  
County and State

Kellogg cereal advertisement, circa 1905. On loan from Kellogg Company to the Calhoun County Visitors Bureau.

**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: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

---

**10. Geographical Data**

**Acreeage of Property .192 Acres (8,350 square feet)**

Use either the UTM system or latitude/longitude coordinates

**Latitude/Longitude Coordinates (decimal degrees)**

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

- 1. Latitude: 42.322049 Longitude: -85.186199
- 2. Latitude: Longitude:
- 3. Latitude: Longitude:
- 4. Latitude: Longitude:

Record Printing and Box Company  
Name of Property

Calhoun, Michigan  
County and State

**Or**  
**UTM References**

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

- |          |           |           |
|----------|-----------|-----------|
| 1. Zone: | Easting:  | Northing: |
| 2. Zone: | Easting:  | Northing: |
| 3. Zone: | Easting:  | Northing: |
| 4. Zone: | Easting : | Northing: |

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

Real property located in the City of Battle Creek, County of Calhoun, State of Michigan, and legally described as follows:

Lot 72 and the Northwest 30 feet of Lot 73 of Range of Block No. 3, according to the plat thereof recorded in Liber 2 of Plats, Page 42 in the office of the register of Deeds for Calhoun County Records.

Parcel # 0253-00-048-0

**Boundary Justification** (Explain why the boundaries were selected.)

The boundaries are the legal parcel boundaries as defined by the City of Battle Creek

---

**11. Form Prepared By**

name/title: Jill Anderson, Project Consultant  
organization: Jill Anderson Grants - Consultant to the Battle Creek Community Foundation  
street & number: 12 Lakeside Dr.  
city or town: Battle Creek state: MI zip code: 49015  
e-mail jillandersongrants@gmail.com  
telephone: 928.830.2723  
date: 7/24/2018

---



Record Printing and Box Company  
Name of Property

Calhoun, Michigan  
County and State

## ADDITIONAL DOCUMENTATION

Submit the following items with the completed form:

- Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

### 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: Record Printing and Box Company

City or Vicinity: Battle Creek

County: Calhoun

State: Michigan

Photographer: Cody Newman and Caitlynn Newman

Date Photographed: 1/26/2018

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

MI\_Calhoun County\_Record Printing and Box Company\_0001 (1 of 10)

Historic Depiction of the property from the southwest

MI\_Calhoun County\_Record Printing and Box Company\_0002 (2 of 10)

Exterior View of the property from the southwest

MI\_Calhoun County\_Record Printing and Box Company\_0003 (3 of 10)

Exterior View of the property from the southeast

MI\_Calhoun County\_Record Printing and Box Company\_0004 (4 of 10)

Exterior View of the property from the northwest

MI\_Calhoun County\_Record Printing and Box Company\_0005 (5 of 10)

Record Printing and Box Company

Name of Property

Calhoun, Michigan

County and State

Lowest Level View facing south

MI\_Calhoun County\_Record Printing and Box Company\_0006 (6 of 10)

Lowest Level View facing north

MI\_Calhoun County\_Record Printing and Box Company\_0007 (7 of 10)

Main Level View facing south

MI\_Calhoun County\_Record Printing and Box Company\_0008 (8 of 10)

Main Level View facing northwest

MI\_Calhoun County\_Record Printing and Box Company\_0009 (9 of 10)

Upper Level View facing down at the three-story stairway

MI\_Calhoun County\_Record Printing and Box Company\_0010 (10 of 10)

Upper Level View facing southeast

**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.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 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.

# THE RECORD BOX

15 CARLYLE ST. BATTLE CREEK, MI 49017

RECORD PRINTING AND BOX COMPANY LIMITED  
15 CARLYLE STREET  
CALHOUN COUNTY  
BATTLE CREEK, MI 49017  
GPS COORDINATES: (42.322049, -85.186199)



DRIVEN DESIGN

SITE - NATIONAL REGISTRATION

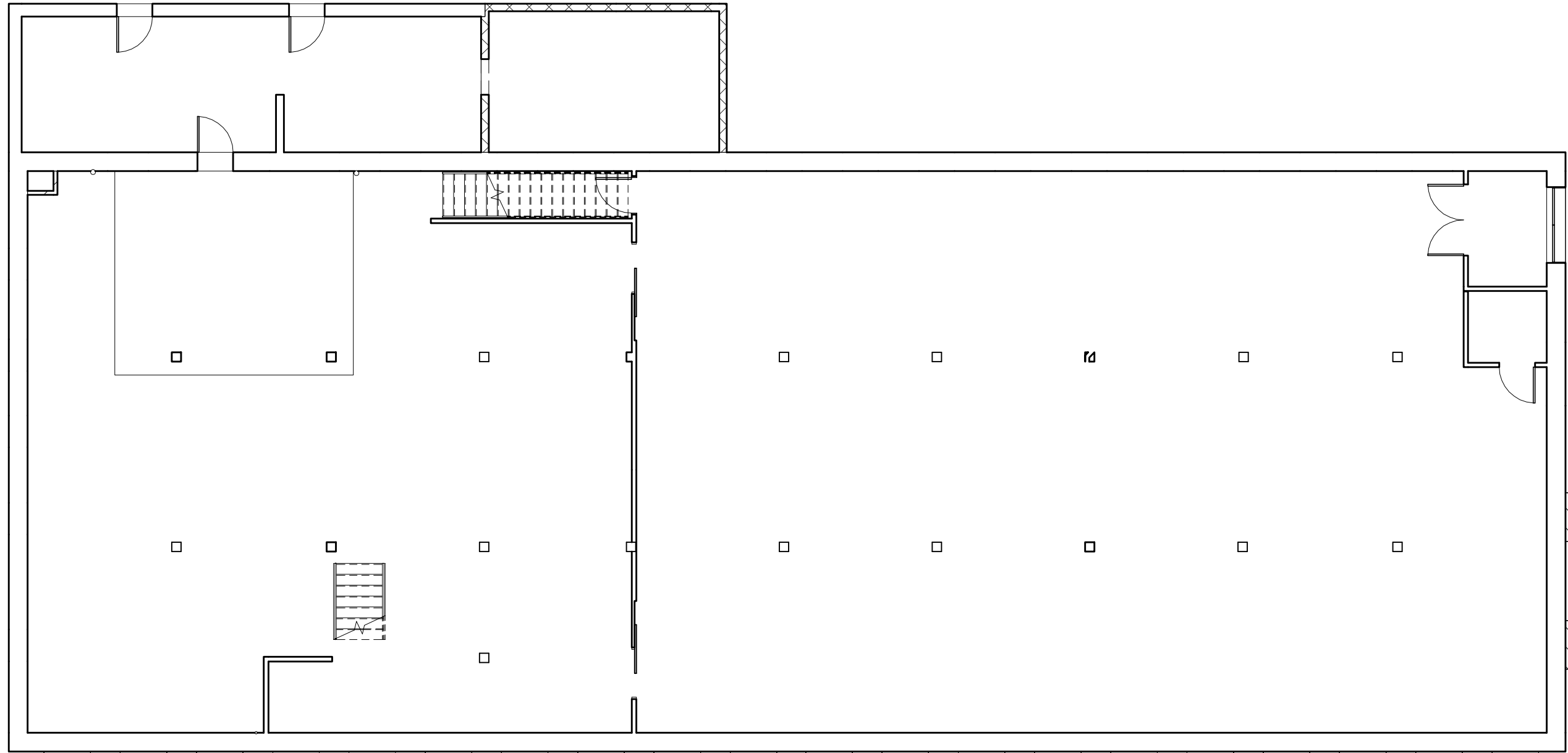
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SCALE 1" = 20'

Driven Design Studio P.L.L.C 2018 All rights reserved.

# THE RECORD BOX

15 CARLYLE ST. BATTLE CREEK, MI 49017



## EXISTING FIRST FLOOR

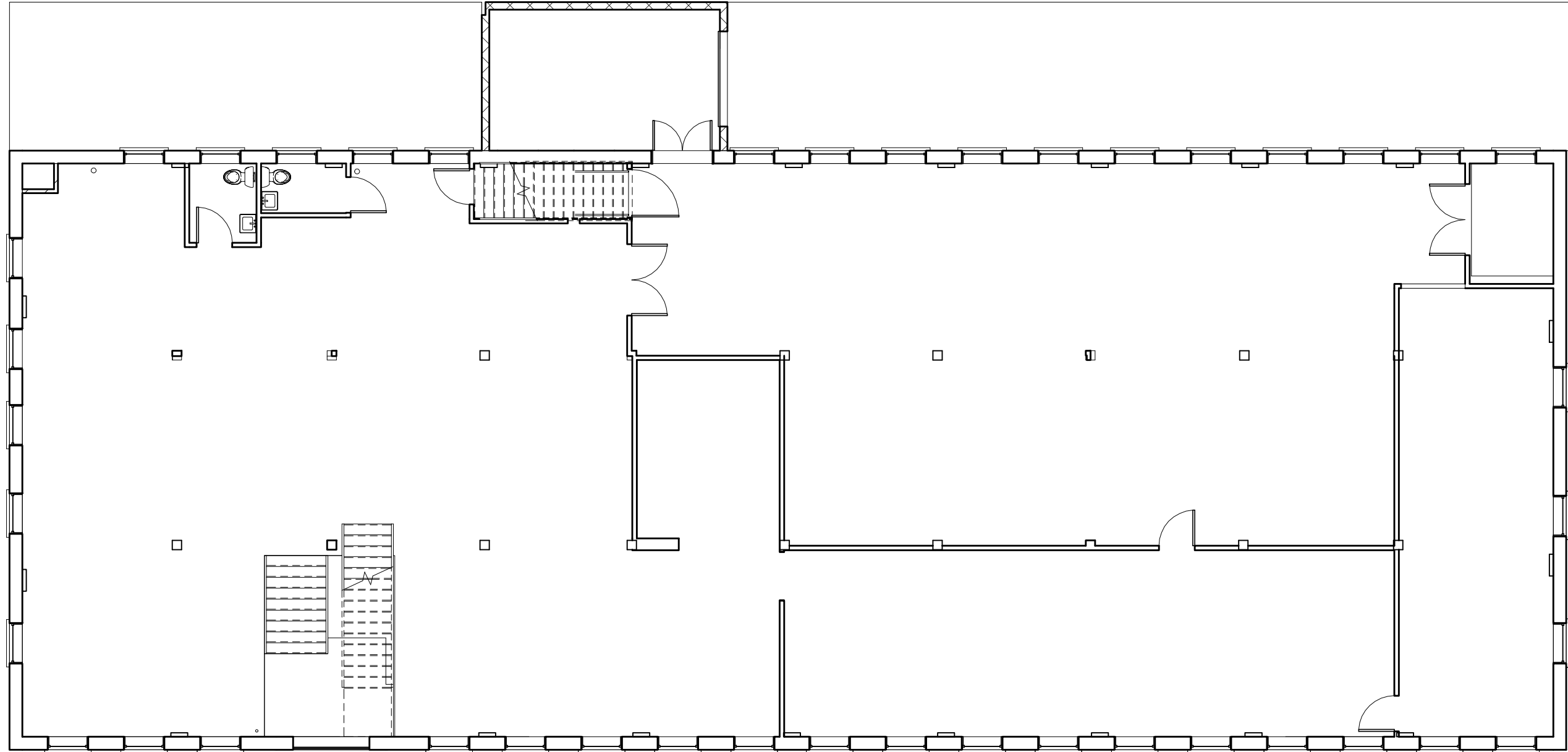
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# THE RECORD BOX

15 CARLYLE ST. BATTLE CREEK, MI 49017



## EXISTING SECOND FLOOR

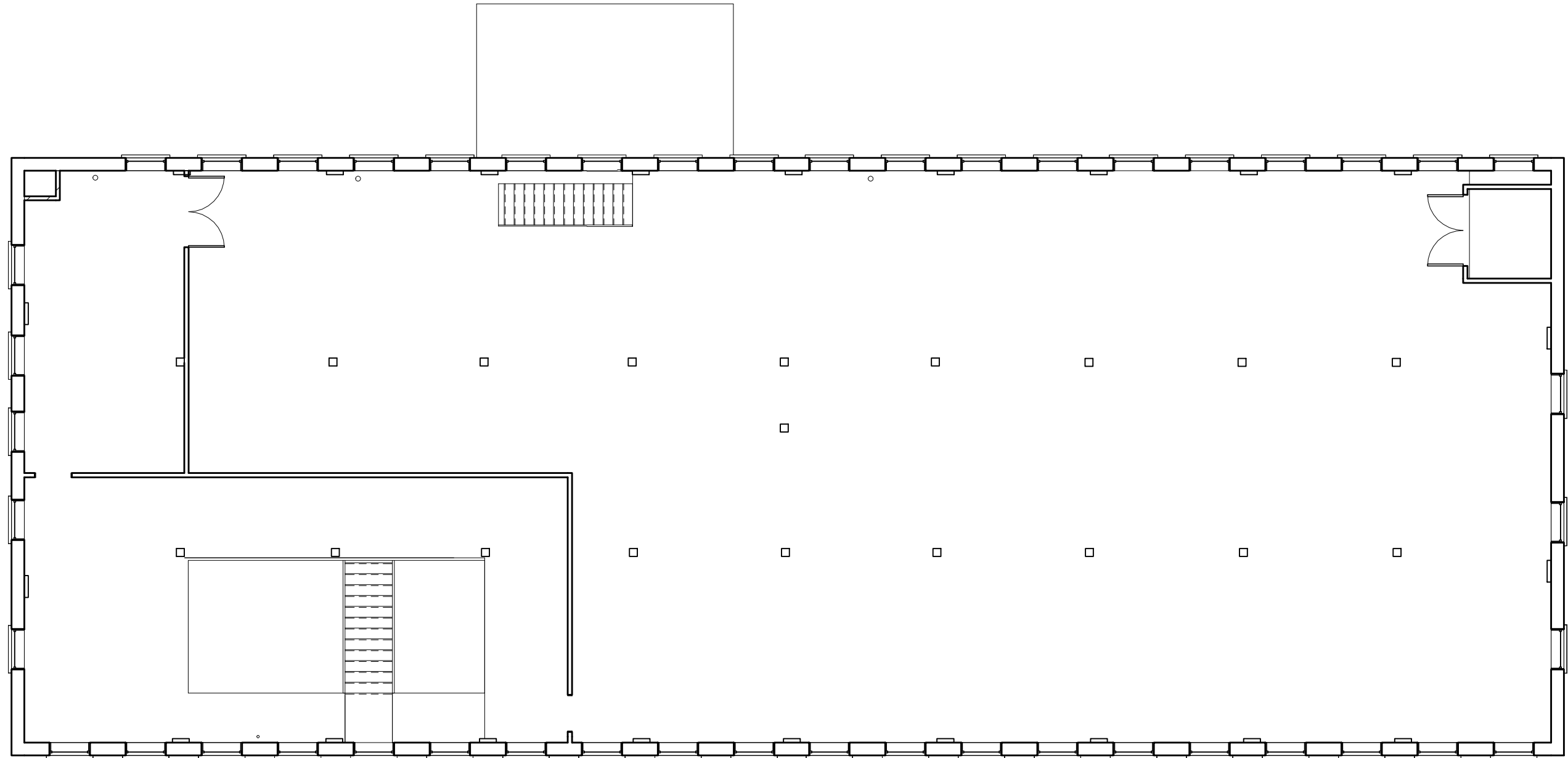
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# THE RECORD BOX

15 CARLYLE ST. BATTLE CREEK, MI 49017



## EXISTING THIRD FLOOR

SCALE 1" = 10'-0"

3/12/2019 7:31:39 PM

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# RECORD PRINTING AND BOX CO. BUILDING

RECORD PRINTING AND BOX COMPANY LIMITED  
15 CARLYLE STREET  
CALHOUN COUNTY  
BATTLE CREEK, MI 49017  
GPS COORDINATES: (42.322049, -85.186199)

15 CARLYLE STREET, BATTLE CREEK, MI



## ↑ SITE - CONTEXTURAL MAP

0' 75' 150' 225' 300'

SCALE 1" = 150'

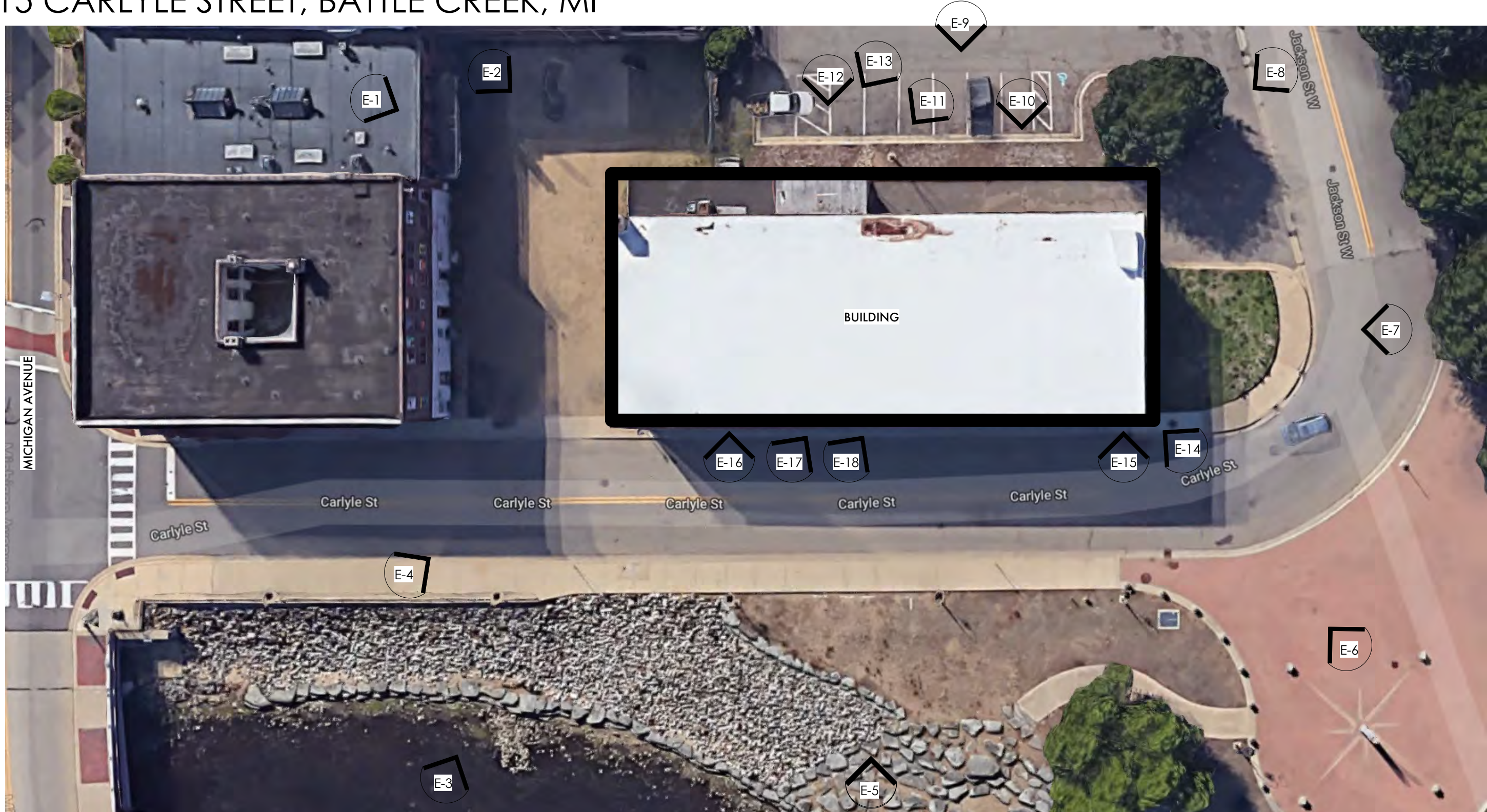
3/3/2018 11:10:44 PM

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# RECORD PRINTING AND BOX CO. BUILDING

RECORD PRINTING AND BOX COMPANY LIMITED  
15 CARLYLE STREET  
CALHOUN COUNTY  
BATTLE CREEK, MI 49017  
GPS COORDINATES: (42.322049, -85.186199)

15 CARLYLE STREET, BATTLE CREEK, MI



## 📍 SITE - CLOSE UP

SCALE 1" = 25' 0" 25' 50'

3/3/2018 11:10:44 PM

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FINE PRINTING RECORD PRINTING & BOX CO. LIMITED  
PAPER BOX MAKERS













Hee  
Help  
WAKA  
WUZ  
RECORD  
WUZ  
WUZ

Yellow box with illegible text









UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Record Printing and Box Company Building

Multiple Name: \_\_\_\_\_

State & County: MICHIGAN, Calhoun

Date Received: 6/18/2019      Date of Pending List: 7/3/2019      Date of 16th Day: 7/18/2019      Date of 45th Day: 8/2/2019      Date of Weekly List: \_\_\_\_\_

Reference number: SG100004225

Nominator: Other Agency, SHPO

Reason For Review:

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal       | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue    |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape       | <input type="checkbox"/> Photo              |
| <input type="checkbox"/> Waiver       | <input type="checkbox"/> National        | <input type="checkbox"/> Map/Boundary       |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period             |
| <input type="checkbox"/> Other        | <input type="checkbox"/> TCP             | <input type="checkbox"/> Less than 50 years |
|                                       | <input checked="" type="checkbox"/> CLG  |   |

Accept       Return       Reject      7/22/2019 Date

Abstract/Summary Comments: Locally significant example of 'slow burn' design for factories, and home of two important industrial concerns during the first half of the 20th century

Recommendation/ Criteria: Accept / A & C

Reviewer Jim Gabbert      Discipline Historian

Telephone (202)354-2275      Date \_\_\_\_\_

DOCUMENTATION:      see attached comments : No      see attached SLR : **Yes**

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

**Certified Local Government  
National Register Nomination Review Report**

Michigan State Historic Preservation Office  
Michigan State Housing Development Authority

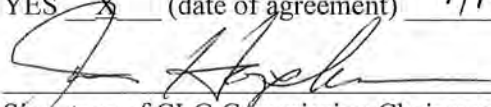


**Complete and return to:** National Register Coordinator, Michigan State Historic Preservation Office, Michigan State Housing Development Authority, 735 East Michigan Avenue, PO Box 30044, Lansing, Michigan 48909

**Name of Property:** Record Printing and Box Company Building (~~Heritage Tower~~)  
**Address:** 15 Carlyle Street  
**Owner:** Record Box LLC  
**Date Complete Nomination Approved by the SHPO:** March 19, 2019

\*\*\*\*\*

The Certified Local Government (CLG) agrees with the SHPO to expedite the review period for this nomination.

YES  (date of agreement) 4/16/19 NO   
 April 15, 2019  
Signature of CLG Commission Chairperson Date

 April 16, 2019  
Signature of Elected Chief Official Date

\*\*\*\*\*

Date(s) of commission meeting(s) when the nomination was reviewed: **4/8/19**  
Date of written notice to property owner of commission meeting: **3/27/19 & 4/1/19**  
The CLG provided the following opportunities for public participation in the review of this nomination:  
Were any written comments received by the CLG? **NO**  
Was the nomination form distributed to CLG commission members? **YES**  
Was a site visit made to the property by CLG commission members? **NO**  
Did the CLG seek assistance of the SHPO in evaluating the eligibility of this property for the National Register? **NO**

VERIFICATION of Professional Qualifications of Commission in accordance with 36 CFR 61, Appendix 1, of Michigan's Certified Local Government Program.

List those commission members who meet the 36 CFR 61 qualifications required to review this type of resource.

**Commission Member**

**Professional Qualifications**

**1. Cody Newman (had to abstain due to him being property owner and filer of nomination)**

Was an outside consultant used? **NO**

If yes, provide the name and list the 36 CFR 61 qualifications the person meets: **Architect**

The CLG Commission finds that the property meets the following National Register criteria of significance: **YES**

The CLG Commission finds that the property meets the National Register standards of integrity. **YES**

Recommendation of CLG Commission: **APPROVAL**

Mark A. Helmke  
Signature of Chief Elected Official

4-16-19  
Date

Date of transmittal of this report to the SHPO \_\_\_\_\_

Date of receipt of this report by the SHPO \_\_\_\_\_

(269) 753-8040  
restore269bc@gmail.com

facebook.com/restore269  
instagram.com/restore269  
restore269.com

**RESTORE (269)**  
RESTORING COMMUNITY THROUGH BUILDING

## Letter of Support

I, Caitlynn Newman, of the Record Box LLC, am the sole owner of the real property located in the City of Battle Creek, Country of Calhoun, State of Michigan, and legally described as follows: Lot 72 and the Northwest 30 feet of Lot 73 of Range of Block No. 3, according to the plat thereof recorded in Liber 2 of Plats, Page 42 in the office of the register of Deeds for Calhoun County Records, Parcel #0253-00-048-0.

I hereby declare that I fully support the National Nomination to register the 15 Carlyle Street, the Record Printing and Box Company. I feel it's historic character and vibrant past are contributing assets to the City of Battle Creek and the region.

Sincerely,



Caitlynn Newman  
Record Box LLC Owner  
15 Carlyle Street  
Battle Creek, MI 49017



STATE OF MICHIGAN

GRETCHEN WHITMER  
GOVERNOR

MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY  
LANSING

GARY HEIDEL  
ACTING EXECUTIVE DIRECTOR

June 11, 2019

Ms. Joy Beasley, Keeper  
National Park Service  
National Register of Historic Places  
1849 C Street, NW, Mail Stop 7228  
Washington, DC 20240



Dear Ms. Beasley:

The enclosed discs contain the true and correct copy of the nomination for the **Record Printing and Box Company Building, Battle Creek, Calhoun County, Michigan**. This property is being submitted for listing in the National Register of Historic Places. This nomination is a  X  New Submission   Resubmission   Additional Documentation   Removal.

- 1  Signed National Register of Historic Places Registration Form (Disc 1)
- 2  Locational maps (Disc 1, incl. with nomination)
- 6  Sketch map(s) / figures(s) / exhibits(s) (Disc 1, incl. with nomination)
- 3  Pieces of correspondence (Disc 1)
- 10  Digital photographs (Disc 2)
- Other:

COMMENTS:

- Please insure that this nomination is reviewed.
- X  This property has been certified under 36 CFR 67.
- The enclosed owner objections constitute a majority of property owners.
- Other:

Questions concerning this nomination should be addressed to Todd A. Walsh, National Register Coordinator, at (517) 373-1979 or walsht@michigan.gov.

Sincerely yours,

Brian D. Conway  
State Historic Preservation Officer