

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places Inventory—Nomination Form

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

received

date entered

1. Name

historic Jensen-Salsbury Laboratories

and/or common Coopers Animal Health Inc. formerly Wellcome Animal Health, Inc.

2. Location

street & number 520 West 21st Street

not for publication

city, town Kansas City vicinity of _____

state Missouri code 029 county Jackson code 095

3. Classification

Category	Ownership	Status	Present Use
district	public	<input checked="" type="checkbox"/> occupied	agriculture
building(s)	private	<input type="checkbox"/> unoccupied	museum
structure	both	<input type="checkbox"/> work in progress	commercial
site	Public Acquisition	<input type="checkbox"/> Accessible	educational
object	In process	<input checked="" type="checkbox"/> yes: restricted	entertainment
	N/A being considered	<input type="checkbox"/> yes: unrestricted	government
		<input type="checkbox"/> no	<input checked="" type="checkbox"/> industrial
			military
			other:

4. Owner of Property

name Coopers Animal Health Inc. formerly Wellcome Animal Health, Inc.

street & number 520 West 21st Street

city, town Kansas City vicinity of state Missouri 64108

5. Location of Legal Description

courthouse, registry of deeds, etc. City Hall

street & number 414 East 12th Street

city, town Kansas City state Missouri 64105

6. Representation in Existing Surveys

title Midtown has this property been determined eligible? yes no

date Feb. 26, 1982 federal state county local

depository for survey records Landmarks Commission

26th Floor E., City Hall

city, town Kansas City state Missouri 64106

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The tawny-colored, rough sand-cast brick and stone three-story (plus basement) structure completed in 1919, was designed by Kansas City architect Ernest O. Brostrom (1888-1969). Measuring 56 feet by 128 feet, the building extends nine bays on the south elevation and four bays on the east and west elevations. Construction of the building is reinforced concrete; roof type is flat with tar and gravel.

The basement level of the structure is faced with stone panels. On the south façade a series of brick piers and pilasters (capped with limestone) terminate in banded brick courses at the third-story level. A limestone string course separates the third-story from the parapet wall. Another string course separates the second from the third stories. The first-story windows possess stone lugsills and lintels; second-story windows are marked with limestone sills and lintels. This articulation of the main façade continues around to the east and west elevations.

At the main entrance (south façade) raised brick piers of varying width are juxtaposed against the stone lintels, sills and a flat roof canopy above the main portal, thus creating a strong interplay of horizontal and vertical elements. The entrance is ornamented at the third-story level by two figurative sculptures executed by Norwegian-born Jorgen C. Dreyer and at the basement level by two limestone urns.

Additions

In April 1919, directly north of the original structure, a two-story warehouse containing four garages was added. The area between the original structure and the 1919 addition was an alley, which was made into additional warehouse space in 1939. To the north of the 1919 addition, a one-story warehouse was added in 1947 (Frohwerk and Bloomgarten). The third floor west addition was added between 1939-1947.

Present status and condition

The Coopers Animal Health Inc. building is in good condition. Future plans to renovate the structure include tuck pointing and exterior cleaning. Windows will be replaced consistant with the original design. All work will be carried out by trained architects and technicians in accordance with the Secretary of the Interior's standards for rehabilitation.

Interior

Nothing remains of the original interior design.

Site

To the north of the structure is a private residence. An interstate connector is to the west. To the south is a service station and to the east a surface parking lot.

8. Significance

Period	Areas of Significance—Check and justify below							
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion				
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science				
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture				
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/				
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian				
<input type="checkbox"/> 1800–1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater				
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input checked="" type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation				
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)				

Specific dates 1918–1919

Builder/Architect Ernest O. Brostrom, architect

Jorgen C. Dreyer, sculptor

Statement of Significance (in one paragraph)

The Coopers Animal Health Inc. building (originally Jensen-Salsbury Laboratory building) is eligible for listing in the National Register of Historic Places according to Criteria A and C and is significant in the following areas: ARCHITECTURE: Designed in 1918 by Kansas City architect Ernest O. Brostrom (1888–1969), the three-story structure is one of the most expressive examples of commercial Prairie School style architecture in Kansas City. The brick-faced building, still in use today for its original purpose, displays a vigorous counterplay of vertical and horizontal elements, typical of the Prairie Movement---a progressive style stemming from the followers of Louis H. Sullivan and Frank Lloyd Wright. INDUSTRY: Started by Dr. Hans Jensen in 1913, Coopers Animal Health Inc., manufacturing veterinary biological, pharmaceutical and surgical supplies, became one of the forerunners of the veterinary supply business in the United States and today remains one of the leading producers and suppliers of veterinary medicines in the United States, Europe, South America, Japan and Canada.

The history of Jensen-Salsbury can be traced back to c. 1900 when Dr. Hans Jensen, trained in his native Denmark as a pharmacist, had immigrated to the United States and was working in a drugstore in rural Nebraska. As he talked with local farmers, he realized the increasing need for veterinary products. To pursue his interest in the treatment of animal disease, he enrolled in the Chicago Veterinary College, graduating in 1902. He then returned to Nebraska and opened a veterinary practice and small drugstore. A few years later, he accepted a position as instructor of therapeutics at the Kansas City Veterinary College and was also a partner-shareholder in American Veterinary Supplies Company, the first corporation to furnish supplies exclusively to veterinarians.⁵

While teaching at the veterinary college, Dr. Jensen developed many of his own formulations for use in his classes. As his students graduated and started their own practices, they began writing to him requesting his products. It was this continued demand that made Dr. Jensen, in 1913, decide to enter the veterinary drug manufacturing field. He resigned his position at the college and rented a third floor loft at 1228 Main Street in Kansas City for \$35 a month.⁶ An office was walled off in the front, a sales room was set up to display pharmaceutical products and a small incubator was installed to accommodate cultures for making bacterins.

One of Dr. Jensen's first tasks in his new occupation was to prepare a sales catalogue listing the veterinary pharmaceutical products and supplies he distributed. Issued in the fall of 1914, this small catalogue of approximately 60 pages was mailed to practitioners in the midwest. Dr. Jensen carried on the manufacturing and distribution of the business's products that year with the help of two local college students.⁷

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The following year, 1915, Dr. Charles E. Salsbury, a noted veterinarian was employed to produce biological products, and Dr. G.G. Graham, also a veterinarian, joined the company with responsibility for sales and promotion. The business was incorporated that year with Dr. Jensen as president, Dr. Salsbury as vice president, and Dr. ⁸Graham as secretary and treasurer. The trade name Jen-Sal was adopted. During this year, the U.S. Bureau of Animal Industry issued Jensen-Salsbury a license to produce and sell four bacterins, thereby providing early impetus to the new business.

February, 1915 marked the appearance of the first issue of the company's Jen-Sal Journal, a monthly publication designed exclusively for veterinarians and distributed free on a national basis. Dr. Graham was editor. Published without interruption until 1960, the journal contained information on the latest veterinary techniques, products and instruments, news from other vets, and a smattering of related trade data.

During WWI, British and French representatives were buying 1,000 to 2,000 horses a day at the Kansas City stockyards, then moving the animals east. For a considerable period of time, all animals purchased received a dose of Jen-Sal's influenza bacterin a 30¢ a dose. The resultant increase in Jen-Sal's business caused the company to seek larger quarters; Jen-Sal was moved to a new 9,000 square foot laboratory in the Raymond building on Main Street. As business continued to grow, another 4,000 square feet of floor space was obtained.

In 1917, the Jensalogue, a 300-page catalog soliciting mail order business⁹ was mailed for the first time to all practitioners in the United States. Products advertised in the catalog included bacterins, vaccines, diagnostic agents, serums, pharmaceutical specialities, sundries, instruments, and drugs and chemicals. Anti-hog cholera serum, an important product, was first marketed by Jen-Sal in 1915. Blackleg filtrate and liquid blackleg vaccine were manufactured in the Raymond building beginning in 1917.¹⁰

The following year, land was purchased for what is the present site of Coopers Animal Health Inc¹¹ at the corner of 21st Street and Pennsylvania In Kansas City, Missouri. The architect of the structure was Ernest Olaf Brostrom, who became prominent in the Middle West as one of the proponents of the Prairie School Movement. Brostrom, a native of Sweden, came to Kansas City in 1907 as an architect from Sioux City, Iowa.¹⁴ By 1911, he was working as an architect for local contractor, Harry Bliss and by 1912, he had opened his own office.¹⁵

As an admirer of Frank Lloyd Wright, Louis Sullivan, George Brant Elmslie¹⁶ and William Bray Purcell, Brostrom was influenced by their style. This influence can clearly be seen in three of Brostrom's works, including the Coopers Animal Health Inc. building (formerly Jensen-Salsbury¹⁷ Laboratory building) designed in 1918 and completed the following year.

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Avoiding the more electric styles which dominated Kansas City in the early 1900's, Brostrom designed the structure at 21st and Pennsylvania Streets with an emphasis on simplicity and strength. Reflecting a strong influence by Wright's Larkin Administration Building in Buffalo, New York¹⁸ (demolished c. 1949), Brostrom emphasized horizontal and vertical elements, a hallmark of the Prairie School Style. The massing of brick piers at the entrance, combined with the stone sculptures by Jorgen C. Dreyer, is the most forceful element of the design and is also reminiscent of the Woodbury County Courthouse (Purcell, Elmslie and Steele; Sioux City, Iowa) built in 1916-1918.

Occupancy of the new plant and warehouse took place in 1919, the year the structure was completed. The Jen-Sal staff consisted of nine men that year, six of whom possessed DVM degrees. The company claimed over 6,000 active accounts and there were distribution points in nine cities across the country. Sales that year were \$753,000. New products offered during the next two years included rabies vaccine prepared from rabbit tissue, botulinis antitoxin for forage poisoning and keratitis bacterin for pink eye.

The manufacturing facility for biologicals that is now referred to as "the farm" was begun in 1921 on ten acres of land in Wyandotte County, Kansas. A building for filtering anti-serums was the first to be completed, followed by a structure to house donor horses. In the spring of 1922, the anthrax unit was completed; the following year, the anti-hog cholera serum plant was erected. Other buildings were added as they were needed.

In its 1927 biological catalog, Jen-Sal prided itself on being "one of the largest exclusively veterinary laboratories in the world...providing veterinarians with every facility for securing every requirement by mail... rendering 24 hour service...with distribution depots conveniently located for every section of the United States."¹⁹

Upon Dr. Jensen's retirement in June 1929, Dr. Graham became president, Dr. Salsbery vice president and Mr. A.K. Pearson, secretary and treasurer. Dr. Jensen died at his home in California in July, 1936.²⁰

From 1930 to 1935, a period of general business depression, many veterinarians left private practice to work for the state and federal governments in a national campaign to complete the testing of all cattle for tuberculosis. A similar campaign was inaugurated for the control of brucellosis bacteria in cattle. These two campaigns increased demand for Jen-Sal's tuberculin and brucella abortus vaccine. In 1935, a U.S. patent was issued to Jen-Sal for the process of stabilizing concentrated calcium gluconate solution, for the treatment of calcium deficiency in cattle. A campaign launched for eliminating internal parasite in horses by the use of carbon disulfide provided a sizable market for Jen-Sal's C.D. bot capsules.

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In 1938, Jen-Sal's laboratories prepared encephalomyelitis (sleeping sickness) vaccine from the brain tissue of horses. An encephalomyelitis lab was built at the farm during the fall of that year. The following spring, vaccine produced by a unique new method---chick embryo---was announced at the company. Jen-Sal had taken work done by the federal government on wart vaccine and developed a method of growing the necessary virus culture in chick embryos. The tragic death of Dr. Salsbury occurred during the following year, 1939. He accidentally contracted encephalomyelitis while experimenting on the vaccine, and died four days later on July 7.²¹

In 1946, Jen-Sal merged with the Vick Chemical Company (subsequently Richardson-Merrell, Inc., Wilton, Connecticut). Until this time, Jen-Sal's products had been marketed through agents or distribution branches. There were no salesmen, little sales promotion and advertising and no organized publicity. All business was done by mail order or telephone. Hence, most of the product lines were standard and competitive. Jen-Sal, like other veterinary companies, vied for business by emphasizing fast, reliable service

The end of WWII saw the rise of three competitive factors: the increasing importance of local veterinary distributors; the development by human ethical firms of new specialty products which often had outstanding veterinary application; and the increasing sales of veterinary products to farmers by proprietary drug houses through drugstores and supermarkets. These competitive market conditions forced Jen-Sal to change its marketing and institutional policies. One of the first steps undertaken, with guidance from Vick, was the creation of a sales force in 1949. This was followed by the implementation of a research and product development program which was to culminate in the introduction of many new products during the subsequent decade. Among the products introduced by Jen-Sal in the early 1950's were several deworming compounds, an injectible antihistamine, sulfa formulations, a fungicide, a new modified live virus hog cholera vaccine, Canine Distemper-Infectious Hepatitis Combined Antiserum, Canine Wart Vaccine, and a lyophilized (freeze-dried) modified live virus rabies vaccine.

Many additions and renovations were made during these years in the division's pharmaceutical and biological laboratories and manufacturing facilities. The hog cholera serum facility was expanded, a new research building was added, branch distribution depots were modernized and expenditures were authorized for the purchase of lyophilization and other equipment.

In 1957, Jensen-Salsbury introduced Cytohep, the first veterinary tissue culture vaccine for the immunization for dogs against infectious hepatitis. Also marketed for the first time that year was a group of products for the treatment of leptospirosis in large and small animals. In 1961, Cytogen, the first tissue culture origin modified live virus canine distemper vaccine was marketed by Jen-Sal. By the time of its 50th anniversary in 1963, the division had expanded in all respects. Sales were \$3.5 million, 1.6 times

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larger than they were at the time of acquisition, research expenditures were 20 times what they had been ten years earlier and products were exported to South America, Europe, Japan and Australia in addition to being sold in the U.S. and Canada. In addition, new animal research quarters and isolation units had been constructed at the farm.

From 1965 to the present, veterinary medicine in general witnessed notable advances in the prevention of respiratory and clostridial (sudden death) diseases in cattle. These diseases pose a major threat in feedlot operations, which have grown significantly in size and number to meet the country's food requirements.

Based on technology and equipment licensed from the Wellcome Foundation, Ltd. of England, Jen-Sal's scientists developed a line of anaerobic bacterins and toxoids for clostridial diseases that set new standards for the quality, consistency and effectiveness of such products.

In March 1975, Jen-Sal received a license from the U.S. Department of Agriculture to produce Cephalovac VEW, the first three-component vaccine to protect horses against Eastern, Western and Venezuelan equine encephalomyelitis. In the area of small animal biologics, Jen-Sal was noted for its ERA strain modified live virus rabies vaccine. The strain was first isolated by another major research organization which granted Jen-Sal the U.S. marketing rights. It was the only modified live virus rabies vaccine (it is no longer used) approved for use in six species.

The company, now Coopers Animal Health Inc., now spends over \$2 million on research annually. More than 75 people are engaged in the field, including a number of employees with advanced degrees. Pharmaceutical research is conducted at the downtown Kansas City, Missouri facility; biological research is done at the 30 acre farm in Kansas City, Kansas. With sales today of over \$40 million, Coopers Animal Health Inc. has come a long way since Dr. Hans Jensen opened his business in 1913.

Concluding remarks on Brostrom's design:

During the early decades of this century, Ernest Brostrom, who had no formal architectural training, gave to Kansas City a new style of architecture. Influenced by the work of Wright and Sullivan, Brostrom designed the Jensen-Salsbury Laboratory building (presently Coopers Animal Health Inc. building) with a forceful, non-academic and humanistic character—a new way of thinking about the commercial structure. Over sixty-five years old, the building remains a classic example of a structure functional enough to retain its original use.

9. Major Bibliographical References

see attached sheets

10. Geographical Data

Acreage of nominated property less than one acre

Quadrangle name Kansas City MO-KANS.

Quadrangle scale 1:24,000

UMT References

A

1	5	3	6	2	4	0	0
Zone	Easting	Northing					

B

1	5	3	6	2	4	0	0
Zone	Easting	Northing					

Verbal boundary description and justification

520 W. 21st Street, Colemans 1st addition, lots 15 through 32 and vacant alley west of and adjacent lots 17 through 24 Block 2.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
-------	------	--------	------

state	code	county	code
-------	------	--------	------

11. Form Prepared By

name/title	1. Cydney Millstein	architectural historian
------------	---------------------	-------------------------

organization	date 8 April 1985	
--------------	-------------------	--

street & number	p.o. box 22551	telephone (816) 363-0567
-----------------	----------------	--------------------------

city or town	Kansas City	state Missouri 64113
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12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

John Karel, Director and Deputy State Historic Preservation Officer
Division of Parks & Historic Preservation

date

5/20/85

For NPS use only:

I hereby certify that this property is included in the National Register

date

Keeper of the National Register

date

Attest:

Chief of Registration

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Notes

¹ Western Contractor, 3 July 1913, p. 18.

² The figurative sculpture, molded and cast in cement, are emblematic of biology and chemistry. Derivative of the telamon, they are not, though, structural in nature.

³ The flower urns were finished by the Trusswall Manufacturing Company of Kansas City, Missouri.

⁴ RMI publications, "Jensen-Salsbury, then and now", photo essay, 1976, p. 1.

⁵ ibid.

⁶ Kansas City Star, 16 June 1918, n.p.

⁷ Jen-Sal Journal, July-August, 1936, p. 7.

⁸ Jen-Sal Journal, September-October, 1939, p. 3.

⁹ Jen-Sal Journal, July-August, 1936, p. 7.

¹⁰ As quoted in RMI publications p. 2.

¹¹ Jensen Salsbury Laboratory became Burroughs Wellcome Company in 1979, then it became Wellcome Animal Health Division of Burroughs Wellcome Company, in 1980. In December, 1983, the name was changed again to Wellcome Animal Health Inc., and in October of 1984, it became Coopers Animal Health Inc..

¹² Kansas City Star, 16 June 1918, n.p.

¹³ Kansas City Star, 29 August 1969, p. 21.

¹⁴ The firm of Eisentraut-Colby-Pottenger sent Brostrom to Kansas City to manage one of their branch offices.

¹⁵ Sherry Piland, "Early Kansas City Architect: Ernest O. Brostrom", Historic Kansas City Gazette, October-November, 1980, p. 5.

¹⁶ Elmslie had been a draftsman for Sullivan for twenty years.

¹⁷ The other two structures are the Old Rushton Bakery Company (1920), and the Newbern Apartments (1921/1925).

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¹⁸ Donald Hoffman, "An Architects Subtle Marks on the City", Kansas City Times, 8 December 1964, p. 36.

¹⁹ As quoted in RMI publications, p. 2.

²⁰ Jen-Sal Journal, July-August, 1936, p. 7.

²¹ Jen-Sal Journal, September-October, 1939, p. 3.

Bibliography (major selections)

Hoffman, Donald. "Kansas City's Lost Heritage From the Chicago School." Skylines, February 1964, pp. 13-21.

. "An Architect's Subtle Marks on the City." Kansas City Times, 8 December 1964, p. 36.

Kansas City Star. 16 June 1918, n.p.; 29 August 1969 p. 21.

Jen-Sal Journal. July-August 1936; Septmeber-October 1939.

Jensalogue. Jensen-Salsbury Laboratories Inc., Kansas City Missouri, 1934.

Piland, Sherry. "Early Kansas City Architect: Ernest O. Brostrom." Historic Kansas City Gazette, October-November, 1980, p. 5.

RMI publications. "Jensen-Salsbury, then and now." (photo essay), 1976.

Western Contractor. 3 July 1913, p. 18.

Specifications. Jensen-Salsbury Laboratories. July, 1918.

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2. James M. Denny
Chief, Survey & Registration
and State Contact Person
Department of Natural Resources
Historic Preservation Program
P. O. Box 176
Jefferson City, Missouri 65102

Phone: 314/751-4096
Date: May 15, 1985

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~~MUNICIPAL AIRPORT~~

JENSEN-SALSBERRY LABORATORIES

520 West 21st Street

Kansas City, Jackson County, Missouri

U.T.M. Reference:

A. 15 /362400 /4327500



Photo Log:

Name of Property: Jensen-Salsberry Laboratories

City or Vicinity: Kansas City

County: Jackson County State: MO

Photographer: Joe Stornello

Date
Photographed: Feb. 1982

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

- 1 of 7. S elevation.
- 2 of 7. Detail of main entrance, S elevation.
- 3 of 7. S elevation, figurative sculpture, 3rd story.
- 4 of 7. Detail of W elevation.
- 5 of 7. W elevation.
- 6 of 7. E elevation.
- 7 of 7. Detail of W elevation, decorative brick.





520 WEST 21ST ST









