

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

## 1. Name of Property

historic name Charles M. Moore Insurance Company

other names/site number WAB-1905

Name of Multiple Property Listing N/A

## 2. Location

street & number 1007 State Street  NA not for publication

city or town Bowling Green  NA vicinity

state Kentucky code KY county Warren code 227 zip code 42101

## 3. State/Federal Agency Certification

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

I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property  meets  does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:  national  statewide  local

Applicable National Register Criteria:  A  B  C  D

Signature of certifying official/Title: Craig Potts/State Historic Preservation Officer Date \_\_\_\_\_

**Kentucky Heritage Council**

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ State or Federal agency/bureau or Tribal Government

## 4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register  determined eligible for the National Register

determined not eligible for the National Register  removed from the National Register

other (explain:) \_\_\_\_\_

Signature of the Keeper \_\_\_\_\_ Date of Action \_\_\_\_\_

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**5. Classification**

**Ownership of Property**  
 (Check as many boxes as apply.)

**Category of Property**  
 (Check only **one** box.)

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

- private
- public - Local
- public - State
- public - Federal

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

Contributing	Noncontributing	
1	0	buildings
		site
		structure
		object
1	0	<b>Total</b>

**Number of contributing resources previously listed in the National Register**

Downtown Commercial District (79003510)

0 (see note on page 3)

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Professional

**Current Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Professional

**7. Description**

**Architectural Classification**

(Enter categories from instructions.)

Modern Movement/International Style

**Materials**

(Enter categories from instructions.)

foundation: Masonry – brick

walls: Concrete block with brick veneer

roof: Built up asphalt

Masonry and steel-framed structure,

other: plaster interior walls

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## Narrative Description

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### Summary Paragraph

The Charles M. Moore Insurance Company building (WAB-1905) was completed in 1953 on State Street in Bowling Green, seat of Warren County, Kentucky. It is the earliest example of an International Style office building in the city. The integral part of the building reached prominence in the 1950s, but two significant additions were made to the back and left side of the building in 1964 and 1972, respectively. The building is listed on the National Register of Historic Places within the Downtown Commercial District (79003510). That nomination was completed in 1979, when the Charles M. Moore Insurance Company had only been constructed for 26 years. The building was assigned a contributing status, but this evaluation is believed to be an error.

### Historic Use of the Lot

Charles M. Moore, Sr. purchased the property on January 9, 1951 from the Moore Realty Company. There are no familial relations between the two parties. When the property was purchased in 1951, it was a vacant lot. (4) The building and the lot it stands on are currently owned by Charles M. Moore, Jr., who acquired the property from his father in 1980.<sup>i</sup>

The Moore Realty Company received the empty lot on July 8, 1950 from Rhea G. and Kathrine Cox Price.<sup>ii</sup> The couple had purchased the property on January 6, 1940 from C.W. Lampkin and Roland Fitch.<sup>iii</sup> When the Price's purchased the property, upon it stood a tall and slender brick building that was used as an apartment building. Roland and Fitch purchased the building on April 5, 1938 from G. Duncan Milliken, Jr.<sup>iv</sup>

A 1914 Sanborn map shows that the lot that currently contains the Charles M. Moore Insurance Company building was half located within a furniture store and half within the undertaker's office.<sup>v</sup> Sometime between 1914 and 1938, this building was demolished and a new brick structure was built that was used for apartments. The deeds for this period of time could not be found.

### Current Character of the Lot

The long and narrow lot, 78' x 140' mostly contains the building. There is an area behind the 1972 addition that serves as a parking lot. This parking lot has been paved with asphalt. The lot itself is level, as there are no major dips or bumps on the sidewalks, in the parking lot, or within the building. State Street, which gives the lot its street frontage, runs in a northeast to southwest direction. The building faces to the southeast. A church occupies the lot to the east; an office building, the lot to the west.

### Original Design: How it looked when it was built

The building originally was single-bay two-story structure. It became the earliest example of an International Style office building in Bowling Green. Completed in 1953, the structure has a 39' length and 24' width. The

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i

Warren County Clerk's Office Deed Book 1021, page 508

ii Warren County Clerk's Office Deed Book 245, page 423

iii Warren County Clerk's Office Deed Book 187, page 323

iv Warren County Clerk's Office Deed Book 182, page 549

v Sheet 11 of Sanborn Insurance Maps of Warren County, Kentucky; [http://kdl.kyvl.org/catalog/xt7hqb9v1h8c\\_11](http://kdl.kyvl.org/catalog/xt7hqb9v1h8c_11)

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Charles M. Moore Insurance Company building, ca. 1960, center of image. Note the cars parking along the west of the building. The 1972 addition now occupies that parking area. (Photo 1)

building's form includes a void created at the corner by the addition of multiple windows. The asymmetrical facade, lack of adornment, and banded glass "wall" are all characteristic of the International Style. The insurance company occupied the first floor and the upper level was leased to tenants until the insurance company expanded into the space.

The structural frame is comprised of masonry and steel consisting of columns, main beams, and joists. The brick masonry wall foundation features spread footings. There is no basement in the building. The first floor of the building is concrete while the upper story's floor consists of soft wood. The roof is flat and made of built-up asphalt. Only the facade facing the street features concrete tile. The rest of the building's exterior walls are comprised of a brick veneer. The interior walls are coated in plaster that has then been painted white. The cost to construct the building in 1953 was \$9,840, but the construction company is not known.

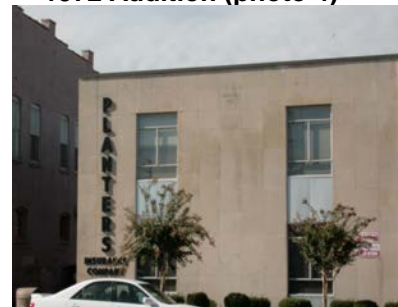
**Original Structure (Photo 2)**



**Street Facing Facade (Photo 3)**



**1972 Addition (photo 4)**

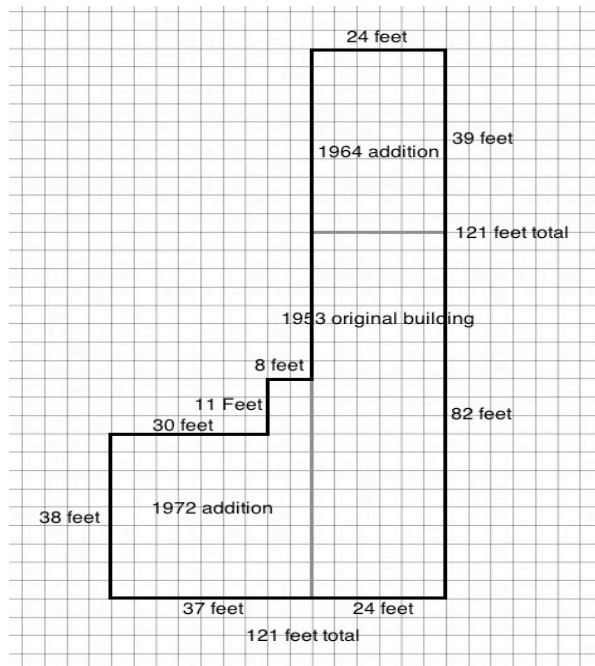


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**Current Condition: How it looks today**

The site of the Charles M. Moore Insurance Company building remains unchanged in its use since its construction. Its appearance has been altered by two additions, one on the left (west) side and the other at the back of the building. The original building's facade, however, remains unchanged.



Sketch of Building with Measurements

The building's street facing facade is the most decorative of all the exterior walls. The original facade has two full glass doors; one on the far right and one on the far left of the facade. In between the doors are three floor-to-ceiling windows. Within the middle window is a company emblem that consists of the letters "CMM" in gold within a blue circle. Along the top of the circle are the words "Charles M. Moore" in gold. In order to be the same height as the three large windows, a smaller pane was placed above the door on the right side of the facade. No windows are above the door on the left side of the building. Between the first and second floor is a row of metal siding with the words "Insurance Bonds" spelled out in black. The letters protrude from the siding. Directly above the metal siding and on the second story are four large windows, each with four panels. Extending directly above the door on the left side of the building is the word "Moore," spelled vertically in black protruding letters, similar to those on the metal siding. The facade which is not composed of glass is covered by 1' x 1' concrete tiles which are 1"-1½" thick.

The 1972 addition to the street facing facade was designed to be cohesive with the building's original structure. The addition was built approximately 3 inches further back from the street than the original building. This allows for a visual break in the facade. It is covered in concrete tiles that are slightly darker than those found on the original structure. There is no door on this section of the building's street facing facade. There are four windows, each with four panels, the same as those found on the second story of the original building. This building portion has two windows on the first floor and two on the second. They are separated by metal siding. On a tile between the two windows on the second story of the addition are the words "Moore 1972" carved into

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the concrete. On the far left of the addition, there is the word “Planters” in black protruding letters, written vertically, just as “Moore” can be found on the original structure. Underneath “Planters” is “Insurance Company” in smaller black protruding letters that are written horizontally.

The northeast exterior wall, to the right of the building's street facade is the longest wall of the entire building, measuring 121.6 feet. It continues to carry on the pattern of concrete tiles and large windows for approximately 10 feet. It has one floor-to-ceiling window on the first floor and two windows with four panes on the second story. Between the two floors is a continuation of the metal siding with the word “Moore” in black protruding letters. After the concrete tiles end, the rest of this side of the building is covered in a brick veneer. The brick veneer contains a total of twelve windows, with six being on the top story and six on the bottom story. These windows are simple two panes. The northwest exterior wall, to the left of building's street façade, is 37.6 feet in length. It is covered in a brick veneer and features no windows. There are no outstanding features on this facade.



Right Exterior Wall  
(photo 5)



Right Exterior Wall  
(photo 6)

The back of the building faces northwest, and is covered in brick veneer. Three distinct brick colors can be detected. Each of these colors indicates one stage of the building's construction: 1953, 1964, and 1972. Directly behind this wall is the asphalt parking lot for the building. The section of the building that was completed in 1972 features a total of six windows. There are three on the top story and three on the bottom story. This section of the back of the building also contains a rain gutter on the far right side. There is also a street lamp attached between two of the windows on the top story. The section of the back of the building that was completed in 1953 only contains one window to the far right of the facade. The section of the back of the building completed in 1964 contains no windows. None of the windows on the supplemental facades of the building are original. They have all be replaced in the recent past.



Back of the Building  
Photo 7



Back of the Building  
Photo 8



Back of the Building  
Photo 9

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The building's roof is flat and is composed of built-up asphalt. The roof has been replaced on a few occasions with the last being within the past ten years. There are no skylight windows on the roof.

### Description of Interior

The far right door on the street facing facade of the original building enters into the building's lobby. It is a rectangular room with an enlarged photograph of Bowling Green located on the left wall. Directly in front of the doorway is a large desk enclosed on the top with glass.



Interior of Lobby, Photo 10

Between this desk and the westernmost wall is a hallway measuring approximately 15 feet. A few feet down this hallway is a door that enters into the front desk cubicle and a doorway parallel to the cubicle's doorway that enters into another office. At the end of the hallway is a rectangular sitting area. On the left of the sitting area is a door that leads into an office. Further past the sitting room are two more offices. Permission was not granted to view the interior of the 1972 or 1964 additions because they are currently rented by other businesses.

### Architect

The Charles M. Moore Insurance Company building was designed by local architect Frank D. Cain, Jr. for businessman Charles M. Moore. Cain was one of the two major architects involved in designing modernist buildings in Bowling Green and the surrounding region throughout the late 1950s, 1960s, and early 1970s. The project records from Cain's office indicate that his projects were generally for residential, office, education, or government facilities. There were few office buildings built in Bowling Green and Warren County during the modern movement in architecture, but the Charles M. Moore Insurance Company building is an exception. Other buildings in the city designed by Cain include the Professional Arts building in 1958, the Southern Building in 1964, the Dr. Carson Building in 1965, and the Ashley Circle Medical Offices from 1975-1980.<sup>vi</sup>

### Changes over time to arrive at its current condition

1. A 24' x 82' addition to the back of the building was completed in 1964. This was used as extra office space. It is constructed with a masonry and steel frame. The exterior walls feature a brick veneer.
2. An addition to the left side of the building measuring 37 feet in width and 37 feet in length was completed in 1972. This was used as an extra office space until it was sold in 1980 to a separate insurance company. It is constructed with a masonry and steel frame. The exterior walls feature a brick veneer.
3. The inside of the building has been changed several times through the act of adding and removing various walls.
4. Several new and additional features have been added to the building including fire alarms, new windows, and exterior lighting for the parking lot.

<sup>vi</sup>Milliken Building, National Register nomination form, June 4, 2009; pg. 15. On file at the Kentucky Heritage Council, Frankfort, Kentucky.

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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.

**Areas of Significance**

(Enter categories from instructions.)

Architecture

**Period of Significance**

1953

**Significant Dates**

1953

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

**Significant Person**

(Complete only if Criterion B is marked above.)

NA

**Cultural Affiliation**

NA

**Architect/Builder**

Cain, Frank D., Jr. (architect)

**Period of Significance** The Period of Significance, 1953, is the year in which the Charles M. Moore Insurance Company building was completed. A single year Period of Significance is a convention of the National Register for architecturally significant buildings.

**Criteria Considerations** NA

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## Statement of Significance

### Summary Paragraph

The Charles M. Moore Insurance Company building (WAB-1905) meets National Register Criterion C, as it embodies the distinctive characteristics of the International Style of architecture. It also holds the distinction of being the earliest example of this style in downtown Bowling Green, seat of Warren County, Kentucky. The Charles M. Moore Insurance Company building is important because it serves as one of the earliest appearances of the modern movement's International Style in the historic part of the city. The other, the Milliken Building (1963) was listed on the National Register in 2010 (NRIS 09001313). The author of the Milliken Building form found 12 office buildings in Bowling Green that present various modern era styles. Much of the current nomination's Statement of Significance draws from the Milliken Building nomination's historic context: Modern Movement Office Buildings in Bowling Green and Warren County, Kentucky, 1953-1980.

### Historic Context: Modern Movement Office Buildings in Bowling Green and Warren County, Kentucky, 1953-1980.

One of the defining moments for the introduction of the Modern Movement in architecture in the United States was the New York Museum of Modern Art (MoMA) 1932 exhibit and the accompanying book *The International Style* by Phillip Johnson and Henry Russell Hitchcock.<sup>8</sup> The exhibit exposed the evolution of style and was downplayed by progressive social content. The style is considered to have been begun by this exhibit and thus transpired into architectural designs around the nation.

The International Style is significant unique due to its creation of a new architectural aesthetic which did not rely on historical styles. Its elements were drawn from modern construction techniques and materials. These include strip windows, flat roofs, grids of supports, cantilevered horizontal planes, metal railings, and curved partitions. Designers in the style tended to use simple rectangular volumes articulated by crisply cut openings and to emphasize hovering planes and interpenetrating spaces. The International Style seemed a move toward the two-dimensional art and graphic illustration form known as cubism, a style in which overly decorative features are denied in favor of harsher lines and solid forms. Examples of buildings in the International Style can be found all over the world.

The International Style never gained true universality because of the stark contrast in design to previously accepted architectural forms. However, the style implied a universality in approach that favored the simplistic stylistic form of the 1930s.

### International Scene

The characteristic features of modern movement architecture in America were catalogued for the general public in a 1942 publication by the New York City Museum of Modern Art (MOMA) entitled "What is Modern Architecture?" The characteristics of this design movement included:

- construction: steel skeleton, reinforced concrete, cantilever construction
- materials: steel, aluminum, concrete, plywood, glass block

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<sup>8</sup> Clements, Brian, Milliken Building, National Register nomination, 2010 (NRIS 09001313), p. 9

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- the open plan
- emphasis of the building's volume instead of its mass
- asymmetry
- absence of ornament
- the building's structural forms became its ornament
- use of abstract forms
- the focus shifts to materials and away from applied ornament
- free forms of nature.

The International Style came to be identified with modern office architecture in the United States. The first functionalist skyscraper office building built in this style in the U.S. was the PSFS building (1931) in Philadelphia by Howe & Lescaze (photo below).



*PSFS Building, Philadelphia PA    Lever House, New York NY    Air Force Academy Chapel, Colorado*

The work of Skidmore, Owings & Merrell (SOM) became synonymous with modernist office design in the 1940s and 1950s. For the Lever House in New York City, SOM revived the distinctive design solution of Howe and Lescazes' 1931 PSFS Building. "The Lever House was the first postwar office building to develop an idea (originally suggested in the design of the PSFS Building) of treating the building's base and shaft as separate elements. Rather than the building resting on the ground, short piers lift it off the earth to create the image of glass-enclosed volumes floating over the street."

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Skidmore, Owings, and Merrell occupied a dominant national position in the design of office buildings with their steel and glass designs, with offices in Chicago, New York and San Francisco. “Their primary expertise ‘was’ in high-end commercial buildings, as it was SOM that led the way to the widespread use of the modern international-style or ‘glass box’ skyscraper.” The subsequent styles developed by SOM and other corporate office designers have become known as “Curtain Wall” and “Corporate Modern/Slick Skin.”

The concept of “Styling” developed by industrial designers was paralleled by architects in an “attempt to reintroduce into architecture the monumentality outlawed by mainstream rationalism” (Colquhoun: 246-247). SOM participated in this movement away from designing solely in the International Style, with the design of symbolic structures like the Chapel at the Air Force Academy. Eero Saarinen, in the design of the IBM Rochester facility developed a Miesian style for the complex. In his design for the TWA complex in Washington D.C., Saarinen developed an Expressionist style. And in his design for the U.S. Embassy in London he designed in a New Formalist style. The modernist approach of Saarinen was client- and project-specific, embodying the idea of ‘styling’ advocated by industrial designers.

The style of Brutalism developed in the late 1950s as a renewal of the functionalist ideology. Brutalist buildings were characterized by a rough, blocky appearance that emphasized their concrete material and structure. The buildings’ functions and services were exposed on the exterior. In the case of the Boston City Hall, special functions like the mayor’s office and council chambers are emphasized in the façade. Though this style did not reach the popularity in office building design of the International Style and New Formalism, it signaled an important break with the idea of an International Style. However, with the exception of the emphasis on the building’s mass, the characteristics of modern movement buildings are evident in Brutalist designs. Compare, also, LeCorbusier’s Unite de habitation and the Yale Art and Architecture Building by Paul Rudolph Kallmann, McKinnell.



*Boston City Hall*



*LeCorbusier's Unite de habitation*



*Yale Art and Architecture Bldg.*

Concurrent and subsequent design approaches, given style names such as New Formalism (Neo-Palladianism), often differed fundamentally from the International Style by emphasizing mass, symmetry, ornament and the classical hierarchies, while maintaining the basic modernist advances of the open plan, curtain wall, and steel and/or concrete structures. Elements of New Formalism, especially as practiced by Edward Durell Stone, are present even within Bowling Green, in the Milliken Building (NR-listed 2009, NRIS 09001313) as the best local example. Though he designed the Museum of Modern Art in New York in 1937, by “the mid-1950s Stone moved away from strict modernist tenets and began to fuse the formalism of his early Beaux-Arts training with

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a romantic historicism,” ([http://en.wikipedia.org/wiki/Edward\\_Durell\\_Stone](http://en.wikipedia.org/wiki/Edward_Durell_Stone)). Stone used classical prototypes such as temples, coliseums and Pompeian houses as models for designs, “evoking the great enduring monuments of the past, while keeping a foot in the modern camp by using the most advanced materials and structural methods” (Doordan: 119). Though Stone’s office executed several designs for prominent office buildings, including the Standard Oil Building in Chicago, the majority of his work and influence was in the design of university and governmental buildings. The Kennedy Center also is well-known.

The Lever House is a good example of the influence of European architects upon the modern movement in the United States. The idea of raising a building on columns and setting it in a park was promoted and practiced by Le Corbusier, a French modernist, to free the ground level for common and public uses. Mies Van Der Rohe, a German modernist practicing in Chicago, promoted the form of the steel structure and glass skin through his designs. The steel and glass design of the Lever House, raised above the ground level, makes use of both of these ideas.<sup>7</sup>

#### **Survey of Modern Movement Building in Bowling Green & Warren County, Kentucky (1949-1980)**

This survey of Modern Office Buildings in Bowling Green was completed by Brian Clements to support the National Register nomination of the Milliken Building, and has been adapted for use in the current nomination, of the Charles M. Moore Insurance Building. Much of the text in this section comes verbatim from the Milliken Building nomination form.

In this period of the modern movement, architects were experimenting with a palette of styles, including International, Brutalism, and New Formalism. The architects designing office buildings for the Bowling Green and Warren County market designed in several styles as well. The time period for new modernist office buildings built in the area was between 1958 and 1974. The first office building in a modern movement style was the Charles Moore Building by Frank D. Cain Jr.. The last modern movement office buildings designed in the area were a group located on Ashley Circle in the late 1970s. Two local architects, Frank D. Cain Jr. and Joseph P. Wilk, designed modernist buildings in Bowling Green and the surrounding region throughout the late 1950s, 1960s, and early 1970s. The project records from Cain’s office indicate that his projects were generally for residential, office, education and government facilities. The project records from Wilks’ office indicate that his projects were generally residence, offices, banks, churches, and educational facilities. While nationally, the International Style became synonymous with office buildings of the 1940-1970 period, few office buildings in Bowling Green and Warren County were built in modernist styles.

There were two types of office buildings built in Bowling Green and Warren County in this time period. They were the single business and the speculative office building. The single business office building was typically designed and built for, and occupied by, the owner. The owner would sometimes build additional space which they rented out until it was needed for expansion. The Charles M. Moore Insurance Building is an example of this approach. A public lobby for tenant use would not typically be provided.

The speculative office building was designed and built for investors. In Bowling Green the investors would typically occupy part of the building, and lease out the remaining portion(s). The Milliken Building is an example of this approach. The Milliken & Milliken law firm occupied the ground and second levels, and leased

<sup>7</sup> Clements, Brian, Milliken Building, National Register nomination, 2010 (NRIS 09001313), p. 4-5

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the third and fourth levels to tenants. A public lobby for tenant use is a typical feature of the speculative office building.

The following list includes new modern movement buildings that were placed in the Bowling Green area, generally designed for professional office use. The list omits offices supporting retail or warehouse establishments. The list was compiled from records of provided by The Kentucky Museum and a visual survey of the city of Bowling Green and Warren County, KY.

DATE	NAME	LOCATION	STYLE	TYPE	ARCHITECT
1949	GALLAWAY BUILDINGS	600/601 STATE ST.	INTERNATIONAL	SINGLE	INGRAM
1953	CHARLES MOORE BLDG.	1007 STATE ST.	INTERNATIONAL	SINGLE	CAIN
1958	PROFESSIONAL ARTS*	US31W BYPASS	INTERNATIONAL	SPEC	CAIN /WILK
1963	MILLIKEN BLDG.	1039 COLLEGE ST.	INTERNATIONAL	SPEC	KEEBLE
1964	SOUTHERN BUILDING	BROADWAY	NEW FORMALISM	SPEC	CAIN
1965	DR. CARSON BLDG.	10 <sup>TH</sup> ST.	WRIGHTIAN	SINGLE	CAIN
1965	HARLIN, PARKER BLDG.	10 <sup>TH</sup> ST.	WRIGHTIAN	SINGLE	"ARMCO"
1966	POTTER OFFICE BLDG.	ELM ST.	WRIGHTIAN	SPEC	WILK
1966	811 BUILDING	811 FAIRVIEW AVE	WRIGHTIAN	SPEC	WILK
1967	WETHERBY ADMIN. BLDG	WKU	NEW FORMALISM	SINGLE	LEE, POTTER, SMITH
1972	CITIZENS NATIONAL BANK	500 MAIN ST.	NEW FORMALISM	SINGLE	NOT AVAILABLE
1974	AMERICAN NATIONAL BANK	922 STATE ST.	NEW FORMALISM	SINGLE	WILK
1975-1980	ASHLEY CIRCLE MEDICAL OFFICES	ASHLEY CIRCLE	WRIGHTIAN, NEW FORMALIST	SINGLE & SPEC	CAIN, WILK

\*The Professional Arts building has been demolished. Surviving buildings described below.

**Gallaway Farm Equipment Building** (1948) 600 State Street Architect: James Maurice Ingram

**Gallaway Motor Company** (1948) 601 State Street Architect: James Maurice Ingram

The buildings of the Modern Auto District (NR-listed 2006, NRIS 06000809) offered the community one of its earliest looks at a frankly Modernist aesthetic, though mitigated through the use of the softer features of Art Moderne style. Both buildings were designed by prolific Bowling Green architect, James Ingram (See The Architecture of James Maurice Ingram, 1929-1960 MPS, pending). Much of Ingram's practice served

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residential design, and those houses adopted traditional or revival styles. The buildings below show Ingram's familiarity with the emerging Modern vocabulary. The Gallaway Farm Equipment Building is frankly International style, and the Gallaway Motor Company is more Moderne. With these buildings being closer to the outskirts of Bowling Green when constructed, these buildings were freed from the constraint of having to fit with other more traditional commercial structures. Even then, however, these buildings do not mark a radical departure from classic Modern storefront design.



*Gallaway Farm Equipment Building (1948)*



*Gallaway Motor Company (1948)*

**Charles Moore Building.** (1953) 1007 State Street. Architect: Frank D. Cain, Jr.

The Moore Building at 1007 State Street is earliest intact example of a single business International Style office Building in Bowling Green. It was designed by Frank D. Cain, Jr., a local architect, for Charles Moore, an insurance agent. The original building was a single bay, two-story building. The insurance company occupied the ground level, and the upper level was leased to tenants until the insurance firm expanded into the space. Architect Cain moved his office from his home to the second level of this building upon its completion. He exchanged his fee for rent (Charles Moore interview by Brian Clements).



*Aerial photo of original building*



*State Street Elevation*

The Moore building's formal characteristics include an emphasis on volume achieved by creating a "void" at the corner, an asymmetrical façade, a lack of ornament, and a banded glass "wall". It does not take advantage of steel and concrete structure or place an emphasis on the structure as a formal element. It does not utilize the

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benefits of the open plan either. Rather, its construction, except for the street façade design, is typical of traditional storefronts found in Bowling Green before the modern movement.

**Milliken Building** (1963) 1039 College Street Architect: Edwin A. Keeble

The Milliken Building is a Modernist, International Style Building with Corbusian and New Formalist influences. It is the oldest intact example of a speculative International Style office building in Bowling Green and Warren County. It was designed by Edwin A. Keeble, a Nashville architect, for G. D. Milliken, Jr., and John Milliken. The Milliken brothers were both members of the Milliken & Milliken law firm.

The Milliken Building is a modern design based upon the characteristics outlined in the MOMA book of 1942, *What is Modern?*. The building has a concrete and steel structure, which permits an open floor plan and features cantilevered balconies. It has a free form floor plan on the ground level. It utilizes curtain wall construction with simple planes of brick wall between a window “wall” of metal and masonry. The design of each façade is asymmetrical. The emphasis is on abstract forms: lines, planes, and *box* and *drum* volumes. The entrance doors are not emphasized. Applied ornament is absent from the building design.



*Milliken Building*



*Swiss Dorm by Le Corbusier*

The Milliken Building is International Style based upon the parameters established by Hitchcock & Johnson in their 1932 publication *The International Style*. The volume of the box and drum forms is emphasized by the simple unadorned planes of brick and minimal edge detailing. It has regular structural and window bays “typical of the underlying skeleton of modern construction”(Hitchcock & Johnson: 71). It avoids the use of applied decoration to the surfaces of the building.

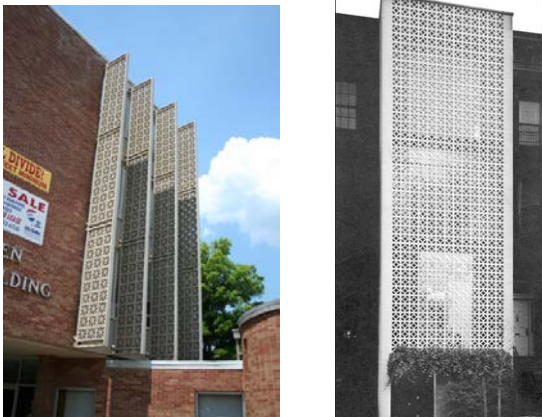


The Milliken Building follows Corbusian principles. In the publication *Five Points of New Architecture* the French architect Le Corbusier advocated the use of “pilotis; the roof garden; the free plan; the horizontal

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window; and the free façade” (Colquhoun: 17). The upper levels of the building are supported on “pilotis”. This allows the ground level walls to be non-load bearing, giving the ground level a free plan, or few spatial interruptions. The horizontal windows and free façade are accomplished through curtain wall construction. The building does not feature roof gardens on its flat roof.



*Milliken Building Grill (left) and grill at Edward Stone residence*

The Milliken Bldg. uses a form typical of New Formalist architecture, an exterior grille popularized by E. D. Stone. The solar grilles are made with patterned concrete block. The material is used for railing walls at the cantilevered balconies as well.

**The Southern Building** (1964) 1190 Broadway St. Architect: Frank D. Cain, Jr.

The Southern Building is a modernist, New Formalist office building. The modern features include a repetitive structural rhythm, planar non-ornamented walls, horizontal window bands, asymmetrical façade and folded plate roof construction. The building does not make use of a steel or concrete structure but imitates concrete forms in the folded plate roof construction. The building does not have an open plan. The use of folded plate roof construction, the primary new formalist feature, provides a repetitive cathedral ceiling on the interior as well as triangular clerestory windows.



*Southern Building*



*Southern Building*



*Southern Building*

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**Potter Building** (1966) 948 Elm St. Architect: Joseph P. Wilk

The Potter Building is a modernist, Wrightian style office building. The modernist features include abstract forms, planes made by roofs and walls, vertical lines created by the abstract pilasters, a curtain wall grid, asymmetricality, flat roof with broad overhanging eave, absence of ornament, de-emphasized entrance, and rhythmic regularity in structural bays. Materials include concrete, brick and curtain walls. The extension of the walls past the corner, and the roof overhangs, de-emphasize the mass of the building. The roof plane and exposed floor plane taken together emphasize the horizontality of the building, with the roof as the main character-defining element. The pilasters and the cantilevered broad eaves are the strongest Wrightian features.



*Elm St. view*



*10<sup>th</sup> St. view*



*Wall detail*

**Citizens National Bank of Bowling Green** (1972) 500 Main St. Architect: Undiscovered

The Citizens National Bank Building is a modernist, New Formalism style office building. It has a classical formal hierarchy of base, body and cap, and features an oversized precast concrete cornice. Modernist features include an exposed concrete structure, an absence of applied ornament, and emphasis of mass rather than volume, typical of the Brutalist style. Departing from many Brutalist tenets, however, the building is essentially symmetrical and its exterior does not transmit interior functions.



*Eighth St. View*



*View from Fountain Square*



*Wall Detail*

**Architects of Modernism in Bowling Green**

The majority of modernist office buildings in Bowling Green and Warren County were designed by two local architects, Frank Cain, Jr. and Joseph P. Wilk. Modern movement office buildings in Bowling Green and Warren County were typically designed in the New Formalism or Wrightian styles, demonstrating the influence of E. D. Stone and Wright on the architectural scene. Intact examples showing the influence of Le Corbusier, as

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the Milliken Building does, are rare. The Milliken Building was designed by an outside designer, Edwin Keeble, a Nashville architect and classmate of G. D. Milliken when both attended Vanderbilt University in the early 1920s. Bowling Green architect James Ingram's non-residential designs took helped introduce Modernist design to the city in a small group of industrial and retail buildings.

Architect Keeble grew up in Nashville and attended Montgomery Bell Academy and later attended Vanderbilt to study engineering. He then attended the University of Pennsylvania and received a degree in architecture. While studying at the University of Pennsylvania he supplemented his education by studying in France and Italy. Upon graduation he moved back to Nashville, embraced modernism, and quickly became a prominent architect in that city's community. Many Nashville buildings are associated with Keeble such as several facilities at Vanderbilt, as well as many churches such as Westminster Presbyterian Church, Woodmont Christian Church and Vine Street Christian Church. Finished in 1957, the Life and Casualty Tower is the most famous of all of Keeble's work. It was Nashville's first skyscraper and Tennessee's tallest skyscraper for 8 years.

Keeble designed the Milliken Building as an eight story office building. One of the investors, John Milliken, recounted in a 2003 article, "We didn't feel like we were interested in an eight-floor building in the 60's in Bowling Green, Kentucky, so we just built two. But before we'd even finished the second floor, we had a tenant that was interested in occupying a third. So we stopped construction, ordered more steel, and added two more floors. It was full almost from the beginning," (Gaines article, 2003). The addition of two floors made the Milliken Building the first four-story office building in Bowling Green. The next four-story office building constructed was the Citizens National Bank in 1972. The decision to add two additional floors indicates Bowling Green as a growing community as well as the convenience of the building's location.

### **Evaluation of Significant Modernist Design in the Bowling Green Area**

Bowling Green was established in 1798, two years after the creation of Warren County, and throughout its history it adopted architectural styles as quickly as those style proved themselves viable in larger nearby urban areas, such as in Louisville, Kentucky or Nashville, Tennessee. This contrasts with a local hesitancy in testing the waters of Modernist office design.

Few modernist office buildings arose in Bowling Green and Warren County during the modern movement. The two types observed and evaluated here were the **single business** and the **speculative office** building. The first single business office building built in the city limits—within the historic downtown—was the Charles Moore Building in 1953. The speculative office building was characterized by the building of additional space beyond what the business required. The owner would rent out this additional area until it was needed for the expansion of the business.<sup>9</sup>

Perhaps it is appropriate that of the two kinds of business buildings, the single business would be the first to choose to incorporate these forms that must have seemed alien to the surrounding business landscape. The owner of the single business building was his/her own tenant. Such an owner could be sure the "tenant" would accept this novel look, because the owner and tenant were one in the same. The Charles M. Moore Insurance Company building was a single business building when it was first constructed, but it later emerged as a speculative office building with its two additions.

<sup>9</sup> Clements, p. 15

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Though the first speculative office building was constructed in 1958, the earliest intact International Style speculative office building in Bowling Green, the Milliken Building, was not constructed until 1963, thirty-two years after the nation's first International Style skyscraper. By this time, the national modern movement had been experimenting with other styles for nearly a decade. Of those newer options, New Formalism became the most common new style for office buildings in Bowling Green and Warren County. That popularity may have resulted from a reliance on the traditional composition that governed pre-Modernist high-rise architecture: base, shaft, capital. In other words, while certainly such buildings spoke with a new vocabulary, they at least communicated with a familiar grammar.

Even in the more "experimental" instances of Modernist office design in Bowling Green, the building's exterior may have broken with the past, but interiors were slow to follow suit. This project's survey found several properties originally built as speculative ventures, i.e., projects whose main purpose lay in attracting rental tenants to occupy offices. Developers and architects chose to attract those imagined customers through relying on familiar distributions of interior space. In retrospect, this might be seen as a local conservatism, either on the part of building designers or the rental market or both. What we can observe is that the philosophies that drove Modern architecture to explore the possibilities of the open office space were not fully realized by the local examples. Locally, there seems a greater willingness to engage with Modern design on the exterior—that is, publically—but on the inside of the building, the more private realm, change did not come quite so easily.

Given these responses as the local reaction to Modernism, the significance of any one place can reside on a number of fronts. Of course, the closer any one property approaches the ideals articulated by the International Style, or subsequent Modernist offshoots, the more significant that example will be. However, a property which provides a very good example of this conflict between progressive and conservative design impulses can also be offered as significant. Further, some properties will be significant for their designs which are quite at odds with their surroundings. The Modernist philosophies looked to architects to design monuments that had no reference to local surroundings—that buildings might approach perfection through abstraction of design and non-contextuality. Some buildings might be seen as significant, therefore, by a quality that might be called "otherness," as long as their design clearly is derived from Modernist principles.

There were originally three office buildings in Bowling Green that were built within the International Style; two remain. The Charles M. Moore Insurance Company building was the first to be built in the International Style and the first to emerge out of the modern movement in architecture. It was built in 1953 by local architect Frank D. Cain, Jr. The building still retains its original business. The second building of this style was the Professional Arts building located on the US31W Bypass in Bowling Green. It was designed by Cain and Joseph P. Wilk in 1958. It was an example of a speculative office building, but it no longer stands. The third and final International Style office building in Bowling Green, KY is the Milliken Building located at 1039 State Street. It was built in 1963 and designed by architect Edwin A. Keeble.<sup>10</sup>

The Charles M. Moore Insurance Company building is listed as being a contributing building in the National Register of Historic Places Nomination for the Downtown District of Bowling Green, Kentucky. However, given that this particular nomination was completed in 1979, the Charles M. Moore Insurance Company had only been constructed for 26 years, the contributing status is believed to be an error.<sup>11</sup> The building is now at the proper age for individual listing, and still retains integrity to its historic design.

<sup>10</sup> Clements, p. 16

<sup>11</sup> Gibbs, Ken and Jayne Henderson, Downtown Commercial District, 1979 (NRIS 79003510), Section 8, p. 11-12.

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**Evaluation of the Architectural Significance of the Charles M. Moore Insurance Company Building within the historic context**

The Charles M. Moore Insurance Company Building is an excellent example of the International Style because of its use of curtain walls of glass, asymmetrical facade, flat roof, and the abundant use of modern materials. The walls of glass on the facade that faces the street are featured on both the first and second floors of the building. The first floor contains three panels of windows with a glass door. The second floor contains four window panels. The street facing facade is asymmetrical because of the curtain walls of glass. The only entrance into the original section of the structure is on the far right side of the building on the street facing facade. The building features a flat roof, which is another characteristic of the International Style. Its incorporation of modern materials such as steel and concrete further reinforce the International Style of architecture used in the construction of the building.

It is one of the earliest examples of an office building constructed in the Modern Movement of International Style of architecture in Bowling Green and Warren County, Kentucky. It, along with the Milliken Building, gives the boldest expression of Modernist design in the post-WWII era in Bowling Green. The two buildings share some design elements: asymmetrical facades, and contrasting play between voids and solids.



Charles M. Moore Building (1953)  
Photo 11



Milliken Building (1963)  
Photo 12

They also present distinct aspects of the International Style movement. The Charles M. Moore Insurance Company building features curtain walls of glass, asymmetrical facade, flat roof, and the abundant use of modern materials. The Milliken Building uses cantilevered balconies, solar screens, “free form” ground level partition walls, and cylindrical function specific rooms. (1) The characteristics of both buildings fall within the features needed to for a building to be considered part of the International Style.

**Evaluation of the integrity of the Architectural Significance of the Charles M. Moore Insurance Company Building in light of its current physical condition**

The Charles M. Moore Insurance Company Building is being nominated under Criterion C, as a locally significant instance of a type of construction, an International Style building in Bowling Green. A resource related to this nomination’s context, Modern Movement Office Buildings in Bowling Green and Warren County, Kentucky, 1953-1980 will be eligible if it retains those integrity factors which most effectively characterize a resource as this type of construction: materials, design, and feeling. Other integrity factor will also be considered in this analysis.

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The Charles M. Moore Insurance Company Building retains a high level of integrity of **location** and a fair amount of site **setting**. The building is in its original location. That fact is important for indicating that at least one business owner still believed as late as the early 1950s that the historic downtown area was a valuable locus for this service business. It would not be long before businesses would migrate to the outskirts of Bowling Green, seeking more room and cheaper land for their businesses.

The off-site setting adjacent to the nominated area remains the same: the two buildings on either side of the nominated property were both there when the building was constructed in 1953; they remain in place. The interior setting of the site, however has undergone more change. A 1960 aerial image of the block shows that to the west side of the Moore Insurance Building was a mid-block parking lot, adjacent to the building. That open space was created when the 2 buildings that formerly stood on 2 lots were demolished to make way for the Moore Insurance office construction. The owner's decision to set aside parking space beside the building was an important part of the way that Kentucky's downtowns changed after World War II, where historic buildings in the central business district were demolished to provide more surface parking. The construction of the 1972 west-side addition was placed on this parking area, obviously changing the interior site setting. The business maintained off-street parking in the building's rear.

The Charles M. Moore Insurance Company building retains integrity of **materials** and **design**. The building retains a great deal of its original materials. It is an excellent local example of a commercial building constructed in the International Style. The main change to the design is the addition in 1964, then a second one in 1972. Because they were constructed of the same materials and built in the same style as the original 1953 building, they can be regarded as quite compatible with the original design. The multiple exigencies of the business world make it difficult for any business building to remain a static designed construction for 50 years. The question of integrity of design is whether the changes prevent us from observing the important formal composition which is at the heart of this building's style. While the building's public facade was unarguably changed in 1972, the dynamics of the building's 1953 design remain intact.

The Charles M. Moore Insurance Company building retains integrity of **association**. A hallmark of Kentucky businesses in both small and larger towns is the continuity of some of its businesses, with multiple generations of one family operating the business over decades. The use of a family name to identify the business intends to transmit something that reinforces integrity of associations: the message of personal integrity of character, that the owner will stand behind the product or service being offered. The Moore name on the outside of the building, signage which is part of its design quality, clearly announces the owner's identity to the public, in a way, asking for the trust of the client and of the community at large.

The with the retention of the integrity factors of location, setting, materials, design, and association, the building possesses the key integrity factor leading to an eligibility conclusion: integrity of **feeling**. The original building feels similar as to what it was in 1953. The lobby of the building contains a enlarged photograph completely covering one wall of downtown Bowling Green taken in 1960. The interior of the lobby is intact when compared to the photographs from the opening year of the business.

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**9. Major Bibliographical References**

Clements, Brian

2009 Milliken Building. National Register nomination. On file at Kentucky Heritage Council, Frankfort, Kentucky.

*Modern Architecture*, by Alan Colquhoun

*Modern Architecture: A Critical History*, by Kenneth Frampton

*Modern Architecture Since 1900*, by William J.R. Curtis

Photo of Milliken Building from LoopNet.Com; <http://www.loopnet.com/Listing/15466682/1039-College-Street-Bowling-Green-KY/>

List of Completed Projects Frank D. Cain, Jr., AIA, The Kentucky Museum and Library

Record of Ownership, 039A-06-008, Warren County, KY PVA Records

Warren County Clerk's Office Deed Book 1021, page 508

Warren County Clerk's Office Deed Book 245, page 425

Warren County Clerk's Office Deed Book 245, page 423

Warren County Clerk's Office Deed Book 187, page 323

Warren County Clerk's Office Deed Book 182, page 549

Sheet 11 of Sanborn Insurance Maps of Warren County, Kentucky;

[http://kdl.kyvl.org/catalog/xt7hqb9v1h8c\\_11](http://kdl.kyvl.org/catalog/xt7hqb9v1h8c_11)

Zeigler, Robin

2006 Modern Auto District. National Register nomination. On file at the Kentucky Heritage Council, Frankfort, Kentucky. Also available electronically from the National Park Service.

**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): WAB-1905



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- Photo 1 of 12:** Aerial view of Charles M. Moore Insurance Company building shortly after construction in mid-1950s
- Photo 2 of 12:** View of front street facing facade of building with edge of window curtain wall
- Photo 3 of 12:** View of front street facing facade of building
- Photo 4 of 12:** View of front street facing facade of 1972 building addition
- Photo 5 of 12:** View of right side of the building from street facing facade
- Photo 6 of 12:** View of corner of right side of building's street facing facade and the right side of the building's exterior
- Photo 7 of 12:** View of back of building with three brick veneers visible
- Photo 8 of 12:** View of back of building's 1972 addition
- Photo 9 of 12:** View of back of building's 1972 addition and 1953 original structure
- Photo 10 of 12:** Interior view of building's lobby
- Photo 11 of 12:** Exterior view of original 1953 front street facing facade
- Photo 12 of 12:** Front facing facade of Milliken building

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**11. Form Prepared By**

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**Property Owner:**

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name \_\_\_\_\_  
street & number \_\_\_\_\_ telephone \_\_\_\_\_  
city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_