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7.	DESCRIPTION								
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DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

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This three story building, which was completed in 1849, has a beautiful articulated cast iron facade facing on Main Street across from the courthouse. This cast iron facade, an out-standing example of Renaissance revival architecture, was added after 1857. A June 13, 1857 engraving in the Lexington Observer and Reporter shows a three story brick building, probably six-bayed, with a balcony at the second floor level.

The architectural designs of antiquity were easily emulated in cast iron. The cast iron facade of McAdams and Morford reproduces the notable features of the Italian Renaissance. Architectural historian Clay Lancaster called attention to the "Corinthian pilasters, the half-round arches spanning coupled arched windows, and the very delicate relief in the spandrels. There are singled and coupled consoles supporting a deep overhanging cornice, the building's most renaissance feature."

Sir Banister Fletcher outlines the characteristics of Italian Renaissance architecture in his noted work, A History of Architecture. The following characteristics, generally Venetian, are all reproduced on the cast iron facade of McAdams and Morford. The wall has the "Orders superimposed in tiers." "The windows are large, flanked by columns, sometimes supporting round arches with carved spandrels." "Mouldings are extremely refined and original. Mouldings of pedestals, doorways, entablatures, and capitals are frequently carved with intricate ornament." Fletcher's description of the Palazzo Vendramini, built, in Venice, in 1481 describes in perfect detail the cast-iron facade of McAdams and Morford. It "has the customary three-floored scheme and window arrangement. The top entablature is made abnormally deep so as to serve as a fitting termination for the whole front, and, as usual in Venetian palaces, the full architectural treatment is confined to the main facade."

McAdams and Morford Building remains virtually unaltered since the addition of this cast iron facade. Although the interior was damaged after loss of part of the roof, the roof has been replaced. The facade is in excellent condition needing only paint and the replacement of a window pane. The store front signs on the first level are fairly recent additions. However, engravings show that store signs existed in 1857 when the first floor was used for commerce, as it is now.

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The building presently known as McAdams and Morford has occupied the corner of West Main Street and South Upper Street across from the courthouse since 1849. In this location the cast iron facade with its rich Renaissance detail is highly visible and makes a strong architectural anchor for a busy downtown corner. The primary significance of this building is its emulation in cast iron of the architectural designs of the Renaissance. This facade was added during the "cast iron age" in the 1850's and 1860's. This facade has a fine, sharp outline and a richness of design characteristic of the best cast iron work.

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This building also represents the cultural, social, and commercial life style of early Lexington. In an article entitled "Revitalization of a Cast Iron Building" it was stated that "upon its completion...it was put into public use as the Melodean Hall, home of the theatre and gathering place of Lexington residents during the ante-bellum days...the theatre can still be seen on the second floor with its splendid arched windows facing Main Street." The first performance was held there on January 1, 1850. Melodean Hall was one of Lexington's first theatres with a seating capacity of 300 and occupied the second floor of the building. Jenny Lind, Patti, and General Tom Thumb are among the performers who appeared there. On January 4, 1861 Dr. Robert Breckinridge delivered an address on the state of the Union which is credited with saving Kentucky for the Union. Another noted Kentucky figure, Colonel Frank Wolford, denounced Lincoln's Emancipation Proclamation on March 11, 1864.

- Continued -

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9.	MAJOR BIBLIOGRAPHICAL REFERENCES	
	"The Revitalization of a Cast Iron Building," <u>Kentucky</u> <u>Architect</u> , (Jan., Feb., Mar. 1972), pp24-25.	
	Lexington Observer and Reporter, June 13, 1857 An engraving. J. Winston Coleman, <u>Historic Kentucky</u> , Lexington (1968), p. 41. City Directories of Lexington, Kentucky, 1824-1898,	
	Sir Bannister Fletcher, <u>A History of Architecture</u> , 17th edition, revised Charles Scribner's Sons: New York, 1963, pp 731, 748, 751, 752	
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وبالمحاصفية المحاصفة	NAME AND TITLE:	
-	Mrs. Carol Mayfield	
	City-County Planning Commission 2 - City-July 1, 1973	-
	227 North Upper Street	<u>r</u>
- (Lexington Kentucky	n
12.	STATE LIAISON OFFICER CERTIFICATION NATIONAL REGISTER VERIFICATION	
	As the designated State Liaison 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. The recommended level of significance of this nomination is: National State , Local XX Name Mes, Simple Welley Action 1966 (Public Law State	
	State Historic Title Preservation Officer Keeper of The National Register	
	Date August 2, 1973 Date Date	

Form	10-300a
(July	1969)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES

INVENTORY - NOMINATION FORM

(Continuation Sheet) # 1

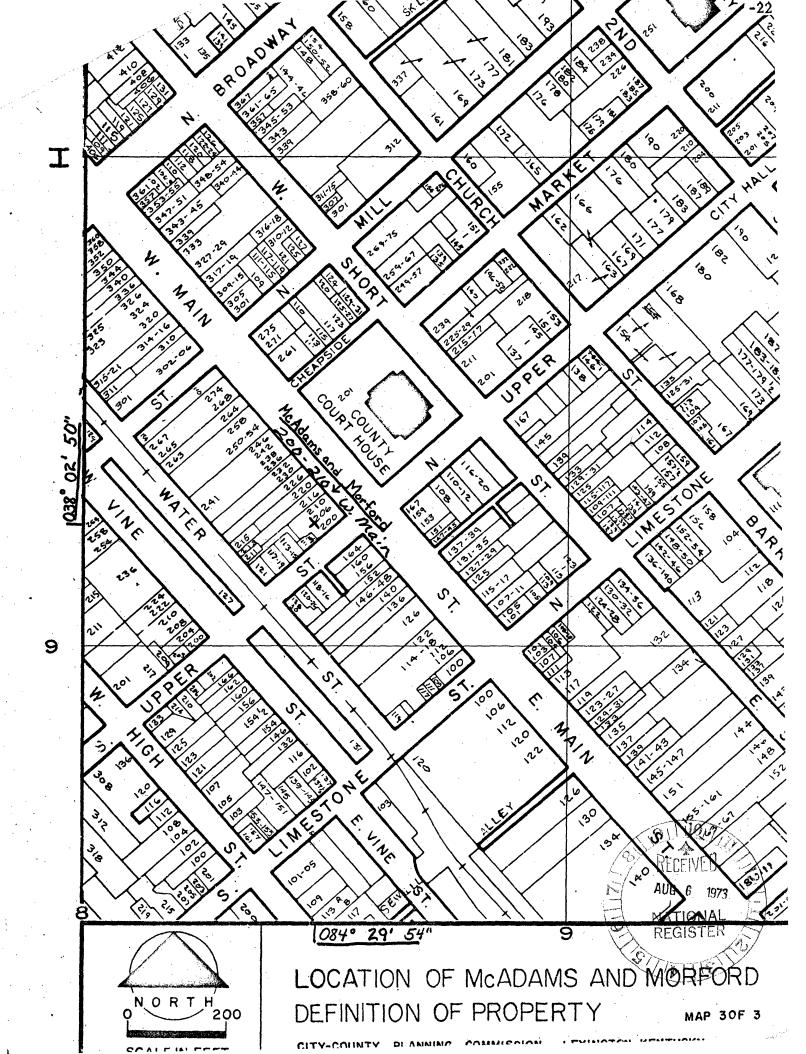
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#8. SIGNIFICANCE - Cont'd

Although noted as a theatre and social center, this building also has a history of commercial uses on the first floor. Merchants still occupy the first floor of the building as they did since In 1824 John Norton operated a drug store on the site of 1849. what is now McAdams and Morford. George W. Norton, a nephew, bought the business in 1835, and with various partners over the years, operated a drug store there until 1881. In the period 1881-1898 the drug store was operated under the following names: J.P. Ballard: C.P. Williamson & Co., J.C. Bryant, &nJ.F.FOverstreet: and the James Wilson Drug Co. Around 1898 Harry K. McAdams and J.W. Morford bought the business and the firm has been in the wholesale and retail drug business there continuously In addition to the numerous drug stores operated on since then. the first floor, the Commercial College of Kentucky University was conducted on the second floor by General Wilbur Smith in 1885.

This building is noted as a landmark in the growth of Lexington's commerce and culture, but is noted most importantly as the building with the richly designed and outstanding cast iron facade.



Form No. 10-3 Rev-772	01 UNITED STATES DEPARTMENT OF NATIONAL PARK SER		Kentucky	
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