

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 06000809

Date of Listing: September 15, 2006

Property Name: Modern Automotive District

Counties: Warren

State: Kentucky

none
Multiple Name

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.

for Daniel J. Vivian
Signature of the Keeper

September 15, 2006
Date of Action

Amended Items in Nomination:

Section 8. Significance

The period of significance is hereby changed to 1948.

The sole significant date entered is hereby changed to 1948, to reflect the date of construction of the three buildings that comprise the district.

Section 10. Geographical Data

The verbal boundary justification is hereby changed to read as follows: The boundary encompasses the full extent and immediate setting of the three historically significant buildings that comprise the district.

[These changes were made in consultation with and approved by the National Register staff of the Kentucky SHPO.]

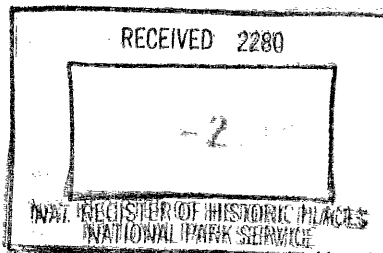
The Kentucky State Historic Preservation Office was notified of this amendment.

DISTRIBUTION:

- National Register property file
- Nominating Authority (without nomination attachment)

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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 *How to Complete the National Register of Historic Places registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Modern Automotive District
other names/site number WA-B-720, WA-B-451, WA-B-721

2. Location

street & number 538 State, 600 State, 601 State Street NA not for publication
city or town Bowling Green N/A 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 for 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 nationally statewide locally. (See continuation sheet for additional comments.)

David L. Morgan 7-20-06
Signature of certifying official/Title David L. Morgan/SHPO Date
Kentucky Heritage Council/State Historic Preservation Office
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See Continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:
 entered in the National Register. for Signature of the Keeper Daniel J. Vivian Date of Action 9/15/06
 See continuation sheet
 determined eligible for the National Register.
 See continuation sheet
 determined not eligible for the National Register
 removed from the National Register
 other,
(explain:)

Modern Automotive District

Name of Property

Warren County, Kentucky

County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private, public-local, public-State, public-Federal

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 count)

Table with columns: Contributing, Noncontributing, buildings, sites, structures, objects, Total. Values: 3, 0, 3, 0.

Name of related multiple property listing

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

N/A

Number of Contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/Trade: Business, COMMERCE/Trade: Auto Showroom

Current Functions

(Enter categories from instructions)

Vacant/Not in use

7. Description

Architectural Classification

(Enter categories from instructions)

American Movements: Art Moderne, Early 20th Century Commercial Style

Materials

(Enter categories from instructions)

foundation Concrete, Walls Glass/Glazed ceramic tile, Enameled steel, Concrete block, Roof Tar, Other wood trim

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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 boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** moved from its original location.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1949

Significant Dates

1949

Significant Person

(complete if Criterion B is marked)

NA

Cultural Affiliation

NA

Architect/Builder

Ingram, James, Architect

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS): N/A

- 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

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other

Name of repository: Kentucky Heritage Council/
Historic Preservation Board

Modern Automotive District
Name of Property

Warren County, Kentucky
County and State

10. Geographical Data

Acreage of Property 1.7 acres

UTM References

(place additional UTM references on a continuation sheet.)

Bowling Green South Quadrangle

1 16 550 000 4094 400
Zone Easting Northing

2 _____

4 _____
Zone Easting Northing

See continuation sheet 10-35

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Robin Zeigler, Preservation Planner
organization Historic Preservation Board date February, 2006
street & number 1141 State Street telephone 270-842-1953
city or town Bowling Green state KY zip code 42101

Additional Documentation

submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 Or 15 minute series) indicating the property's location

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO) or FPO for any additional items

Property Owner

(Complete this item at the request of SHPO or FPO.)

name _____
street & number _____ telephone _____
city or town _____ state _____ zip code _____

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 listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

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Modern Automotive District
Warren County, Kentucky

Description

The Modern Automotive District includes three sites: Galloway Farm Equipment Company (WA-B-720), Hardcastle Filling Station (WA-B-451), and Galloway Motor Company (WA-B-721). All three functioned as a district with similar transportation-related businesses and were constructed in the popular mid-20th-century modern styles Art Moderne and International. The two Galloway buildings were designed by James Maurice Ingram, a prolific architect in the Bowling Green area from 1929 to 1960. The buildings are located along the Dixie Highway in Bowling Green, Kentucky.

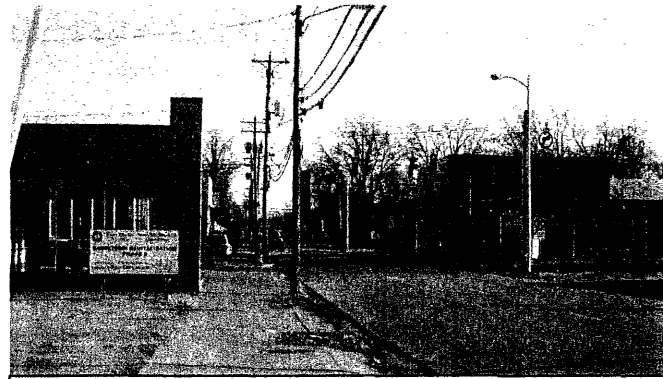


Image #42: Looking North on State Street. The Galloway Motor Company is on the left and the Galloway Farm Equipment Company is on the right. The Hardcastle filling station is just out of view on the right.

The district is located 70 miles north of Nashville, Tennessee, and 115 miles south of Louisville, Kentucky. Bowling Green, the county seat of Warren County, is one of a series of towns that stretch along the US 31W and Interstate 65 corridor. The district is located at the intersection of 6th Avenue and State Street. State Street was one of several streets in Bowling Green that made up the Dixie Highway, a major north-south American car road that cut through Kentucky. The district sits four blocks north of the Downtown Commercial District (NR-listed 1979) and one block south of the Shake Rag District (NR-listed 2000).

Modern Automotive District Inventory

- | | | | |
|----|-----------------------|----------|---|
| 01 | Contributing Building | WA-B-720 | Galloway Farm Equipment Company, 538 State Street, PVA#: 039A-04-077, International style, c. 1948 |
| 02 | Contributing Building | WA-B-451 | 600 State Street, William Hardcastle Filling Station, PVA#: 039A-04-084, Art Moderne style, c. 1948 |
| 03 | Contributing Building | WA-B-721 | 601 State, Galloway Motor Company Building, PVA#: 039A-04-085, Art Moderne, c. 1948 |

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Modern Automotive District
Warren County, Kentucky

Art Moderne Styling within the district

Virginia and Lee McAlester in *A Field Guide to American Houses* describe Art Moderne's defining features as smooth walls, flat roof usually with small ledge (coping) at roof line; horizontal grooves or lines in walls and horizontal balustrade elements, and an asymmetrical façade. In addition, the style's common variants and details include curved corners, windows frequently continuous around corners, glass block in windows, and small round windows (McAlester, 466).

The Galloway Motor Company, designed by J.M. Ingram, is a one-story building with a long stretch of windows along a rounded corner and a flat roof with small ledge at roof line on the main portion of the building. The roof of the rear portion is barrel vaulted with skylights. The highly glazed yellow ceramic tile creates a smooth surface and the grooves created by the tile accent the horizontality of the structure, as is common in this style. The building has all of the defining characteristics of Art Moderne, such as the oval window on the 7th Street elevation (image #1). The Galloway Motor Company takes an "L" form (image #8), allowing it to wrap around a parking area used for the display of automobiles or customer parking. The company also owned the neighboring lot which was for used auto sales. This lot, which remains an empty lot, is included in the district.

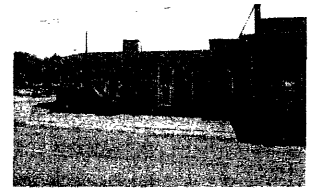


Image #2: Galloway
Motor Company

The Hardcastle Filling Station is a simpler version of the Art Moderne style. The structure is constructed of concrete block but the area around the main entrance is sheathed in smooth enameled steel panels (image #32). The horizontality of the building is accented with a ledge just above the main entrance, the foundation curbing and the flat roof with a small wooden band. The corners of the structure have slightly rounded corner and ribbon window wraps around the corner facing the intersection.



Image #28: Hardcastle Filling
Station

Example of International Style within the district

Virginia and Lee McAlester in *A Field Guide to American Houses* provide the International Style's characteristic features as a flat roof usually without ledge at roofline, windows (usually metal casements) set flush with outer wall; smooth, unornamented wall surfaces with no decorative detailing at doors or windows and an asymmetrical façade.

The Galloway Farm Equipment Company, designed by J.M. Ingram, is a two-story structure of the same yellow ceramic glazed tile as the Galloway Motor Company. It has a flat roof without ledge at the roof line on the main portion of the structure. The rear portion of the building has a barrel vaulted roof with skylights, an uncommon feature with the International Style. The walls are smooth and without ornamentation around the doors and windows and the building has an



Image #22: Galloway Farm Equipment
Company

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Modern Automotive District
Warren County, Kentucky

asymmetrical façade. The fact that the walls are not structural, which is a common feature with the International Style, gives the building the ability to have large windows that take up the majority of one side of the structure on the first level and even wrap around one corner. A ribbon of casement and glass block windows on the second level also wrap around the same corner. Like the Galloway Motor Company building, the Farm Equipment building has a large side lot for displaying equipment and customer parking. This lot, which remains an empty lot, is included in the district.

BUSINESSES IN THE DISTRICT 1947-1988

DATE	538 STATE	600 STATE	601 STATE
1988	Kelly Printing	Vacant	Vacant
1987	Kelly Printing	The Battery House	University Lincoln-Mercury-AMC Jeep Renault
1986	Kelly Printing	The Battery House	Bowling Green Lincoln-Mercury-AMC Jeep Renault
1985	Kelly Printing	The Battery House	Quick Lincoln-Mercury -AMC Jeep Renault and Hertz Rent-a-car
1984	Burks Pontiac	The Battery House	Quick Lincoln-Mercury -AMC Jeep Renault and Hertz Rent-a-car
1983	Burks Pontiac	The Battery House	Quick Lincoln-Mercury -AMC Jeep Renault and Hertz Rent-a-car
1982	Burks Pontiac	The Battery House	Quick Lincoln Quick Lincoln-Mercury -AMC Jeep Renault and Hertz Rent-a-car
1981	Burks Pontiac	The Battery House	Quick Lincoln-Mercury -AMC Jeep Renault and Hertz Rent-a-car
1980	Burks Pontiac	The Battery House	Quick Lincoln-Mercury -AMC Jeep Renault and Hertz Rent-a-car
1979	Burks Pontiac	The Battery House	Quick Lincoln-Mercury -AMC Jeep Renault and Hertz Rent-a-car
1978	Burks Pontiac	The Battery House	Quick Lincoln-Mercury -AMC Jeep Renault and Hertz Rent-a-car
1977	Burks Pontiac	Walter's Foreign Car Service	Quick Lincoln-Mercury
1976	Burks Pontiac	Walter's Foreign Car Service	Quick Lincoln-Mercury
1975	Burks Pontiac	Walter's Foreign Car Service	Quick Lincoln-Mercury
1974	Burks Pontiac	Walter's Foreign Car Service	Quick Lincoln-Mercury
1973	Burks Pontiac	Vacant	Quick Lincoln-Mercury
1972	Burks Pontiac	Wm's Gulf Service	Quick Lincoln-Mercury

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Modern Automotive District
Warren County, Kentucky

1971	Burks Pontiac	Wm's Gulf Service	Quick Lincoln-Mercury
1970	Burks Pontiac	Ausbrook's Gulf Service	Quick Lincoln-Mercury
1969	Burks Pontiac	Vacant	Quick Lincoln-Mercury
1968	Burks Pontiac	So. Ky Motors Used Car Sales	Quick Lincoln-Mercury
1967	Burks Pontiac	No listing	Quick Lincoln-Mercury
1966	Burks Pontiac	No listing	Quick Lincoln-Mercury
1965	Burks Pontiac	No listing	Wallace Motor Inc.
1964	Burks Pontiac	No listing	Wallace Motor Inc.
1963	Burks Pontiac	No listing	Wallace Motor Inc.
1962	Burks Pontiac	Dillard Sinclair Service Station	Wallace Motor Inc.
1961	Burks Pontiac	Dillard Sinclair Service Station	Wallace Motor Inc.
1960	Burks Pontiac	Dillard Sinclair Service Station	Wallace Motor Inc.
1959	Burks Pontiac	Dillard Sinclair Service Station	Wallace Motor Inc.
1958	Burks Pontiac	Dick's Aetna Service Center	Wallace Motor Inc.
1957	Burks Pontiac	Dick's Aetna Service Center	Wallace Motor Inc.
1956	Burks Pontiac	Aetna Service Center	Wallace Motor Inc.
1955	Burks Pontiac	Aetna Service Center	Wallace Motor Inc.
1954	Burks Pontiac	Aetna Service Center	Wallace Motor Inc.
1953	Burks Pontiac	Aetna Service Center	Wallace Motor Inc.
1952	Burks Pontiac	Aetna Service Center	Wallace Motor Inc.
1951	Burks Pontiac	Aetna Service Center	Wallace Motor Inc.
1950	Burks Pontiac	Aetna Service Center	Wallace Motor Inc.
1949	Galloway Farm Equipment Company	Hardcastle Wm. W. filling station	Galloway Motor Company
1948	Burks Pontiac	Aetna Service Center	Wallace Motor Inc.
1947	Talley Nathan A./Goines Emory Trucking	Mrs. Vera Spugnardi	No listing

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Galloway Motor Company, Warren County, Kentucky

Statement of Significance

The Modern Automotive District meets Criterion C for containing the most locally distinct examples of Art Moderne and International Styling as applied to buildings associated with the automobile industry. Their designs are evaluated within the context "Evolution of Automotive-related Commercial Design in Bowling Green, Kentucky, 1900-1960." The Galloway Buildings, designed by James Maurice Ingram, and the Hardcastle Filling Station, which comprise the district, serve as ideal examples of the middle phase of automotive dealership and gas station design. During the earlier phase, ca. 1900-1930, owners of automobile dealerships tried to fit buildings into existing downtown commercial spaces, and the later phase, in the 1950s, owners developed large acreages on the outskirts of towns on sites specifically arranged to accommodate the automotive product. In the middle phase, when the nominated buildings arise, retailers learned that fashioning buildings that presented a recognizable corporate image facilitated car or gasoline sales. In all three phases, the design, siting and setting of the operation expressed the intent to use building and space not only to house the product, but as marketing tools themselves. Each phase of design development exhibited a distinct commercial vernacular, a design trend that spanned the nation and saw local expressions. The design of these automotive facilities is also considered within the local architectural context of Bowling Green, Kentucky.

The single year Period of Significance, 1948, conforms to the National Register's prescription to restrict the Period when architectural significance is the basis for eligibility. The buildings at the site were associated with the automotive industry from their 1948 construction until they ceased to serve that original function, in 1987.

Context: Evolution of Automotive-related Commercial Design in Bowling Green, Kentucky, 1900-1960

The advent of the automobile in America led to changes in the nation's commercial landscape, eventually exploding in size, pushing those places from the traditional Main Street to large shopping areas outside of the town center.

Phase 1: 1900-ca. 1930

Automobile sales and travel, 1900-ca. 1930

In the first two decades of the 20th century, automobiles in Bowling Green were just novelties that shared the road with the horse and buggy. Automobiles were sold out of existing commercial buildings and gas was sold from curbside pumps. By the 1920s, the number of registered cars took a major upswing. The increase in the number of cars on the road, both locally and nationally, had profound impacts on the landscape of Main Street. This area changed from a crowded yet approachable trade center to a congested area with paving, pushed back curbs, directional signs, lights, and traffic controls. Entire buildings were destroyed to make room for parking lots or gas pumps.

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Galloway Motor Company, Warren County, Kentucky

The number of cars on America's roads continued to rise at a fast pace, reaching 23 million by 1930. With the increased number of autos came an increased need for gas outlets, salerooms, and repair shops. Americans increasingly used the car for leisure activities, such as tourist attractions, drive-in restaurants, and motor courts. According to Chester H. Liebs, author of *From Main Street to Miracle Mile*, these "linear urban commercial portals catered to Sunday drivers . . . as well as to the tourist" (Liebs, 27). Soon Main Street could not change enough to accommodate the needs of the automobile, and merchants moved their stores to major trunk roads or "approach strips" leading in and out of the city, where they had more space for parking, pull-up gas tanks, showroom windows and eye-catching signs.

Bowling Green's history of the automobile paralleled that of the rest of the country. The first personal motorcar recorded on the streets of Bowling Green was built in 1900 by local electrician J. Bland Farnsworth. Three years later, his noisy one-cylinder automobile found itself in the company of the city's first factory-built automobiles. Automobiles took over the entire town, including the road that had originated in the early 1800s as a major route for local residents and travelers, and which by 1927 became US 31W. This road also became known as the Dixie Highway, since it was the major north-south route through the nation to the South.



J. Bland Farnsworth in Bowling Green, driving his novelty automobile, c. 1900.

What followed in the 1920s, and to some extent the 1930s, like the rest of the country, was a steady increase in the development of the city's infrastructure favorable to tourism, auto-owners, and bus lines. An undated article in *Popular Mechanics* by Charles E. Mace entitled "Automobiles Displace Trolley Line in Old Southern City," explains the growth of the auto in Bowling Green:

This thriving little municipality, with a population of 15,000 claims the distinction of issuing more automobile licenses than any other city of its size in the country. It is said that there is an automobile for every three inhabitants. Traffic regulations and parking rules, ordinarily necessary only in very large cities, are rigidly enforced here (Mace, 563).

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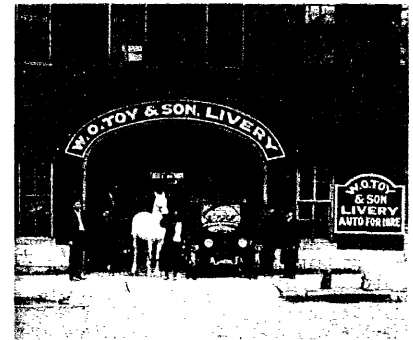
Galloway Motor Company, Warren County, Kentucky

Although the rapid growth in popularity of the automobile was a country-wide phenomenon, the article credits the oil industry in Bowling Green for the exceptional growth rate for such a small town, since an automobile was "a necessary piece of equipment in operations for oil" (Mace, 563). Another factor that was likely responsible was the Dixie Highway. The Dixie Highway was a major north-south route across the country that passed through Bowling Green and it was the first major trunk road in and out of the commercial district. Within the city limits, it consisted of Louisville Pike, College Street, portions of East 13th Avenue, East 14th Avenue, Nashville Pike and Chestnut and State Streets.

It was the Dixie Highway that made Bowling Green, if not a travel destination, at least a stop on the vacation plans. A travel pamphlet for the 1931/32 and 1932/33 seasons titled, "Standard Hi-Way Guide: From the Pines of Michigan to the Palms of Florida" illustrates how significant 31-W was in auto-tourism's enhancement of the city. The guides called "special attention to the so-called level route to Florida," allowing travelers to "take this route with ease and comfort." Along the Dixie Highway, Bowling Green offered the traveler attractions such as Lost River Tourist Camp (NR-listed 1975), places to stay in clean, safe motor courts, and places to satisfy their automotive needs such as gas stations and auto repair shops.

Auto Dealership design, 1900-ca. 1930

Auto showrooms, claims Liebs, played an essential role in the development of what he terms the "miracle mile" (75). As he points out, the showroom is where a car was introduced to the world, where it went to be repaired and where it went to be traded in for a new model. The first showroom for the automobile was the sales place of its predecessor, the horse and buggy. Autos initially could be purchased at livery stables, blacksmith shops and carriage and bicycle stores. As demand grew, some retailers devoted their efforts to the automobile exclusively.



This livery stable in Bowling Green also accommodated the car in 1909.

The transition from livery-auto dealerships, to auto dealerships exclusively, is evident in Bowling Green. In 1886 there were six livery and feed businesses in the city. By 1925 there were still five, but there were also ten automobile sales and service shops. By 1930 the number of livery stables dropped to only two, while ten auto dealerships remained. It is likely that car manufacturer consolidation and suburban expansion explain why Bowling Green had 10 dealerships in 1930, but only 6 in the downtown area in 1947.

The combination of livery stable and auto dealership prompted the redesign of interior spaces, but not necessarily the dealer's exterior. Even new structures devoted to automobile sales, at first, used the traditional main street design of store front, with upper story, or stories, capped with a decorative cornice. For buildings that did not have rear or side access, a large door to drive the automobiles in and out was added to the front. The traditional exteriors demanded the traditional use of interiors. The front of the building remained as the

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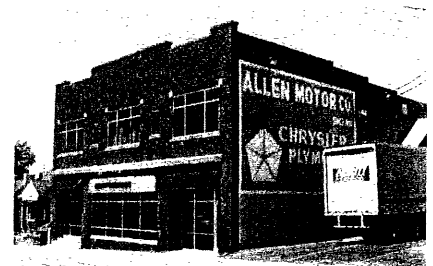
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Galloway Motor Company, Warren County, Kentucky

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shop front, the back room was used as a repair shop and upper floors were used for inventory and storage area. Some shops still offered space for lockers, baths and showers for chauffeurs just as their predecessor, the livery stable, had done for coachmen.

The Allen Motor Company, c.1926, (416 11th Avenue, not surveyed) in Bowling Green is a good example of a traditionally-designed auto showroom. The building is two stories with large windows for viewing the cars and a massive door for auto access as well as a smaller door for shoppers on the first floor. The upper floor had its own entrance, and may have been used as a residence or for inventory.

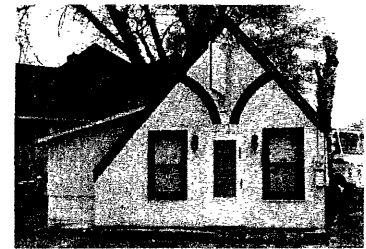


The Allen Motor Company after a 2005 rehabilitation.

Gasoline Station design, 1900-ca. 1930

The filling station began much like the automotive dealership, in that gas pumps originated in front of existing stores, such as carriage shops, groceries, and livery stables. Some even occupied the lawns of private homes. By the time of World War I, curbside pumps were popping up at a rate of 1,200 or more a year (Lieb, 97). Also like the automotive dealership, it was not long before these curbside tanks did not fit into the existing fabric of traditional Main Street. They came to be seen as such a hazard that by 1920, cities were working to outlaw the curbside pump.

The first drive-in stations were nothing more than small shacks, just big enough to keep the attendant out of bad weather. The site included one to three pumps, a driveway, a parking area and a sign on the street. The proliferation of these stations corresponded with the City Beautiful movement, which impacted later designs. Proponents of the movement encouraged cities to include ordinances that would limit the types of buildings and designs that could be constructed. Unlike the dealerships, gas companies had already begun experimenting with alternative locations and designs. A version of the chain store, drive-in station originated in 1905 in St. Louis. To build positive corporate images, gas companies readily complied with new city ordinances.



This gas station 538 College Street (WA-B-242) in Bowling Green was designed to look like a Tudor cottage.

In the first phase, designers created positive impressions by taking small shacks used by attendants and incorporating traditional designs such as Greek, Beaux Arts or Neoclassical stylings in small versions of civic buildings. By 1920, the most popular design was a station that looked like a small house. Liebs claims that, "The sight of a little house selling gas along the roadside could also trigger a host of positive associations—friendliness, comfort, and security—in the minds of motorists whizzing by" (Liebs, 101). Popular domestic forms included bungalows, English cottage-types, Tudor and colonial.

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Galloway Motor Company, Warren County, Kentucky

Phase 2: ca. 1930-ca. 1955***Auto Dealer Design in Bowling Green, ca. 1930-ca. 1955***

During the Great Depression, the dramatic decrease in the sales of new cars came with a scaling down of the dealership's appearance. The impressive and expensive showrooms of the early 1900s made way for modern, stronger, and simpler structures. Auto manufactures continued to make suggestions about designs. One suggestion was for a dealership to move out of the downtown center to a place where there would be room for gas tanks, auto show space and expansion. They also suggested "L" or "U" shaped structures that could flank the gas tanks or used automobiles. The main mantra of the auto manufacturers was to modernize, although this flurry of new construction was temporarily halted by World War II (Liebs, 86).

According to the *1937-38 Caron's Bowling Green City Directory*, the city had three service stations and one car dealership, R.E. Wallace Motors. It was also in 1938 that an article in the *Park City Daily News* cited Warren County as leading sales in automobiles in southern Kentucky. While Simpson, Logan, and Caldwell Counties' dealerships had a combined sales of 345 vehicles, Warren County's dealers sold 423. By 1947, the city directory listed five service stations and six dealerships within the downtown area.

After the war, auto manufactures' guidelines for auto dealerships continued to deal with issues such as location, exterior treatment, the service wing, signs and interior layout. These prescriptions continued to trumpet the advantages of placing dealerships on large lots just outside of town. They suggested that the ideal placement was the "far side of an intersection on the homeward-bound side of a major commuter highway" so that when someone stopped at the traffic light they would have time to contemplate the new cars and make an impulse stop (Liebs, 89).

Manufactures made architectural suggestions as well. The exterior should have large glare free windows for "speed reading" of the display. The service wing should have a readily visible bay that suggested service as a priority and the used-car lot should be next to the building, with space to line the best cars up close to the street. On the inside, an emphasis was placed on positioning for profit. The average modern show room had space for just a few cars and a readily visible parts department with the cashier right next to it. There was often a window between the service department and the show room so that someone in the service department could see the new cars and someone in the showroom could confirm that work was actually taking place.



Coral Court Motel © 1999-2006 Shellee Graham

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Materials for roadside architecture during the 1940s could also be helpful with catching the attention of a customer. Architect Adolph L. Struebig designed the Coral Court Motel (NR listed-1988) in St. Louis, Missouri of similar materials and in the same Art Moderne design as the Galloway Buildings. Shelle Graham on her website about the history of the motel that was constructed in 1941 claims that “the honey-colored glazed ceramic bricks and large glass block windows gleamed in the sunlight, or reflected the headlights of your 1950 Buick Roadmaster at night.” (www.coralcourt.com/main.html) The use of reflective highly glazed ceramic tile for the Galloway buildings no doubt enhanced their visibility at their already highly visible crossroads location.

Manufacturers and dealers chose architectural styles that connoted the modern age, speed, and industrial power. At the end of World War II, Art Moderne style, with its rounded corners and oval windows, rose in popularity. By the late 1940s, some auto dealerships chose International Style, and then an Exaggerated Modern in the 1950s. By the mid-1960s, the Environmental Look of shingled mansards was a popular choice of auto dealerships.

No longer was the automobile confined to existing generic retail spaces. The showroom increasingly became a specialized creation, a marketing machine itself, not just a place to house cars. In *The Buildings of Main Street*, Longstreth claims that the International Style “entailed new concepts of form and space, with space, or volume, as the primary consideration” (Longstreth, 126). Handlin elaborates by outlining the style’s two principal attributes: First, it was concerned with volume rather than mass. Second, the structure’s purpose should dictate the visual motif, rather than decoration applied for decoration’s sake (Handlin, 202). For this reason, the International Style, like Art Moderne, fulfilled the sales idea of the building as a marketing tool rather than just an enclosure for vehicles but also allowed for the necessity of space that such a large consumer object required.

Brothers Henry F. and Frank L. Galloway followed the advice of the auto manufacturers and moved their dealership from 1010 State Street in Bowling Green, KY, which was only one block from the downtown square, a little bit farther from the square. They purchased four lots at the corner of 6th and State between 1945 and 1946. This new location fulfilled the urgings of the auto manufacturers. Here the brothers kept close to the existing commercial district but had the requisite room to grow and to show off their inventory.

The brothers adopted all of the manufacturer’s ideas for using architectural design to give the impression to the passerby that they had the latest and most modern designs available. They picked two corner lots at the intersection of a major thoroughfare into town. In addition, the brothers purchased the adjoining lots of those two building lots, which they used for used car sales, equipment display and parking. Both buildings had prominent service wings in their back, but still had visible drive-in bays on the main façade, to impress upon the customer that “service” was a priority. The design was a perfect fit to the requirements outlined by the manufacturers. The large curved windows allowed for viewing of the showroom from all directions at the intersection. Like other showrooms of the era, there was only room for four cars (image #44), but the “L”

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shaped design of the building provided for plenty of outdoor space to line up new cars. In addition, in the Galloway Motor Company Building, the brothers installed two windows between the showroom and the service area so that people could see that work was actually being accomplished.

The brothers visually linked their two buildings with like materials and similar modern designs. Like many auto dealerships around the country, they chose architectural styles that embodied the notions of modern, streamline and industrial: Art Moderne and International Style. Richard Longstreth in *The Buildings of Main Street: A Guide to American Commercial Architecture* describes Art Moderne as a second phase of the Art Deco style. He claims, "Its slick, machine inspired imagery became a popular means to create a new appearance for businesses during and after the Depression. In contrast to examples from the earlier phase, these buildings emphasized the façade's horizontality with such devices as decorative banding, long stretches of windows, smooth wall surfaces and rounded corners" (Longstreth, 46-47). In *American Architecture*, David Handlin suggests that the Moderne style originated with industrial designers from the late 1920s. These designers claimed that their inspiration came from speed "as the essence of the modern age" (Handlin, 210). These new designs perfectly fulfilled the desires of the auto dealerships and manufacturers and gas companies and service stations to use the structure as a sales tool. The materials and horizontal lines, expressing speed, movement and machine precision, perfectly expressed the function and attributes of the product within.

Gasoline Station design in Bowling Green, ca. 1930-ca.1955

The style of filling stations changed again in the late 1920s, when the small building that once sold only gas, began to offer additional services, such as repairs, parts, and tires. Existing filling stations answered the growing demands by erecting additional buildings on site. By the beginning of the Great Depression, the two-building filling station had become a single station which combined a service house and service bay. Pumps were placed away from the building to allow easy access to the interior. The canopies, popular on the residential-style filling stations, disappeared because the necessary columns and posts got in the way of traffic flow.

The second phase of filling station design paralleled that of automotive dealership design. Auto dealership design began using the building as an icon to help sell the product. During this phase, auto manufacturers and other industry sources prescribed building design, so that the dealer did not have to rely on his own sensibilities. Phase 2 gasoline station interiors and exteriors were designed to impress. By mimicking the designs of banks, train depots and major office buildings, dealers promoted the image of the automobile as a civic asset.

Concerned with product image, company trade marking, and armed with the new notion of using the structure as a selling tool as much as a selling location, gas companies, much like the automotive manufactures, took over design control of their stations. They wanted to use the building to help sell not just gas, but the staples that helped them through the Depression years—tires, batteries and accessories. In an effort to put forth an image of quality, modernism and a positive corporate image, the gas companies also adopted modern architectural styles,

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such as Art Moderne and International styles, which were the complete antithesis of the cottage station. Texaco was one of the first to adopt this new look. Liebs in *Main Street to Miracle Mile* provides a description of one of Texaco's first designs in Milwaukee, Wisconsin, by industrial designer Walter Dorwin Teague, which closely resembles the design of the Hardcastle Filling Station (WA-B-451, 600 State Street) in Bowling Green.



Teague's Texaco Station is similar in design to the Hardcastle filling station.

The walls, according to Liebs, were sheathed with porcelain-enameled steel. There was a large window for display of products that could be seen by a passing car, and glazed overhead doors so the passerby would be reminded that service was also offered at the station. The station emphasized the horizontal with streamlines across the parapet and along the pumps (Liebs, 105).

The needs of the automobile clearly changed the face of America, as it pushed consumerism out of the traditional downtowns and out onto feeder roads. The automotive dealerships and gas stations followed this trend in similar ways as they tried to fit into existing structures and business along Main Street and then moved out of the downtown area where there was more room for the car and space in which to expand. Both auto industries also looked to the structure itself to help them sell their product. The car was a modern invention and it was the modern styles of Art Moderne, Streamline Moderne and the International styles that impressed upon customers the ideas of state-of-the-art products and services.

Subsequent Phases: Post 1955

By the late 1950s the modern look morphed into the Exaggerated Modern. Stiff competition inspired both auto dealerships and gas stations to catch the attention of the speeding driver with soaring roofs, canted fronts, V-shaped canopies and elaborate signage. However, by the early 1960s, the automobile came under attack for the damage it was causing to the landscape. Businesses responded to the criticism with the Environmental Look with traditional looking materials such as wood shakes, brick and faux stone. The rakishly angled roof transitioned into a mansard roof and the design cycle continued.

Comparison of the Modern Automotive District design with similar design in Bowling Green

The owners of the three buildings in this district, no doubt picked these modern styles, not so much to be trend setters, but in response to the industry's call by manufacturers and by the gas companies to put forth a modern image. For the Galloway Brothers, the style of their farm equipment building complimented the Art Moderne

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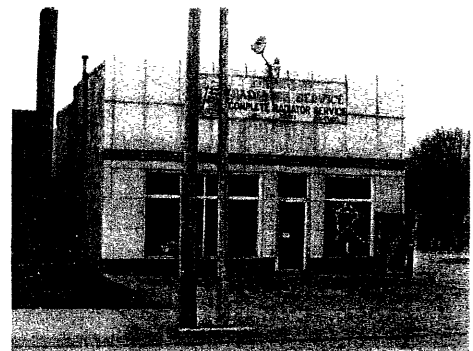
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style of their Motor Company, impressing the values of state-of-the-art quality to the customer. The structures are ideal examples of Art Moderne and International Style with all of the typical characteristics of these styles.

There is just one other building in Bowling Green that exhibits the Art Moderne style. It is also related to the automobile industry and located on the Dixie Highway. The College Street Service Station (WA-B-458) at 731 College Street is a paired down version of the Art Moderne style, exhibiting only emphasis on the horizontality of the building and the smooth facade. The College Street Service Station originated as the Powell Service Station—the first recapping plant in Bowling Green. Its original design was a “House” subtype of a Filling Station as identified in Johnston’s Multiple Property Listing, “Historic Resources Along US 31W in Warren County, 1920-1965”. This Gulf station was brick with a shed roof overhang. Some time after 1940, the owners modernized the station with stylings of Art Moderne. The shed overhang was removed and the front brick façade was covered with slick large panels of enameled steel. The horizontal was emphasized with a triple banding of cobalt-colored brick just above the windows and door.



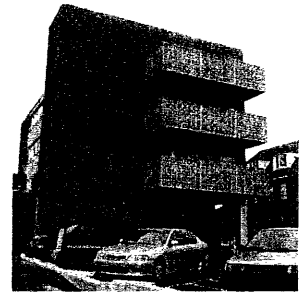
The Powell Service Station seen on the left in 1940 was transformed into the College Street Service Station as seen on the right in 2004.



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There are no other automotive-related buildings in Bowling Green that exhibit the earmarks of the International Style; however Edwin Keeble's The Milliken Building at 1029 College Street (WA-B-927) was designed in a style that is a derivative of International, known as Contemporary. The structure meets the basic characteristics of International style design with its flat roof without a ledge, lack of decorative detailing at doors and windows and asymmetrical façade. However, the International Style typically had smooth facades. The choice of brick for the Milliken building makes it a better fit with the Contemporary style, according to the McAlesters. At the time it was built in 1963, this four-story building was the tallest in downtown Bowling Green. Keeble is also known for the first skyscraper in Nashville, Tennessee. Keeble designed the fins of the Milliken building to block afternoon sun. The round section on the front of the building served as a law library and conference room and the round section in the back housed the HVAC system. The cantilevered balconies feature concrete railings that match the design of the fins.



Milliken Building (WA-B-927) as seen in 2003.

Integrity Considerations:

To be a building that is associated with the automotive industry in Bowling Green, and to be significant for exhibiting design qualities found in Moderne or International style building, the property must retain integrity of setting, design, materials, and feeling.

The **location** of the Modern Automotive Buildings is fully intact.

The integrity of **setting** is retained. Both of the Galloway businesses originally occupied two lots each. The empty lots which were used for parking and product display remain to testify to the property's identity as an automobile sales site. The setting outside of the nominated area—that ideal marketing location of a busy intersection with a major thoroughfare into town—also remains.

The property retains integrity of **design** and **materials**. The two Galloway buildings have undergone very few changes and thus retain the majority of their defining architectural features. The main change is in the form of a small addition towards the rear side of the Galloway Motor Company. In addition, the overhead doors on both Galloway building have been replaced, but the original openings and function remain. Minor changes have taken place in terms of the location of interior office walls in both of the Galloway buildings, however, the main walls between the showrooms and the service areas remain intact. Other significant elements such as restrooms and stairwells remain in their original locations.

The Hardcastle filling station retains its original defining as features as well. Interior walls within the office may have been moved but it is not likely. The service bay retains its original dimensions and retains the

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window between the office and the service area, however part of the window has been covered. The glazed overhead doors now only have small windows; however the original openings and function remain. The main entrance retains its original size opening with glass-block surround however the door itself has been changed. The pump of the Hardcastle filling station has been removed but the evidence of the small island and the surrounding area for parking and servicing of vehicles remains. Changes that have taken place at the station are minor and do not take away from the building's ability to exemplify a 1949 gas station or an Art Moderne building.

Any site associated with Bowling Green's Automotive past that retains integrity of setting, materials, and design will also be said to retain integrity of **feeling**. The Modern Automotive District continues to convey the era when the automobile retail outlets ceased trying to shoe-horn themselves into the existing commercial landscape, and instead, created new commercial forms. Their architecture illustrates the evolution of design that served automotive-related businesses at mid-20th century. These structures represent the importance, the growth and the impact of the automobile, not only in Bowling Green, KY but across the nation.

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Geographical Data

Verbal Boundary Description

The district includes three of the four corners at the intersection of State Street and 6th Avenue. It is bounded by property lines on the southern end, an unnamed alley and State Street on the western side, 6th Avenue and property boundary on the northern side and property boundaries on the eastern side.

PVA#: 039A-04-077

PVA#: 039A-04-084

PVA#: 039A-04 -085

Please see map of district attached.

Boundary Justification

The boundaries of the Modern Automotive District include the original boundaries of the three included business as shown on the Sanborn map from 1948, updated from 1932.

UTM Coordinates:

All points in Zone

	Easting	Northing	Quad Map
1:			

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PHOTO LOG

Galloway Motor Company, 601 State, digital photographs taken by CJ Johanson in late 2005

Exteriors:

1. Porthole window on North elevation
2. wide of showroom on north side
3. garage portion on north side, from porthole to garage door
4. garage door facing on east elevation
5. garage portion on north side, from garage door to rear of building
6. view of west elevation looking down alley
7. main entrance of east elevation and showroom
8. looking north west into "L", addition to the left
9. addition

Interiors

10. looking from showroom through double doors into garage
11. looking from garage doors, past office to showroom windows
12. women's guest restroom
13. men's guest restroom
14. looking down stairs
15. garage—looking from office area
16. garage—looking toward north elevation
17. garage—looking back towards offices
18. close-up of trusses and skylights
19. work area in floor
20. employees restroom

Galloway Farm Equipment Company, 538 State Street, digital images taken by Robin Zeigler in January 2006

Exteriors

21. State Street Façade
22. State and 6th Street corner
23. loading door on State Street façade
24. NW façade
25. 6th Street façade part 1
26. 6th street façade part 2
27. 6th street façade part 3

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Hardcastle, Wm W. filling Station, 600 State Street, digital images taken by Robin Zeigler in January 2006

Exteriors

- 28. State Street Façade
- 29. south side façade
- 30. rear façade
- 31. 6th Street façade
- 32. Main entrance

Interiors

- 33. showroom looking out towards 6th street
- 34. Main entrance
- 35. looking from showroom to door to service bay
- 36. side windows of service bay looking south
- 37. front overhead doors in service bay
- 38. rear windows of service bay
- 39. interior service bay looking towards service window

General Views of District, State & 6th Streets, digital images taken by Robin Zeigler in January 2006

- 40. Looking north on State Street, Galloway Farm Equipment and Hardcastle on right
- 41. Looking from 6th Street to State Street and Galloway Motor Company Building
- 42. Looking north on State Street between two Galloway buildings

Selection of images of Ingram's Architectural Plans for Galloway Buildings from the Kentucky Library and Museum. These images are for research purposes only and may not be reproduced without permission from the Kentucky Library.

Galloway Auto Dealership

- 43. Galloway building detail of oval window
- 44. Galloway building showroom plan
- 45. Galloway building State and 6th Street elevations

Galloway Farm Equipment

- 46. office layout
- 47. 6th street elevation of two-story portion
- 48. State Street facade
- 49. rear elevation

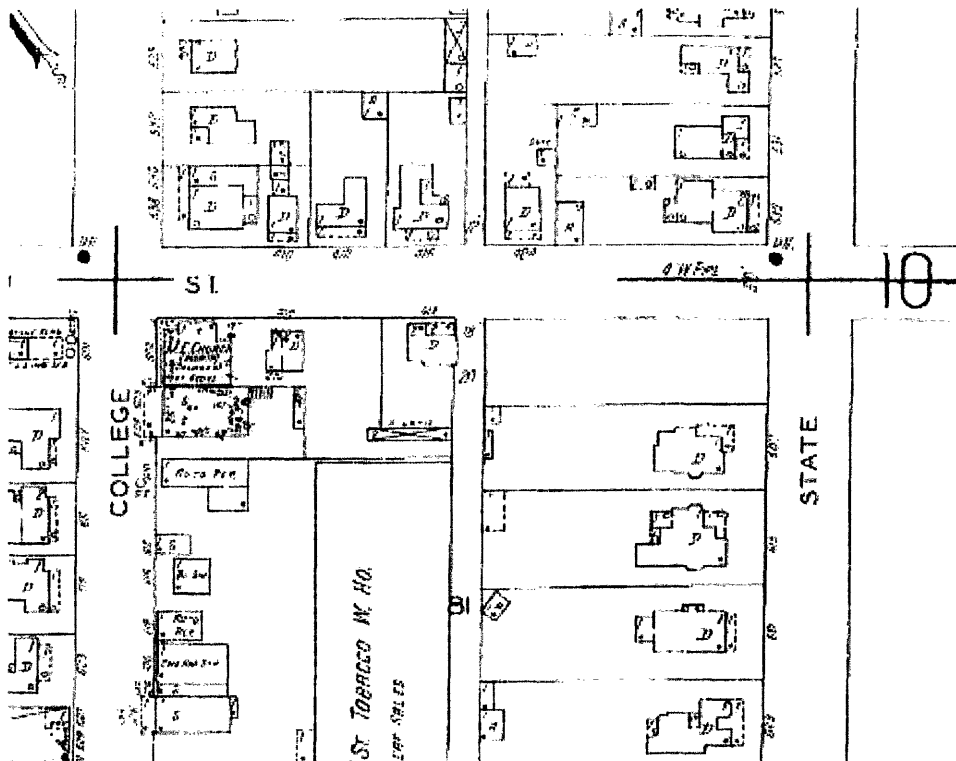
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Galloway Motor Company, Warren County, Kentucky

1932 SANBORN
State Street before construction of the Galloway Motor Company



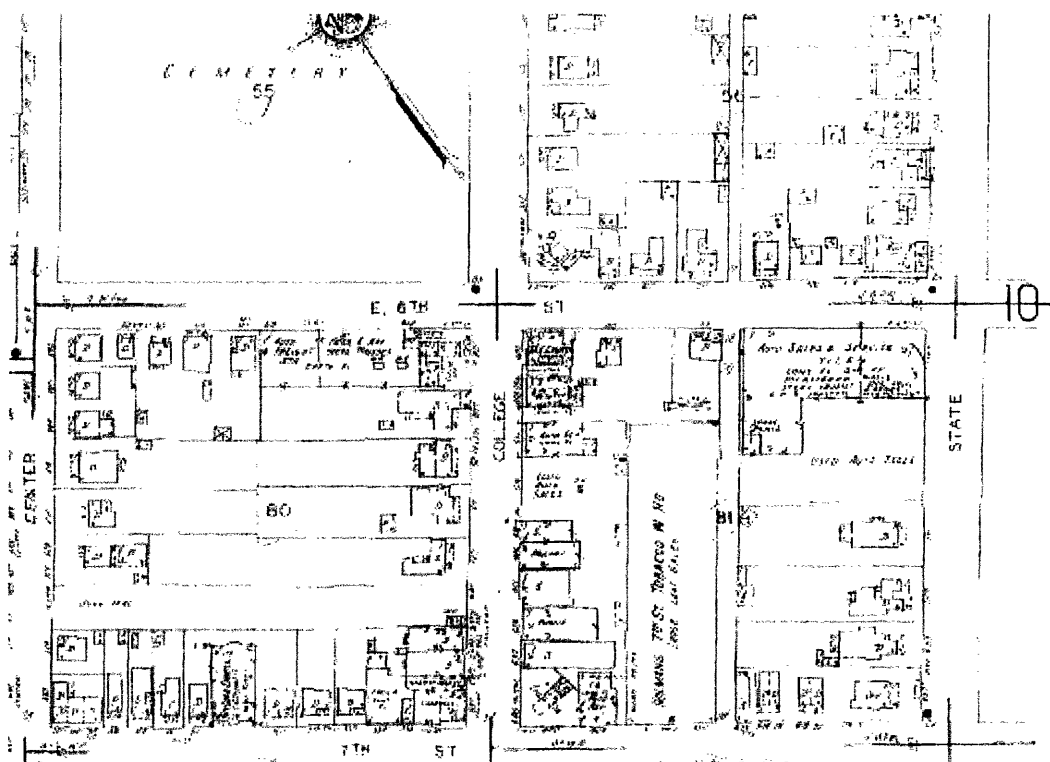
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Galloway Motor Company, Warren County, Kentucky

1948 SANBORN
Shows the Galloway Motor Company on State Street



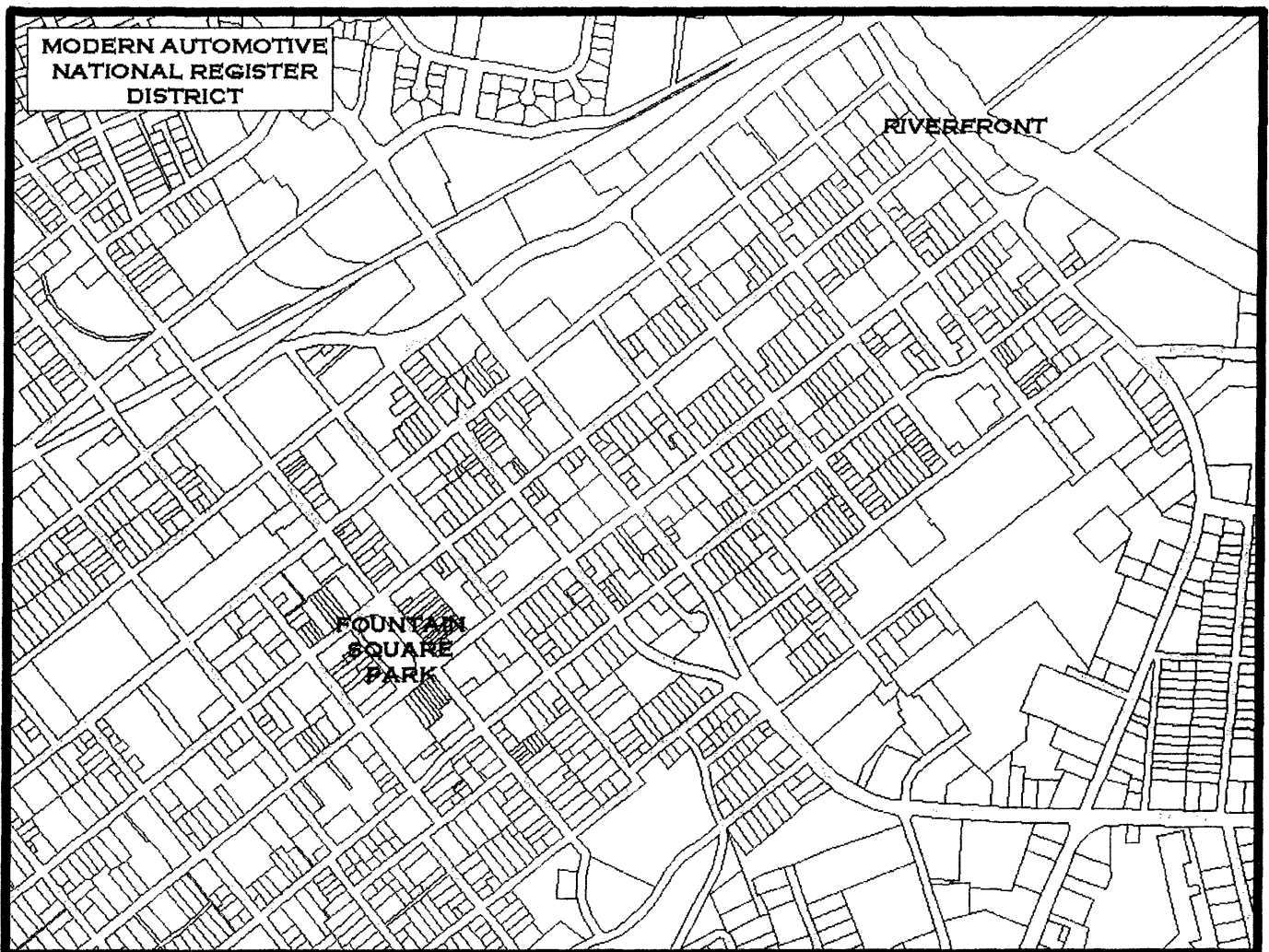
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CONTEXTUAL MAP: MODERN AUTO DISTRICT IN YELLOW



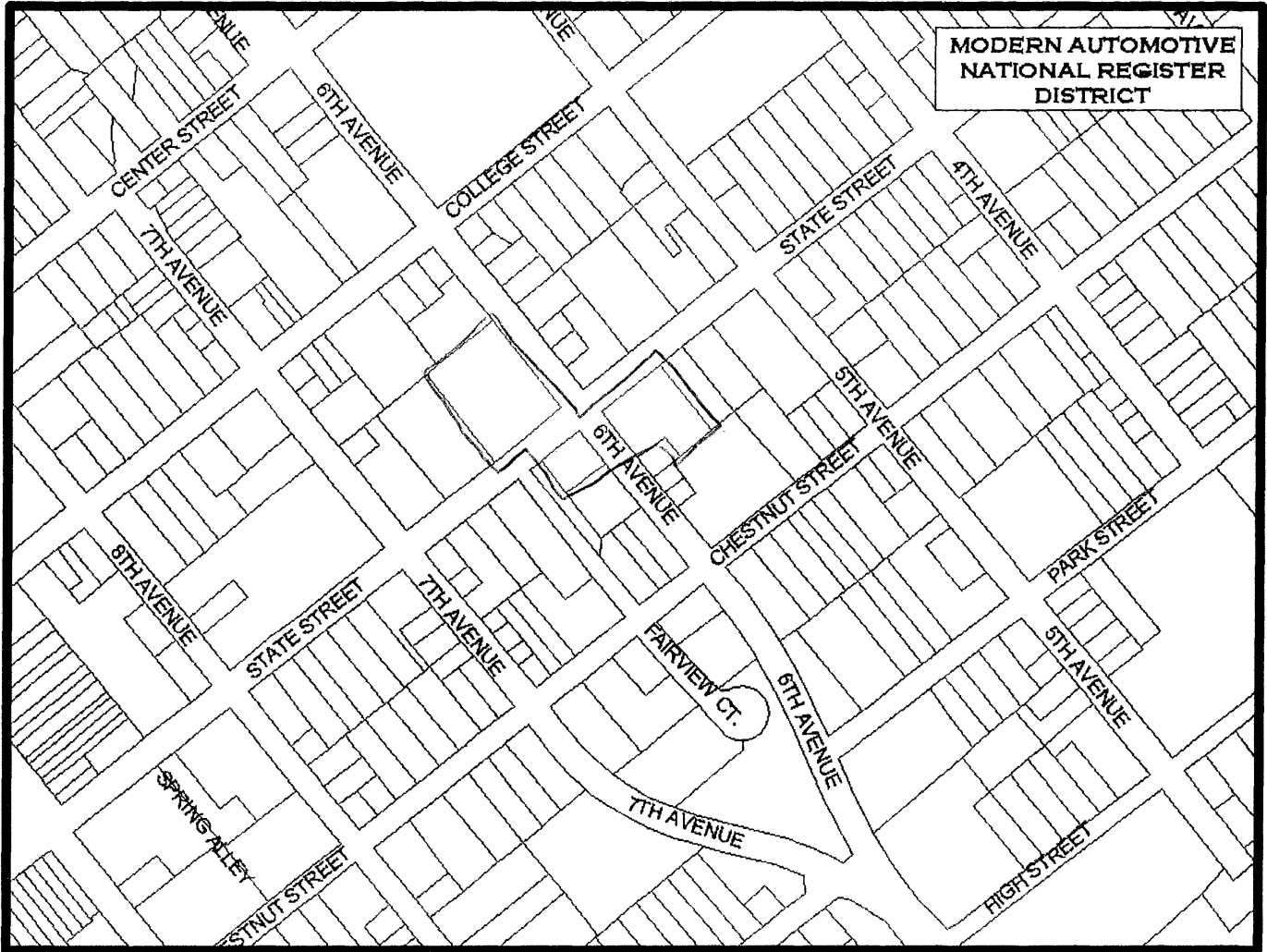
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MODERN AUTO DISTRICT MAP



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Additional Attachments

Drawings of existing layout of the Galloway Motor Company Building
Direction of exterior photographs map

MODERN AUTOMOTIVE
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