

United States Department of the Interior  
Heritage Conservation and Recreation Service

National Register of Historic Places  
Inventory—Nomination Form

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



1. Name

historic The Hein Building

and/or common William R. Moore Dry Goods Building (preferred)

2. Location

street & number 183 Monroe Avenue N/A not for publication

city, town Memphis N/A vicinity of Congressional District

state Tennessee code 047 county Shelby code 157

3. Classification

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

4. Owner of Property

name William R. Moore, Inc.

street & number 183 Monroe Avenue

city, town Memphis N/A vicinity of state Tennessee 38103

5. Location of Legal Description

courthouse, registry of deeds, etc. Shelby County Registrar, Shelby County Building

street & number 160 Mid America Mall

city, town Memphis state Tennessee 38103

6. Representation in Existing Surveys

title N/A has this property been determined eligible? \_\_\_ yes  no

date N/A N/A \_\_\_ federal \_\_\_ state \_\_\_ county \_\_\_ local

depository for survey records N/A

city, town N/A state N/A

# 7. Description

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

### Describe the present and original (if known) physical appearance

The William R. Moore Dry Goods Building is a Commercial Style warehouse built in 1913. The building stands in the heart of the Memphis downtown business district on the banks of the Mississippi River. The building is concrete frame with brick and terra cotta exterior. The William R. Moore Dry Goods Company has maintained this property in excellent condition with only minor architectural alterations. Also, the function of the building is unaltered from its original program and use.

Located in downtown Memphis, the building stands on the southeast corner of Third Street and Monroe Avenue. Directly to the north, east and south are open parking lots. To the west is a three-story parking structure. An urban commercial environment surrounds the immediate area with the buildings of the Memphis skyline.

The William R. Moore Dry Goods Building is an example of early twentieth century Commercial Style architecture with some influence from the Beaux-Arts Style. Built in 1913 by the Hein Realty Company, the building was designed by the prominent Memphis architects Shaw and Pfeil. This single structure is square in plan, 148 feet wide by 149 feet deep. It is eight stories in height with a full basement. The building is cast-in-place, reinforced concrete frame with seven vertical bays across the front and eight bays along the side. The north (front) and west (Third Street) facades are clad with red brick and terra cotta with rectangular windows in each bay. The south and east facades are of common face brick.

The north (front) and west facades are decorated in the Commercial Style. Terra cotta-faced piers and head panels surround wood frame storefronts in each bay to form the base. The front entrance on Monroe Avenue is recessed into the facade, and clad in terra cotta panels and mouldings. A terra cotta cartouche decorates the transom above the entrance doors, a treatment reminiscent of the Beaux-Arts Style. A terra cotta cornice moulding separates the base from the second level where alternating horizontal terra cotta and brick bands are capped with another terra cotta cornice. From the third floor up, the end bay spandrels and piers are in the same plane with two single windows at each floor; however, the interior bay spandrels are slightly recessed from the piers, a feature typical of the Commercial Style. The interior bays have herringbone pattern brick panel spandrels at the floor levels. Three double hung wooden sash windows, rectangular in shape, are at each interior bay on every floor. The brick between the piers corbel out to meet the top spandrel. The top floor is adorned by a terra cotta cornice of moderate projection supported by terra cotta brackets, another feature showing Beaux-Arts influence. Above this is a simple parapet wall with tile coping.

The south and east facades are simply brick faced with eight single windows at each floor. A covered loading dock wraps around the southeast corner of the building. The street facades wrap around and terminate at a sharp angle at the southwest and northeast corners.

## 8. Significance

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

**Specific dates** 1913 **Builder/Architect** Shaw and Pfeil, Architects  
Hein Realty Company, Builders

**Statement of Significance (in one paragraph)**

This property is nominated under Criteria A and C.

The William R. Moore Dry Goods Building is a resource worthy of preservation for the company's regional and local significance, and its representative commercial architecture. The William R. Moore Dry Goods Company has been an integral part of the dry goods trade and Mid-South business for over 123 years. The building is a fine example of the early twentieth century Commercial Style of architecture by important Memphis architects Shaw and Pfeil, and one of the first reinforced concrete frame structures in Memphis.

The William R. Moore Company is the oldest dry goods wholesaler in the Mid-South. Founded in 1859, the company has played an important role in the development and social exchange in what is now a seven-state region. The firm began its operation with three partners on South Main Street in Memphis. A few years later they moved to a larger building at 156 South Main Street opposite the Gayoso Hotel. As the business increased, a new six-story building was built on South Second Street and the William R. Moore Company entered into another period of growth. By 1911 the company had again increased in size and had begun construction on their present eight-story home. Built on principles of economy, integrity, and diligence, the firm survived the Civil War and Reconstruction, successive yellow fever epidemics, depressions and recessions. The importance of the company to the economy of Memphis is well illustrated by the special editions of the city's morning newspaper, The Commercial Appeal, commemorating the 75th (1934) and 100th (1959) anniversaries of the business. Through its long history, the company has accumulated a remarkable collection of documents relating to the economic history of Memphis, including photographs, catalogs, correspondence and ledgers.

The founder of the William R. Moore Company was William R. Moore, one of Memphis's most prominent citizens in the late nineteenth century. Born near Huntsville, Alabama, on March 20, 1830, Moore grew up a farm hand. At 15, he went to Beech Grove and then to Nashville where he worked selling dry goods for a retail store. He moved to New York in 1856 as a wholesale dry goods salesman where he was made a junior partner in the firm. He moved to Memphis, then the fastest growing city in the nation in 1859, and went into business for himself. Selling goods by day and packing orders at night, Moore built a business that prospered and expanded. In 1865, he represented Shelby County in the 34th Tennessee House (Reconstruction) General Assembly. In 1880, he was elected to the United States House of Representatives, 47th Congress, as the first Republican from the Memphis district. In 1888, he declined the Republican nomination for Vice President at the party's national convention in Chicago. In 1890, he declined the Republican nomination

# 9. Major Bibliographical References

Biographical Directory of the American Congress. 1774-1961, pg. 1353.  
 The Commercial Appeal. Wed., Aug. 15, 1934 and Sunday, May 24, 1959.  
 Coppock, Paul R. Memphis Memoirs, Memphis State University Press, Memphis, 1980.  
 Herndon, Joseph L. Directory of Architects in Tennessee until 1930, Columbia University, 1975.  
 Drawings. William R. Moore Dry Goods Building, Shaw and Pfeil, Architects, February 1911.

# 10. Geographical Data

Acreage of nominated property 1/2 acre  
 Quadrangle name Northwest Memphis, TN Quadrangle scale 1:24000

UMT References

A	<u>15</u>	<u>7618</u>	<u>740</u>	<u>318</u>	<u>926</u>	<u>80</u>	B						
	Zone	Easting		Northing			Zone	Easting		Northing			
C							D						
E							F						
G							H						

### Verbal boundary description and justification

Southeast corner of Monroe and Third Streets. 148.5' x 148.5'. Lot #577 and part of #578, County lot # 482, Tax Map #FG7a. See attached map, boundaries outlined in red. The boundaries conform to the dimensions of the lot occupied by the building.

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

state	<u>N/A</u>	code	<u>N/A</u>	county	<u>N/A</u>	code	<u>N/A</u>
state	<u>N/A</u>	code	<u>N/A</u>	county	<u>N/A</u>	code	<u>N/A</u>

# 11. Form Prepared By

name/title John H. Jones  
 organization Roy P. Harrover and Assoc., Architects date May 7, 1982  
 street & number One Commerce Square, Suite 2710 telephone (901) 522-1406  
 city or town Memphis state Tennessee 38103

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

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

Deputy State Historic Preservation Officer signature Herbert L. Byers

title Executive Director, Tennessee Historical Commission date 7/23/82

For HCRS use only	
I hereby certify that this property is included in the National Register	
<u>Herbert L. Byers</u>	Entered in the National Register date <u>8/26/82</u>
Keeper of the National Register	
Attest:	date
Chief of Registration	

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

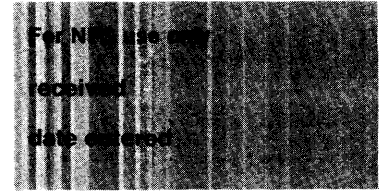
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William R. Moore

Continuation sheet Dry Goods Building

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Few architectural alterations have been made to the exterior of the building. In 1943, just after William R. Moore, Inc. paid for the building, the Hein name was changed to Moore. All four facades received paint for the first time in 1963. In 1964, some repairs were made to the top cornice which had pulled away, resulting in the removal of the outer cornice layer. Limestone panels were placed over the wooden storefronts in 1974 as a measure of security.

Major original elements of the interior include wood frame staircase, vault, freight elevator, eight-story merchandise chute, brass pneumatic tube message system, and sprinkler system. Various millwork and mouldings remain such as panel partitions and decorated column capitols. The building is still used for its original function. The ground floor is used for offices and showrooms. The rest of the building is departmental by floors, each stocking individual department merchandise. Recent years have brought changes in lighting, merchandise shelving, first floor office partitions and an added passenger elevator.

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for Governor. In his later years, Moore sought to find the best way to help young men through the hardships he himself experienced. He wrote a will that was devoted mainly to the creation of a School of Mechanic Arts and Sciences for youths in the city. After his death in 1909, a trust was established to create the William R. Moore School of Technology. Since its opening in 1939, the school has graduated thousands of students and contributed immeasurably to the city of Memphis.

Built by the Hein Realty Company and finished in 1913, the Moore Building was designed by the important Memphis architects, G. M. Shaw and Charles O. Pfeil. The prominent firm was responsible for many significant buildings in Memphis during the early twentieth century including the Tennessee Trust Building (1906), Businessmen's Club (1906-National Register), Commercial Appeal Building (1906), Fire Engine House No. 1 (1910-National Register), and the S. C. Toof Building (1912). The Moore Building was one of the largest structures erected by Shaw and Pfeil and follows in detail the Commercial Style with Beaux-Arts features characteristic of the firm.

The building is furthermore important as a good local example of the simplicity and functional expression of the Commercial Style of architecture. In addition to being one of the city's first reinforced concrete structures, the building was also innovative in merchandise distribution, interdepartmental communications and fire protection.

The William R. Moore Dry Goods Building is in excellent condition and retains most of its original architectural features. Still used as a dry goods wholesale business, the ground floor of the building is divided into offices and showrooms. The upper portion of the building is departmental by floors, each stocking individual department merchandise.