

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

Historic name Moberly Municipal Auditorium

Other names/site number N/A

Name of related Multiple Property Listing N/A

2. Location

Street & number 201 – 299 W. Rollins Street

N/A	not for publication
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City or town Moberly

N/A	vicinity
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State Missouri Code MO County Randolph Code 175 Zip code 65270

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this x 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 x 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 x local

Applicable National Register Criteria: ___ A ___ B x C ___ D

BuKDe DEPUTY SHPO 12-8-21
Signature of certifying official/Title Date

Missouri Department of Natural Resources
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

Moberly Municipal Auditorium
Name of Property

Randolph County, Missouri
County and State

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.)

<input type="checkbox"/>	private
<input checked="" type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

<u>Contributing</u>	<u>Noncontributing</u>	
1	1	buildings
0	0	sites
0	0	structures
0	0	objects
1	1	Total

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

Recreation and Culture: auditorium

Government: government office

Domestic: hotel

Current Functions

(Enter categories from instructions.)

Recreation and Culture: auditorium

Other: government storage

7. Description

Architectural Classification

(Enter categories from instructions.)

Modern Movement: Moderne

Materials

(Enter categories from instructions.)

foundation: Stone

walls: Brick

Stone

roof: Concrete

other: Metal

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

Moberly Municipal Auditorium
Name of Property

Randolph County, Missouri
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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.

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.

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

Areas of Significance

Architecture

Period of Significance

1939-1940

Significant Dates

1940

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Abt, Ludwig, Architect

Dickinson, F.B., Builder

Neuman, E. A.: PWA Engineer

Gillham, Walter, Mechanical Engineer

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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): _____

Moberly Municipal Auditorium
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10. Geographical Data

Acreeage of Property Less than an acre

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1 39.418955 -92.438352 3 _____
Latitude: Longitude: Latitude: Longitude:

2 _____ 4 _____
Latitude: Longitude: Latitude: Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

_____ NAD 1927 or _____ NAD 1983

1 _____ 3 _____
Zone Easting Northing Zone Easting Northing

2 _____ 4 _____
Zone Easting Northing Zone Easting Northing

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Terri Foley, Historic Preservation Specialist

organization Freelance date 06-24-2021

street & number 8812 Sedgley Drive telephone 573-382-8590

city or town Wilmington state NC zip code 28412

e-mail tfoley@zoho.com

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

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 listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Moberly Municipal Auditorium

Name of Property

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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: Moberly Municipal Auditorium

City or Vicinity: Moberly

County: Randolph State: Missouri

Photographer: Deb Sheals

Date

Photographed: February 10, 2021

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

- 1 of 33: Exterior, façade (south) elevation, W. Rollins Street, N
- 2 of 33: Exterior, east, and north elevations, N. Clark Street, SW
- 3 of 33: Exterior: west elevations, E
- 4 of 33: Exterior: south and west elevations, N. Clark Street, NE
- 5 of 33: Exterior: south and east elevations, W. Rollins Street, NW
- 6 of 33: Interior: Moberly Municipal Auditorium, basement level, lobby, staircase, women's lounge, NW
- 7 of 33: Exterior: west elevations, party-wall connection, E
- 8 of 33: Exterior: south and east elevations, upper section, details and stepped back corners, W. Rollins Street, NE
- 9 of 33: Exterior: south, cut-stone extensions, exterior lights, W. Rollins Street, E
- 10 of 33: Exterior: south, curved metal hood, doorway at SE corner, W. Rollins Street, NE
- 11 of 33: Exterior: east elevation, upper level detail, Kelly Annex, N. Clark Street, W
- 12 of 33: Interior: Moberly Municipal Auditorium, first floor lobby, bronze plaques, S
- 13 of 33: Interior: Moberly Municipal Auditorium, first floor lobby, box office, staircase, entrance doors to main area, E
- 14 of 33: Interior: Moberly Municipal Auditorium, first floor, main area leading to lobby, SW
- 15 of 33: Interior: Moberly Municipal Auditorium, first floor lobby, box office, staircase, NE
- 16 of 33: Interior: Moberly Municipal Auditorium, first floor lobby, stage toward main area and exit, balcony, S
- 17 of 33: Interior: Moberly Municipal Auditorium, balcony, stage, main area, N
- 18 of 33: Interior: Moberly Municipal Auditorium, first floor, stage, main area, stairs to balcony, SE
- 19 of 33: Interior: Moberly Municipal Auditorium, first floor, stage, main area, exits, NW
- 20 of 33: Interior: Moberly Municipal Auditorium, balcony, main area, NE
- 21 of 33: Interior: Moberly Municipal Auditorium, basement level, lobby, entrance to lower hall and men's area, NE
- 22 of 33: Interior: Moberly Municipal Auditorium, basement level, lower hall, lower stage, E
- 23 of 33: Interior: Moberly Municipal Auditorium, basement level, handball court, NW
- 24 of 33: Interior: Kelly Annex, first floor, interior connection to auditorium, S
- 25 of 33: Interior: Moberly Municipal Auditorium, stairwell landing first floor and basement level, interior connection to Kelly Annex, N
- 26 of 33: Interior: Kelly Annex, first floor, restroom, original stalls, SE
- 27 of 33: Interior: Kelly Annex, first floor, office area, W
- 28 of 33: Interior: Kelly Annex, second floor, hallway, E
- 29 of 33: Interior: Kelly Annex, second floor, southeast corner room, W
- 30 of 33: Interior: Kelly Annex, third floor, hallway, E
- 31 of 33: Interior: Kelly Annex, third floor, room east section, NW
- 32 of 33: Interior: Kelly Annex, fourth floor, hallway, W
- 33 of 33: Interior: Kelly Annex, fourth floor northeast corner room, SW

Moberly Municipal Auditorium

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Figure Log:

Include figures on continuation pages at the end of the nomination.

- 1 of 23: Boundary and Site Map, Moberly Municipal Auditorium, Moberly, Randolph County, MO.
- 2 of 23: Boundary and Site Map, Moberly Municipal Auditorium, Moberly, Randolph County, MO.
- 3 of 23: Floorplan and Photo Key, First Floor, Moberly Municipal Auditorium, Moberly, Randolph County, MO.
- 4 of 23: Floorplan and Photo Key, Balcony, Moberly Municipal Auditorium, Moberly, Randolph County, MO.
- 5 of 23: Floorplan and Photo Key, Lower Level, Moberly Municipal Auditorium, Moberly, Randolph County, MO.
- 6 of 23: Floorplan and Photo Key, First Floor, Kelly Annex, Moberly, Randolph County, MO.
- 7 of 23: Floorplan and Photo Key, Second Floor, Kelly Annex, Moberly, Randolph County, MO.
- 8 of 23: Floorplan and Photo Key, Third Floor, Kelly Annex, Moberly, Randolph County, MO.
- 9 of 23: Floorplan and Photo Key, Fourth Floor, Kelly Annex, Moberly, Randolph County, MO.
- 10 of 23: Floorplan and Photo Key, Basement, Kelly Annex, Moberly, Randolph County, MO.
- 11 of 23: Room Finish Schedule, First and Balcony, Moberly Municipal Auditorium.
- 12 of 23: Room Finish Schedule, Basement, Moberly Municipal Auditorium.
- 13 of 23: Architectural Sketch of Moberly Municipal Auditorium by Ludwig Abt.
- 14 of 23: Postcard, Moberly Municipal Auditorium, date unknown.
- 15 of 23: "Moberly's Handsome New Municipal Auditorium Ready for Dedication Ceremonies Wednesday."
- 16 of 23: "Program for New Municipal Auditorium Dedication and All-Day Celebration."
- 17 of 23: "Ozzie Nelson, Advertisements."
- 18 of 23: "Jenkins Music Company, Advertisement."
- 19 of 23: "E. A. Koeneman Electrical Company, Advertisement."
- 20 of 23: "Chas. G. Wisman Plumbing and Heating Company, Advertisement."
- 21 of 23: "Dascomb-Daniels Lumber Company and Heddinghaus Bros. Lumber Company, Advertisements."
- 22 of 23: "Little Dick Clothing Company and Koester's Cut Rate Drugs, Advertisements."
- 23 of 23: "Missouri Power & Light Company, Advertisement."

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Continuation Sheet

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Moberly Municipal Auditorium
Name of Property
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N/A
Name of multiple listing (if applicable)

Materials continued

Roof: Steel

Summary

The Moberly Municipal Auditorium (201-299 W. Rollins Street), constructed in 1939 – 1940, is a two-story buff brick building (plus basement) designed in the PWA Moderne style. It is located at the northwest corner of W. Rollins and N. Clark Streets in downtown Moberly, Randolph County, Missouri (**Figures 1 and 2**). The building was designed for the City of Moberly by a local architect Ludwig Abt and constructed by F. B. Dickson (Des Moines, Iowa). It has been in continuous use since it was put in service in May 1940 (80 years) as an auditorium and housed various city offices throughout the years. The PWA Moderne building is constructed of brick and has a cut-stone foundation. The roofline features a cut-stone coping and cornice line embellished with an Art Deco style motif (**Photos 1-3, 8 and 9**). The Municipal Auditorium building expresses the PWA Moderne style in its smooth stripped down monumental horizontal cubic massing, curved stone extensions flanking impressive stone stairs, decorative exterior light fixtures, curved cantilever metal awnings, stepped-back corners, minimal exterior ornamentation, spandrel panels, and metal framed windows arranged as vertical recessed panels (**Photos 1-5, 7-10**). Interior PWA Streamlined Modern features can be seen in the glazing brick wall surfaces, wood trim, wainscoting, wood flooring, terrazzo floors, box offices with decorated lights, restrooms light fixtures, main and lower stages, and auditorium entrance doors (**Photos 12-23**). The auditorium is well maintained and has experienced few changes such as in-kind replacement windows and doors and removal of asphalt tile (asbestos abatement) flooring on the interior. The only alteration to the original interior configuration is a doorway to inter-connect the 1910 Kelly Annex on the north (rear) cantilever elevation through a shared party-wall. This interior connection did not modify the appearance of the rear (north) elevation of the auditorium or the annex in any way; since the shared party-wall as always connected the buildings, as depicted in **Photos 24 and 25**. The city purchased the Kelly Annex in 1961 for additional city office space to accommodate the city's growing needs. The Municipal Auditorium and the annex were inter-connect in 1965. While the Kelly Annex is interconnected to the auditorium, it is a non-contributing resource, the annex is considered a separate building and does not reflect the period of significance or architectural PWA Moderne style. The Kelly annex is a four-story brick building located on the north and east

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elevation of the auditorium and is not visible from the auditorium's south-facing façade (**Photo 4**). Moreover, the Municipal Auditorium retains its original interior features, as does the annex's upper floors.

Setting

Located at the corner of W. Rollins and Clark Streets in Moberly's downtown commercial area, the Moberly Municipal Auditorium building occupies approximately a .52-acre parcel, the full historic lot. Fronting W. Rollins Street to the south, the building is bounded N. Clark Street to the east, the Commerce Bank building to the north, and an alley and paved parking lot to the west. Concrete sidewalks are found on the south (W. Rollins Street) and east (N. Clark Street). The sidewalks and the parking lot to the west are outside of the nominated property boundaries. The surrounding area holds commercial buildings and a paved parking lot (**Figures 1 and 2**). Located one block to the west and one block to the northwest is the Moberly Commercial Historic District (NR Listed 09/04/2012). The area surrounding the Moberly Municipal Auditorium still retains the association, feel and characterization of the downtown's historical setting.

Exterior Architectural Description – Moberly Municipal Auditorium

All features and materials described below are original unless noted otherwise. Between 2009 – 2019, the Municipal Auditorium's metal frame windows were replaced with in-kind, as original windows had deteriorated to the point of replacement. The replacement windows, as stated above, are in-kind in terms of the metal frames, the pattern of the opening and size, proportions of frame and muntins, configuration of windowpanes, amount of light, and profile. The replacement windows reflect the period, style, and historical characteristics of the municipal auditorium. During this same time, the entrance doors (south and east elevations) were replaced, as the doors had deteriorated to the point of replacement. The doors were replaced in-kind in terms of material (metal/glass), opening and size, proportions of metal and glass, amount of light, and profile. The replacement doors reflect the period, style, and historical characteristics of the municipal auditorium. In the architectural description below, these replacement windows and doors will not be noted, as this has been stated within this paragraph. The brick exterior in areas has been re-pointed as needed in 2009-2010 and 2016. New air

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conditioning units were installed in 2014. For energy efficiency, light fixtures now use LED lighting, including but not limited to the main floor lights, stage, front lobby, and marquee (metal canopy); this transition was completed from 2015-2019.

Description details are all within the boundaries of the nominated property, Moberly Municipal Auditorium. The Moberly Municipal Auditorium and the Kelly Annex are described separately for ease of reading.

The Moberly Municipal Auditorium is monumental in size and fully exhibits the characteristics of the PWA Moderne style with simplification of ornamentation and subtle complexities of massing. This PWA Moderne style building is two stories with a raised basement. Constructed of buff brick accented with a cut-stone coping and cornice, cut-stone decorative string course, and the cubical massing of the auditorium building is capped with a flat roof that holds two square brick chimneys with a stone cap (**Photos 1-5**). The cornice line features a decorative motif (**Photo 8**). The facade (south elevation – W. Rollins Street) presents a symmetrical stepped-back block. The centered projecting block holds three bays with double glass/metal Art Déco type entrance doors separated by brick-stepped back pilasters that extend to the stringcourse that caps the second level (**Photo 1**). The second level, positioned above the cantilever awning, is a series of three stone spandrel panels topped with multiple-light windows. Centered on the upper brick wall surface between the stringcourse and cornice line are metal Art Deco style letters that spell “Municipal Auditorium” as depicted in **Photos 1, 4 and 5**. The building’s entrance is sheltered by a Moderne style cantilever flat, curved metal awning that holds a centered row of single lights. The building’s entrance is accessed by a set of impressive cut-stone steps with centered iron railings and flanked by raised curved cut-stone extensions that smoothly flow and join the cut-stone foundation. Original metal light posts with a white round globe are positioned on the extensions (**Photo 1 and 9**). Flanking the central block, a stepped-back wall surface holds three tall narrow multiple-light windows on each level with brick spandrels divided by brick stepped pilasters. The narrow vertical windows and pilasters provide a vertical prominence to the otherwise horizontal massing of the façade. Centered and intersecting the cornice line on each stepped-back section is a square stone panel with the letter “M” (**Photo 1**). The corner sections of the façade are setback, and each holds a recessed entry

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with a Moderne style cantilever curved metal awning as seen in **Photo 10**. Centered in the awnings is the date “1939” (**Photo 10**). The entry doors are glass and metal.

The west elevation of the auditorium has brick pilasters dividing window bays with brick spandrels (**Photos 3 and 4**). At the basement and the first level is a garage bay with an overhead track door that is located within the north section (**Photo 3**). A small louvered vent is north of the bay on the basement level. The garage bay is offset by a blind recessed panel followed by a single-light pedestrian door set below a decorative panel and flat stone-cut awning. South of the door is five small six-light original windows on the basement level (**Photo 3**). The first and second level windows are placed symmetrically within each of the pilasters flanked bays. The first level, from the left to right is a six-light window, then on the other side of the pedestrian door is a square opening holding a louvered vent followed to the right by two square 12-light windows, followed to the right by a blind bay and two rectangular eight-light windows with a blind bay in the southern-most bay (**Photos 3 and 4**). The second level holds from left to right two 12-light windows followed to the right by a blind bay then four multiple light windows with three sections; the lower section holds 12-lights, and the center and upper-level sections holds nine-lights each (**Photo 3**). These windows are followed to the right by a blind bay then two 12-light windows with a blind bay in the southern-most corner (**Photos 3 and 4**). All windows on the elevation have original stone sills. Metal downspouts are located at the south end and north of the pedestrian door (**Photo 3**). This elevation faces an asphalt paved parking lot not associated with this property

The east elevation fronts N. Clark Street. The lower level of the east elevation holds from left to right a blind bay in the southern-most corner followed by two, eight-light rectangular windows then a square opening with a louvered vent followed by a blind bay then five evenly spaced square 12-light windows followed to the right by a blind bay and a single-entry door with a Moderne style cantilever curved metal awning as seen in **Photos 2 and 5**.” The first level holds a blind bay in the southern-most corner followed by two rectangular eight-light windows with a blind bay to the right. (**Photo 5**). To the right of the bay is two 12-light square windows followed by a square opening with a louvered vent then two 12-light square windows (**Photos 2 and 5**). To the right of the widows is a blind bay followed by a rectangular eight-light window and a blind bay (**Photo 5**). The second level windows are placed symmetrically within each of

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the pilasters flanked bays. The second level holds from left to the right two 12-light windows followed to the right by a blind bay then five multiple light windows with three sections; the lower section holds 12-lights, and the center and upper-level sections holds nine-lights each. These windows are followed to the right by a blind bay then two 12-light windows with a blind bay in the northern most corner **(Photos 2 and 5)**.

The north elevation shares a party-wall with the Kelly Annex **(Photo 7)**. Between the auditorium and the annex is a “U-shaped” recessed area. In the recessed area, the north elevation of the auditorium projects out and adjoins the annex (original). Located to the west of the shared party-wall, the lower level is a raised concrete platform that slopes down (east-west) and holds mechanical units. The west elevation of the projecting section of the north elevation features a matching downspout like those on the west and east elevations.

Interior Architectural Description – Floorplans Figures 3-5

The interior of the Municipal Auditorium retains its original walls, trim, wainscoting, and ceiling finishes/materials, and floors except in areas originally floored with asphalt tiles. These tiles were removed during an asbestos abatement. The concrete floors underneath was polished to function as the current flooring. The original room finish schedule for the first floor, balcony area and basement floor, is depicted in **Figures 11 and 12** and provides a detailed listing of each area and materials. There has been no change to the layout save where the Municipal Auditorium building was connected to the Kelly Annex in 1965.

The interior first floor plan layout consists of the lobby area (main entrance - south) with terrazzo floors; wall surfaces are glazed tile and plaster with a plaster ceiling **(Figure 3)**. Two bronze plaques memorialize this PWA project are found on the south glazed tile wall between the main entrance doors **(Photo 12)**. The east and west sections of the lobby mirror with staircases to the basement level. Stairways feature glazed tile wall surface and plaster; landing is terrazzo and steps are concrete. The box offices are found at each end of the lobby and retain the original glass windows and light fixtures with the word “ticket” on the light glass; flooring is terrazzo, as seen in **Photos 13 and 15**. Staircases for the balcony level abut the box offices and

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feature glazed tile piers (**Photos 13 and 15**). The southeast section of the main level holds a small lobby area, behind the box office, with access to hallway, conference room and elevator. A staircase and exit to the outside are located to the east of the conference room in the southeast corner. The east section of the main level from north to south is a storage room that opens to a hallway with a janitorial closet, men's restroom, and an entrance to the main auditorium. Centered in the east section of the layout is a storage room with access from the hall and auditorium. The storage area holds a doorway to the south into the blower room. Directly north of the blower room is a kitchen with accesses from the auditorium near the balcony staircase. The northeast section of the main level holds small lobby area with an exit to the east onto Clark Street, and a staircase that provides access to the Kelly Annex. To the west of the staircase is a doorway to the main stage and to the east is a dressing room (**Figure 3**).

The southwest section located behind the box office and staircase are three storage rooms with a staircase and entrance to W. Rollins Street. Along the west section between the main auditorium and west wall from south to north are a janitorial closet, hallway, and ladies. The hallway provides access to the auditorium (**Figure 3**). North of this area is a storage room with access from the auditorium. The storage room is connected to a blower room to the north. The northwest section along the west wall features a stairwell to the north of the blower room. At the northwest corner of the auditorium is a double doorway that leads to an open ramp area with a storage room to the left and a dressing room to the right (**Figure 3**).

Behind the main lobby (north) are three sets of metal double doors that lead to the auditorium. The terrazzo floor gently slopes upward (north) and holds two metal railings as depicted in **Photo 14**. The contoured irregular circle auditorium features maple wood floors (**Photo 16**). The north section of the auditorium is the raised stage with maple flooring and stairs at the east and west ends (**Photos 17 and 19**). To the east and west, the north section of the auditorium is stairs to the balcony level (**Photos 18**). At the northeast end of the auditorium is a stairwell and landing that provides access to the annex. The annex is reached by going down the stairs to a concrete landing area with concrete painted walls. The interconnected doorway between the auditorium and annex holds a solid panel door and commercial carpet is laid in the doorway entrance and continues through to the annex (**Photo 25**).

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The balcony level retains original seating and is slightly curved with concrete flooring (**Figure 4 and Photos 16 and 20**). The walls and partial balcony walls are plaster. Maple wood coping cap the balcony wall and has a metal railing. Sections of the balcony are divided by partial walls with maple coping and railings, as depicted in **Photos 16 and 20**.

The lower level (basement) holds a lobby area centered in the south end (**Figure 5**). The lobby area features concrete flooring and glazed tile wainscot walls, as seen in **Photo 21**. Behind the lobby area to the north are two sets of double four-light metal doors divided by a glazed tile wall and glazed tile headers above the doorway (**Photo 21 and Figure 5**). These doors provide access to the lower assembly hall with concrete flooring, glaze tile wainscot, and plaster walls. Originally, the hall flooring was asphalt tile; four concrete support columns are found evenly spaced and centered around the hall. A maple floored stage is to the right or east of the assembly area (**Photo 22 and Figure 5**). Vestibules are found at the north corners of the assembly hall area. The east vestibule provides access to the handball court behind the assembly hall (**Photo 23**.) This area also provides access to a shower/locker room, stairs, storage room, and a kitchenette. Along the east section of the lower assembly hall is the lower stage (**Photo 22**). Located to the south of the stage is a doorway that provides access to the stage at the south end (**Photo 22 and Figure 5**). The east wall area holds a blower room (**Figure 5**). The west vestibule leads to a shower/locker room, storage rooms, and boiler room.

Along the west section of the lower level off the vestibule from north to south holds a storage room, boiler room and steps that provide access to an exit door. A fan room is to the south of the stairs and leads to a work room that features to doors to the lower assembly hall and one door on the south wall that accesses a hallway. The hallway provides access to the assembly hall and to the west to an electric control room and to the south to the stairwell in the southwest corner of the lower level (**Figure 5**).

West of the lower lobby area holds a women's lounge and restroom (**Figure 5 and Photo 6**). The east section holds a smaller lobby area with the men's restroom and elevator mechanical

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room in the most southern-east corner (**Figure 5 and Photo 21**). Two staircases are found at the southeast and southwest corners of the lobby at each corner (east and west) (**Figure 5**). The women and men’s lounge areas are floored in concrete. At the entrance to each lounge area is original signage light with the words, “women” and “men” on the glass within the light frame (**Photos 6 and 21**).

The original asphalt tile in the hall, lounges, and lobby areas was removed in 2018 as part of abatement.¹

Kelly Annex (Non-contributing)

The Kelly Annex constructed (1910) as a separate building and was not originally associated with the Moberly Municipal Auditorium. It does not reflect the PWA Moderne style and is thus considered a non-contributing building.

Constructed in 1910 and interconnected to the Municipal Auditorium in 1965, the Kelly Annex is a brick four-story building, plus basement and has a concrete foundation (**Photos 2 and 5**).² The building features a flat roof and dentilled concrete coping on the east elevation (N. Clark Street). Side elevations (north and south) holds a stepped parapet. The first level of the east elevation has been modified with brick infill of original bays, which originally contained a commercial type of window on the south section and has been changed to a recessed bay.³ The bay area holds wood panels and a window (east wall) with single door entry (facing south). An ADA concrete ramp with metal railing accesses the recessed bay. Originally, the north section of this elevation held recessed paired doors and was infilled with brick.⁴ An original cast iron column is retained between the south and north areas of this elevation, giving the feel and association of the placement of the original bays. The original storefront header delineates the first and second levels. The upper level of the east elevation features three windows with original concrete arches and sills on each level. Each window holds a single pane replacement window in the original openings. Centered above the fourth-story windows, a concrete panel

¹ Troy Brock, City of Moberly. Various email correspondence, 2021.

² Ibid.

³ Ibid.

⁴ Ibid.

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conveys the following information: “Dingle Bros. Bldg. 1910” (**Photo 11**). This panel is inset within the brick wall surface which is framed by a rectangular concrete box trim. Small square concrete roof piers are found at the south and north corners of this elevation. While not consistent with the original first level fenestration, these modifications, were undertaken in the early 1980s for ADA requirements.

The north elevation is partially visible and retains original windows with arched bays and wood frame one-over-one windows as seen in **Photo 2**. Some windows on the upper (fourth) floor level have been infilled with brick. The west elevation on the first level holds a centered metal/glass door flanked by one-over-one windows as seen in **Photo 7**. The upper level holds three windows each, with the centered one-over-one windows flanked by single fixed pane windows. All windows feature original brick arch bays and brick sills. Centered on this elevation is a metal fire escape on levels two through four. The south elevation features one-over-one windows with original brick arch bays and brick sills on the upper levels. This elevation shares a party-wall with the north elevation of the municipal auditorium. The Kelly Annex and the bank building to the north do not share an interior connection.

Interior Architectural Description – Floorplans Figures 6-10

When the city purchased the Kelly Annex in 1961, the first floor was remodeled for office space (**Figure 6**). The west section (back area) has a central hallway with rooms on either side. The south section has several larger open spaces and rooms. The first floor (east section) has carpet laid over the original wood floors and dropdown ceilings with fluorescent light fixtures (**Photos 24 and 27**). The west section still retains original wood trim, wood-paneled doors, and plaster walls, as seen in **Photo 24**. The bathroom features the original wooden stall doors and walls, as depicted in **Photo 26**. The interior connection to the auditorium is in the southeast section, as shown in **Photo 24**.

The second floor, like the first floor, was used to house city offices (**Figure 7**). Rooms are located to the north and south of the hallway. The hallway retains the original wood trim, paneled doors, and configuration. Tile flooring covers the original wood flooring, and dropdown ceiling tiles with fluorescent light fixtures covers the original plaster ceiling. The

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hallway and some of the rooms feature paneling installed over original plaster walls (**Photo 28**). The rooms retain original wood trim, wood panel doors, wood flooring, plaster ceilings, and walls (**Photo 29**).

The third and four floors of the annex are similar in layout (**Figures 8 and 9**). Each floor features a central hallway offset with rooms and restrooms. The third floor holds twelve rooms and seven restrooms, and the fourth floor has fifteen rooms and two restrooms. The hallways and rooms still retain the wallpaper from 1937 remodel.⁵ Additionally, retained is the original wood trim, wood panel doors, wood flooring, plaster ceilings, and walls (**Photos 30 – 33**). Several rooms retain the existing sinks and bathtubs when it functioned as a hotel as shown in **Photos 31 and 33**. As seen in the photographs, the floors are not in perfect condition and there are some issues with plaster and wallpaper deterioration.

The basement is unfinished with a concrete floor, and brick wall surface (**Figure 10**). The basement is divided by a brick wall that holds a doorway. The south section of the basement abutted to the brick divider wall is a staircase. Additionally, a staircase is located on the west wall.

Integrity

The Moberly Municipal Auditorium building retains all aspects of integrity. The building retains the integrity of location and setting, as it has not been moved. The auditorium's surrounding environment within Moberly's downtown still conveys its historical sense. The auditorium building has not experienced any exterior alterations except for the in-kind replacement windows and doors as mentioned previously. The auditorium has only a minor interior change since its construction – it retains workmanship. The interior change included the inter-doorway to the Kelly Annex and is not visible from the main interior section of the building. The Moberly Municipal Auditorium building represents the PWA Moderne style and its period of significance 1939-1940.

⁵ Ibid.

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The Kelly Annex was originally constructed (1910) as separate building not originally associated with the Moberly Municipal Auditorium and does not reflect the PWA Moderne style and is considered a non-contributing building.

The Kelly Annex's first level was modified to meet the requirements of ADA accessibility, it is not visible from the south view of the Municipal Auditorium's façade. The east elevation's upper level of the annex still retains the original window openings, headers, sills, roofline detailing, and fenestration. The windows of the east-facing annex are replacement, and the lower level has been infilled on the north end, it does not diminish the historic appearance of the annex overall. The interior of the annex on the upper floors and part of the first floor conveys the historic atmosphere of its 1910 construction with the original woodwork, flooring, and plaster walls/ceilings. The decorative wallpaper conveys 1937, remodel. While the first floor has been remodeled, areas still retain the historic fabric of details as seen with the bathroom stalls, doors, and woodwork. The interior of the annex, combined with the original detailing of the exterior upper level and side elevations conveys its historic sense of time.

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Statement of Significance

The Moberly Municipal Auditorium building with attached Kelly Annex (201-299 W. Rollins Street, Moberly, Randolph County, Missouri) is nominated to the National Register of Historic Places at the local level under **Criterion C**, for its **architecture**. It is an excellent example of a municipal auditorium building designed in the PWA Moderne style, the only building representative of this style in Moberly. The Municipal Auditorium is the only known federally funded PWA constructed building in Moberly under the New Deal program. Only one other known building project received PWA funding, the Moberly Junior High School in 1934, received PWA funds to make repairs and upgraded finishes. The Municipal Auditorium signifies Moberly's first and only municipal auditorium building. More than the other public buildings in Moberly, the Moberly Municipal Auditorium has always been a cultural and social asset planned to aid the community in a variety of ways – artistically, economically, socially, musically, and educationally. Moberly's PWA Moderne style auditorium retains its integrity of its designed elements: monumental massing, symmetrical design, vertical pilasters, cut-stone coping, stylized cornice line, cut-stone foundation, motif elements, exterior lighting, windows, and interior Art Deco motif elements and doors. In 1961, the City of Moberly purchased the adjoining Kelly Annex, to meet the city's growing needs for office and storage space. The Kelly Annex constructed in 1910 and originally not associated with the auditorium is considered a non-contributing resource. The two-story auditorium was constructed in 1939-1940, also the period of significance; a significant date of 1940 represents when the auditorium was placed into service.

Public Works Administration (PWA)

To stimulate the national economy during the struggling times of the 1930s, President Franklin D. Roosevelt legislated twenty-nine different acts between 1933 and 1939. Jointly, these bills formed President Roosevelt's New Deal for the American People program, a 1932 campaign promise Roosevelt's promoted during his speeches. The programs were designed to support different aspects of the economy, with most of them aiming to provide some form of unemployment relief. The Public Works Administration (PWA) was one of the most well-known of these programs. The PWA, originally known as the Federal Emergency Administration of Public Works, was established in June 1933 as Part II of the National Industrial Recovery ACT

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(NRA) to plan a comprehensive public works program. PWA was designed to return the country to normalcy by resuming money flow through wages and material purchases. The PWA aimed to build jobs and help the country's various industries by constructing functional public works projects with long-term social value, as it did with the Moberly Municipal Auditorium.⁶

To stimulate jobs, the PWA, like other New Deal-era initiatives, relied on a collaboration between the federal, state, county, and city governments. The PWA received applications from local governments for the development of beneficial improvements. Then the PWA evaluated the submission(s) to verify that 1) it was submitted by a public body that represented the people and that the project followed all relevant local, state, and national laws; 2) The project was financially viable, and the applicant was able to cover its share of the construction costs; and 3) From an engineering standpoint, the project was feasible.⁷

Unlike other New Deal-era initiatives such as the Works Progress Administration (WPA), the PWA was designed to promote private enterprise by providing grants to city, county, and state governments for public works projects. The above-mentioned entities hired private contractors to complete the funded project. The WPA was designed to employ the unemployed on public works projects directly. The grants and loans from the PWA could be used to hire architects, contractors, and day laborers.⁸

The PWA program had a significant effect on Missouri. PWA funded buildings were constructed throughout the state. In Missouri, for example, by the end of 1940, the PWA constructed 361 buildings. The total cost for these PWA projects was over 40 million dollars including, the Moberly Municipal Auditorium. Moberly's auditorium is only one of two PWA municipal auditoriums constructed in Missouri; the other municipal auditorium is the Kansas City Municipal Auditorium.⁹ The municipal auditorium is the only known PWA constructed building

⁶ "The Story of the PWA: Building for Recover." (Washington, D.C: Government Printing Office, 1939), 1.

⁷ Ibid.

⁸ Ibid.

⁹ John M. Carmody, "First Annual Report: Federal Works Agency," (Washington, D.C.: GPS, 1940), 322.

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in Moberly. Only one other known building project received PWA funding, the Moberly Junior High School in 1934, received PWA funds to make repairs and upgraded finishes.¹⁰

PWA project proposals originated at the local level. Members of the local community decided what they wanted or would best suit their community needs and commissioned a local architect or engineer to design it. While the PWA did not tell communities what they should want or how a building should be designed, the submitted plans were evaluated for institutional, legal, and financial soundness in Washington, D.C. According to reports, President Roosevelt read most of the proposals. If accepted, funding was split: 30% came from the PWA, and the remaining 70% came from the sponsors. If the local sponsor could not raise their share of the funds, the PWA lent them the funds. By 1935, the PWA received 45 percent, and the sponsors received 55 percent. Bond markets had recovered by that point, and most municipalities were willing to sell bonds that required voter approval in a municipal election, as was the case with Moberly's project, to be expounded upon later.¹¹

The projects, once approved, were completed by local contractors using local labor. Secretary of the Interior Harold L. Ickes, the organization's administrator, was known as "Honest Harold." Ickes put into place a protocol to ensure projects were conducted honestly. A resident engineer inspector kept an eye out for fraud, waste, or shoddy construction; E. A. Neuman served as the resident PWA engineer on Moberly's project. A Washington, D.C. investigation division sent investigators to the project site if a report of wrongdoing was received. As a result, most questionable behavior was caught early on, and controversies never tarnished the PWA's credibility. Moberly's project never created any of the above-mentioned issues. There is no specific way to identify a PWA project because the architectural style was dictated by local preference of what the community or architect felt would be the best architectural style to suit the needs of the community and the function of the building, as well as the building materials were determine by local preference. However, while there was not standardization or required set architectural style set by the PWA program, there was a common architectural style at the time favored by most architects that featured a classical program or layout with simplified Art

¹⁰ Deb Sheals and Becky Snider. "Moberly Junior High School, Moberly, MO." National Register of Historic Places nomination, July 2007.

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Deco details. This style is also known as PWA Moderne, as seen in the Moberly Municipal Auditorium.¹²

Beginning in 1939, the PWA was slowly liquidated as the nation transitioned to a war economy. During its lifetime, the PWA invested about \$4 billion on the construction of more than 70 percent of new educational buildings, 65 percent of new courthouses, city halls, auditoriums, and sewage-disposal plants, 35 percent of new public health facilities, and 10% of all new highways, bridges, and subways in the United States. Additionally, PWA funded projects helped with the war effort; PWA allocated the Department of the Navy up to \$238,000,000 for the construction of vessels, this subsidized two aircraft carriers (Yorktown and Enterprise), two gunboats, four submarines, four cruisers, and twenty destroyers were constructed with these funds. The PWA funded 18 cutters, 9 patrol boats, and 28 patrol planes for the Coast Guard. On June 30, 1943 the PWA program was officially abolished.¹³

PWA Grant and Moberly's Municipal Auditorium

Moberly Mayor Thomas J. Tydings proposed to the Moberly city council on July 6, 1938, to apply for a PWA grant to construct a municipal auditorium. Mayor Tydings was inspired to build a Municipal Auditorium after receiving a letter from Governor Lloyd C. Stark. Governor Stark suggested that Moberly submit a public-works proposal to the PWA and apply for funding. The council accepted the proposal. The city was able to commission the architect of their choosing under PWA policies for building project guidelines. Ludwig Abt, a local architect was commissioned to design the building. If approval was granted for auditorium, Abt agreed to set his fee at 6% of the total cost of the construction. While waiting for the PWA approval, Abt got to work on the building plans. According to PWA guidelines, the architect had complete

¹¹ Ibid.

¹² Robert Leighninger. *Building Louisiana – The Legacy of Public Works Administration*, (Jackson, Mississippi: University Press of Mississippi, 2007), 155.

¹³ "America Builds, The Record of the PWA." Division of Information, Public Works Administration, US Government Printing Office, Washington DC, 1939, 290-291.

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control over the architectural style and design, type of construction, and building materials within the set project budget.¹⁴

In August (1938), Moberly sent its application to the PWA headquarters in Omaha, Nebraska. The building's initial projected cost had risen from \$80,000 to \$101,000 before settling at \$160,000. A total of \$72,000 was requested by the city in the grant proposal. On January 23, 1939, the project (PWA project #: PWA NO MO 14861) was authorized, and the first payment of \$40,000 was received from the PWA. A special bond election was held on September 28, 1939, to help fund the construction expense of the new municipal auditorium, which exceeded the initial cost estimate. The bond issue was \$88,000. The election results showed that the community backed the initiative, with the bond issue passing by a 3 to 1 margin, with 1,894 votes in favor and 629 votes against, fulfilling the requisite two-thirds majority. Just one ward voted against the plan's approval. The council agreed to fixed minimum wage rates on October 14 (1939) and sought bids on the \$88,000 bonds on October 17 (1939). The city arranged a two-hour bond sale in which six investment firms competed for the bonds. The bonds were awarded to Mississippi Valley Trust Company of St. Louis, which bid a 14.4% interest rate and a \$59 premium for the \$88,000 bond, which had to be paid in full in 15 years.¹⁵

History of Moberly's Municipal Auditorium

Ludwig Abt, the architect for the auditorium, worked with Walter Gillham, a mechanical engineer from Kansas City, on the auditorium plans. Abt, as the architect, created the space to suit the needs of the city of Moberly, and the building's architectural appearance on the interior and exterior. Abt provided a sketch of the proposed auditorium to the city as illustrated in **Figure 13**. Gillham's primary duty as the engineer was to ensure that the design was secure and adheres to all applicable building codes. As the project engineer, Gillham's focused on making

¹⁴ "Approval Likely for Auditorium – Gov. Stark Says Washington P.W.A. Office Favorable to Moberly Project," *Moberly Monitor-Index*, 22 June 1938, 1.

¹⁵ "City Bonds Command Low Rate," *Moberly Monitor-Index*, 22 Oct 1938, 1.

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sure the building was safe and usable by choosing structural materials and deciding the design's structural members.¹⁶

Originally, Abt planned for the municipal auditorium to span the entire lot at the intersection of Clark and Rollins streets, measuring 130 feet in length. During an advisory committee meeting on October 1, 1938, however, Abt and city officials discovered that the city lot was not as big as initially believed. The lot measured 120 feet in length. The committee decided to construct a 120-foot-by-112-foot building to fill the entire lot. The initial plans for the 130-foot lot length called for 900-person capacity on the first floor and 600-person capacity on the balcony stage. Based on the correct lot size, the new updated plans called for an 800-seat capacity on the main level and 600 or more on the balcony level. Downstairs and upstairs, Abt designed dressing rooms to flank the auditorium level. On October 26, the city approved the Abt's revised auditorium plans. The plans allowed for four exits on the balcony level with storage rooms on the main level for chairs and consultation rooms. Additionally, the architectural plans were amended to construct the building to be as fire-proof as possible. Changes were made to the plans to add metal trim, jambs and studs, and metal doors this eliminated all wood from the building's construction. The city approved the Abt's revised plans for the auditorium on October 26, 1938.¹⁷

Once the plans were approved, exploratory excavations for the sewer and site work began in December of 1938.¹⁸ The city sought bids for the construction company to build the auditorium and award the contract to F. B. Dickinson and Company, Inc of Des Moines, Iowa. Dickinson was commissioned to complete the project in 361 days for \$113,440.00.¹⁹ As the construction project moved forward, the construction crew finished the installation of the steel roof bar joists and structural steelwork. The exterior stone and brickwork were nearly finished by November.

¹⁶ Blueprints (Original), Moberly Municipal Auditorium (Ludwig Abt Collection, Missouri Historical Society).

¹⁷ "Laying of Brick Under Way Now," *Moberly Monitor-Index*, 10 Oct. 1939, 1: "City Plans for Hall Unchanged," *Moberly Monitor-Index*, 27 Oct. 1938, 1 and 4.

¹⁸ "Work on Sewer for Convention Hall is Begun," *Moberly Monitor-Index*, 19 December 1938, 1.

¹⁹ "PWA Approves Dickinson Bid – Construction on New Auditorium Will be Started Immediately," *Moberly Monitor-Index*, 22 April 1939, 1.

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PWA resident engineer E. A. Neuman found the project's development outstanding during this phase of the construction project.²⁰ The gypsum roof was poured in the middle of November, followed by the roof installation. The auditorium was 65 percent complete by November 28th.²¹ The electric work for the auditorium was completed by E. A. Koeneman Electric Company (St. Louis, Missouri).²² Charles G. Wisman Plumbing and Heating Company of Moberly, was commissioned to provide the plumbing, heating, and air conditioning.²³ Various building materials for the building was supplied by Heddinghaus Bros. Lumber Company (Moberly).²⁴

While the auditorium construction continued, the city advertised for bids to furnish the new building. In September (1939), The Kansas City Scenic Company was awarded \$5,585.00 to furnish the auditorium. The company would equip the building with 1,000 portable chairs for the main level and 500 opera chairs for the balcony level. Also, The Kansas City Scenic Company would supply the stage equipment for the main stage and two smaller stages. This included the stage curtains (main, front, opera, and accompanying curtains).²⁵ A few months later, in December, the city purchased two streetlights at the cost of \$255.00 for the main entrance, as depicted in **Photo 9**. E. A. Koeneman Electric Company was commissioned to install the lights.²⁶

When the building's design was nearing completion, the mayor was entrusted with deciding on the interior's décor. The mayor was more involved with choosing a paint scheme than with the overall interior design. His color scheme, which combines light and dark blue with terra cotta, tan, and mottled yellow, is harmonious. Dascomb-Daniels Lumber Company provided the paint (Sewall's Paints) for the interior. The mayor also chose color scheme for the curtains. The backdrops were gray with a gold concert curtain and royal blue fore-curtains with a gold initial "M" for Moberly. Dimmer switches were used to power the multi-colored footlights. While the

²⁰ "New Auditorium 55 PCT. Complete – Work on Roof Scheduled to Begin Next Week; No Delays Expected," *Moberly Monitor-Index*, 9 November 1939, 2.

²¹ "Auditorium Roof Near Completion," *Moberly Monitor-Index*, 28 November 1939, 2.

²² "E. A. Koeneman Electric Company, Advertisement, 29 April 1940, 3.

²³ "Charles G. Wisman Plumbing and Heating Company, Advertisement, 29 April 1940, 4.

²⁴ "Heddinghaus Bros. Lumber Company," 29 April 1940, 3.

²⁵ "Convention Hall Seats Purchased," *Moberly Monitor-Index*, 6 Sept. 1939, 1.

²⁶ "May Contract for Street Work," *Moberly Monitor-Index*, 22 Dec. 1939, 7.

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interior design plans were underway, the city purchased a Steinway grand piano for the auditorium. Purchased from Jenkins Music Company (Kansas City, Missouri), the piano cost \$800.00. The public was to be shown the new auditorium with its harmonizing interior and the Steinway piano at a dedication ceremony on May 1, 1940.²⁷

The community of Moberly celebrated the new auditorium with an all-day dedication ceremony (**Figures 15 and 16**). The building was officially opened at 9:00 a.m., with Temple Stephens singing "America" and the American Legion Post displaying the US flag, accompanied by the Junior High Band performing the "Star Spangled Banner" (**Figure 16**). Following the morning celebrations, the afternoon included guest speakers Governor Lloyd C. Stark and Mayor Tydings (**Figure 16**). A banquet at the Merchants Hotel topped off the full-day celebration, with tickets costing \$1.50 per guest (**Figure 16**). The evening program including a concert performed by Ozzie Nelson and his orchestra followed by guest performers in the grand ballroom until 1:00 a.m. (**Figure 17**). Local businesses, to show their support and appreciation of the new auditorium, placed advertisements in the paper (**Figures 18-23**).²⁸ The PWA Streamline Moderne style Municipal Auditorium project cost \$160,045.27 upon completion, with \$90,000 in federal funds.²⁹ Upon completion the auditorium could accommodate 518 people in the balcony section, 800 on the main level comfortably. According to Abt, another 100 chairs could be added to the main level for additional seating. Other areas of the auditorium including, the offices, lower hall, and various rooms, have a 500-person occupancy combined.³⁰ The PWA Municipal Auditorium project is memorialized with two bronze plaques located on the interior vestibule, just inside the main entrance as illustrated in **Photo 12**. These plaques honor those who were involved in the project and were purchased for \$48.60.³¹

²⁷ "Auditorium Color Scheme Based on Choice by Mayor," *Moberly Monitor-Index*, 30 April 1940, 4; "City Buys Piano For Auditorium," *Moberly Monitor-Index*, 18 April 1940, 8; Dascomb-Daniels Lumber Company, Advertisement, 29 April 1940, 8.

²⁸ Various advertisements, *Moberly Monitor-Index*, 29 April 1940, 2, 3, 5, 6, 8 and 9.

²⁹ "Auditorium Represents Nearly Two Years of Planning and Many Problems for Mayor and Council," *Moberly Monitor-Index*, 29 April 1940, 1 and 4.

³⁰ "Main Auditorium Will Seat 1,318 - 500 Other Persons Can Be Accommodated in Smaller Rooms of City Building," *Moberly Monitor-Index*, 29 April 1940, 2.

³¹ "In Tablets of Bronze," *Moberly Monitor-Index*, 29 April 1940, 4.

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From its opening day, the Moberly Municipal Auditorium has served the community of Moberly. Throughout the years, the auditorium has hosted many local, school, and other various events. Additionally, the auditorium has had many famous and not-so-famous artists perform on its stage, providing Moberly and the surrounding communities with years of entertainment. Some of these artists have included Stevie Wonder and Tina Turner. For over 80 years, it has served the community of Moberly and it has continuous functioned as it was intended, a Municipal Auditorium and has retained its historic design (**Figures 13 and 14**).³²

History of the Kelly Annex (Non-contributing)

In 1910, the Kelly Annex was constructed as an annex for the Merchants Hotel (nonextant). Later, it has served as an annex to the municipal auditorium since 1961. This brick four-story annex building is the only four-story building in downtown Moberly. The annex has shared a brick party-wall with the municipal auditorium (rear elevation) since the auditorium's construction in 1939.³³ Furthermore, according to the original blueprints for the auditorium, the auditorium and the annex have always shared footings.³⁴

The Dingle Brothers (Abner and Oscar) constructed the annex for the Merchants hotel, which Abner Dingle held the lease. A stone bearing "Dingle Brothers Bldg. 1910" is featured centered on the east elevation near the roofline. The annex was designed to house additional guest rooms for the hotel. The first floor of the annex housed storage space and rooms for the hotel employees – including bedrooms and a parlor. Public access to the annex was via Clark Street (east) and the alley (west). Additionally, the annex lease space for commercial purposes. By 1937, the hotel annex was renamed the Kelly Hotel after the annex was sold to William "Uncle Bill" Kelly. At this time, the hotel was refurbished and held 44 guest rooms.³⁵ The Kelly Annex continued to operate as a hotel until 1960, when it closed due to a decline in business; at the time of closure, the annex was owned by John Beuth.³⁶ In 1961, the City of Moberly purchased

³² Troy Brock, City of Moberly. Various email correspondence, 2021.

³³ "City to Buy Former Kelly Hotel Building." 22 Aug 1961, 1 and 6.

³⁴ Blueprints (Original), footing and foundation plans, wunp 5916, box 5. Moberly Municipal Auditorium (Ludwig Abt Collection, Missouri Historical Society).

³⁵ "New Kelly Hotel To Open Monday." 22 May 1937, 1.

³⁶ "Kelly Hotel Is Closed and Fixtures Sold." 4 April 1960, 1.

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the annex from Riffel Investment Company for \$15,000 paid out of the city's contingent fund. Upon the purchasing the annex, the city planned to locate the city offices to the annex, as city hall offices were located within the auditorium as the city needed additional office space.³⁷ The city utilized the annex as storage space until 1965 when some city offices were relocated from the auditorium to the annex. The city's plumbing, electrical, and health inspections office, city engineer department, department of civil defense were some of the offices relocated in 1965 to relieve overcrowding of city offices in the auditorium. To make the space more appropriate for offices, improvements were made to the first and second floors; these changes included painting, repair of the floor and heating/air conditioning. At this time (56 years ago) the auditorium and the annex were interconnected on stairwell landing between the first and basement floor of the auditorium- through the existing shared party wall (auditorium north or rear elevation).³⁸

Offices for city hall were located on the first two floors of the annex until the early 1980s, when the Moberly constructed the current city hall building. After city hall offices were relocated (101 W. Reed Street) the city continued to use the annex to house the department of Parks and Recreation on the first floor. Around this time, the city added the ADA accessible entrance and made changes to the first level of the building. These changes to the east elevation included the recessed entrance, brick infill, and replacement windows in original window openings on the upper levels. The Parks and Recreation department occupied the annex until 2009, and when it was moved to a new building, located next to city hall. The annex continues to serve the city of Moberly as storage space for the city.³⁹

Criterion C: Architectural Significance
Architectural Significance – PWA Moderne

Pre-World War II American, modern architecture has been studied and classified into various styles, the names of which often allude to significant modern movement exhibits. The Art Deco

³⁷ "Kelly Hotel Building -To Be Used for Offices and Police Station; Purchase of Fourth Parking Site West of Masonic Temple Also Authorized." 22 Aug. 1961, 1 and 6.

³⁸ "Some City Offices to Be Moved to Kelly Building." 16 March 1965, 1.

³⁹ Brian Crane, city manager, city of Moberly, various email correspondence, 2021.

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style is named after the decorative motifs featured in the 1925 Paris exhibition. The International Style is inspired by the design elements featured in the Museum of Modern Art exhibition. The streamlined designs of industrial products in the 1930s and early 1940s inspired Streamline Moderne, also known as Art Moderne.⁴⁰

PWA Moderne is a style that combines elements of Art Deco, Streamline Moderne, and classical elements. The term PWA Moderne was coined because of the use of this stripped-down Streamline Moderne and classicism. Between 1933 and 1944, the PWA used the style in many public buildings, municipal auditoriums, civic centers, hospitals, educational facilities, and other buildings. This "modernistic" design, more commonly chosen for PWA-funded buildings, became known as "Depression Modern" or "PWA Moderne." Buildings designed in the PWA Moderne style use more traditional and classical elements and have a more monumental feel. These symmetrical, formal structures have Art Deco and Streamline Moderne features that offer them a new, modern look and a noticeable monumental feel. The PWA Moderne style characteristics include a symmetrical façade, smooth wall surfaces, flat roofs, simple, narrow cornices, vertical molded ornamentation, Art Deco decorative motifs, framed entrances, piers and/or pilasters without capitals or excessive ornamentation, and vertical recessed panels.⁴¹

Contemporary critics bemoaned the style's boxy forms and bleak palette of materials, which one author characterized as "scraped Classical with Art Deco touches."⁴² However, as time passed, critics began to praise the streamlined design of many buildings, and the use of metal, concrete, brick, and stone as long-lasting, high-quality materials. The PWA Moderne buildings were symbols of their era because of the combination of Art Deco and Moderne styles in cut stone, concrete finishes, interior and exterior light fixtures, plaster ornamentation, millwork, metal accents, and signage – as true with the Moberly Municipal Auditorium.⁴³

⁴⁰ Maresca, Joseph. *WPA Buildings – Architecture and Art of the New Deal*, (Atglen, PA: Schiffer Publishing, 2016), 54 and 64.

⁴¹ Maresca, Joseph. *WPA Buildings: Architecture and Art of the New Deal*. Atglen, PA: Schiffer, 2017; Prosser, Daniel. "The New Deal Builds: Government Architecture during the New Deal." *Timeline* vol. 9, no. 1 (1992): 40-54; United States. Public Works Administration. *America Builds: The Record of PWA*. Washington, D.C.: PWA, 1939.

⁴² Gebhard, David *The National Trust Guide to Art Deco in America*, (New York: John Wiley & Sons, Inc.), 1996, 7.

⁴³ *Ibid.*

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Character-defining elements of the PWA Moderne style that are represented in the Moberly Municipal Auditorium include the building's broad horizontality and symmetry and its flat roof with stepped back parapet. Additional features can be seen in the cornice line with geometric symbols, the simplistic exterior brick wall surface and the curved metal canopies over entrances, curved extensions flanking the cut-stone steps, distinctly framed entrance with lights. In particular, the building's most predominant PWA Moderne architectural features is the Art Deco inspired decorative motifs on the interior doors. The emphasis on verticality using elongated stepped back pilasters and massing, series of straight lines and angular, recessed, geometric shapes along with a sleek exterior surface, fenestration, bands of metal frame windows and monumental entry portals exemplify the PWA Moderne style. The incorporation the Moderne and Art Deco designs in the cut-stone, curved and stepped-back features, interior and exterior light fixtures, ornamentation, and signage permitted the PWA Moderne designed buildings to be declarations of their era in time – as valid for the Moberly Municipal Auditorium. The auditorium building remains a rare representative example of the PWA Moderne architectural style within the community of Moberly.

Ludwig Abt

Ludwig Abt was born March 6, 1882, in Hoechst A-M, Germany and educated at Technicum Hildburghausen in Thuringen, Germany. When he was twenty years old (1902), he immigrated to the United States. Before moving to Moberly in 1911, Abt worked as an estimator, craftsman, engineer, and supervisor for architectural firms in Texas, New York, California, Chicago, St. Louis, and Akron. In 1911, he and his wife moved to Moberly, and he established an architectural company.⁴⁴

Abt formed a partnership with local architect John Kay Cleavinger and remained in the business until 1965 when he retired. Abt designed many buildings in Moberly during his architectural career. Abt's work includes the Moberly Junior High School (101 North Johnson Street) and the annex (NR listed 01/04/2008), Central School (200 Porter Street), Southeast Park School (600 McKinley Street), East Park School (220 Porter Street) West Park School (816 Myra Street),

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Bradley School (nonextant) Horner and Franklin Streets. Additionally, he designed several commercial buildings, his home at 1 Holman Road, and other residential homes. Abt is credited with the construction of schools in more than 20 Missouri communities and was the first known architect from the Midwest to assist in the reconstruction of San Francisco, California, following the 1906 earthquake. Abt died in Moberly on January 12, 1967 and was buried in St. Mary's Cemetery.⁴⁵

Conclusion

Ludwig Abt designed the PWA Moderne designed Moberly Municipal Auditorium building as part of the PWA program to address the needs of the Moberly community during the New Deal era. The auditorium is the only PWA building project and only PWA Moderne style building in Moberly, a rare resource. Since the Municipal Auditorium opened in 1940, it has been in continuous use and has enriched the community of Moberly and those outside of the community. The auditorium has hosted many famous and not-so-famous artists in performance, community events and functioned as city offices. As the city's needs grew, Moberly city officials saw the opportunity to expand its offices into the adjoining 1910 Kelly Annex, giving the annex a second chance to serve the local community. While the Moberly Municipal Auditorium has had the windows and entrance doors replaced with in-kind, the auditorium retains a high degree of integrity (exterior and interior). Additionally, the auditorium reflects its historic sense and time through its historic fabric. The Moberly Municipal Auditorium retains integrity and is locally significant and is worthy of listing in the National Register of Historic Places.

⁴⁴ "Ludwig Abt Dies; Noted Architect," *Moberly Monitor-Index*. 12 January 1967, 1-2.

⁴⁵ *Ibid.*

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Verbal Boundary Description

The Municipal Auditorium property includes the parcel (10-1.0-01.0-2.0-004-049.000) supporting the municipal auditorium building with attached Kelly annex building to the north. The boundary is defined by the legal description of the property: Original Town...Moberly: Lots 1 Thru 6, Blk 7 Sec: 01.1 Twp: 53 Rge 14. The parcel and boundaries are defined as illustrated in the location/site and boundary/site maps, **Figures 1-2**.

Verbal Boundary Justification

The boundary includes the entire parcel (10-1.0-01.0-2.0-004-049.000) historically associated with the nominated property.

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Figure 1. Boundary and Site Map, Moberly Municipal Auditorium, Moberly, Randolph County, MO. Source: Google Maps 2021.

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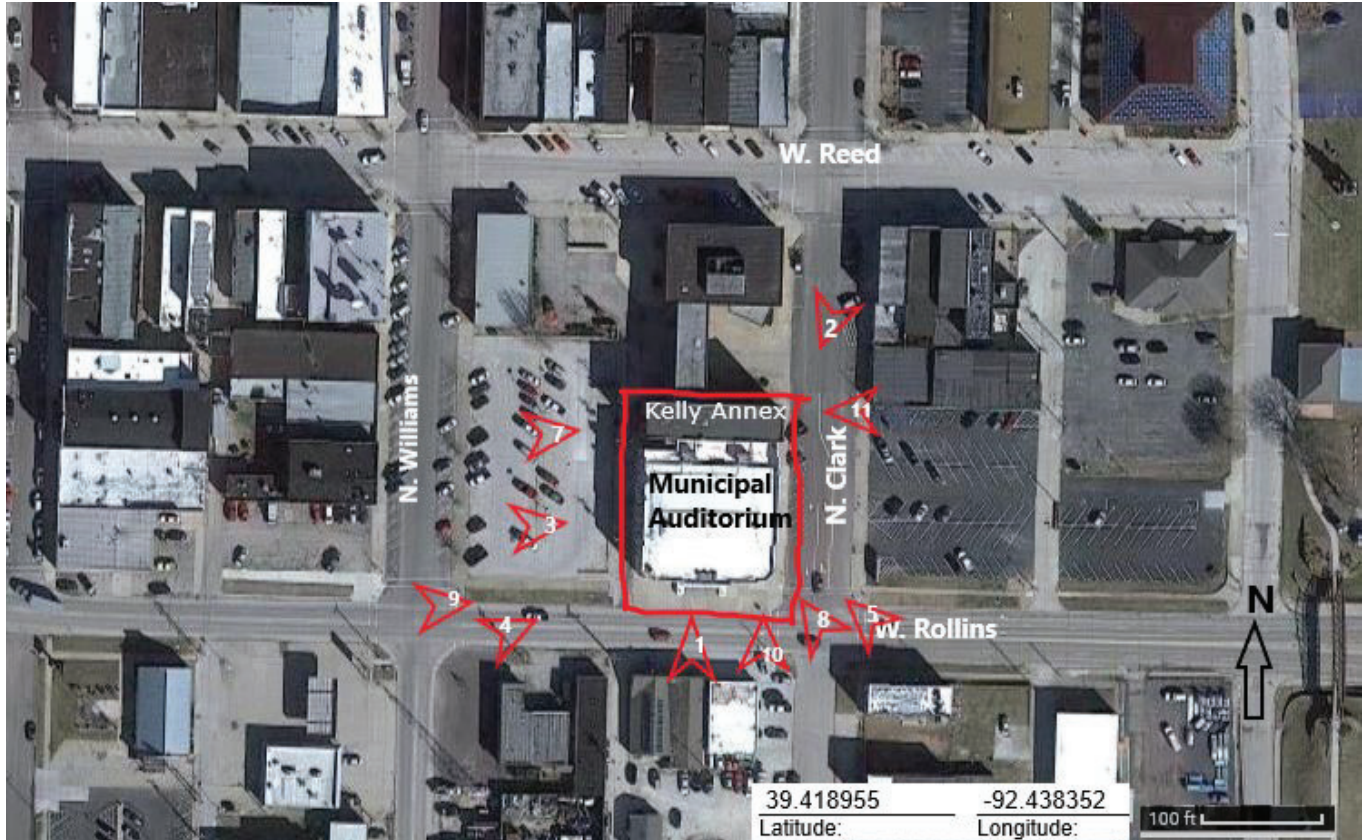


Figure 2. Photo Key Map, Moberly Municipal Auditorium, Moberly, Randolph County, MO.
Source: Google Maps 2021.

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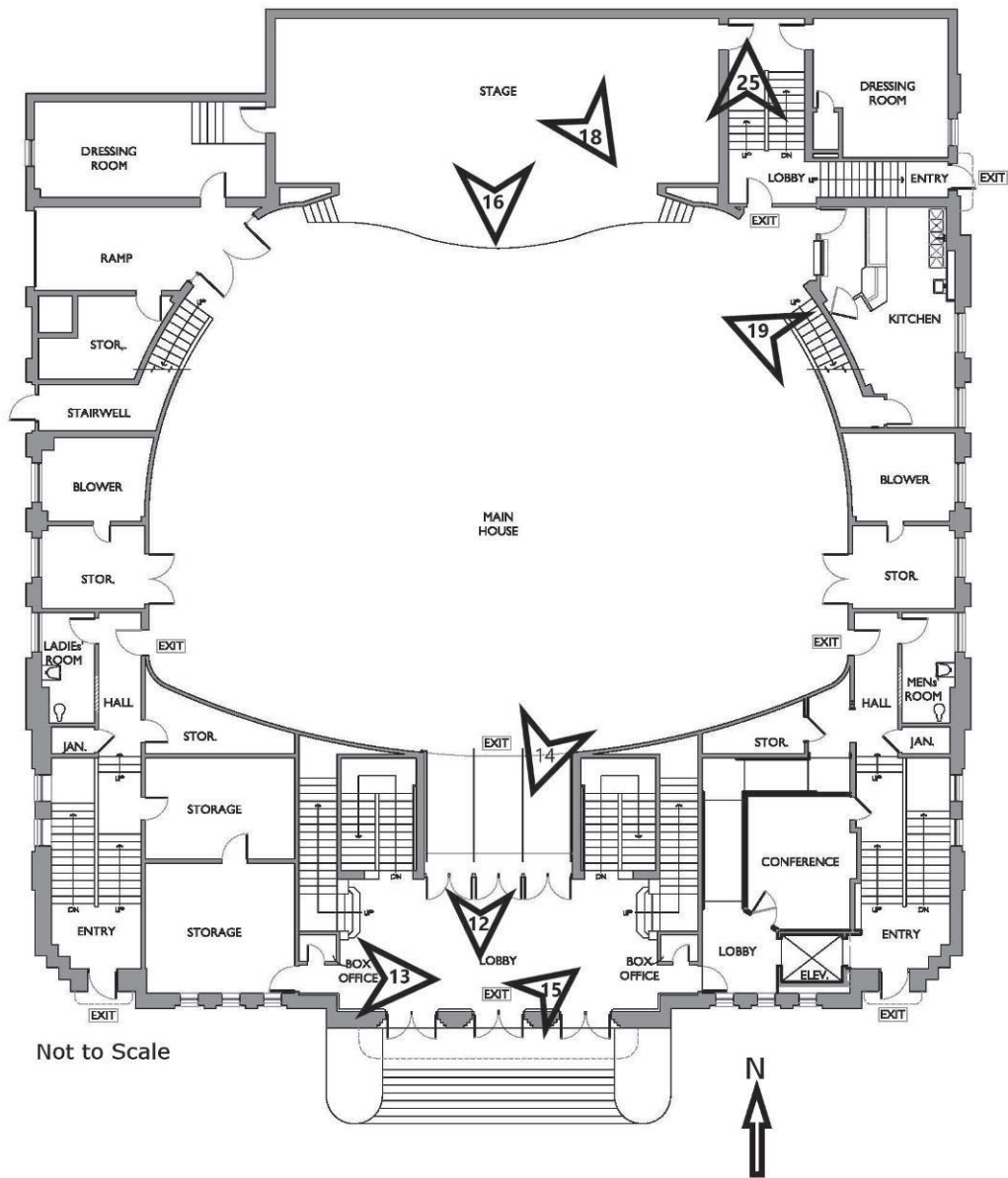


Figure 3. Floorplan and Photo Key, First Floor, Moberly Municipal Auditorium, Moberly, Randolph County, MO. Source: City of Moberly.

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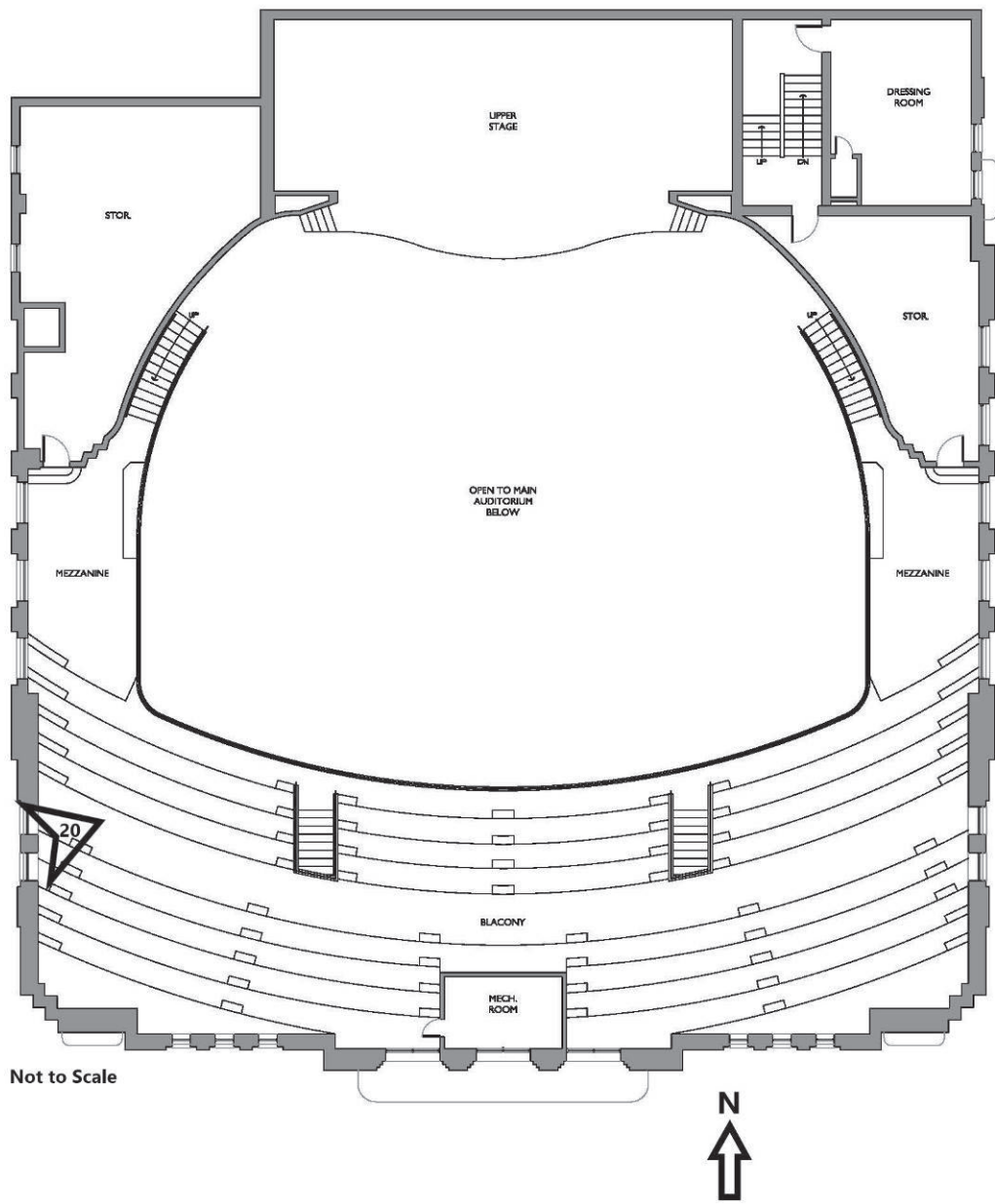


Figure 4. Floorplan and Photo Key, Balcony, Moberly Municipal Auditorium, Moberly, Randolph County, MO. Source: City of Moberly GIS Maps 2021.

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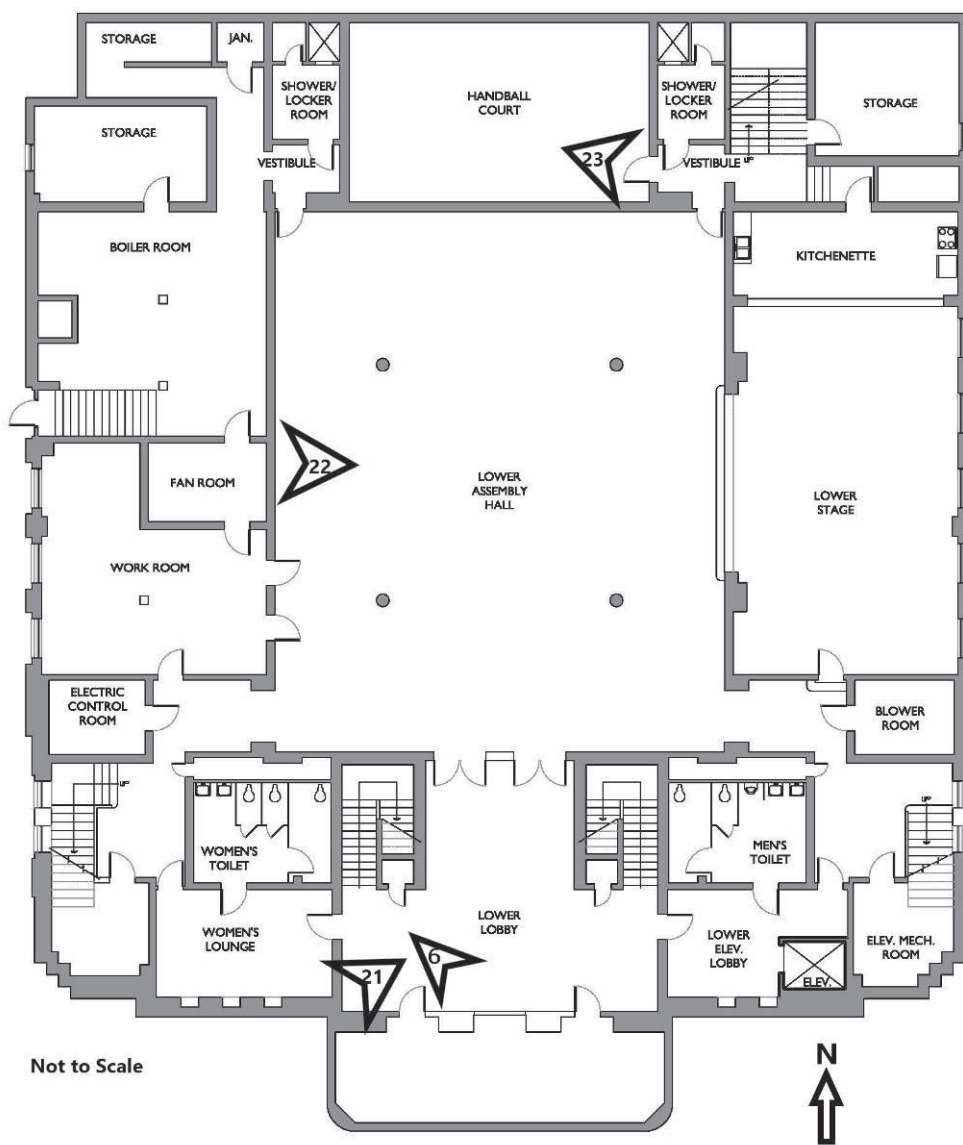


Figure 5. Floorplan and Photo Key, Lower Level, Moberly Municipal Auditorium, Moberly, Randolph County, MO. Source: City of Moberly.

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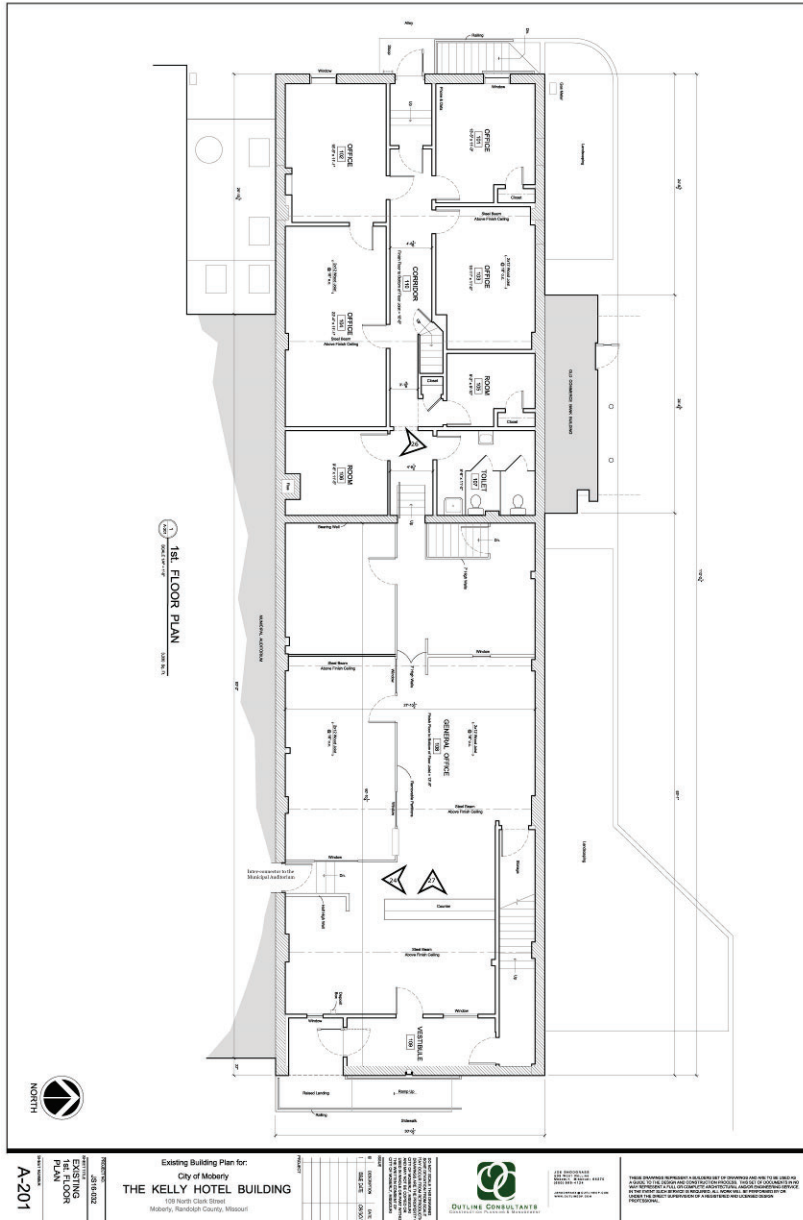


Figure 6. Floorplan and Photo Key, First Floor, Kelly Annex, Moberly, Randolph County, MO. Source: City of Moberly.

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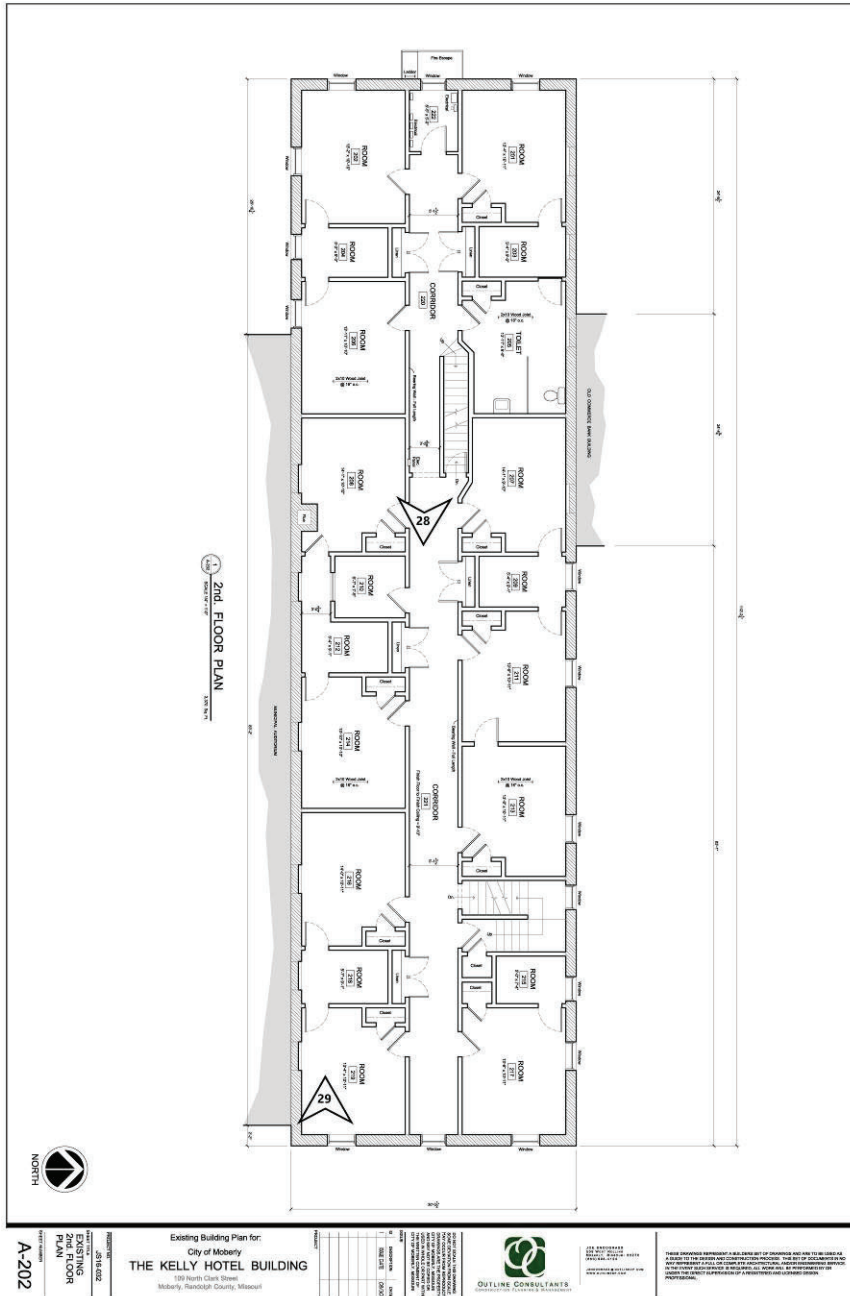


Figure 7. Floorplan and Photo Key, Second Floor, Kelly Annex, Moberly, Randolph County, MO. Source: City of Moberly.

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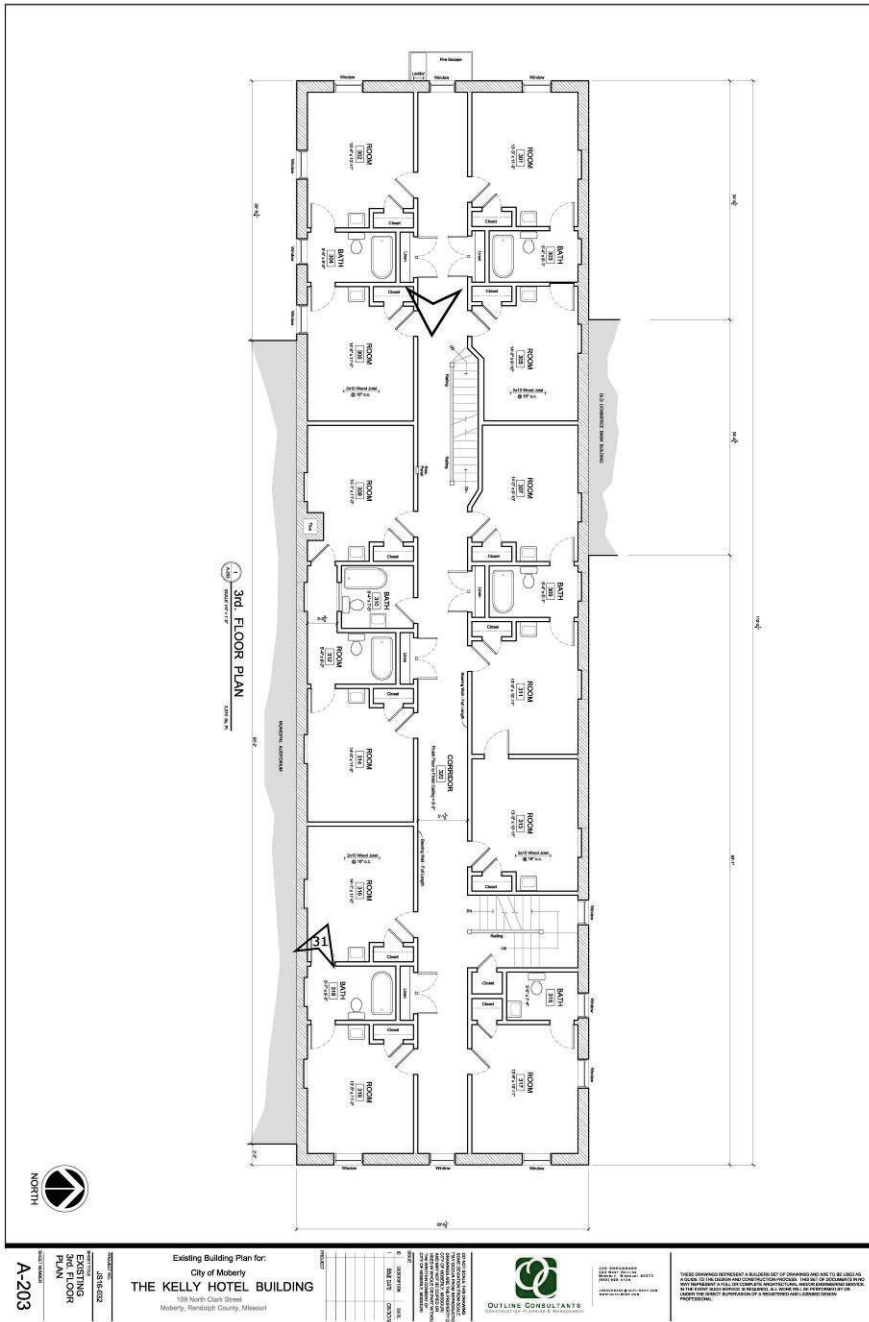


Figure 8. Floorplan and Photo Key, Third Floor, Kelly Annex, Moberly, Randolph County, MO. Source: City of Moberly.

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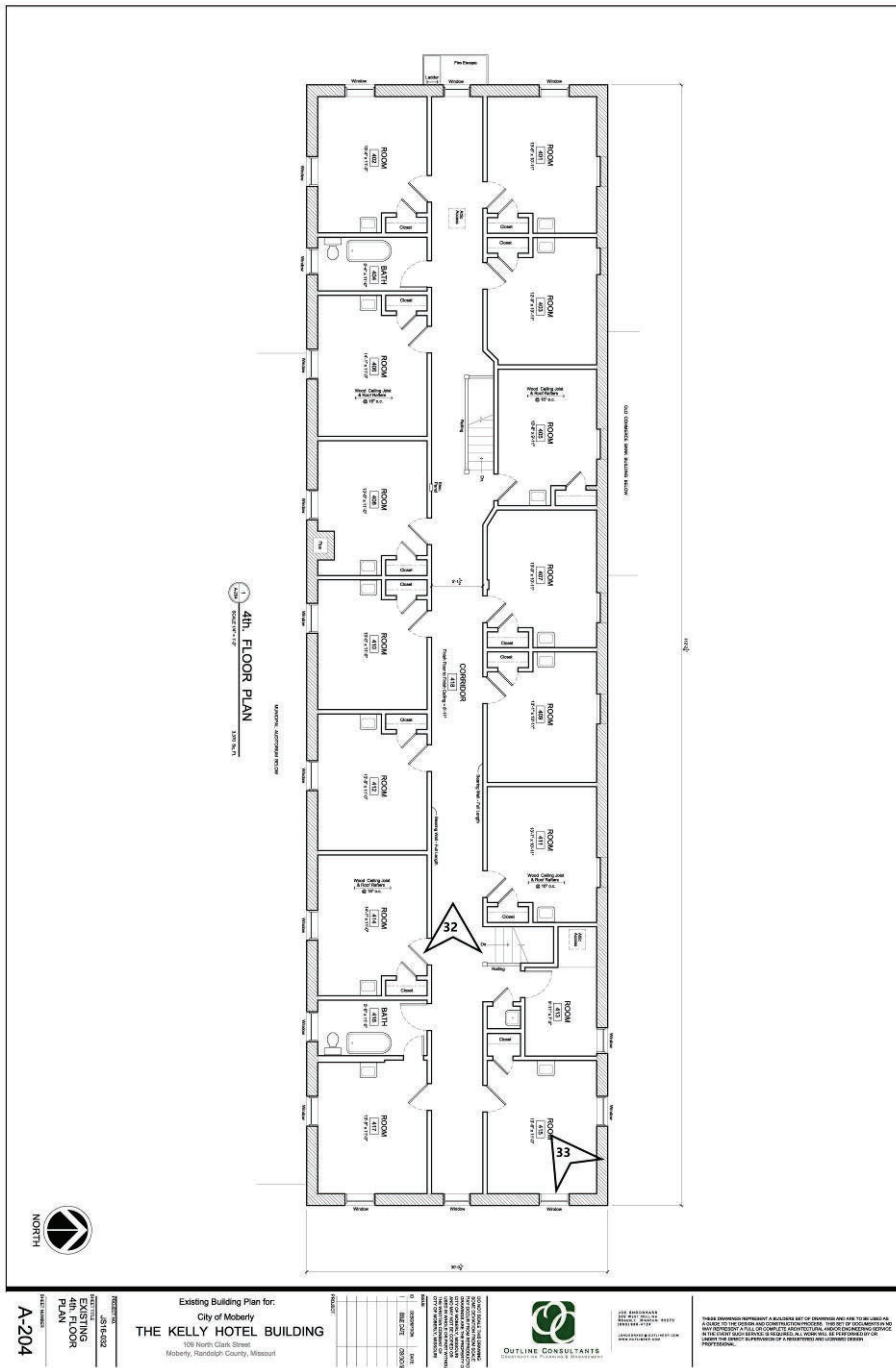


Figure 9. Floorplan and Photo Key, Fourth Floor, Kelly Annex, Moberly, Randolph County, MO. Source: City of Moberly.

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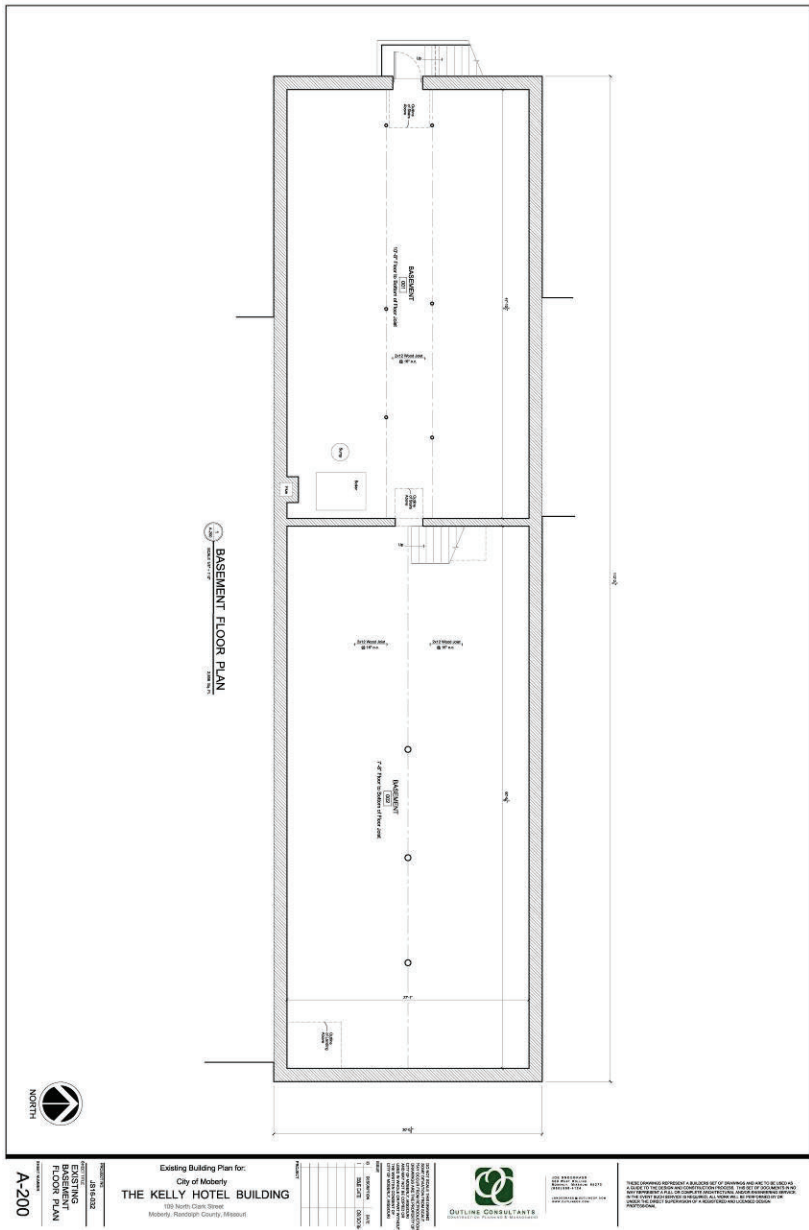


Figure 10. Floorplan, Basement, Kelly Annex, Moberly, Randolph County, MO. Source: City of Moberly.

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FIRST FLOOR							
MAIN AUDITORIUM	2 1/2" MAPLE	1/2" x 3/4" D.B.	Y.P.	METAL	KEENE'S CEM. 3-6"	HARD WALL PL.	ACCOM. PL. & TILE PANELS
RAMP (MAIN AUD.)	TERRAZZO		TERRAZ.	METAL	DO.	DO.	HARD WALL PLASTER
LOBBY	DO.		DO.	DO.		CERAMIC GL.T.	INSUL. TILE & PLASTER
CONFERENCE RM-1&2	ASPHALT TILE		ASPHALT	DO.		HARD WALL PL.	HARD WALL PLASTER
CONFERENCE RM-3	CEM. FIN.		6" CEM.	DO.		DO.	DO.
PASSAGE-1&2	DO.			DO.	GLAZED TILE	DO.	DO.
ENTRY-1&2	TERRAZZO			METAL	DO.	DO.	DO.
BLOWER & CHAIR STORAGE	CEM. & MAPLE	DO.	Y.P.	DO.		PORT. CEM. PL.	PORT. CEM. PL.
STAGE	2 1/2" MAPLE	DO.	DO.	DO.		HARD WALL PL.	HARD WALL PL.
DRESSING RM-1&2	CEM. FIN.		6" CEM.	DO.		DO.	DO.
WOMEN'S TOILET	VITREOUS TILE		VITREOUS	DO.	KEENE'S CEM.	DO.	DO.
MENS TOILET	DO.		DO.	DO.	DO.	DO.	DO.
STORAGE RM.	CEM. FIN.		6" CEM.	DO.		DO.	DO.
RAMP (ALLEY)	DO.		DO.	DO.	DO.	DO.	DO.
STAIR HALL	DO.		DO.	DO.	DO.	DO.	DO.
CONCESSIONS-1&2	DO.		DO.	DO.		DO.	DO.
BOX OFFICE & TELEPHONE	TERRAZZO			METAL		CERAMIC GL.T.	DO.
JANITRY	CEM. FIN.		DO.	DO.		PORT. CEM. PL.	DO.
BALCONY FLOOR							
MAIN BALCONY	CEM. FIN.		6" CEM.	METAL	KEENE'S CEM.	HARD WALL PL.	SEE MAIN AUD.
SIDE BALCONY	DO.		DO.	DO.	DO.	DO.	DO.
PROJECTION ROOM	DO.		DO.	METAL		PORT. CEM. PL.	PORT. CEM. PL.
CONFERENCE RM-4-5	DO.		DO.	DO.		HARD WALL PL.	HARD WALL PL.
DRESSING RM. 3	DO.		DO.	DO.		DO.	DO.
STAIR HALL	DO.		DO.	DO.	DO.	DO.	DO.

Figure 11. Room Finish Schedule, First and Balcony, Moberly Municipal Auditorium. Source: Original Blueprints, The State Historical Society of Missouri, Columbia, Missouri, 1939.

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ROOM FINISH SCHEDULE

BASEMENT

<u>ROOM</u>	<u>FLOOR</u>	<u>WALL</u>	<u>BASE</u>	<u>TRIM</u>	<u>WAINSCOT</u>	<u>WALLS</u>	<u>CEILING</u>
LARGE ASSEMBLY HALL	ASPHALT TILE			METAL	GLAZED TILE	HARD WALL PL.	INSUL. & ACCOU. TILE.
SMALL ASSEMBLY HALL	2 1/2" MAPLE	1/2" CEMENT		DO.	DO.	HARD W. PL. & PAINT	DO.
STAGE	DO.	DO.		DO.	DO.	DO.	DO.
HAND BALL COURT	DO.	DO.		DO.		PORT. CEM. PL.	PORT. CEM. PL.
SHOWER & LOCKER RM.	CEM. FIN.			DO.		GL. TILE TO TRIM	PAINT
STAIR LOBBY	ASPHALT TILE			DO.		DO.	HARD WALL PLASTER.
LADIES LOUNGE	DO.			DO.		DO.	DO.
MEN'S LOUNGE	DO.			DO.		DO.	DO.
LADIES TOILET	VITREOUS TILE			DO.		DO.	DO.
MEN'S TOILET	DO.			DO.		DO.	DO.
WORK ROOM	CEM. FIN.		6" CEM.	DO.		HARD WALL PL.	1/2" INSUL. TILE.
FAN ROOM	DO.			DO.			
BOILER ROOM	DO.			DO.			
FUEL ROOM	DO.			DO.			
ASH PIT	DO.			DO.			
ELEC. CONTROL RM.	DO.			DO.			
BLOWER ROOM	DO.			DO.			
CAPTAIN'S ROOM	DO.		DO.	DO.		PAINTEO.	PAINTEO.
STAIR HALL-1 & 2	DO.		DO.	DO.	GLAZED TILE	HARD WALL PL.	HARD WALL PLASTER.
STAIR HALL-3	DO.		DO.	DO.	KEENE'S CEM. 3/8"	DO.	DO.
CHECK ROOM	DO.		DO.	DO.		PAINTEO.	PAINTEO.
VESTIBULE	DO.		DO.	DO.		PORT. CEM. PL.	DO.

Figure 12. Room Finish Schedule, Basement, Moberly Municipal Auditorium. Source: Original Blueprints, The State Historical Society of Missouri, Columbia, Missouri, 1939.

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Figure 13. Architectural Sketch of Moberly Municipal Auditorium by Ludwig Abt. Source: Ludwig Abt Collection, Missouri Historic Society.



Figure 14. Postcard, Moberly Municipal Auditorium, date unknown (Source: City of Moberly, Missouri).

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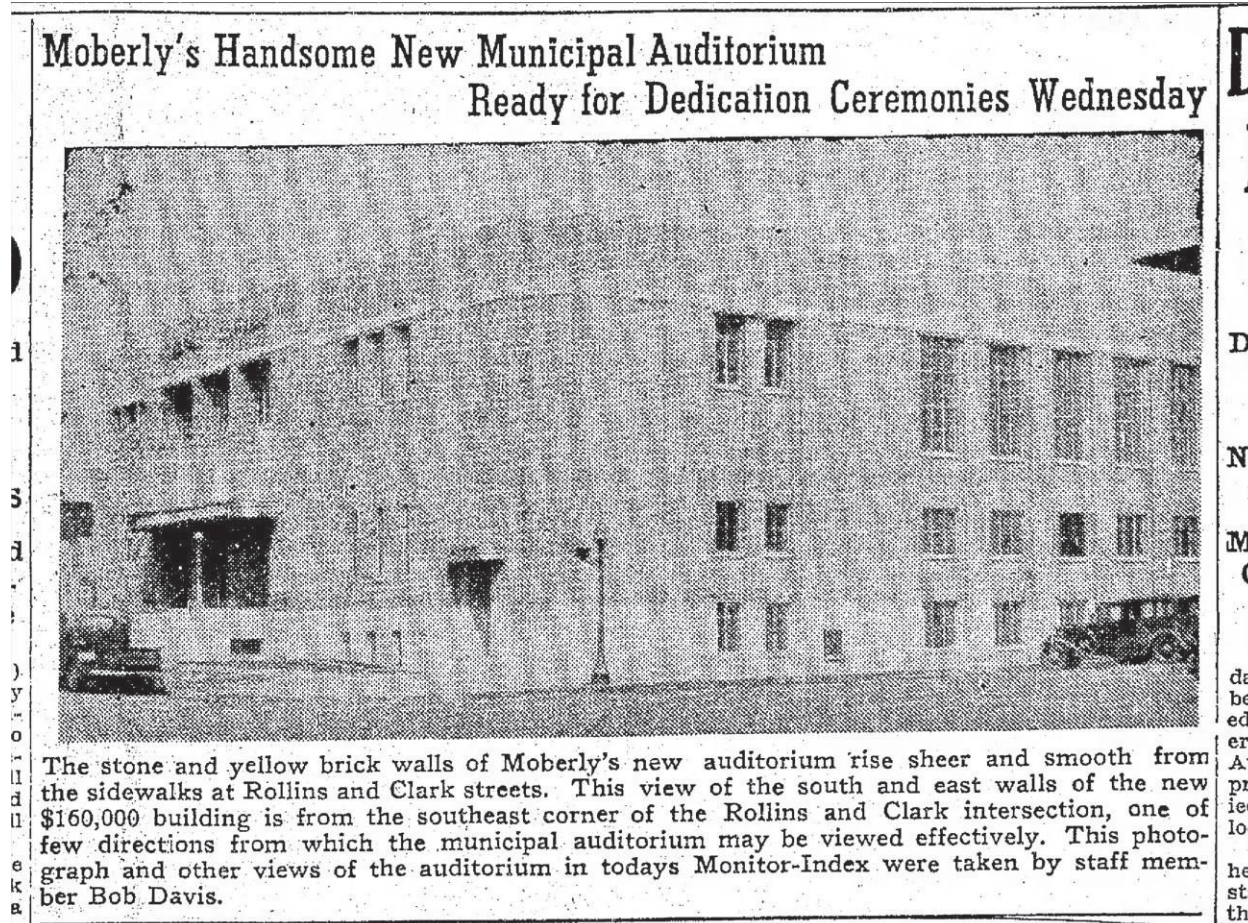


Figure 15. "Moberly's Handsome New Municipal Auditorium Ready for Dedication Ceremonies Wednesday," (*Moberly Monitor-Index*, 29 April 1940, 1).

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Program for Municipal Auditorium Dedication and All-Day Celebration

9:00 a. m. Auditorium doors opened — admission free.

10:00 a. m. America by audience, led by Temple Stephens.

10:05 a. m. Invocation by the Rev. C. W. Cornn.

10:10 a. m. Posting of flag by American Legion Post.

10:15 a. m. "Star Spangled Banner" by Junior High School Band.

10:20 a. m. Concert by Junior High School Band.

11:00 a. m. Selections by Junior High School Glee Club:
1. "Sing, Sing, Birds on the Wing"—Nutting.
2. "Sun-down"—Irish Air.
3. "Allah's Holiday"—Frind.
4. Folk Songs:
a. "Ciélito Lindo"—Spanish
b. "Santa Lurlia"—Italian
c. "Ay, Ay, Ay"—Creole
Accordion Accompaniment by Frances Ann Stamper
Accompanist: Miss Lora Jo Burton
all under direction of Miss Anna Lou Terrill.

12:00 Adjournment for lunch.

1:00 p. m. Invocation by the Rev. Allen Duncan

1:15 p. m. Music by Junior College Girls' Glee Club.
1. "Lift Thine Eyes"—Mendelssohn
2. "My Johnny Was a Shoemaker"—Taylor
3. "Moment Musical"—Schubert.
4. "Prayer"—Gluck

Girls' Trio:
1. "Spirit Flower"—Campbell
2. "The Night Has a Thousand Eyes"—Noble Cain
Moberly Junior College Glee Club:
1. "Honey Chile"—Strickland
2. "Morning"—Speaks
3. "Careless"
4. "Marie"

1:35 p. m. Introduction of official guests by Mayor Tydings.

1:50 p. m. Selections by Music Club chorus:
1. "Spring Is Here"—Heurter
2. "The Wind and the Sunbeam"—Hawley
3. "Let All My Life Be Music"—Sprass
4. "O Lamb of God"—Bizet

Violin Obligato—Mrs. C. A. Smith
Soprano Solo—Mrs. C. O. Richardson

5. "Night Song"—Clakey
6. "Beautiful Dreamer"—Foster
Violin Obligato—Mrs. C. A. Smith

2:15 p. m. Address by Hon Wm. L. Nelson

2:45 p. m. Selections by Carlotta Burke Barth Choral Group:
1. "God Bless America"
2. "Country Gardens"

3:00 p. m. Concert on Novachord by Gordon Young, Kansas City Artist

3:30 p. m. Address by Governor Lloyd C. Stark

4:00 p. m. Selection by Junior High School Band

4:15 p. m. Dedication of Auditorium by Mayor T. J. Tydings

6:00 p. m. Municipal Banquet at Merchants Hotel.
Tickets: \$1.50 per person
Program at banquet:
1. "Estrallita"—Ponce
"In My Garden"—Firestone
Mrs. Edwin Doyle, Mrs. Hartley Estill, Mrs. Faye Wilson
Mrs. Edmund Burke, Accompanist
Piano Duo: "Blue Danube Waltz"—Strauss-Abrams-Chasina
Mrs. Edmund Burke, Mrs. Wm. Carr
3. Selections by Mixed Quartet:
Jeanne Cornn, Annetta Huber, Carroll Owens and Miller Barton:
a. "I Dream of Jeannie"—Foster
b. "Sweethearts"—Herbert
Accompanist: Helen Sebring

EVENING PROGRAM

Continues from 7 until 1 o'clock, requiring \$1 ticket per person. Included on the evening program will be a concert from 7 to 9 by stage and radio entertainers, and the Municipal Ball, 9 to 1, with music by Ozzie Nelson's band.

7 to 9 events will be:
Novachord music, Gordon Young, artist for Jenkins Music Company, Kansas City.
Girls' Trio, artists from KXOK, St. Louis.
Duo Piano Team; Stan Daugherty and Carol Francis, KXOK artists.
Vocal Solos: Carleen Davis, titian-haired songstress of KXOK.
Novachord: Miss Alberta Bird, Hotel Phillips entertainer of Kansas City.
Ballroom Dance Specialties: Connie and Audrey (Audrey Jean Miller and Conrad Bischoff) KXOK artists.
Novachord: Miss Bird.
Master of Ceremonies: Blaine Cornwell, KXOK.
9 to 1: Municipal Ball.

Figure 16. "Program for New Municipal Auditorium Dedication and All-Day Celebration," (Moberly Monitor-Index, 29 April 1940, 1).

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Figure 17. Ozzie Nelson Advertisements, (*Moberly Monitor-Index*, 29 April 1940, 3 and 5).

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YES--
the Piano
for the New
Auditorium
Is a
Supreme

STEINWAY
"Instrument of the Immortals"

AND REMEMBER
For your child
THE BEST IS NONE TOO GOOD

• Music is culturally important to your child. It enhances his personality...creates character and taste...helps him to make friends. Give him the right start on a Steinway!

Steinway & Sons provide a truly inspiring piano for beginner and artist alike...as they have for 87 years. There are no two standards: your child will cherish the same piano - craftsmanship beloved of Liszt and Wagner.

And at JENKIN'S in Kansas City are rebuilt Steinways at attractive prices. Both upright and grand models—almost like new in appearance, tone and action.

STEINWAY

JENKINS
MUSIC CO.
Kansas City, Mo.

Figure 18. Jenkins Music Co., Advertisement, (*Moberly Monitor-Index*, 29 April 1940, 3).

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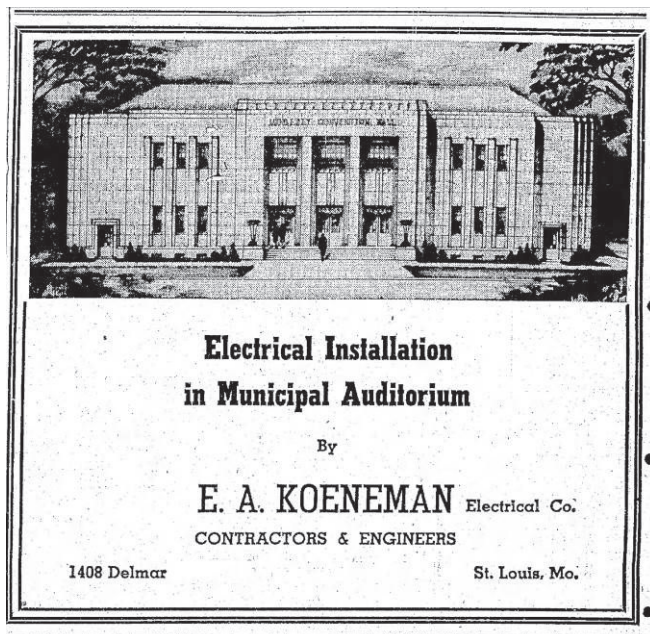


Figure 19. "E. A. Koeneman Electrical Company, Advertisement," (*Moberly Monitor-Index*, 29 April 1940, 3).

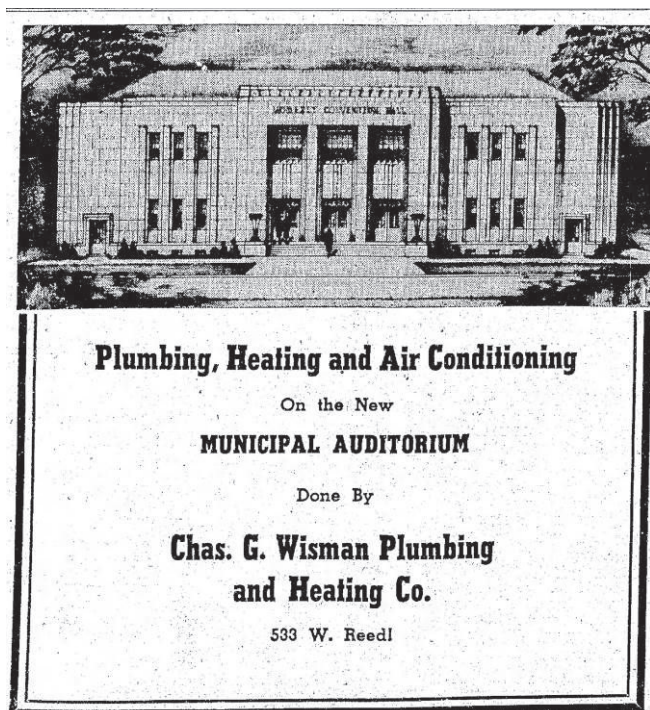
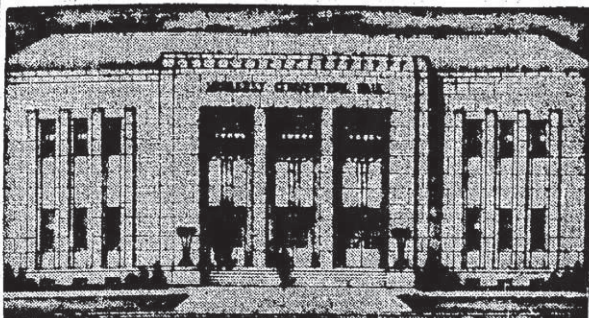


Figure 20. "Chas. G. Wisman Plumbing and Heating Company, Advertisement," (*Moberly Monitor-Index*, 29 April 1940, 8).

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When at the dedication, notice the finish on the walls. You know how exacting are the specifications and requirements of the PWA for such jobs, and SEWALLS PAINTS were chosen above all others.

Call us today—10—for some of the same fine material—the BEST, but not expensive.

Dascomb-Daniels Lumber Co.
"The Building Material Store"
PHONE 10 R. L. RUSSELL, MGR.



**We Supplied Much of the
Building Material for this
Fine Building!**

•••••

You will find it to your advantage to see us
when in need of building materials
of all kinds!

HEDDINGHAUS
BROS. LUMBER CO.
On Highway 63 South

Figure 21. "Dascomb-Daniels Lumber Company and Heddinghaus Bros. Lumber Company, Advertisements," (*Moberly Monitor-Index*, 29 April 1940, 3).

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MOBERLY LOOKS AHEAD!

The new Municipal Auditorium will be dedicated Wednesday, May 1, completing another forward step in the progress of this city and community.



Looking Ahead-

—Is an old and well established custom in this man's store. Months ago we made plans and purchased goods for this spring season. It is no accident that you can find here, now, a great selection of Suits for Graduation, and every other "dress up" occasion. We, too, "Looked Ahead!"

Men's and Young Men's SPRING SUITS

In All Size Ranges... Styles and fabrics. Priced from—

\$16⁵⁰ TO \$39⁵⁰

GRADUATION SUITS

LITTLE DICK HAS THE BEST SELECTION

Graduation — a day filled with jubilation and happiness — is a reward justly won. Parents will want to delight the young graduates with a new suit from **LITTLE DICK** — he'll be proud and happy when he wears it during graduation and after.

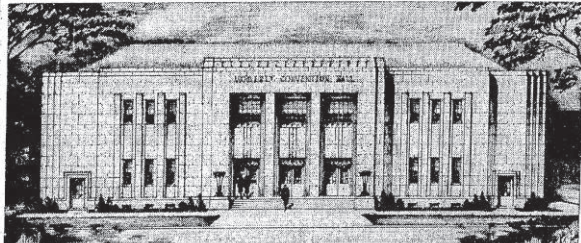
Remember—This Store Offers a Complete Clothing Line!

- FREEMAN SHOES
- ARROW SHIRTS
- INTERWOVEN HOSE
- DOBBS HATS

—and many other nationally known lines!



Little Dick Clo. Co.
"THE LIVE STORE"



Moberly's New Auditorium to Be Dedicated Wednesday, May 1
The dedication of this splendid building—an asset of considerable importance to the whole community—is a step forward in the progress of our City. We are proud of it!

Looking ahead—this store intends to continue its long established practice of anticipating the wants and needs of its customers, basing always its policy on the firm foundation of Quality First!


—EARL KOESTER

On Wednesday—On Every Day—Enjoy Our Fine

Fountain Lunch Service

Good foods, zesty sandwiches, . . . tasty drinks, delicious ice cream in every imaginable combination that is good to eat!

Modern Sanitary Equipment Kept Thoroughly Sterilized for Absolute Cleanliness and Health Safety.



Cut Rates On All Nationally Advertised Drugs!

KOESTER'S

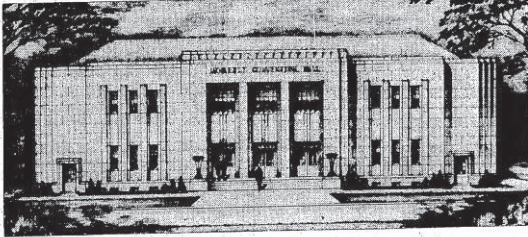
400 WEST REED CUT RATE DRUGS TELEPHONE NUMBER 142
EXPERT TRUSS FITTERS THE MCKESSEN STORE

Figure 22. "Little Dick Clothing Company and Koester's Cut Rate Drugs, Advertisements", (Moberly Monitor-Index, 29 April 1940, 8 and 9).

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**Another
Step Forward
for Moberly**

1937 66,000 V. Trunk Transmission Lines

1938 New Power Plant

1939 New Municipal Auditorium

1940 Trade Expansion Program
of the Commercial Club

THE NEW MUNICIPAL AUDITORIUM
WILL BE DEDICATED WEDNESDAY, MAY 1

**Missouri
Power & Light
Company**

TELEPHONE 675

Figure 23. "Missouri Power & Light Company, Advertisement," (*Moberly Monitor-Index*, 29 April 1940, 6).









TIME TO REGISTER FOR
SWIM LESSONS
28 WOODS - GLENN, WEDNESDAY
2-4 P.M. FATHER DAUGHTER













1939



FEDERAL WORKS AGENCY
PUBLIC WORKS ADMINISTRATION
JOHN M. CARMODY
FEDERAL WORKS ADMINISTRATOR
FRANKLIN D. ROOSEVELT
PRESIDENT OF THE UNITED STATES
MUNICIPAL AUDITORIUM
1939

CITY OF MOBERLY
THOMAS J. TYDINGS
MAYOR
CITY COUNCIL
T. B. ALLEN T. R. BELL
C. P. BROADDUS C. A. FAWKS
J. C. JACOBY M. E. LAMBIRTH
R. R. LEWIS C. E. TULLEY
LUDWIG ABT
ARCHITECT
F. B. DICKINSON & COMPANY
CONTRACTOR









































