

Date of Action

National Cotton Council Building  
Name of Property

Shelby County Tennessee  
County and State

## 5. Classification

### Ownership of Property

(Check as many boxes as apply)

- ☒ private  
☐ public-local  
☐ public-State  
☐ public-Federal

### Category of Property

(Check only one box)

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

### Number of Resources within Property

(Do not include previously listed resources in count)

Contributing

Noncontributing

1

buildings

sites

structures

objects

1

0

Total

### Name of related multiple property listing

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

N/A

### Number of Contributing resources previously listed in the National Register

0

## 6. Function or Use

### Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE-organizational

### Current Functions

(Enter categories from instructions)

HOUSING

## 7. Description

### Architectural Classification

(Enter categories from instructions)

OTHER: Neocolonial

### Materials

(Enter categories from instructions)

foundation CONCRETE

walls BRICK

roof ASPHALT, OTHER: built up tar

other Limestone, WOOD

### Narrative Description

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

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## Description

### Summary

The National Cotton Council (NCC) Building, located at 1918 North Parkway, is a two-story irregular-plan office building constructed in 1955. This is a mature work of architect Anker Hansen (1896-1958). Roughly centered on the 2.8 acre site, it faces North Parkway (NR 1989, Memphis Parkway System), and is adjacent to Snowden Elementary School (N.R. 1982) to the west, the Parkway House Apartments on the east, and the Memphis Zoo (N.R. 1979, Overton Park) to the south across the tree-lined parkway. Measuring 259' X 57' across at its center core and end wings, the building is poured concrete construction with a full basement. The south facade displays a center, two-story entry portico supported by columns. It has brick veneer cladding with limestone trim and the horizontal form of the building is contrasted by wall ornamentation of three sets of two-story engaged limestone piers at the center and ends of the facade. The interior retains a double-loaded corridor plan and the one-story lobby boasts a main stairwell with brushed aluminum balusters and railing. Terrazzo flooring, birch and frosted glass office doors, and ten-foot ceiling height are intact. The loss of interior features due to vandalism is mainly confined to the brushed metal stair rails and balusters. Though the lower openings have been boarded over to protect against additional vandalism, and a few of the window lights are broken or missing, the NCC Building is in excellent condition and retains integrity of setting, location, design, workmanship, materials, and feeling which combine to convey the significance of this resource.

### Elaboration

The irregular-plan office building constructed in 1955 is a good local representation of the Mid-Century Neocolonial style due in part to its use of metal awning-style sashes, fixed metal sashes with louvers, a partially flat roof, and imprecise colonial detailing.

### Façade (South)

The gently sloping site allows the two-story building's metal frame and poured concrete construction to rest on a full basement which appears as a raised brick veneer foundation when viewed from the street. The south facing façade is divided into five sections, with the rectangular center and end sections projecting further out than the narrow wings which join them. The entablature consists of denticulated limestone trim below a limestone architrave topped by a brick parapet wall with limestone coping. A limestone water table is only broken at the center entrance core.

The building has a built-up asphalt flat roof except for the gable roof center section which extends to the north side. The gable is delineated by a two-story temple front portico with four, fluted limestone piers supporting a denticulated pediment. The words *National Cotton Council* are

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incised on a limestone course below the pediment. The wall below the portico has engaged limestone piers on both ends. The center section has three bays consisting of two fixed, twelve-light metal window bays separated by the center entry bay. These are connected vertically by individual limestone spandrel panels to nine-light metal fixed windows with louvered sashes on the second floor above them. The center entry has four-paneled, double-leaf wood doors with a pediment limestone surround.

The east and west wings of the south façade have eighteen bays with twelve-light, awning-style metal windows on both stories. The ground floor bays rest on limestone spandrel panels and topped by flat brick lintels with limestone keystone insets. Limestone window sills adorn the bays on the top floor. The east and west end wings are adorned with four engaged limestone Corinthian piers interspersed by three bays with twelve-light, awning-style windows on both levels. The bays are identical in ornamentation to the window bays on the adjacent wings. There are no ground level window openings on the façade.

## West Elevation

The west elevation is three stories high. It has a limestone water table and four bays with twelve-light, awning-style metal windows on the top two stories. The second floor bays rest on limestone spandrel panels and are topped by flat brick lintels with limestone keystone insets. Limestone window sills adorn the top floor bays and the three boarded bays with nine-light, awning-style metal windows on the basement level.

## North (Rear) Elevation

The site slopes north to accommodate a full-size basement visible on the north rear elevation. This elevation is three stories high with a limestone water table. It is divided into five sections similar to the façade. The gable end is faced in brick and has a rectangular attic vent and limestone coping. There are two boarded ground level entry bays; an off-center pedestrian entrance immediately to the east of the center section and a second entrance situated to the west of center. On the top floor, there are twenty window bays with limestone window sills. One bay is omitted immediately to the west side of the center section on the top floor. The twenty-two bays on the middle floor have limestone spandrel panels topped by flat brick lintels with limestone keystone insets identical to the other facades. The windows directly above the pedestrian entrance are smaller in size. There are twenty boarded bays with nine-light, awning-style metal windows with limestone sills on the basement level. The easternmost entrance is sheltered by a canvas canopy supported by four wrought iron piers.



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## East Elevation

The east elevation is three stories high. It has a limestone water table and four, twelve-light, metal awning windows on the top two stories with ornamentation identical to the other elevations. There are two boarded bays with nine-light, awning-style windows with limestone sills on the basement level.

## Interior

The interior of the building has a double-loaded corridor floor plan with poured concrete floors and ceilings, a first floor lobby and original terrazzo flooring on all public spaces. The terrazzo floor is tiled in a light color and, mimicking a rug pattern, has narrow dark bands on either side which turns up or serves as a baseboard. Narrow crown and floor molding is located at the top and bottom of the walls throughout the building.

The first floor, one-story lobby features a staircase on a northern interior wall which has two employee bathrooms and a supply room located behind it. The open stairwell splits at a mid-point landing and has terrazzo stairs and a polished aluminum balustrade and handrails which have been damaged by vandals. The lighting fixture at the top of the stairs is an original frosted glass globe and aluminum hanging ceiling light.

The double-loaded corridors extend east and west from the center areas on all three floors. The original ten-foot high corridor makes a ninety degree turn to the north in the end sections to serve larger executive offices located there. Glass and wood partitions were located in the executive offices for separation. Narrow crown and chair rail molding decorate the corridor walls. The offices have birch wood and frosted glass doors with brushed aluminum hardware and wood surrounds. Birch slab doors are used for entries into the restrooms, janitor's closets, and stairwells.

The sparse offices have poured concrete floors, modest crown and floor molding, and interior walls which have been extensively reconfigured over time. Currently there are forty offices on the first floor and thirty-four on the second. The office ceilings of both floors have replacement lighting fixtures and acoustical tile ceilings but retain their original height. The second floor has a badly vandalized board room situated over the first floor lobby.

The basement stairwell is located behind the first floor stairs and is a continuation of the main stairwell with brushed aluminum railing and terrazzo stairs. The basement has a double-loaded corridor and terrazzo flooring. Historically, this area housed mechanical systems, storage areas, an employee's lunch room, and additional bathrooms. They have been reconfigured over time to serve changing needs of the organization.

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### **Site**

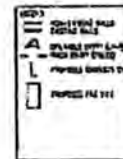
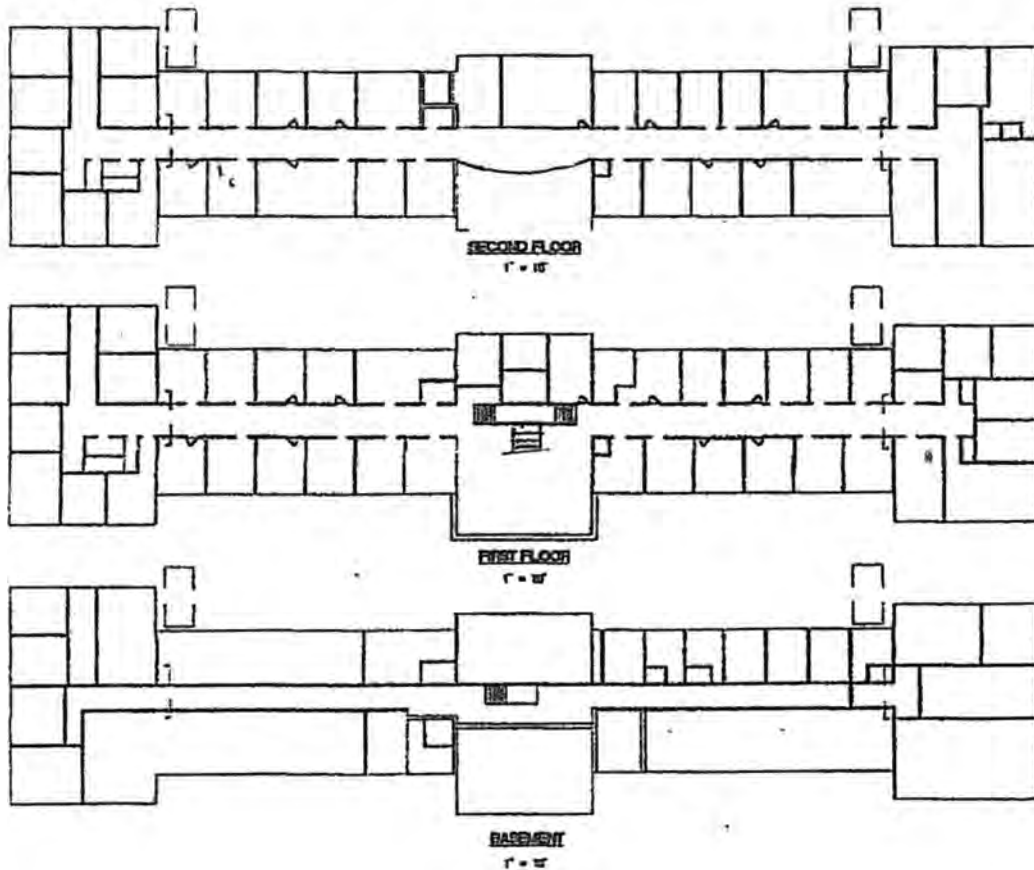
The building has a 100' set back and has an asphalt turn-around drive on the south façade located in front of the entrance. The modestly landscaped site is at street grade on the south side facing North Parkway but begins sloping down to the north about 100' back. The grade allows the full basement to be visible only as a foundation from the street side. A 45' wide asphalt driveway on the west side of the building has historically allowed access to the large paved parking area in the rear. Channelized and fenced Lick Creek runs diagonally across the northeast corner of the site.

Overall the building retains the character defining features and details, materials and craftsmanship to convey its architectural significance as a mid-twentieth century single purpose office building housing the first national lobbying group organized to promote a commodity in the United States (U.S.).

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**EXISTING FLOOR PLAN**  
COTTON COUNCIL BUILDING  
1916 NORTH PARKWAY  
MEMPHIS, TENNESSEE  
JULY 12, 2011

## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☐ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

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

Property is:

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

### Areas of Significance

(Enter categories from instructions)

COMMERCE

### Period of Significance

1955-1966

### Significant Dates

NA

### Significant Person

(complete if Criterion B is marked)

NA

### Cultural Affiliation

NA

### Architect/Builder

Hansen, Anker

### Narrative Statement of Significance

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

## 9. Major Bibliographical References

### Bibliography

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

### Previous documentation on file (NPS):

- ☒ 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 # \_\_\_\_\_

### Primary location of additional data:

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

Name of repository: \_\_\_\_\_



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## Statement of Significance

The National Cotton Council Building is significant under Criterion A in the area of commerce. Designed by Memphis architect Anker Hansen, the 1955 Neocolonial style building housed the NCC, the first industry-wide, commodity-specific organization in the history of American agriculture, during the period of its greatest accomplishments. The building meets Criteria Consideration G because the years from 1955 to 1966 were years of exceptional accomplishments of the organization. During the years 1955-1966, the NCC worked with the United States Department of Agriculture's (USDA) Foreign Agriculture Service (FAS) and was responsible for promotion of Federal legislation by providing market development information which evolved into Public Law 480; legislation which authorized the export sale of surplus commodities to countries in exchange for foreign currency used for market development purposes. Then the FAS began the Cooperator Program, signing cooperative agreements with groups representing American producers of specific commodities in order to expand foreign demand. The groups themselves were called "cooperators" and the NCC became their first cooperator in May, 1955. During the next decade, the NCC's intensive lobbying for the passage of the 1966 Research and Promotion Act paved the way for a dramatic increase in the research and promotion of cotton which caused a major resurgence for cotton as consumers' fiber of choice by vastly increasing research programs of the federal and the state agricultural agencies and also by working with the private sector such as the chemical and farm machinery industries.

## When Cotton Was King

From the 1830 to the 1930s, cotton was the nation's leading export, and cotton's global economic power fueled the finance, insurance, real estate and transportation industries in the United States (US) as well as in Britain and France. From 1820-1860, the quantity of U.S. cotton produced increased almost 6 percent per annum. In 1840 more than 800 million pounds were produced and by 1850, more than two billion pounds were produced; accounting for nearly half of the United State's foreign shipments.<sup>1</sup>

The emergence and large-scale cultivation of cotton in Tennessee began in the 1820s with the opening of the land between the Tennessee and Mississippi rivers. The growing of cotton and the entrepreneurial activities surrounding its movements through the world market were responsible for much of the antebellum economic growth in Tennessee. By 1850, Tennessee held fifth place among the cotton-growing states and Memphis laid claim to the title of "Biggest Inland Cotton

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<sup>1</sup> National Register of Historic Places, Memphis Landing, Memphis, Shelby County, Tennessee, National Register #11000460.

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Market in the World" and became a headquarters for cotton factors, the financial intermediaries who provided planters with operating capital and marketed the crop.<sup>2</sup>

The Civil War had an especially destructive impact on cotton farming from which recovery was difficult. After 1870, southern farming regions seethed with discontent as growers watched staple prices fall by as much as two-thirds. Finally, in the early 1880s there was a remarkable agricultural prosperity and expansion, but after 1886 that was reversed as storm, drought, and overproduction dealt a severe blow to the hopes of cotton growers.<sup>3</sup>

Despite chronically low prices for cotton (4 1/2 cents per pound in 1894), the dependency of the Delta on this single crop grew inexorably stronger over time. By the 1920s, the traditional cotton agriculture was further shaken by the successive jolts: the boll weevil; the migration of blacks to the North; the collapse of farm markets; the 1927 Mississippi River flood; and severe drought three years later.

## The Decline of Cotton Production

After 1930, American cotton production fell victim to a number of factors that spelled an end to cotton's independent power and the beginning of cotton's dependence on governmental subsidy and control. These included crippling overproduction, the worst depression in history; New Deal crop reduction programs, the implementation of misguided tariffs, and the rise of test tube fibers.

The year 1937 marked the last year that cotton was the leading American export. Favorable weather and increased acreage resulted in almost 19 million 500-pound bales, the largest harvest in history. For that bumper crop, farmers receive 8.7 cents a pound for middling (highest grade) cotton and this record breaking harvest resulted in eight million excess bales carried over to the 1938 season. And so at this time the idea to provide an industry wide mechanism to meet competition and to improve their economic lot was born. This was an innovative step for an industry that had no record of working together in unison and in fact, divergent interests argued against the success of any organizational efforts. There was little money for such an organizational effort and there were already local and state associations and organizations and national farm organizations working on behalf of all industry aspects except the producers themselves. This was a vacuum that only an organization working full-time on behalf of cotton in the competitive areas of research and promotion and to increase consumption of cotton and cottonseed products could fill. While much of the talk of cotton people joining together to improve their lot was informal, formal sessions were going on in Memphis, New Orleans and at the Delta Council which represented the cotton interests of the eighteen county alluvial soil area of the Mississippi Delta.<sup>4</sup>

<sup>2</sup> *Ibid*

<sup>3</sup> *Ibid*

<sup>4</sup> Albert R. Russell. *The First 40 Years: The National Cotton Council 1939-1979*, (Memphis, TN: National Cotton Council, 1980), 5-17.

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## The Birth and Formative Years of the National Cotton Council

In November 1938, the formation of the NCC began with an organizational meeting held at the Hotel Peabody (NR1977) in Memphis. It was at this meeting that Oscar Goodbar Johnston (1880-1955), a Mississippi-born attorney, planter, political leader, veteran, banker, and advisor to Franklin D. Roosevelt was tapped by leaders of the five cotton interests to organize the Council. These original interests were producers, ginner, warehouse, cottonseed handlers, and merchants. Textile manufacturers and cooperatives would be added later to bring the number to seven. At the end of the meeting the participants agreed on two cents per bale assessment and the state of Mississippi donated \$9,000 for the new organization.

By the first annual meeting held in January 1939, Johnston had developed an embryonic Council, organized the fourteen State Units (comprised of the major cotton producing states), and drafted the Charter of Incorporation and By-Laws. The Council's delegates were to be elected by the participating states and meet yearly to adopt NCC policies and set guidelines for activities over the next twelve months. Johnson was elected president, and the Memphis Based NCC was initially housed on the third floor of the Memphis Cotton Exchange. Early organization proponent Mississippian Rhea Blake was named executive secretary at that time.<sup>5</sup>

The challenge of finding ways to promote cotton started immediately and ran the gamut from modestly promoting cotton products as Christmas presents all the way to instituting the very successful "Maid of Cotton" pageant, which was to be held every December and involve contestants from cotton-producing states and initially co-sponsored by Lever Brother's Lux soap.<sup>6</sup>

The year 1939 also saw the beginning of the Second World War in Europe. German U-boats began sinking U.S. ships carrying cotton and other commodities to the extent that foreign customers required delivery before they would pay for shipments which caused a tremendous hardship for cotton exporters. The NCC's powerful lobbying efforts were spearheaded by a NCC founder and founding board member Everett Cook, who headed the committee which persuaded the federal Reconstruction Finance Committee to assume 80 percent of the financial risk and resume cotton shipments abroad. Mississippi-born cotton man Everett Richard Cook (1894-1974) was a highly decorated World War I flying ace. After the war ended, he then joined the Memphis Cotton Exchange, becoming its president in 1931. In that same year he co- found the Memphis Cotton Carnival as a way to promote the cotton trade. The city still holds Cotton Carnival festivities during the month of June, although its name was changed in recent years to Carnival Memphis. During World War II, Cook served with the U.S. 8th Air Force in England and the Middle East, rising to the rank of brigadier general.

<sup>5</sup> Albert R. Russell. The First 40 Years: The National Cotton Council 1939-1979, (Memphis, TN: National Cotton Council, 1980), 18.

<sup>6</sup> *Ibid.*, 20-24.



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By the time the U.S. entered World War II in December 1941, cotton became an important raw material which moved swiftly to meet the nation's needs for expanded quantities of food, feed and fiber. Six months after the U.S. entered the war the cotton textile industry had turned 69 percent of its equipment to producing items essential to the nation's war effort. Besides helping feed, equip, and clothe the military, cotton continued to meet essential clothing requirements of 130 million civilians.<sup>7</sup>

Knowing that the war would end at some point, NCC initiated *Cotton's Week*, an industry newsletter, and *The Progress Bulletin* to keep industry leaders informed on issues affecting cotton. The successful "Governors Lady Series" advertising campaign featured various states' first ladies in cotton fashions created for them by the nation's top designers. During these war years, NCC continued to grapple with ongoing financial concerns by restructuring its assessments across every level of the cotton production chain to become effective in the 1945-1946 crop year. The end of the war in August 1945 also brought the NCC face-to-face with the need to resume direct and aggressive sales efforts and to systematically investigate cotton's end use markets.<sup>8</sup>

## Organizational Growth after World War II

In July 1946, as its national influence continued to grow, the NCC relocated their offices to 182 Madison Avenue. NCC staff and officials were now heavily involved in the rebuilding of Western Europe and Japan after the war ended. Expanding cotton exports was also high on the list of priorities for the NCC and it quickly created its own internal foreign trade committee. A U.S. textile mission went to Japan in January 1946, submitting a report to the Supreme Commander for Allied Powers in March 1947. The report recommended that Japan's textile industry be rebuilt as Japan's key export industry. Later that year, the Congress passed legislation to create a revolving fund for the purchase of fibers and hides for processing in occupied countries. The NCC also increased its lobbying efforts on behalf of the industry including lobbying for the Taft-Hartley Act and much of the credit for the passage of and funding for PL 733, the "Agricultural Research and Marketing Act," goes to the NCC.<sup>9</sup>

Following a resolution at its 1948 annual meeting, NCC took the lead in canvassing Cotton Belt Congressional members and persuaded them to support the proposed European Recovery Plan (Marshall Plan). This activity demonstrated the importance of the cotton industry in one of the nation's most significant postwar programs. Their lobbying played a major role in a successful drive for repeal of federal taxes and restrictions on margarine that culminated with passage of the Poage-Fulbright bill two years later. Although less than a decade old, the NCC was visibly dominating national farm legislation.<sup>10</sup>

<sup>7</sup> Russell, *The First 40 Years*, 25-27.

<sup>8</sup> *Ibid.*, 40-45.

<sup>9</sup> *Ibid.*, 30-32.

<sup>10</sup> *Ibid.*, 35.

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From 1905 to 1939, total consumption of fibers had been increasing at about the same rate as population growth, year after year averaging forty-eight pounds per capita. During the war, consumption jumped to fifty-five pounds per capita, but was down to forty-eight pounds in 1947. Cotton had accounted for sixty-one percent of fiber use pre-war, but this percentage had dropped to fifty-eight percent in 1947 while rayon's share was up to thirteen percent. Cotton had lost important markets to rayon and paper as the quality of synthetics went up and the price came down.<sup>11</sup>

**Challenges and Change**

By 1950 these alarming statistics pushed the NCC to step up its promotional activities, to open a New York office and to begin planning a new headquarters instead of being housed in rented offices. The new building plan was implemented when the NCC purchased 2.8 acres of vacant land from Southwestern at Memphis University (NR1978) that same year. They also expanded the already established Maid of Cotton program; additional sponsors including the Memphis Cotton Carnival and the Memphis, New York and New Orleans Cotton Exchanges were recruited. The contest winners now served as goodwill and fashion ambassadors of the cotton industry in a five-month, all-expense paid tour of more than thirty major American cities. By the mid-1950s, they began to tour the world as the face of the commodity. The Maid of Cotton pageant was ended in 1993. It was the subject of a successful exhibition at the Smithsonian Museum in 2010-2011.<sup>12</sup>

In 1950, Oscar Johnston, the Council's founder and first president, retired but remained to give guidance as Board Chair. As a means of paying tribute to his leadership, the NCC established the Oscar Johnston Cotton Foundation for which a \$10 million fund was envisioned.<sup>13</sup> When the Korean conflict began in 1950, cotton production was ramped up to assist in the military struggle. It was at this time that the NCC became actively involved in the research and development which resulted in rapid gains in mechanized cotton production. In the early 1950s, the NCC was the only U.S. commodity organization considered an independently active political force.<sup>14</sup>

After the Korean War, demand for U.S. agricultural products declined and surpluses once again began to build up. The NCC increased its stature nationally and internationally through its involvement with the United States Department of Agriculture's Foreign Agriculture Service (FAS). The FAS is the foreign affairs agency with primary responsibility for the United States Department of Agriculture's (USDA) overseas programs such as market development, international trade agreements and negotiations, and the collection of statistics and market information. It also administers the USDA's export credit guarantee and food aid programs and helps increase income

<sup>11</sup> Textile World. War Effort Brings Maximum Production, Post-World Boom. [Publication on-line]. (Atlanta, GA: Billian Publishing Inc, 2012). [http://www.textileworld.com/textile\\_resources/History/1940-1950/html](http://www.textileworld.com/textile_resources/History/1940-1950/html), accessed November, 2011.

<sup>12</sup> "The Experience of a Lifetime: The Maid of Cotton Story". [publication on-line], (Washington, DC: The Smithsonian Museum, 2011), <http://www.si.edu/Exhibitions/Details/The-Experience-of-a-Lifetime-The-Maid-of-Cotton-Story-1939-1993>, accessed January, 2012.

<sup>13</sup> Russell, *The First 40 Years*, 52.

<sup>14</sup> *Ibid.*, 48-49



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and food availability in developing nations by mobilizing expertise for agriculturally led economic growth.<sup>15</sup>

The U.S. government, which was under pressure to take action to improve agricultural exports, enacted the Agricultural Trade Development and Assistance Act of 1954. The NCC was responsible for providing the market development provision which evolved into Public Law 480. The legislation authorized the export sale of surplus commodities to countries in exchange for foreign currency used for market development purposes.

FAS began signing cooperative agreements with groups representing American producers of specific commodities in order to expand foreign demand. This activity came to be called the Market Development Cooperator Program, and the groups themselves to be called "cooperators". Rapid organization growth was occurring as the NCC became the first cooperator in May 1955. In that same year, the NCC established the Cotton Foundation as a separate 501(c)3 organization to give U.S. cotton agribusiness allies opportunities to support the U.S. cotton industry over and above the products and services these firms provide.<sup>16</sup>

## Maturity and Building a Corporate Headquarters

The expanding programs were the final impetus to go ahead and begin construction of the new NCC headquarters on the North Parkway site. Design for the new building began in 1954. The architect selected was Anker Hansen (1896-1958), a Wisconsin-born architect who graduated from the University of Illinois and moved to Memphis to open his practice in 1920. Although he designed many Memphis residences, Hansen gravitated towards commercial and public works because he favored sleek Modernist design rather than the ornate. His commercial works scattered throughout the Mid-South included churches, apartment buildings, service stations, retail stores, hotels, schools, factories, bus terminals, shops, warehouses and office buildings.<sup>17</sup>

The National Cotton Council is one of Hansen's few extant commercial buildings in Memphis and shows that he was aware of the latest Modernist styles in this mature work. It is a fine, early example of the c.1950 Neocolonial style which blends modern materials with free interpretation of original Georgian or Adam detailing. Construction costs were born by the Oscar Johnston Foundation. The National Cotton Council Building was fully occupied in July, 1955. However Johnston was not able to attend the festivities for the building named in his honor as he died shortly before the building's October 1955 dedication.<sup>18</sup>

<sup>15</sup>Unaccredited Author, "About The Foreign Agriculture Service".[publication on-line].(Washington, DC, 2012)<http://www.fas.usda.gov/>, accessed February, 2012.

<sup>16</sup> Russell, *The First 40 Years*, 49-50

<sup>17</sup> "Anker F. Hansen Inherited Talent from Grandfather" *Memphis Press Scimitar*, 8 March 1935.

<sup>18</sup> *Ibid.*, 53-54

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Located in the new building were the offices of the Executive Vice-President, the Treasurer, the chief economist, as well as administrative offices of sales promotion and public relations, production and market research, audio visual production, field services, and the library and information services. It also contained a small lunch room, store rooms and a conference room. There were no frills and the only drapes and carpeted spaces were offices occupied by the executive vice president and the director of public relations and sales.<sup>19</sup>

## Triumph

For legal and tax reasons, the NCC decided to establish a separate company for its export promotions division. So in 1956, the Cotton Council International (CCI) was created to contract with FAS to carry out cotton market development activities abroad. Everett Cook would serve as its first president. Later that same year, CCI entered into an agreement with Kojiro Abe, the head of the Japanese Spinners Association and the president of Toyobo, the largest textile company in Japan.<sup>20</sup>

Problems arose in the NCC, mainly due to the disparate needs of the seven interests. Millers, for example, did not have the same business goals as growers. Millers could make clothing and other products from synthetic fibers as well as cotton; in many cases, it was easier and cheaper for millers to use synthetics. As a result, in 1960, a subsidiary of NCC was formed: the Cotton Producers Institute (CPI). Funded by a levy of \$1.00 per bale on producers, the CPI worked exclusively on the interests of cotton growers, mainly through research and promotion and was housed at the North Parkway location.<sup>21</sup>

The NCC's lobbying for the 1966 passage of the Cotton Research and Promotion Act (CRP Act) and the later 1976 Amendments paved the way for a dramatic increase in the research and promotion of cotton and a major resurgence for cotton as consumers' fiber of choice by vastly increasing research programs of the federal and the state agricultural agencies and by working with the private sector such as the chemical and farm machinery industries. The 1966 CRP Act authorized a national cotton research and promotion program that is both industry-operated and funded, with oversight by the U.S. Department of Agriculture. The CRP Act allows the Secretary of Agriculture to establish a board of cotton producers and importers or their representatives. Congressional passage of the 1966 CRP Act established the Cotton Board to administer and oversee the CRP Program.

Based at the NCC in Memphis, the Cotton Board contracts with Cotton Incorporated to conduct the CRP Program. The CRP Act of 1966 also enabled the establishment of Cotton Incorporated in

<sup>19</sup> Russell, *The First 40 Years*, 53.

<sup>20</sup> Unaccredited Author, "A Tradition of Solutions" [publication on-line], (Washington, DC, National Cotton Council, 1996-2012), <http://www.cotton.org/about/upload/A-Tradition-of-Solutions.pdf>, accessed December, 2011.

<sup>21</sup> Russell, *The First 40 Years*, 61-62

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# National Register of Historic Places Continuation Sheet

Section number 8 Page 13 National Cotton Council Building  
Shelby County Tennessee

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1970. Cotton Incorporated is a separate company has helped cotton increase market share in fabrics since it was enacted, both through the branding of cotton with the "Seal of Cotton" and improved technology. The successful campaign was the first commodity brand. Cotton Incorporated's world headquarters are located in Cary, North Carolina and offices are located in New York, Mexico City, Hong Kong, Shanghai, and Osaka. Cotton Incorporated works with the Cotton Council International.<sup>22</sup>

The Cotton Board is responsible for carrying out an effective and continuous program of research and promotion in order to strengthen the competitive position of cotton by expanding domestic and foreign markets for cotton, improving fiber quality, and lowering costs of production. The program, including USDA administrative costs, is financed through producer and importer assessments, not taxpayer dollars. These efforts which resulted in a uniform collection system to fund research and development are among the NCC's greatest achievements.<sup>23</sup>

Continuing their outreach program, in 1973, a CCI delegation to the People's Republic of China persuaded the Chinese to make direct purchases of U.S. cotton rather than buying it through merchants located in other countries. In 1976, the CRP Act was amended to require a check off of \$1 per bale plus one percent of the bale's value to support their research and promotion activities. Their boll weevil eradication programs continued to expand to other Cotton Belt regions. Their congressional lobbying lead to a marketing loan concept introduced into new farm law. The legislation restored fundamental competitiveness to U.S. cotton, transformed the industry from a residual supplier to a major force in the world marketplace, reversed a decline in cotton's share in U.S. mill fiber consumption and shored up producer income. The CRP Act also greatly increased funding for CCI programs through the Targeted Export Assistance program.<sup>24</sup>

Over the years, the NCC's Pest Eradication Programs have been another great achievement including the Boll Weevil Eradication Program, the Pink Bollworm Eradicate Program, Herbicide Resistance educational efforts, the Cotton Nematode Research programs, and the Cotton Seedling Disease Program.<sup>25</sup> In 1986 "Grown and Made in the U.S.A.—It Matters," the longest running NCC grassroots campaign, was launched giving industry members a vehicle through which consumers are urged to purchase U.S.- made cotton products.<sup>26</sup>

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<sup>22</sup> Unaccredited Author. *United States Department of Agriculture, Agriculture Marketing Service* [Washington, DC, United States Department Agriculture, 2009], <http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateQ&navID=ResearchandPromotion&rightNav1=ResearchandPromotion&topNav=&leftNav=CommodityAreas&page=CNResearchandPromotion&resultType=&acct=cgeninfo>, accessed February, 2012.

<sup>23</sup> Russell, *The First 40 Years*, 148.

<sup>24</sup> *Ibid.*, 103-07

<sup>25</sup> Unaccredited Author. "A Tradition of Solutions" [publication on-line], (Washington, DC, National Cotton Council, 1996-2012), <http://cotton.org/about/upload/A-Tradition-of-Solutions.pdf>, accessed January, 2012.

<sup>26</sup> Unaccredited Author, "A Tradition of Solutions" [publication on-line], (Washington, DC, National Cotton Council, 1996-2012), <http://cotton.org/about/upload/A-Tradition-of-Solutions.pdf>, accessed December, 2011.



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# National Register of Historic Places Continuation Sheet

Section number 8 Page 14 National Cotton Council Building  
Shelby County Tennessee

The NCC relocated to Cordova, TN in 2007 and sold the North Parkway property. Today it is being converted into multi-family housing for students of a near-by private, liberal-arts college.

The National Cotton Council Building is significant in the area of commerce due to the National Cotton Council's pioneering industry successes in marketing, economic research, government legislation, pest eradication programs, cotton genetics, and research promoting cotton staple and plant by-products. Their innovative marketing programs, its effective lobbying efforts on behalf of the industry and the organization's fund raising strategies made them a leader and a role model for other commodities advocacy groups and makes their original headquarters building eligible for individual listing on the National Register of Historic Places.

## Criterion Consideration G Summary

The National Cotton Council Building achieved exceptional significance during the period 1962-1966. After the NCC became the first cooperator with USDA's Foreign Agricultural Service (FAS) in May, 1955, they also established a 501c3 Cotton Foundation to give U.S. cotton's agribusinesses opportunities to support the cotton industry as well. These expanding programs were the impetus for construction of their new NCC headquarters on North Parkway in 1956. For legal and tax reasons, the NCC established the Cotton Council International (CCI), a separate company for its export promotions division in 1956 as well. The CCI contracted with the FAS to carry out cotton market development activities abroad. Later that same year, CCI entered into an agreement with the head of the Japanese Spinners Association and with Toyobo, the largest textile company in Japan. By 1960, NCC had formed: the Cotton Producers Institute to work exclusively on the interests of cotton growers through research and promotion, also housed at the North Parkway location.

The NCC's intense lobbying between 1962-1966 culminated in the passage of the 1966 Research and Promotion Act which paved the way for increases in the research and promotion of cotton and vastly increasing research programs at federal and the state agricultural agencies as well as the private sector. The trade group's efforts during the height of their powers resulted in a uniform collection system funding research and development which is among the NCC's greatest achievements, and should be included in this nomination.

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# National Register of Historic Places Continuation Sheet

Section number 9 Page 15 National Cotton Council Building  
Shelby County Tennessee

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## Major Bibliographical References

Russell, Albert A. The First Forty Years: The National Cotton Council. 1939-1979, Memphis, TN: National Cotton Council, 1980.

Textile World. "War Effort Brings Maximum Production, Post-World Boom". [Publication on-line] (Atlanta, GA: Billian Publishing Inc, 2012)., [http://www.textileworld.com/textile\\_resources/History/1940-1950/html](http://www.textileworld.com/textile_resources/History/1940-1950/html), accessed November, 2011.

"The Experience of a Lifetime: The Maid of Cotton Story". [publication on-line] (Washington, DC, The Smithsonian Museum, 2011), <http://www.si.edu/Exhibitions/Details/The-Experience-of-a-Lifetime-The-Maid-of-Cotton-Story-1939-1993>, accessed January, 2012.

Unaccredited Author. "A Tradition of Solutions" [publication on-line] (Washington, DC, National Cotton Council, 1996-2012), <http://cotton.org/about/upload/A-Tradition-of-Solutions.pdf>, accessed December, 2011.

Unaccredited Author. *United States Department of Agriculture, Agriculture Marketing Service* [Washington, DC, United States Department Agriculture, 2009), [publication on-line], <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateQ&navID=ResearchandPromotion&rightNav1=ResearchandPromotion&topNav=&leftNav=CommodityAreas&page=CNResearchandPromotion&resultType=&acct=cgeninfo>, accessed February, 2012.



National Cotton Council Building  
Name of Property

Shelby County Tennessee  
County and State

## 10. Geographical Data

Acreage of Property 2.8 acres Northeast Memphis

### UTM References

(place additional UTM references on a continuation sheet.)

1                                   
Zone Easting Northing  
2                                 

3                                   
Zone Easting Northing  
4                                 

☐ See continuation sheet

### Verbal Boundary Description

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

### Boundary Justification

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

## 11. Form Prepared By

name/title Judith Johnson/Architectural Historian  
organization J. Johnson & Associates date January 2012  
street & number 158 Windover Road #6 telephone 901/603-0054  
city or town Memphis state TN zip code           

### Additional Documentation

submit the following items with the completed form:

### Continuation Sheets

#### Maps

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

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

#### Photographs

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

### Additional items

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

## Property Owner

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

name Cotton Council Apts. LLC/William M. Yandell, III  
street & number 5350 Poplar Avenue, Ste. 730 telephone 910-763-3333  
city or town Memphis, state TN zip code 38119

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Projects (1024-0018), Washington, DC 20303.

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National Park Service

# National Register of Historic Places Continuation Sheet

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Shelby County Tennessee

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## Verbal Boundary Description

The western boundary is the property line shared with Snowden School, the southern boundary is North Parkway, the northern boundary is the north property line, and the eastern boundary is the property line shared with Parkway House Apartments.

## Boundary Justification

These are the boundaries of parcel 036065 00005 which is owned by the Cotton Council, LLC.

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National Park Service

# National Register of Historic Places Continuation Sheet

Section number 10 Page 17 National Cotton Council Building  
Shelby County Tennessee



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number photos Page 18 National Cotton Council Building  
Shelby County Tennessee

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## Photo Log

Photo by: Judith Johnson  
Date: See photo log  
Digital negatives: Tennessee Historical Commission

Date Photographed: 02/14/2012  
Photo #1 (TN\_Shelby County\_NationalCottonCouncilBldg\_0001)  
South façade, camera facing northeast

Date Photographed: 09/28/2011  
Photo #2 (TN\_Shelby County\_NationalCottonCouncilBldg\_0002)  
Detail of south façade, camera facing north

Date Photographed: 11/28/2011  
Photo #3 (TN\_Shelby County\_NationalCottonCouncil Bldg\_0003)  
Detail-western end of south façade, camera facing north

Date Photographed: 09/28/2011  
Photo #4 (TN\_Shelby County\_NationalCottonCouncilBldg\_0004)  
Detail-Exterior window

Date Photographed: 09/28/2011  
Photo #5.(TN\_Shelby County\_NationalCottonCouncilBldg\_0005)  
West side elevation, camera facing southeast

Date Photographed: 11/28/2011  
Photo #6(TN\_Shelby County\_NationalCottonCouncilBldg\_0006)  
North rear elevation, camera facing southeast

Date Photographed: 09/28/2011  
Description of Photograph(s) and number:  
Photo #7.(TN\_Shelby County\_NationalCottonCouncilBldg\_0007)  
North rear elevation, camera facing southwest

Date Photographed: 09/28/2011  
Photo #8.(TN\_Shelby County\_NationalCottonCouncilBldg\_0008)  
Detail-Main entry on rear elevation, camera facing south

Date Photographed: 02/14/2012  
Description of Photograph(s) and number:  
Photo #9.(TN\_Shelby County\_NationalCottonCouncilBldg\_0009)

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number    photos    Page    19    National Cotton Council Building  
Shelby County Tennessee

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East side elevation, camera facing northwest

Date Photographed:    09/21/2011  
Photo #10(TN\_Shelby County\_NationalCottonCouncilBldg\_0010  
Interior-Main lobby looking towards south entrance, camera facing southwest

Date Photographed:    09/21/2011  
Photo #11(TN\_Shelby County\_NationalCottonCouncilBldg\_0011  
Interior-Main stairwell, camera facing northeast

Date Photographed:    09/21/2011  
Photo #12(TN\_Shelby County\_NationalCottonCouncilBldg\_0012  
Interior-First floor corridor, camera facing east

Date Photographed:    09/21/2011  
Photo #13(TN\_Shelby County\_NationalCottonCouncilBldg\_0013  
Interior-First floor corridor, camera facing west

Date Photographed:    12/19/2011  
Photo #14 (TN\_Shelby County\_NationalCottonCouncilBldg\_0014  
Interior-Termination of first floor corridor, camera facing west

Date Photographed:    09/21/2011  
Photo #15 (TN\_Shelby County\_NationalCottonCouncilBldg\_0015  
Interior-Ladies first floor lounge, camera facing southwest

Date Photographed:    09/21/2011  
Photo #16 (TN\_Shelby County\_NationalCottonCouncilBldg\_0016  
Interior-Ladies bathroom, first floor, camera facing north

Date Photographed:    09/21/2011  
Photo #17 (TN\_Shelby County\_NationalCottonCouncilBldg\_0017  
Interior-Boardroom exterior wall on top floor, camera facing southwest

Date Photographed:    09/21/2011  
Photo #18 (TN\_Shelby County\_NationalCottonCouncilBldg\_0018  
Interior-Boardroom interior, camera facing southwest

Date Photographed:    09/21/2011  
Photo #19 (TN\_Shelby County\_NationalCottonCouncilBldg\_0019



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National Park Service

# National Register of Historic Places Continuation Sheet

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Shelby County Tennessee

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Interior-Stairwell fixture and top floor corridor, camera facing west

Date Photographed:    09/21/2011  
Photo #20 (TN\_Shelby County\_NationalCottonCouncilBldg\_0020  
Interior-Top floor corridor, camera facing west

Date Photographed:    09/21/2011  
Photo #21 (TN\_Shelby County\_NationalCottonCouncilBldg\_0021  
Interior-Typical office

Date Photographed:    09/21/2011  
Photo #22 (TN\_Shelby County\_NationalCottonCouncilBldg\_0022  
Interior detail-Typical office

Date Photographed:    09/21/2011  
Photo #23 (TN\_Shelby County\_NationalCottonCouncilBldg\_0023  
Interior detail-Top floor safe

Date Photographed:    09/21/2011  
Photo #24 (TN\_Shelby County\_NationalCottonCouncilBldg\_0024  
Interior detail-concrete floor

Date Photographed:    09/21/2011  
Photo #25 (TN\_Shelby County\_NationalCottonCouncilBldg\_0025  
Interior-Ground floor (basement) stairwell, camera facing west

Date Photographed:    01/30/2012  
Photo #26 (TN\_Shelby County\_NationalCottonCouncilBldg\_0026  
Interior-Ground floor (basement) corridor, camera facing west

Date Photographed:    01/30/2012  
Photo #28 (TN\_Shelby County\_NationalCottonCouncilBldg\_0028  
Interior detail-solid door

Date Photographed:    09/21/2011  
Photo #29 (TN\_Shelby County\_NationalCottonCouncilBldg\_0029  
Interior-Ground floor lunchroom, camera facing northwest

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number figures Page 21 National Cotton Council Building  
Shelby County Tennessee

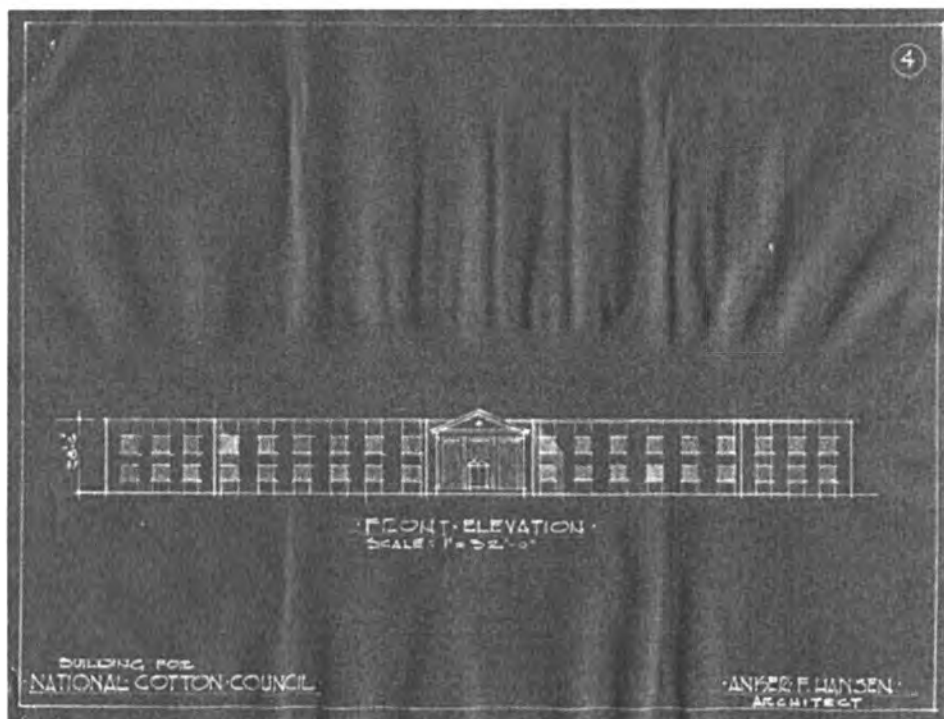


Figure 1. Anker F. Hansen's elevation for building.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

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Shelby County Tennessee

TO THE BOARD OF ADJUSTMENT  
OF THE CITY OF MEMPHIS:

The National Cotton Council of America is a Tennessee general welfare corporation incorporated for the advancement and the welfare of the cotton industry across the eighteen states in which this crop is grown. The national offices of the corporation are now located in the Empire Building in Memphis, Tennessee.

For the purpose of providing more suitable office facilities, the Council recently decided to erect a building to be the permanent location of the national offices, this building also to serve as a memorial. Due to the fact that the principal function of the Council is of a research and educational nature, the Council chose the proposed site on North Parkway as that locality has already developed along educational lines, with Southwestern and the Pi Kappa Alpha Memorial Foundation to the East, Snowden School to the West, Evergreen Presbyterian Church to the North and the Memphis Zoological Gardens to the South. As the Council's program is not of a commercial nature in the customary sense of having a large number of customers, with resulting traffic confusion, the Council avoided areas now devoted to commercial enterprises. The work of the Council is carried on primarily through use of the mails and the employment of field representatives, and no products are sold by the Council other than the mailing out of booklets of an educational nature.

The building will be of masonry construction and suitably designed to lend itself to the architecture of the neighborhood, and to serve as a fitting memorial.

The staff which will occupy the offices consists of the executives, other supervisory personnel and secretarial and stenographic assistance, carrying out programs of research, education and development in production and marketing problems. Most of the employees of the Council are college graduates and many of the executives have doctor's degrees and are former teachers or administrators in other educational enterprises. There will be no research of a laboratory nature and no machinery other than the usual office equipment will be employed in the building.

The plans provide for off-street parking, a private parking area to be developed at the rear of the building.

Board of Adjustment  
Page 2.

The Council feels that this memorial building, housing its national offices, will be in keeping with the neighborhood and a credit to the City of Memphis.

We might add that the Executive Committee of Southwestern carefully examined the purposes and contemplated use of the building before consenting to sell the Council this parcel of ground, and the College now owns ground immediately to the East of the proposed site.

The favorable action of the Board is respectfully requested.

Respectfully submitted,  
NATIONAL COTTON COUNCIL OF AMERICA

By: 

Figure 2. Letter from Cotton Council to City of Memphis.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY National Cotton Council Building  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: TENNESSEE, Shelby

DATE RECEIVED: 6/08/12 DATE OF PENDING LIST: 7/09/12  
DATE OF 16TH DAY: 7/24/12 DATE OF 45TH DAY: 7/25/12  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12000441

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: Y PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT ☒ RETURN ☐ REJECT ☐ 7/24/2012 DATE 7/30/2012

ABSTRACT/SUMMARY COMMENTS:

~~See attached~~  
~~Comments~~

"Hold in House"  
Additional info to be emailed.

\* Corrections & New info  
Submitted via Email  
Criteria Consideration 4  
is adequately  
Addressed

RECOM./CRITERIA Return

REVIEWER Patrick Andrews

TELEPHONE \_\_\_\_\_

DISCIPLINE Historian

DATE 7/24/2012

DOCUMENTATION see attached comments Y/☒ see attached SLR Y/☒

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.









































































**LUNCH ROOM  
STORAGE**

Small rectangular label below the main text.





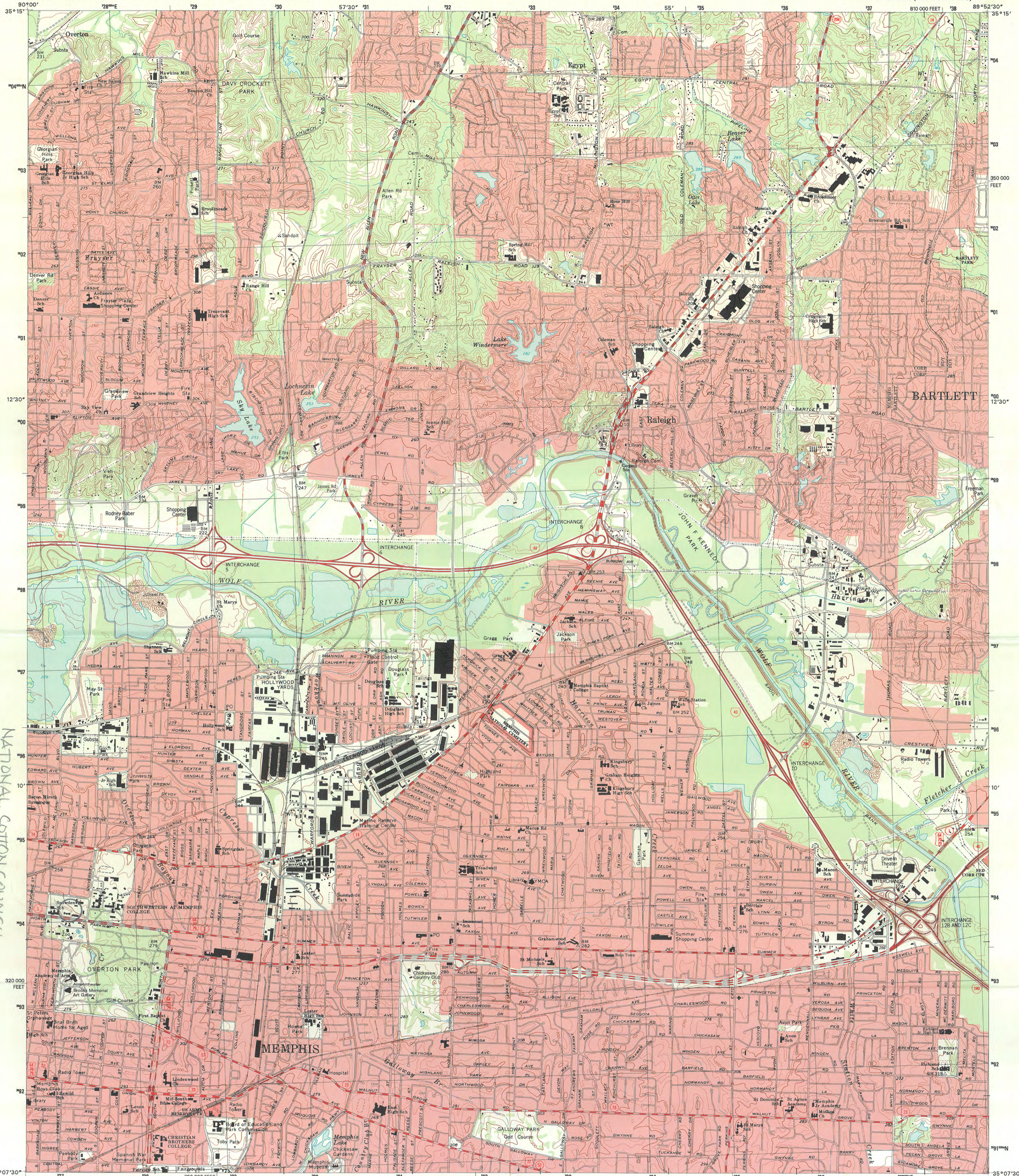




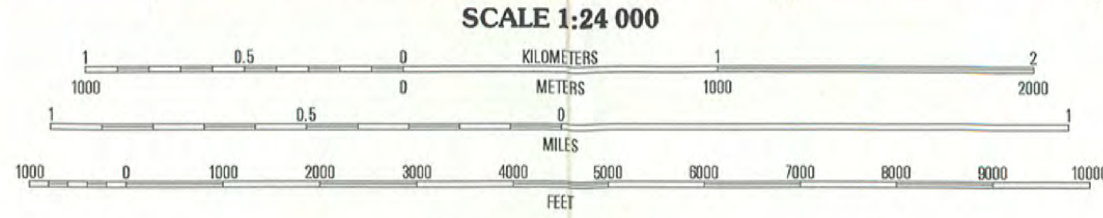
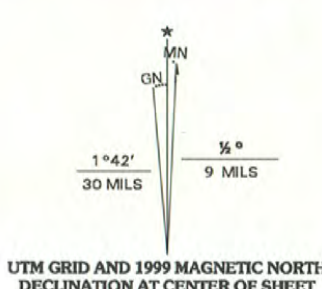
U.S. DEPARTMENT OF THE INTERIOR  
U.S. GEOLOGICAL SURVEY



NORTHEAST MEMPHIS QUADRANGLE  
TENNESSEE-SHELBY CO.  
7.5-MINUTE SERIES (TOPOGRAPHIC)

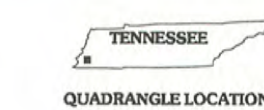


Produced by the United States Geological Survey  
Topography compiled 1963. Planimetry derived from imagery taken 1997 and other sources. Survey control current as of 1965  
North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 16  
10 000-foot ticks: Tennessee Coordinate System of 1983  
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software  
There may be private inholdings within the boundaries of the National or State reservations shown on the map  
Landmark buildings verified in 1965



CONTOUR INTERVAL 10 FEET  
NATIONAL GEOGRAPHIC VERTICAL DATUM OF 1929  
TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 25286, DENVER, COLORADO 80225  
AND TENNESSEE DEPARTMENT OF CONSERVATION, DIVISION OF GEOLOGY,  
NASHVILLE, TENNESSEE 37243  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



QUADRANGLE LOCATION

ROAD CLASSIFICATION  
Primary highway  
Secondary highway  
Light-duty road, hard or  
Improved surface  
Unimproved road

1	2	3
4	5	6
7	8	

NORTHEAST MEMPHIS, TN

1997

NIMA 3054 III NW-SERIES V841





**CERTIFIED LOCAL GOVERNMENT NATIONAL REGISTER REVIEW****RECEIVED****MAY 29 2012**

**CLG:** Memphis  
**PROPERTY:** National Cotton Council Building  
**ADDRESS:** 1918 North Parkway, Memphis

**TN. HISTORICAL  
COMMISSION****HISTORIC PRESERVATION COMMISSION EVALUATION****NAME OF COMMISSION:****DATE OF MEETING:****HOW WAS THE PUBLIC NOTIFIED OF THE MEETING?**☒ **ELIGIBLE FOR THE NATIONAL REGISTER**☐ **NOT ELIGIBLE FOR THE NATIONAL REGISTER****REASONS FOR ELIGIBILITY OR NON-ELIGIBILITY:**

Designed by Memphis architect Anker Hansen, the 1955 National Cotton Council Building is a significant representation of the importance of the cotton industry in mid-twentieth century Memphis. The building was constructed to house the National Cotton Council (NCC), the first industry-wide, commodity-specific organization in the history of American agriculture. The organization was housed here during the height of its greatest accomplishments (1955-1966). Formed to combat the woes that beset the cotton industry, the NCC worked on behalf of the U.S cotton industry in the areas of research and promotion of federal legislation. An important role of the organization was to try and increase consumption of cotton and cottonseed products.

**SIGNATURE:****TITLE:****DATE:** May 6, 2012**THC STAFF EVALUATION**☒ **ELIGIBLE FOR THE NATIONAL REGISTER**☐ **NOT ELIGIBLE FOR THE NATIONAL REGISTER****REASONS FOR ELIGIBILITY OR NON-ELIGIBILITY:****SIGNATURE:****TITLE:** Assistant Director for Federal Programs**DATE:** March 19, 2012**PLEASE COMPLETE THIS FORM AND RETURN BEFORE: May 23, 2012****RETURN FORM TO:**

**CLAUDETTE STAGER  
TENNESSEE HISTORICAL COMMISSION  
2941 LEBANON ROAD  
NASHVILLE, TENNESSEE 37214**



**TENNESSEE HISTORICAL COMMISSION**  
DEPARTMENT OF ENVIRONMENT AND CONSERVATION  
2941 LEBANON ROAD  
NASHVILLE, TN 37243-0442  
(615) 532-1550



May 31, 2012

Carol Shull  
Keeper of the National Register  
National Park Service  
National Register Branch  
1201 Eye Street NW  
8<sup>th</sup> floor  
Washington, DC 20005

Dear Ms. Shull:

Enclosed please find documentation to nominate the National *Cotton Council Building* to the National Register of Historic Places.

If you have any questions or if more information is needed, contact me at 615/532-1550, extension 105 or [Claudette.stager@tn.gov](mailto:Claudette.stager@tn.gov).

Sincerely,

Claudette Stager  
Deputy State Historic Preservation Officer

CS:cs

Enclosures



Roger Reed/WASO/NPS  
07/18/2012 07:59 AM

To Patrick Andrus/WASO/NPS@NPS  
cc  
bcc  
Subject Re: PDIL

Yes, on 1/11/2012 Project #26806. No letter, just checked the box.

Roger G. Reed  
Historian  
National Register of Historic Places  
National Historic Landmarks  
1201 Eye Street  
Eighth Floor  
Washington, DC 20005  
202-354-2278  
FAX 202-371-2229  
Patrick Andrus/WASO/NPS



Patrick Andrus/WASO/NPS  
07/18/2012 07:49 AM

To Roger Reed/WASO/NPS@NPS  
cc  
Subject PDIL

Hi Roger: I am reviewing a nomination for the National Cotton Council Building located at 1918 North Parkway in Memphis, TN, and they have marked on the form that a PDIL has been applied for. Have you issued a PDIL for this building?

Thanks,

Patrick

Patrick W. Andrus  
Historian  
National Register of Historic Places  
Patrick\_Andrus@nps.gov