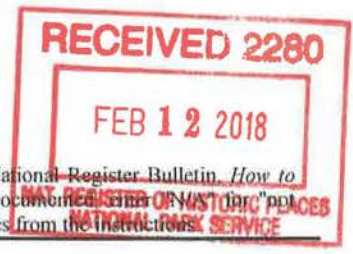


56-2242

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, check the "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name Oaklawn Garden
Other names/site number Oaklawn Garden Florist and Greenhouse, Oaklawn Farm
Name of related multiple property listing N/A

2. Location

Street & Number: 7831 Poplar Pike
City or town: Germantown State: TN County: Shelby
Not For Publication: NA Vicinity: Zip: 38138

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local

Applicable National Register Criteria: A B C D

Claudia Starnes 2/8/18
Signature of certifying official/Title: Deputy State Historic Preservation Officer, Tennessee Historical Commission Date
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 of Federal agency/bureau or Tribal Government

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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:)

[Handwritten Signature]
 Signature of the Keeper

3-28-2016
 Date of Action

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 the count)

Contributing	Noncontributing	
3	0	buildings
4	0	sites
1	0	structures
12	1	objects
20	1	Total

Number of contributing resources previously listed in the National Register 0

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6. Function or Use

Historic Functions

(Enter categories from instructions)

AGRICULTURE/SUBSISTENCE:

Horticultural facility

RECREATION/CULTURE: Museum

COMMERCE/TRADE: Specialty store

DOMESTIC: Single dwelling

Current Functions

(Enter categories from instructions)

RECREATION/CULTURE: Museum

RECREATION/CULTURE: outdoor recreation

NOT IN USE

7. Description

Architectural Classification

Other: Gabled ell

Materials: Principal exterior materials of the property:

CONCRETE, WOOD, ASPHALT, METAL

Narrative Description

Oaklawn Garden, located at 7831 Poplar Pike, sits south of Poplar Pike’s junction with the Norfolk Southern (Southern, Memphis-Charleston, Memphis-LaGrange) railroad line in Germantown, Tennessee, a Memphis suburb located in eastern Shelby County. A former nursery, florist shop and family farm, Oaklawn Garden is a currently a public garden, and museum which occupies a 6.46-acre parallelogram-shaped site. Starting around 1923, when the nursery business started, until the property was sold to the city of Germantown in 1976, assemblages of natural features, such as flowers and trees, and the built environment, such as local buildings and objects, were added to the property, resulting in the city park it is today.

The general topography of this site is wooded, hilly, and its development follows the natural terrain (*Photos 23, 24, 25, 26*). The site is flat at the north and west borders but gradually slopes down about fifty feet on a gentle incline. The north side of the property borders the city street, a historic railroad line and contains a paved parking lot on the eastern end (*Photos 1 & 7*). This elevation is fenced with a replacement hand-hewn log fence except the last 200 feet which retains an original, wire and wood post fence (*Photos 1, 4, 5, & 6*).

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The site contains approximately forty species of trees and woody shrubs, as well as many types of native and exotic azaleas (*photos 1, 2, 3*). The daffodil beds contain many varieties, and the only known example of the heirloom Liberty daffodil is located here (*Photos 21 & 22*). The southeast portion of the lot is a natural depression used as a natural greenhouse for the nursery stock in the late winter and early spring (*photos 25, 26*). Located near the center of the property is a north-south cedar tree allee that marks a well-worn cow path (*Photos 23, 24*). The site and plantings remain intact from the years it was a commercial nursery developed and operated by Mamie Cloyes with her uncle Fritz Hussy.

Mamie Cloyes was a very talented but frugal florist. She used her daffodils, Northern Maidenhead ferns, and shrubs grown at Oaklawn Garden for her floral creations for weddings, funerals, church and home decorations and bouquets. She grew pearl wood bush for wedding bouquets, boxwoods for Christmas wreathes, and rare rhododendron blossoms for spring time arrangements.

The snowball bushes, pink and white dogwoods, tulip poplar, redbud, wild cherry, Japanese flowering cherry, and Yoshino cherry provided blossoms for Easter time. Bald cypress, pine and Eastern red cedar branches, and magnolia leaves were fashioned into wreathes and ropes for indoor and outdoor decorations during the winter holidays. Magnolia blossoms, iris, day lilies, and catalpa flowers were used in the summer for bouquets.

Many trees were grown for shade and wild animal forage. These include a rare American chestnut, black walnut, hickory, pecan, and a crab apple. Examples of the Northern red oak, and hackberry as well as honey locust grow on the property. Other trees include sweetgum, sugar maple, and Dawn redwood.¹

The main site entrance is located off-center on the north parcel boundary and has an asphalt driveway. The 1957 frame nursery office and two-vehicle carport sit at the south end of the driveway (*Photos 7, & 9*). The residence is located east of the driveway (*Photos 5, 11, & 12*). A level area immediately east of the house was the site of two small greenhouses, razed in the mid-1980s when they lost structural integrity and became unsafe (*Photo 21*).

The items in this paragraph are items the family utilized on the property on a daily basis. These include a 1911 concrete well (*Photo 15*), a historic well pump from the Cloyes nursery, and carved stone bench (*Photo 19*). Embedded in the ground are a variety of historic cast iron manhole and utilities covers around the trees and shrubbery to provide them iron, and used as pavers on pathways (*Photo 18*). A compost bed delineated by salvaged concrete construction barriers is located behind the tool shed. Several 1950s concrete-and-wood park benches from C. O. Franklin Park (hand made by C.C Buford, former town manager) are scattered on the site (*Photo 14*). There are also whimsical yard items including deer statuary, concrete street markers used as path liners,

Museum objects collected over time by Harry Cloyes related to the history of the Cloyes family, to the development of the City of Germantown and to the Norfolk Southern railroad line decorate the site. All of these objects are purposefully located on the first 100 feet of the north area of the property and visible from the railroad track and the city street. Interspersed between perennials, flowering shrubs and box wood bushes, and native and exotic trees, the museum pieces are in homemade display cases, or grouped by themes such as railroad or high school (*Photos 6, 13, 15, 16*).

¹ Harry Cloyes, *Oaklawn Garden Historic Site*, self-published, Date unknown.

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The features associated with Oaklawn Garden include the following:

Buildings

1. Crawford - Cloyes House (circa 1875). The gabled ell, frame building is one-story with five-bays, four on the ell and one on the gable-front section. The asphalt shingle, side gable roof has a plain frieze board, and soffit. The house is sheathed with beaded wood siding, with board-and-batten and shiplap siding on the southwest rear corner. A projecting, three-quarter front porch with shed roof has turned wood porch posts, a wood floor, and centered concrete stairs with wrought iron hand rails. A set of wood stairs are located on the west end of the porch. The house has a wood water table and corner boards and a parged concrete foundation. Some windows have decorative wood shutters composed of two flat boards joined by a piece of diagonal trim. An interior brick chimney sits on the eastern side gable of the house.

Fenestration on the facade includes boarded windows; two doors on the façade are an off-center cottage door with single oval light, with a boarded, rectangular transom, and a boarded, offset entry. The west elevation has three boarded windows, and a boarded door. There is an exterior masonry chimney on the south side of the door. The rear (south) elevation has a board-and-batten ell with a cat slide roof that was probably originally the cookhouse. It has two short, boarded windows and a wood shuttered narrow window. A rear porch is enclosed. An entrance with wood stairs is located on the east side of the ell along with two short, boarded windows. The remainder of the rear elevation is shiplap siding and two boarded windows. The eastern elevation has two boarded windows, and a rectangular shiplap sided cellar entrance with a hinged wood door and shed asphalt shingle roof (*Photos 5, 7, 11, & 12*). (C)

2. Nursery Office/Carport (circa 1957). Office is located on west side of the house. It is wood-frame with cedar board and batten siding, shed roof and boarded fenestration with a double frame carport attached on the east side. It has a concrete floor, and built-in rear shed under the main roof. The garage roof is flat with asphalt shingles. Additional customer parking is located in front (*Photos 7, 9 & 10*). (C)

3. Nursery Toolshed (circa 1957). Frame, cedar board-and-batten wall cladding, asphalt shingle shed roof, boarded fenestration (*Photo 12*). (C)

Site Features

4. Historic Driveway and Customer Parking Lot (circa 1955). Asphalt strip leading to house and office with customer parking spaces. (*Photos 7, 9*). (C)

5. Cedar Allee (Old Cow Path) (circa 1920). Dirt trail formerly used to drive Jerseys to and from the no-longer extant barn. It was fenced with wire and volunteer cedars grew from bird droppings (*Photo 23 & 24*). (C)

6. Daffodil Bed (circa 1923). This area is south of the house and contains many varieties of daffodils (*Photo 22*). (C)

7. Natural Greenhouse (circa 1923). This natural depression on the southeast corner of the parcel is a microclimate used to grow bedding plants and shrubs. (*Photos 25 & 26*). (C)

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Museum Objects

8. Old Germantown Jail (placed on site in 1968). Rectangular, circa 1922, riveted openwork steel cage with a V-crimp aluminum shed roof, single center bay with hinged door. The jailed was retired in 1967 and Cloyes spent several months trying to get the city to give it to him. He finally acquired it in April 1968 (*Photos 10 & 11*). (C)

9. "Germantown Power Plant" Assemblage (placed on site circa 1970). Rectangular, frame shed clad with vertical weatherboard and V-crimp aluminum shed roof. The plate glass window was salvage from the first shopping center in town on Highway 72 constructed in 1945. Harry L. Cloyes, Cloyes father, was responsible for switching on the city's electrical power from 1918-1924. Contents of the assemblage include the General Electric Light Switch from Germantown Power Plant that Cloyes, Sr. operated; a Gulf oil kerosene drum used to heat the no-longer extant Oaklawn Farm greenhouse, assorted tools from Oaklawn Garden and the Norfolk-Southern Railroad (*Photo 13*). (C)

10. Norfolk Southern Railroad Assemblage (placed on site circa 1975). Display consists of a circa 1898 wood Norfolk-Southern boxcar, a metal Norfolk & Western caboos (circa 1955), the 1920 switch rail was used in Germantown section of track. Also includes handcar constructed by Cloyes with donated Norfolk-Southern railroad handcar wheels (age unknown); circa 1920 iron rails donated by Norfolk Southern Railroad; circa 1958 metal Norfolk-Southern railroad crossing sign from Hacks Cross Road; and two metal circa 1930 Norfolk-Southern mile marker signs (*Photo 6*). (C)

11. Webb Family Grave Markers Display (placed on site circa 1971). Three horizontal granite gravestones moved to this property from the old Webb land across the railroad and east of Oaklawn. Inscriptions read-Randolph Webb, born Raleigh, NC 5 Jan 1780 and died 8 Jun 1851; wife Lucy Webb, born 17 Dec 1789 and died 25, Sep 1859; Mrs. Sarah B. Webb, born Raleigh, NC 1787 and died Apr 1851. The pioneering Webb family established an early private school in Germantown. A circa 1953 wood and concrete park bench from C. O. Franklin Park sits beside them (*Photo 14*). (C)

12. Germantown Water Pump and Engine Display (placed on site in 1976). Two circa 1899 kerosene powered water pumps used for Germantown municipal water supply topped with a metal roof supported by timber. Originally, Orgill Brothers Farm Supply in Memphis sold these pumps to Germantown. At an unknown time, Germantown returned them to Orgill. Orgill Brothers then donated them to Oaklawn Garden (*Photo 15*) (C)

13. Mable Williams High School Assemblage (placed on site in 1974). Harry's alma mater, this architectural salvage is from the circa 1911 Mable C. Williams High School (now new Germantown High School) razed in 1973. Former school Principal Comadora Ferguson (1935-1974) assisted in salvage efforts. Artifacts include a marble cornerstone, a piece of terra cotta cornice and a masonry soffit from the Jones & Furbringer designed building. Two cast concrete urns, metal water fountains, and additional salvage from the high school line the path to the site (*Photos 16 & 17*). (C)

14. 1920s-era Gas Pump (placed on site in 1971) Manual metal gas pump donated by the Bethel Hunt Farm in Germantown (*Photo 20*). (C)

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15. 1930 Norfolk Southern signal light (placed on the site in early 1970s). Cast iron Norfolk-Southern Railroad warning light (*Photo 13*). (C)

16. 1950s-era Germantown Fireplug (placed on site in 1973) Cast metal fire plug donated to honor Germantown's first volunteer firefighters, Chief Lanier, and firefighter Phil McCall (*Photo 4*). (C)

17. Mitchell Archway/Wrought-iron Trellis (c. 1955). Garden trellis honors Mrs. Pete Mitchell, first president of the Suburban Garden Club founded in 1930 and of which Mamie Cloyes was a life member (*Photo 7*). (C)

18. Harry Cloyes Tribute Assemblage (2017). Sculpture of signs and wood artifacts constructed by a local artist, and funded by an arts grant (*Photo 8*). (NC)

19. Rose Trellis (1970) A circular steel climbing bar from C. O. Franklin Park (*Photo 21*). (C)

20. Oaklawn Gardens Arboretum (1900-1975) (Oaklawn Arboretum was certified as a Level One by the Tennessee Nature Urban Forestry Council in 2017). The Tennessee Nature Conservancy provided the markers. *Map and photos 1-26*). (C)

21. Oaklawn Gardens Sign (circa 1955) wood business sign mounted on metal poles (*Photo 3*). (C)

There is some deterioration of the buildings and museum pieces due to weathering after Harry Cloyes death in 1989 but they retain integrity. The Germantown Division of Parks and Recreation has assumed their upkeep. Volunteer master gardeners now maintain the garden on a weekly basis. The site retains integrity.

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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.

Areas of Significance
(Enter categories from instructions.)

COMMERCE
CONSERVATION

Period of Significance
1923-1976

Significant Dates
1923, 1968, 1976

Significant Person
NA

Cultural Affiliation
N/A

Architect/Builder
Cloyes, Mamie (site features)
Cloyes, Harry F. (site features)

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Statement of Significance Summary Paragraph

Oaklawn Garden is nominated to the National Register of Historic Places for its local significance under Criterion A in the areas of commerce and conservation from 1923 to 1976. The city's purchase represents an exceptionally important event in conservation, where the former commercial property would now be conserved as a landscape and outdoor museum for use of the public. The dates reflect the beginning of the nursery until the sale of the property to Germantown. Oaklawn Garden represents over a half-century of successful plant propagation, marketing, and long-term maintenance. Until the late 1960s when other local nursery centers opened, Oaklawn Garden was not only the sole commercial operation of its type in Germantown, it was well-known for its personal care and variety of offerings, especially their expertise in native and exotic azalea horticulture. However, the large chain commercial outfits that sprang up nationally would be the eventual demise of many local nurseries, including Oaklawn. Beginning in 1968, Harry F. Cloyes started collecting historic buildings and artifacts and placing them on the property. The city of Germantown, recognizing the extraordinary local significance of the former nursery, the historic collection of plants, shrubs and trees, and the value of the historic artifacts, purchased it in 1976. Oaklawn Garden meets criteria consideration G for exceptional local significance to Germantown, Tennessee as a unique example of a successful horticultural commercial enterprise that evolved into a city park that also documents the city's only history museum.

Narrative Statement of Significance

Background

The property that would become Oaklawn Garden was first sold in 1837 as a 437-acre bounty land warrant to James Titus for military service in the War of 1812. Bounty land warrants were certificates given to eligible veterans granting them rights to free land on the public domain. Titus sold the land in 1839 to early Shelby County settler William Carter for \$3000.² Carter farmed the land and built a large home in the middle of the tract. In 1852, the Memphis & Charleston (Norfolk Southern) Railroad began laying tracks beyond the property's northern boundary, a line still in use today. In 1872, William Carter subdivided some of the property into five, ten, and twenty-acre plots to create the William Carter subdivision (Figure 1). The first subdivision in Germantown, it was developed as a summer retreat for Memphis families who traveled east away from the Mississippi River to escape the repeated yellow fever epidemics.³

According to a trust deed, J. R. Crawford purchased the twenty-acre plot in 1873 and presumably built the gabled ell plan residence shortly thereafter. The Cloyes' family entered the picture in 1918, when Frederick "Fritz" Hussy purchased the property. Hussy was a Swiss immigrant who came to Memphis as a 23-year-old in 1897 and worked at the Tennessee Brewery (NR 11/25/80) in Memphis (Figure 2). In 1904, Hussy, who by that time had married a Swiss-American named Maria Kroll, purchased a store and house at 424 S. Lauderdale in Memphis and operated a grocery business there for nearly two decades⁴

However, his wife Maria was in very poor health and in 1910, Hussy sent for his young niece in Olton, Switzerland. Thirteen-year-old Maria (Mamie) Theresa Von Arx immigrated to Memphis to help Hussy care

² Harry F. Cloyes, *History of Germantown and Neshoba, Book 1*, University of Memphis' Mississippi Valley Collection. 5.

³ Ibid, Page 20.

⁴ Harry F. Cloyes, *Cloyes Family History, Book 2*, University of Memphis' Mississippi Valley Collection, 42-44.

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for his wife, Maria (Figure 3, 4). In 1917, Mamie Von Arx married a Union City, Tennessee mechanic named Harry L. Cloyes. The Cloyes family had relocated to Union City from Massachusetts in 1895 and operated the Union City, Reelfoot Lake, and Tiptonville Stage Line.

Maria Hussy died in 1917. Saddened by this event, Hussy sold his business and home in Memphis in 1918 and bought a twenty-acre farm plot in Germantown, which at that time had a population of less than 250 according to the U.S. Census. His niece Mamie and her new husband Harry came with him and the trio began a new life on the farm.⁵ In addition to riding the Norfolk Southern Railway into Memphis to his mechanics job, Harry also worked the city of Germantown Power Department from 1918-1922 and was responsible for turning the electrical generator for the city on and off every day at 6 a.m. and 10 p.m.⁶

Oaklawn Garden

Mamie Cloyes named the farm Oaklawn because of the variety of oak trees on the property. She and Hussy raised cattle, hogs, chickens, cotton, butter, milk, cream, and vegetables. Their herd of Jerseys used the extant cow path on the center of the property to travel to pasture daily. In 1923, Mamie began growing daffodils and selling them off the back porch of the home. Initially she utilized a treeless depression microclimate area on the southeast corner of the property as a natural greenhouse to grow bedding plants and baby shrubs. Mamie's only child, Harry Frederick Cloyes was born at Oaklawn Garden in 1926 and pictured that same year sitting on a stone bench that remains on the property today (Figure 5).

Mamie Cloyes and Fritz Hussy persevered in the floral business due to her horticultural skills and his retail experience. At an unknown time, they built their first greenhouse. A 1929 billing receipt, the earliest preserved record of Oaklawn Garden as a commercial enterprise, shows sales of three baskets of cut flowers, three hospital vases and six chrysanthemums to the Germantown chapter of O.E.S. (Order of the Eastern Star), on stationary embossed with the letterhead "Oaklawn Garden/F. Hussy, Prop./Cut Flowers and Bulbs/Germantown, Tennessee."

The European settlers in this area removed the native forest during the 19th century in order to plant cotton and other crops. Native post oaks, cherry bark oak, and Southern red oaks remain on the property today. Evergreens cultivated for commercial decorations include Burford holly, Saucer magnolias, and loblolly, and Virginia pine. A home photograph indicates Mamie Cloyes planted the American lindens on the property in 1932, probably for shade.

In 1930, Harry L. was photographed in the front yard with little Harry. This was the year that Harry and Mamie separated. Mamie divorced him for abandonment in 1932 according to the divorce decree found in the family papers.⁷ According to his death certificate, Cloyes Sr. married a Memphis woman, had a second family, and died in 1951.

⁵ "Mrs. Mamie Cloyes, Founder of Garden, Dies at Age 81". *Memphis Press-Scimitar*, Jan. 16, 1978.

⁶ Harry F. Cloyes, *History of Oaklawn Gardens, Book 1*, University of Memphis' Mississippi Valley Collection, 78.

⁷ *Ibid*, 82.

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Although his father had visitation rights, young Harry remained in Germantown at Oaklawn Garden with his mother and great-uncle. The Germantown population remained at around 300 people in the 1930s and many were farmers. While continuing to sell from Oaklawn, Mamie or Fritz traveled into Memphis three times a week to sell cut flowers, bedding plants, and vegetables at a stall in the old Memphis Curb Market in Memphis' Crosstown neighborhood by hauling their wares in the farm pick-up truck (Figure 7).

In 1938, according to Harry Cloyes' memories, Mamie planted the first azaleas at Oaklawn in the back yard and began propagating them for sale. In addition to co-running a farm, co-operating a nursery business, and being a single parent, Mamie was one of the original eleven founders of St. George's Episcopal Church in Germantown. It was Mamie's innate growing skills and dogged hard work that kept the floral business going. She cultivated thousands of daffodils on two acres around the southwest and northwest sides of the house; the southwest area behind the house retains many of them, including an heirloom variety. The boxwoods and pines were used as the base of holiday and other types of festive wreathes.

Oaklawn Garden sold holiday home decorations, and hand-made floral decorations for weddings and funerals for Germantown residents. As Germantown's population remained static, so did the potential for new customers. They made such a modest living that Uncle Fritz was declared indigent when admitted to the old Shelby County Hospital where he died after a short illness in 1941.⁸ He left Oaklawn to his surrogate daughter Mamie.

Young Harry's world revolved around the farm, the Southern railroad, and the village of Germantown. A self-taught horticulturist, he was encouraged by his great-uncle Fritz Hussy to stay in the family flower business. "I helped him around the place when I was a boy. ..." Harry Cloyes recalled in a 1971 interview. "He died when I was fourteen. I did not want to see his old greenhouse go down. So I started keeping it up and I've been working with the flowers ever since."⁹ Harry attended Mable C. Williams High School (now Germantown High) located a mile west of Oaklawn where he graduated in 1944.

Mamie and Harry continued to sell at the Memphis Curb Market during World War II. It was a hardscrabble existence with both mother and son working the farm, propagating plants, and vending the wares. A 1944 Federal Income Tax Return schedule of Farm Income and Expenses shows \$132 for sale of cattle, chickens and ducks; \$680 for cotton, fruit, eggs and dressed poultry and \$1227 for other merchandise (nursery products). Income was \$2,040 and expenses were \$1,346.¹⁰

The 1950 census shows 408 residents in Germantown. In that year, Harry met Memphian Rebecca Johnson on a blind date, fell head over heels in love, and married her a year later. Rebecca (Becky) had a degree as a registered dietician and worked at the former Kennedy Veteran's Hospital on Park Avenue in Memphis. In 1951, after Harry's marriage, Mamie quit vending at the curb market and moved the floral business to Oaklawn Garden.¹¹

⁸ "Flower Grower Dies At Home," *Memphis Press-Scimitar*, Oct. 27, 1941.

⁹ Eldon Roark, "Out East," *Memphis Press-Scimitar*, Aug. 26, 1971.

¹⁰ Cloyes, *History of Oaklawn Gardens, Book 1*, 88.

¹¹ Cloyes, *History of Oaklawn Gardens, Book 1*, 90.

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Business Expansion of Oaklawn Garden

During the 1950s, Germantown's population grew by 170% to 1,104 inhabitants according to the 1960 census. Business picked up during the 1950s and 60s and Harry, Becky, and Mamie were able to take yearly motoring vacations during which they sought out and purchased new varieties of daffodils and azaleas. By the late 1960s, the collection had grown to more than 2,000 specimens.¹² Home photographs from the period shows azalea bushes planted all over the front yard and thousands of daffodils blooming in springtime.

In 1957, the family demolished an old garage, built a still-extant florist shop to replace the back-porch operation, and added customer spaces to the driveway. They demolished the original old greenhouse and erected two new galvanized steel greenhouses (no longer extant) east of the house. Becky Cloyes quit her hospital job and joined the family business, by then known as Oaklawn Garden Florist and Greenhouse. The two 1950s resources are demonstrative of the business' growth during the post-World War II period.

Receipts indicate that Oaklawn started purchasing commercially grown plants to augment their homegrown stock and offer greater variety. A 1962 Oaklawn Garden Christmas advertisement indicates that poinsettias, wreaths, potted plants, corsages, Christmas decorations and wedding, funeral and hospital room designs were all available (Figure 9). The 1963 *Germantown School Committee Directory* lists Mamie and Harry Cloyes' Oaklawn Garden as the sole florist in Germantown. However, population growth soon resulted in competition.

According to the *Germantown School Committee Directory*, in 1964 the Evergreen Nursery was located at 7433 Old Poplar Pike (no longer extant). By 1967, the directory noted that Goodwin's Greenhouse was located at 2236 Sunset. In a display ad in the 1967 *Germantown School Committee Directory*, Oaklawn Garden advertised it was Germantown's oldest continuously operating nursery.

During the 1960s, the expansion and growth of retail nursery sales at big box stores depended on their partnerships with the larger growers. The larger growers could scale their operations to produce a wide variety of product at a low cost. Conversely, local nurseries, such as Oaklawn Garden, focused more on quality, customer service, and knowledge of local market growing conditions to produce flowers and shrubs that met the demand of the consumer who took greater interest in their purchases and preferred to buy local. Due to their prolific gardening and business longevity, by the 1960s Germantown locals recognized Mamie, Harry, and Becky Cloyes as "experts" on azaleas and other flowering plants.¹³

The family also branched out to offer gift store items and an entire spectrum of floral offerings. A 1965 *Germantown Star* article on the nursery states they stocked Frankoma pottery (Oklahoma pottery now very collectable), homemade baskets from the Ozarks and handmade pewter (Figure 8).

¹² Cloyes, *History of Oaklawn Gardens, Book 1*, 92.

¹³ "Want lush azalea garden? It's easy, says expert," *Memphis Press-Scimitar*, April 21, 1978.

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Oaklawn as a museum-garden

Due to age and illness, Mamie Cloyes gave the business over to Harry and Becky in 1968. This was just as a radical change in the domestic fresh cut flower market began to unfold. In 1967, David Cheever, a graduate student in horticulture at Colorado State University, wrote a term paper titled “Bogotá, Colombia as a Cut-Flower Exporter for World Markets.” The paper suggested that the savanna near Colombia’s capital was an ideal place to grow flowers to sell in the United States. In addition, Cheever noted, Bogotá was just a three-hour flight from Miami—closer to East Coast customers than California, the center of the U.S. flower industry. After graduating, Cheever put his globalism theories into practice. He and three partners started a business in Colombia that applied assembly-line practices and modern shipping techniques at greenhouses close to Bogotá’s Airport. “We did our first planting in October of 1969, for Mother’s Day 1970, and we hit it right on the money,” says Cheever. The cut flower business suffered a fatal economic blow, as domestic flower production could not compete financially with the cheap flowers that flooded the market in chain grocery stores.¹⁴

After taking charge of the modest business, Cloyes began collecting and displaying historic artifacts during the period 1968 to 1976. The Cloyes collection began when the Germantown board of Aldermen donated the decommissioned circa 1922 one-cell, two-bunk jail building to him. He began to collect and display historic farm implements, railway artifacts, building materials, machinery and other memorabilia connected with the city history. He created a tiny indoor museum in the Norfolk-Southern railroad wood boxcar on the northeastern edge of the property. As school groups and local curiosity seekers began to tour the property, the local renown of the site began to spread in newspaper articles and the city began to give him salvage items.

According to the US Census, Germantown’s population growth began to take off in the 1970s and its small-town character changed rapidly. During that time Cloyes began painting water colors from memory of historic buildings on the property and in old Germantown. He also curated an undated guide to the artifacts on the property; *Oaklawn Garden Historic Site* printed on folded-over 11x17 paper. Cloyes attached homemade numbered metal tags to the artifacts and he gave the provenance of these various artifacts. Included was a brief history of the site, the family home. He also included a wish that the property would remain a “Garden Park Museum.” This may have been a marketing piece to encourage the city’s purchase of the site for its historic value.

City leaders recognized the importance of the Cloyes property to the community. It served not only a commercial role, but also as an ad hoc public attraction. In 1976, the city of Germantown purchased the Cloyes property as two separate parcels. The rear 13.6 acres of the property became athletic fields. The northernmost 6.4-acres with the garden museum was a life estate that the Cloyes family would continue to occupy until all of them died. Mamie Cloyes, the eighty-one years old co-founder and longtime operator of Oaklawn Garden, died after a lingering illness in January 1978. Despite the proceeds of the sale of the property, Mrs. Cloyes died at the old Shelby County Hospital as her uncle had done thirty-five years before.

¹⁴ John McQuaid, “The Secret behind Your Flowers,” <http://www.smithsonianmag.com/travel/the-secrets-behind-your-flowers-53128/>, Smithsonian.com, February 2011 Accessed July 30, 2017.

Oaklawn Garden
Name of Property

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The purchase of the property represents an exceptionally important event on behalf of the city. The decision to maintain the landscape and objects as a public benefit embodies the conservation ethic of the community in respect to a unique and popular fragment of the community's history. The foresight evidenced by the city's granting of a life estate indicates that preservation and conservation of the property was identified as a long term planning goal.

After the city purchased the property, the nursery closed. However, under the term of the life estate granted by Germantown, Harry and Becky continued to occupy and maintain the property. Guided by Harry, school groups, Boy Scout troops, and garden clubs toured the property regularly, free of charge, and the old nursery office became a makeshift museum. Harry used the leisure time to assemble and curate the forty-four spiral bound notebooks that comprise the *Harry and Becky Cloyes Collection of Germantown History*. These notebooks contain an amazing collection of family photos, history of the property, receipts from their travel, an assortment of memorabilia and many clippings about Germantown departments, parks, churches, horse shows, etc. Harry Cloyes died in September 2011 at the age of 85. Becky Cloyes was diabetic and eventually lost one of her legs, but she remained in residence there until shortly before her death in 2015.

U.S. Congressmen and Senators, local historians and historical societies, local newspapers and magazines all recognized Oaklawn Garden's collection and creators, although less than 50 years of age, as a unique attempt to preserve local social history.¹⁵

Today Oaklawn Garden is the only garden and museum in Germantown. It compares with another regional small-town museum, the Oren Dunn Museum in Tupelo. In April 1983, Mr. Oren Dunn approached Tupelo city officials and proposed creating a museum in the existing buildings at what is now Ballard Park. Dunn planned to use donated funds for renovations and to display items loaned by local residents and his own collection. The city agreed and Dunn received two converted milk barns, once part of Forest Lake Farm owned by Mr. and Mrs. Rex Reed, and later converted to city workspace. The Tupelo City Museum opened in August 1984. Dunn continued to work at the museum until he passed away in early December 1996. At that time, Tupelo city officials named it the "Oren Dunn Museum of Tupelo" to honor its founding curator. Unlike Oaklawn Garden, the Tupelo museum is not based on a historic commercial garden/landscape enterprise.

After purchasing the Oaklawn Garden tract in 1976, the city waited almost forty years to claim their property. After Becky Cloyes death, the city boarded the house, office, and tool shed as a preservation and security measure. Harry Cloyes' collection of historic items remains on display as a tribute to his family, the community he loved, and the railroad line that was his lifelong companion. The six-acre garden museum is now part of the Germantown Parks and Recreation Department and is free and open to the public on a daily basis.

¹⁵ Cloyes, *History of Oaklawn Gardens, Book 6, Pages 69-74*; Cloyes, *History of Oaklawn Gardens, Book 7, Page 92-95*.

Oaklawn Garden
Name of Property

Shelby, TN
County and State

9. Major Bibliographic References

Cloyes, Harry F. *Cloyes Family History, Book 1*. University of Memphis Archives and Special Collection.

_____ *Cloyes Family History, Book 2*. University of Memphis Archives and Special Collection.

_____ *History of Oaklawn Garden, Book 1*. University of Memphis Archives and Special Collection.

_____ *Ibid, Book 6*. University of Memphis Archives and Special Collection.

_____ *Ibid, Book 7*. University of Memphis Archives and Special Collection.

_____ *History of Germantown and Nashoba, Book 1*. University of Memphis Archives and Special Collection.

Cloyes, Harry F. *Oaklawn Garden Historic Site*. Germantown, TN: self-published, date unknown.

McQuaid, John. "The Secret behind Your Flowers," <http://www.smithsonianmag.com/travel/the-secrets-behind-your-flowers-53128/>, Smithsonian.com, February 2011. Accessed June 30, 2017.

Roark, Eldon. "Out East," *Memphis Press-Scimitar*, Aug. 26, 1971.

Previous documentation on file (NPS):		Primary location of additional data:	
preliminary determination of individual listing (36 CFR 67 has been requested)			State Historic Preservation Office
previously listed in the National Register			Other State agency
previously determined eligible by the National Register			Federal agency
designated a National Historic Landmark			Local government
recorded by Historic American Buildings Survey #	X		University
recorded by Historic American Engineering Record #			Other
recorded by Historic American Landscape Survey #		Name of repository: University of Memphis Archives and Special Collections	
Historic Resources Survey Number (if assigned):			

Oaklawn Garden
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10. Geographical Data

Acreage of Property 6.46 **USGS Quadrangle** Germantown, TN

Latitude/Longitude Coordinates

A. Latitude: 40.741895 Longitude: -73.989308

Verbal Boundary Description

The property is approximately 740.54/738.87X514.55/513.43 feet. The Norfolk Southern tracks and Poplar Pike form the northern boundary, the eastern boundary is the property line, the southern boundary is the property line, and the western boundary is a private paved drive owned by the City of Germantown.

Boundary Justification

These are the historical boundaries associated with the property parcel number G0231 00185 owned by the City of Germantown.



Oaklawn Garden
Name of Property

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11. Form Prepared By

Name Judith Johnson

Organization J. Johnson & Associates

Street & Number 158 Windover Road #6 Date October 3, 2017

City or Town Memphis Telephone 901-603-0054

E-mail Judithjohnson73@gmail.com State TN Zip Code 38111

Additional Documentation

Submit the following items with the completed form:

Maps: A USGS map

Sketch map

Photographs

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 100 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.

Oaklawn Garden
Name of Property

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Photo Log

Name of Property: Oaklawn Garden
City or Vicinity: Germantown
County: Shelby State: TN
Photographer J. Johnson
Date Photographed: April, 2017 and August 2017 (All photographs include the trees in arboretum).

Photo #1 View of northwest corner of property. Photographer facing southeasterly.

Photo #2 View of northwest area of property. Photographer facing southwest.

Photo #3 View of historic signage. Photographer facing southwesterly.

Photo #4 View of northwest area of property. Photographer facing southwesterly.

Photo #5 Azaleas in bloom. Photographer facing southeasterly.

Photo #6 View of Southern Railroad Assemblage. Photographer facing southerly.

Photo #7 View of historic driveway onto property. Photographer facing southerly.

Photo #8 View of Harry Cloyes Tribute Assemblage. Photographer facing northwesterly.

Photo #9 View of nursery parking lot, office/carport, Old Jail and west elevation of Crawford-Cloyes House. Photographer facing southerly.

Photo #10 View of Old Germantown Jail with east elevation of office carport and west elevation of residence. Photographer facing southerly.

Photo #11 View of façade of Crawford- Cloyes House with Germantown Jail and east elevation nursery office. Photographer facing southwesterly.

Photo #12 View of rear elevation of house and east elevation of office/carport and rear of old Jail. Photographer facing northerly.

Photo #13 View of Germantown Power Plant and Engine Assemblage and 1930 Norfolk Southern signal light. Photographer facing southerly.

Photo #14 View of Webb Family Grave Markers and park bench from C. O. Franklin Park. Photographer facing southeasterly.

Photo #15 View of Germantown Water Pump and Engine Assemblage. Farm cistern in background. Photographer facing southerly.

Oaklawn Garden
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Photo #16 View of part of Mable Williams High School Assemblage. Photographer facing easterly.

Photo #17 View of east section of Mable Williams High School Assemblage with Germantown Water Pump and Engine Assemblage and Germantown Power Station Assemblage and 1930 Norfolk Southern signal light in background. Photographer facing northeasterly.

Photo #18 Detail of utility cover stepping stones and deer statuary. Photographer facing southeasterly.

Photo #19 View of yard furniture and water pump for house. Photographer facing southeasterly.

Photo #20 View of Manual Gas Pump with Rose Trellis on right and west elevation of Germantown Power Station Assemblage. Photographer facing southeasterly.

Photo #21 View of Rose Trellis east of house with Germantown Pumping Station in background. Photographer facing easterly.

Photo #22 View of daffodil bed south of residence. Photographer facing southwesterly.

Photo #23 View of Cedar Allee. Photographer facing southwesterly.

Photo #24. View Cedar Allee. Photographer facing northwesterly

Photo#25 View of “natural greenhouse”. Photographer facing southeasterly

Photo#26 View of “natural greenhouse.” Photographer facing northeasterly.

Oaklawn Garden
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Photo Log

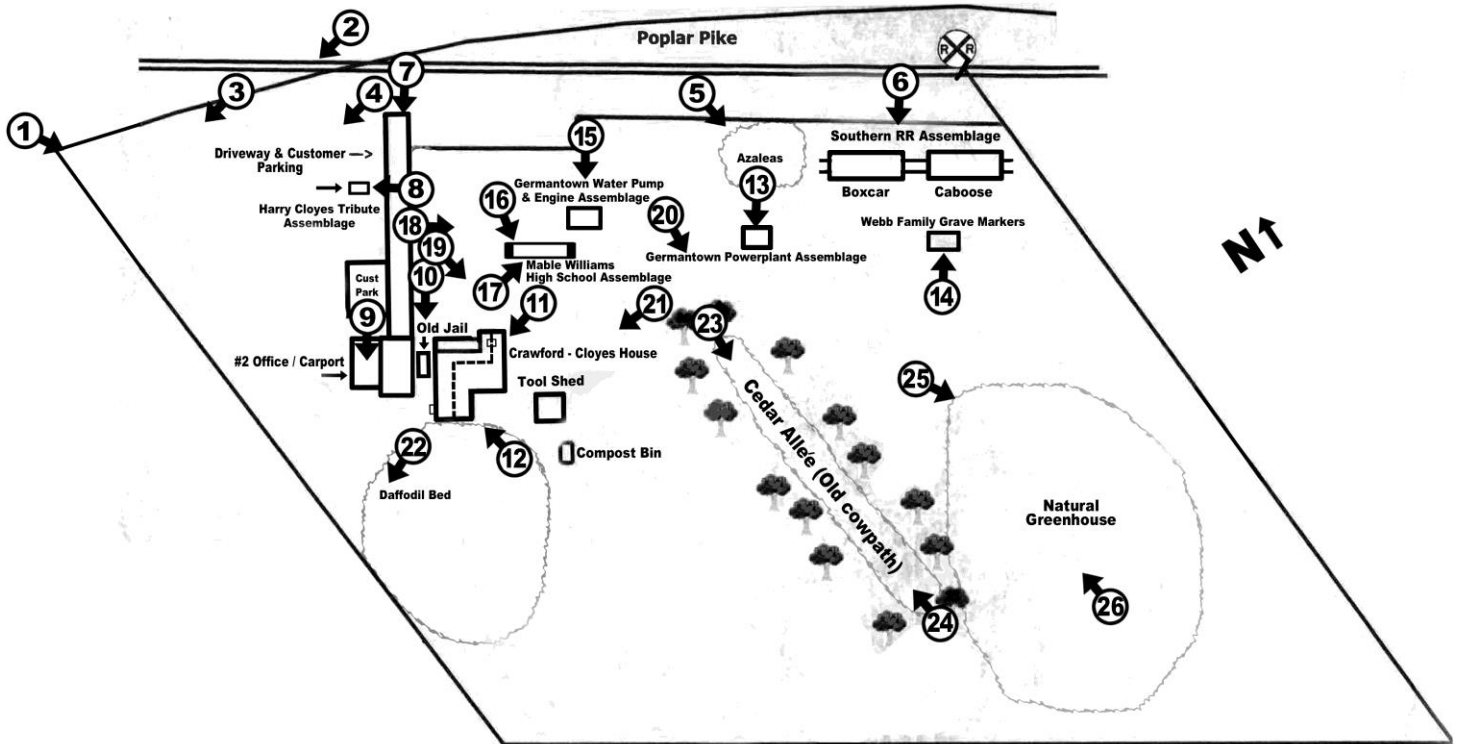
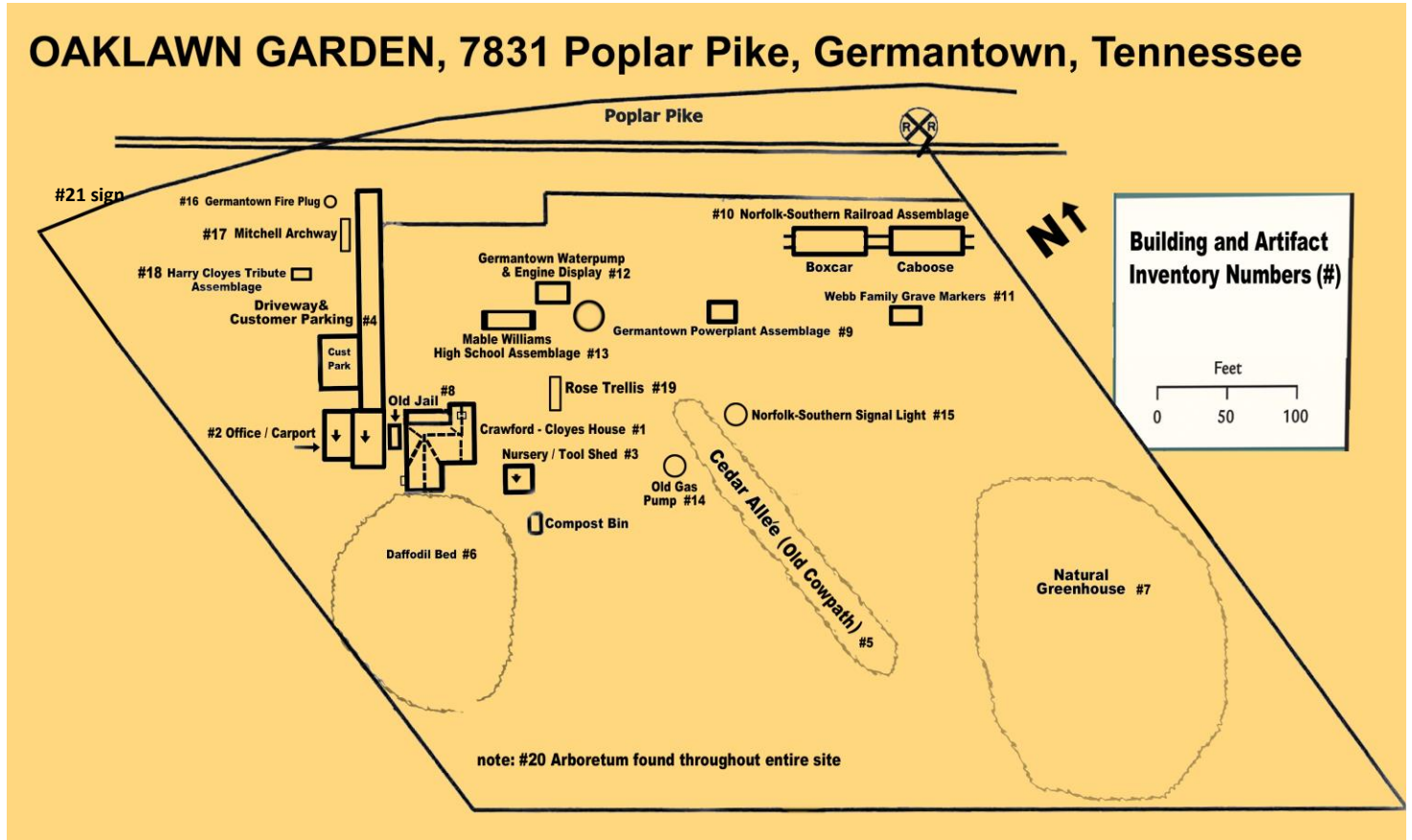


Photo Log
OAKLAWN GARDEN
7831 Poplar Pike
Germantown, Tennessee

Oaklawn Garden
Name of Property

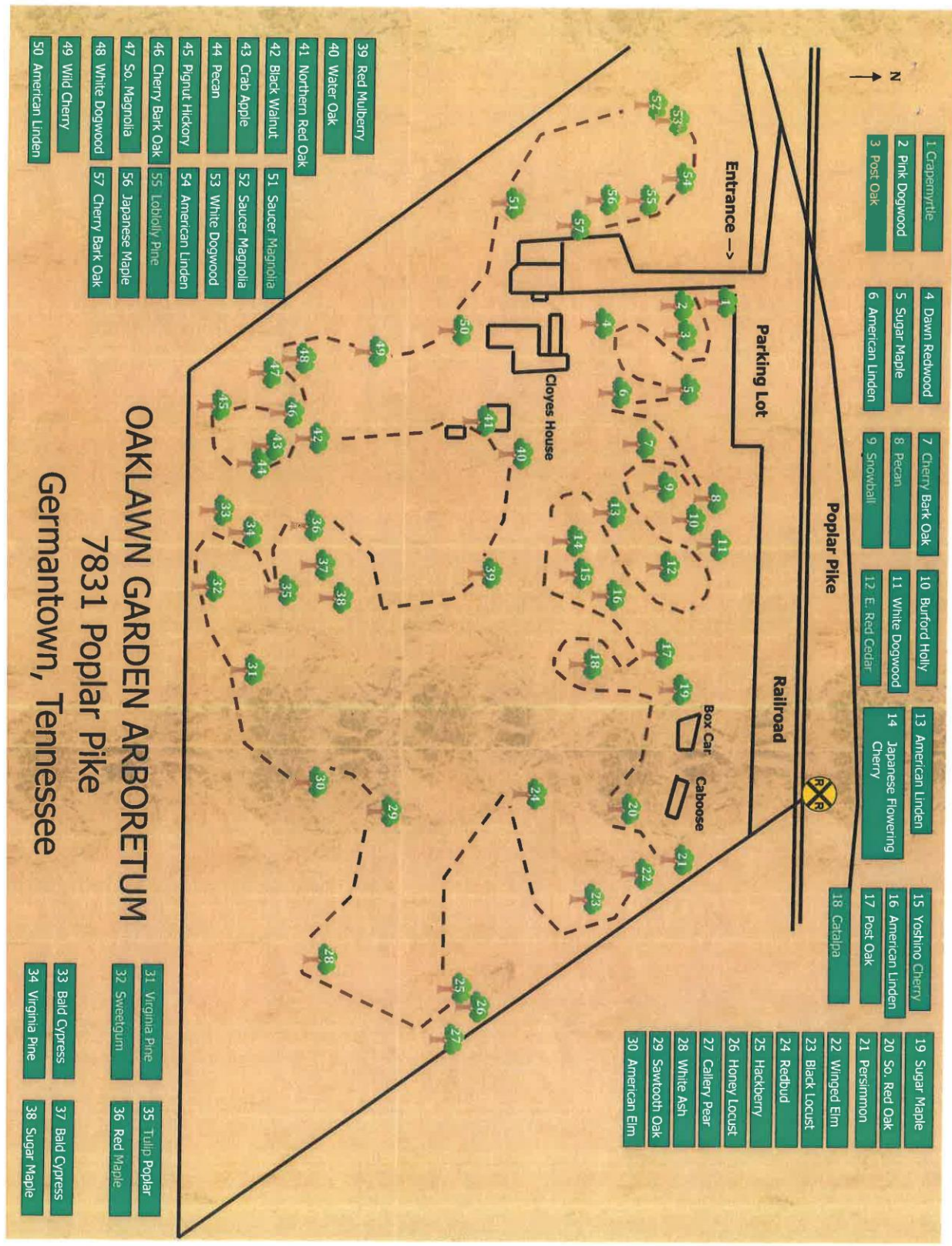
Shelby, TN
County and State

Site Plan



Oaklawn Garden
 Name of Property

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Oaklawn Garden
 Name of Property

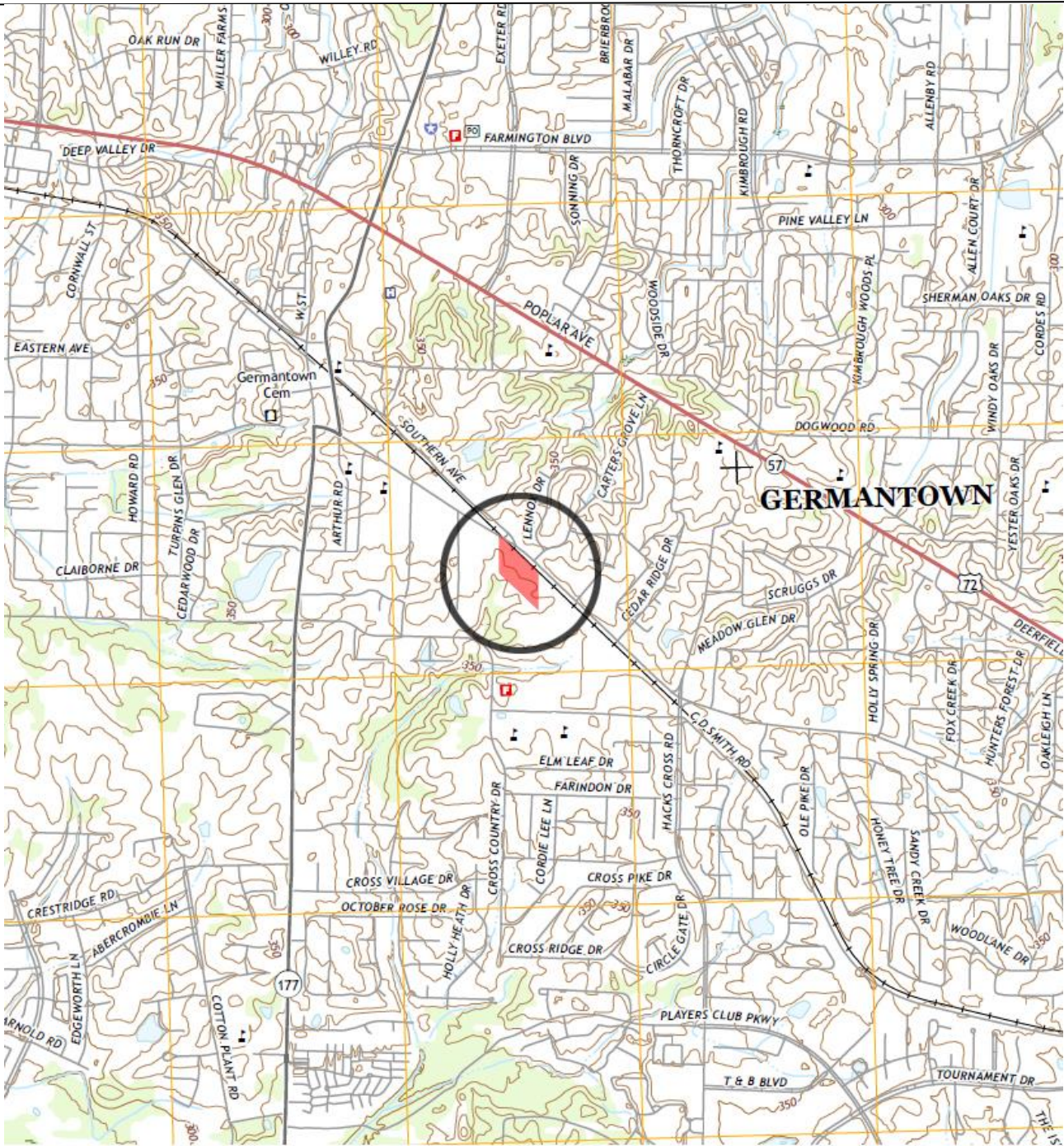
Shelby, TN
 County and State

**OAKLAWN GARDENS ARBORETUM
 CITY OF GERMANTOWN, TENNESSEE
 March 30, 2017**

Map Number	Common Name	Scientific Name	Map Number	Common Name	Scientific Name
1	Crapemyrtle	Lagerstromemia sp	30	American Elm	Ulmus americana
2	Flowering Pink Dogwood	Cornus florida	31	Virginia Pine	Pinus virginiana
3	Post Oak	Quercus stellata	32	Sweetgum	Liquid styraciflua
4	Dawn Redwood	Metasequoia glyptostroboides	33	Bald Cypress	Taxodium distichum
5	Sugar Maple	Acer saccharum	34	Virginia Pine	Pinus virginiana
6	American Linden	Tilia americana	35	Tulip Poplar	Liriodendron tulipifera
7	Cherry Bark Oak	Quercus pagoda	36	Red Maple	Acer rubrum
8	Pecan	Carya illinoensis	37	Bald Cypress	Taxodium distichum
9	Snowball	Viburnum plicatum	38	Sugar maple	Acer saccharum
10	Burford Holly	Ilex cornuta	39	Red Mulberry	Morus rubra
11	White Flowering Dogwood	Cornus florida	40	Water Oak	Quercus nigra
12	Eastern Red Cedar	Juniperus virginiana	41	Northern Red Oak	Quercus rubra
13	American Linden	Tilia americana	42	Black Walnut	Juglans nigra
14	Kwanzan Cherry	Prunus kanzan	43	Apple	Malus sp
15	Yoshino Cherry	Prunus yedoensis	44	Pecan	Carya illinoensis
16	American Linden	Tilia americana	45	Pignut Hickory	Carya glabra
17	Post Oak	Quercus stellata	46	Cherry Bark Oak	Quercus pagoda
18	Catalpa	Catalpa speciosa	47	Southern Magnolia	Magnolia grandiflora
19	Sugar Maple	Acer saccharum	48	White Flowering Dogwood	Cornus florida
20	Southern Red Oak	Quercus falcata	49	Wild Cherry	Prunus avium
21	Persimmon	Diospyros sp	50	American Linden	Tilia americana
22	Winged Elm	Ulmus alata	51	Saucer Magnolia	Magnolia x soulangeana
23	Black Locust	Robinia pseudoacacia	52	Saucer Magnolia	Magnolia x soulangeana
24	Redbud	Cercis canadensis	53	White Flowering Dogwood	Cornus florida
25	Hackberry	Celtis laevigata	54	American Linden	Tilia americana
26	Honey Locust	Gleditsia triacanthos	55	Loblolly Pine	Pinus taeda
27	Callery Pear	Pyrus calleryana	56	Japanese Maple	Acer palmatum
28	White Ash	Fraxinus americana	57	Cherry Bark Oak	Quercus pagoda
29	Sawtooth Oak	Quercus acydissima			

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USGS
Germantown Quadrangle
Tennessee, Shelby Co.

Oaklawn Garden
7831 Poplar Pike
Germantown, TN

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National Park Service

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1903 Picture made on sidewalk at Tennessee Brewing Co, the man with a (X) by him is Fritz Hussy . Who was a Great Uncle of Harry F. Gloyes at Germantown Tennessee Fritz Hussy died in 1941 he was 79 years old. Back in 1903 a bunch of Swiss men worked at the Brewing Co.

Figure 2-Frederick (Fritz) Hussy (marked by x) with work mates, Tennessee Brewery, Memphis 1903

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Figure 3-Maria (Mamie) von Arx Cloyes, age 19



Figure 4-Mamie Cloyes, circa 1977 on her front porch at Oaklawn Garden

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Figure 5-Mamie and six-month old Harry Cloyes in front yard of Oaklawn Garden, 1926



Figure 6-Harry Cloyes with young Harry at Oaklawn, 1930.

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Figure 7-Rear elevation of old Memphis Curb Market (no longer extant), Memphis, date unknown.

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National Park Service

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Oaklawn Garden
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Your Valuable Coupons From Today's Star

Green Thumb

Grows Modern Business

The green thumb and determination of Mrs. Mamie Cloyes resulted in a successful Germantown enterprise, Oaklawn Garden, Florist and Greenhouse, 7831 Old Poplar Pike. A native of Olten, Switzerland, Mrs. Cloyes came to Germantown in 1918 and began raising flowers commercially in 1923. She marketed her flowers at a Memphis Curb Market until 1951 when she opened a shop in her home. From a small beginning, the modern florist and gift shop materialized in 1957.

During the years, Mrs. Cloyes son, Harry has been associated with the business and brought in another assistant, his wife, Becky. Harry was born in Germantown and is a graduate of Germantown School.

The Cloyes are very talented, with a wire, some greenery and a candle, they can turn out a very beautiful decoration. Most of their handmade items are on display at their annual open house, held the first week

in December. During the Christmas season their entire shop looks like one huge Christmas Tree, alive with all the spirit of the season.

Other items to be found at Oaklawn are gifts, Frankoma Pottery, baskets, handmade in the Ozarks, and handmade pewter.



WHAT SHALL I CHOOSE? with so many lovely things around at Oaklawn Garden, Florist and Greenhouse, 7831 Old Poplar Pike, one could spend a whole day just looking And Harry Cloyes invites you to just do that. Beautiful gifts and a warm welcome awaits you at Oaklawn.

Figure 8-Germantown Star, August 12, 1965

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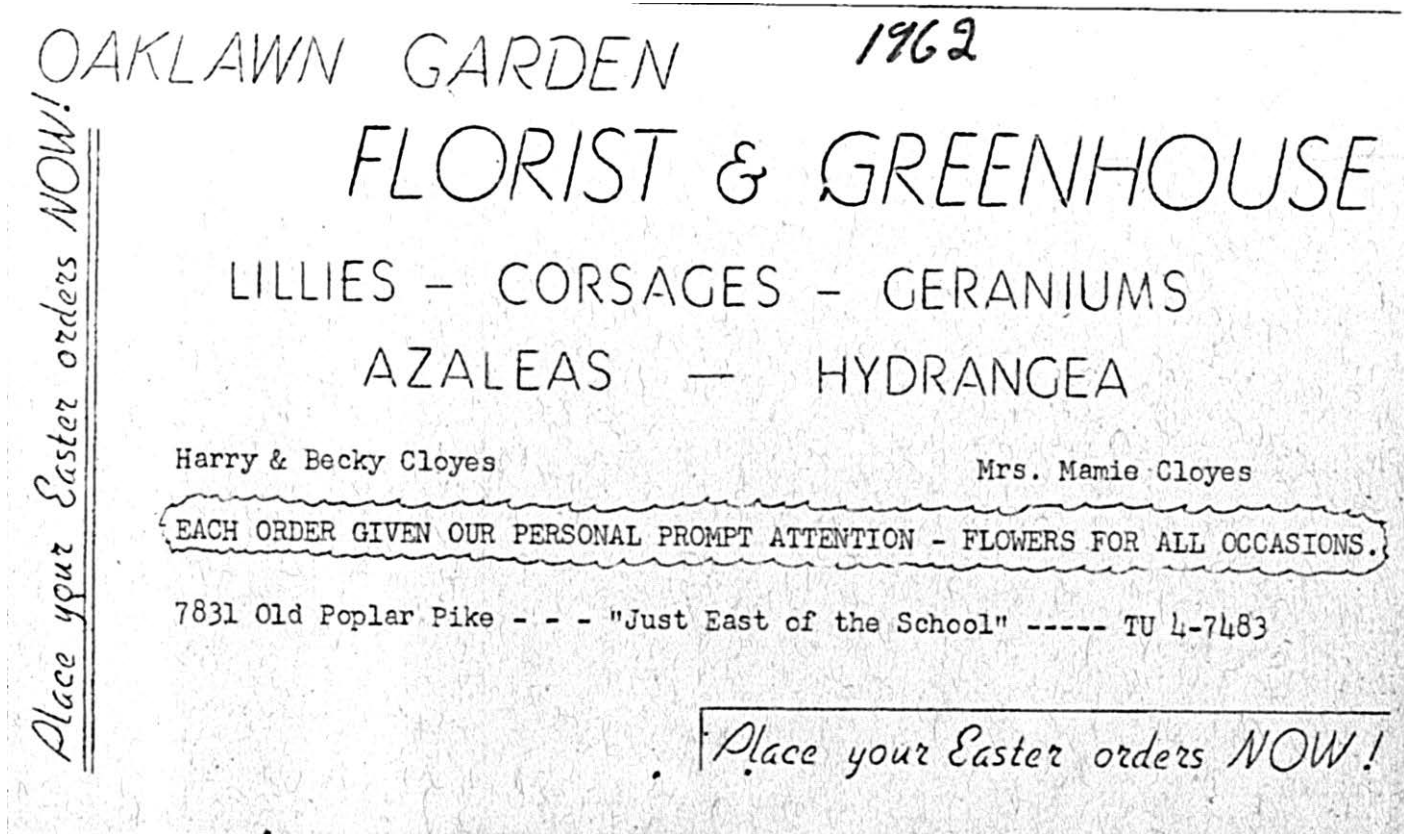


Figure 9-Business flyer, 1962







OAKLAWN
GARDEN



WELCOME TO
CEMANTOWN

WALKING
TRAIL



ESSEX
The Essex Garden
is a member of the
National Garden Scheme





RESERVED PARKING
♿

Informational sign with text and a wheelchair icon.

Open
Children
& Adults

Green bollard with white reflective bands.







GERMANTOWN
CITY JAIL





SPEED
LIMIT
40

G'TOWN POWER PLANT

27









MADDELL WILLIAM
SIGHO





















UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 2/12/2018 Date of Pending List: 3/9/2018 Date of 16th Day: 3/26/2018 Date of 45th Day: 3/29/2018 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

- | | | |
|---------------------------------------|--|--|
| <input type="checkbox"/> Appeal | <input type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input checked="" type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 3/28/2018 Date

Abstract/Summary Comments:

Recommendation/ Criteria:

Reviewer Jim Gabbert Discipline Historian

Telephone (202)354-2275 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



TENNESSEE HISTORICAL COMMISSION
STATE HISTORIC PRESERVATION OFFICE
2941 LEBANON PIKE
NASHVILLE, TENNESSEE 37243-0442
OFFICE: (615) 532-1550
E-mail: Claudette.Stager@tn.gov
(615) 770-1089



February 8, 2018

J. Paul Loether
Deputy Keeper and Chief,
National Park Service
National Register of Historic Places
1849 C Street, NW, Mail Stop 7228
Washington, DC 20240

National Register Nomination

- *Oaklawn Garden, Shelby County, Tennessee*

Dear Mr. Loether:

The enclosed disks contain the true and correct nomination for listing of the *Oaklawn Garden* to the National Register of Historic Places. We received no comments.

If you have any questions or if more information is needed, please contact Holly Barnett at (615) 770-1098 or Holly.M.Barnett@tn.gov.

Sincerely,

Claudette Stager
Deputy State Historic Preservation Officer

CS:hb

Enclosures(2)