

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED FEB 14 1979

DATE ENTERED MAR 29 1979

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC Shrine Building

AND/OR COMMON

Same

2 LOCATION

STREET & NUMBER

66 Monroe Ave.

___ NOT FOR PUBLICATION

CITY, TOWN

Memphis

CONGRESSIONAL DISTRICT

Eighth

STATE

Tennessee

___ VICINITY OF

CODE
047

COUNTY
Shelby

CODE
157

3 CLASSIFICATION

CATEGORY

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

OWNERSHIP

- PUBLIC
- PRIVATE
- BOTH
- PUBLIC ACQUISITION**
- IN PROCESS
- BEING CONSIDERED

STATUS

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS
- ACCESSIBLE**
- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

PRESENT USE

- AGRICULTURE
- COMMERCIAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER:

4 OWNER OF PROPERTY

NAME

Mr. Henry M. Turley, Jr. ✓

STREET & NUMBER

2158 Union Avenue

CITY, TOWN

Memphis

___ VICINITY OF

STATE

Tennessee 38104

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Shelby County Registrar

STREET & NUMBER

Shelby County Court House

CITY, TOWN

Memphis

STATE

Tennessee 38103

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Historical and Architectural Survey

DATE

September 1978

___ FEDERAL STATE ___ COUNTY ___ LOCAL

DEPOSITORY FOR
SURVEY RECORDS

Tennessee Historical Commission, 170 Second Avenue, North

CITY, TOWN

Nashville

STATE

Tennessee 37201

7 DESCRIPTION

CONDITION

EXCELLENT
 GOOD
 FAIR

DETERIORATED
 RUINS
 UNEXPOSED

CHECK ONE

UNALTERED
 ALTERED

CHECK ONE

ORIGINAL SITE
 MOVED DATE _____

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Shrine Building stands on the northeast corner of Monroe Avenue and Front Street in Memphis, Tennessee. Construction of the thirteen story building of concrete two-way slab construction, was begun in August 1922 when the then existing Orgill Bros. Hardware Building was demolished. The Shrine Building, when opened on September 4, 1923, appeared much as it does today. Absent from the Shrine Building as we know it today is the terra cotta cupola which surmounted the penthouse; this was removed in 1971 because it was structurally unstable. Also added to the building's exterior are the corrugated sheet metal panels applied to the first floor mezzanine level windows. The exquisite tile swimming pool, located in the basement, remains intact, but is unused today.

The exterior of the building can be divided into four horizontal sections. These exterior sections, which express the varied interior functions, are placed one above the other with little interrelationship except for the continuous vertical structural placement. The base (Section One) consists of the ground floor commercial rental space together with a mezzanine level. Structural columns are clad in cream enameled terra cotta capped off with terra cotta swags. This section is terminated by a shallow terra cotta cornice which encircles the south, east, and west elevations. Glass doors with expansive fixed glass panels are placed between each structural column and provides ample light and high visibility from the street for the commercial rental spaces. Section Two, which is sheathed in buff brick, consists of floors two through eight. These floors were designed to house rental office space. Each story is like the next, that is, each consists of three double-hung windows placed between structural elements with 10'-3" between floors. In Section Three, floors nine through twelve, a dramatic change occurs in both the interior and exterior treatment. These five floors, faced with buff brick, housed the Al Chymia Temple facilities. The ninth floor, referred to as the attic on the original architectural plans served as a storage area for the temple and as mechanical space for the building. Floor ten was designed as the Temple Assembly Room; it had a full 19'-6" floor height; the Billiard Room has a 9'-9" ceiling. The fenestration, with its three-over-three light patterns and arched heads reflect the interior plaster barrel vaulting of the auditorium. An exterior decorative cornice and an ornamental cartouche are placed in the center of the spandrel which separates the stacked window units. Floor eleven is a mezzanine, serviced by elevators and stairs, which occupies the areas above the Billiard Room and hall. The remainder of the space is taken by the vaulted ceiling of the Temple Assembly Room. Floor twelve housed the Temple's lounge facilities with 14'-0" exterior elevations consisting of three oversized double hung windows for each bay. The Fourth Section, the thirteenth floor is defined at the base by a shallow terra cotta cornice and topped with copper, electric lights set on each terra cotta-faced structural column. The 20'-0" elevation, with the dramatic 13'-0" x 15'-0" expanse of casement windows, provides a breathtaking and still unspoiled view of the Mississippi River. This floor housed perhaps the most publicized and acclaimed business to be located in the Shrine Building—the Shrine Roof Garden Restaurant.

The building may be entered from both Monroe Avenue and Front Street. Monroe Avenue entrance has a dropped acoustical tile ceiling which conceals the original plaster ceiling. The original ceiling treatment is still intact and consists of deep plaster gold leaf cornice of bead and reel, egg and dart, leaf and rinceau ornamentation resting upon modified Corinthian capitals with rectangular marble column shafts. The Corinthian capitals contain the traditional elements of volutes and acanthus leaves, but are joined

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with the symbology of Al Chymia's crescent moon and scimitar that are placed in the center of each capital. The elegantly appointed Lobby is made unique through the combination of Al Chymia's symbology to the traditional architectural order. Floors two through eight had black and white terrazzo floors, pressed etched glass office partitions, and globular lighting fixtures, which largely have been replaced by fluorescent fixtures. Globular elevator indicator lights are found on all floors except the first. Bronze floor indicators are located on the first floor. All of these features indicate the attention to detail in the design of Architects Jones and Burbringer and Hanker and Cairns. Floor twelve, the temple's lounge, is elegantly appointed with deep plaster octagonal gold leaf coffered ceilings and clusters of fluted pilasters with modified Corinthian capitals. This ceiling is presently intact but hidden under two acoustical tile ceilings.

The building's mechanical system consists of steam radiators powered by boilers in the basement fed up to the ninth floor where the main feeder systems turn back down to return to the basement source while also turning up with feeders to the upper floors.

The property nominated is the entire parcel owned by Henry M. Turley, Jr. The tract measures approximately 150 feet by 50 feet and contains .172 acre.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES	1923	BUILDER/ARCHITECT	Hanker & Cairns Architects Jones & Furbringer, Architects
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STATEMENT OF SIGNIFICANCE

The Shrine Building is significant by virtue of setting, integrity of materials and workmanship, and by its chronological placement in Memphis' building history. It has played a significant role in the architectural development of Memphis.

The Al Chymia Building Committee, under the strong leadership of Buford M. White, Past Potentate of Al Chymia, selected a site that gave them optimum views of life source of Memphis, the Mississippi River. The integrity of the site selection remains today due to Mr. White's foresight in constructing the building so that views would never be blocked because of the city-owned buffer that lies between the Shrine Building and the River.

No expense was spared by the builders, Kaucher & Hodges, and the architectural team of Hanker & Cairns with Jones & Furbringer. In addition to the 25' x 75' ceramic mosaic tile swimming pool located in the basement, the \$1,000,000 structure featured Tennessee marble faced Lobby with deep plaster gold leaf ceiling treatments, parquet marble floors, black and white terrazzo floors, ball globed lighting fixtures, four high-speed elevators, and large expanses of double-hung and casement windows that gave the occupants a most spectacular view of the Mississippi River. The condition of the building today is a salute to both the high quality of workmanship and fine materials used by the builders.

The construction of the Shrine Building in 1923 during the post-war boom closely coincides with the building of other landmark structures in Memphis, such as the Columbia Mutual Tower, Southwestern College, Lowensteins, and the "new" Peabody Hotel. These other structures were built according to the modern building techniques of the day but took their exterior expression from traditional architectural styles popular at the time. The Shrine Building, however, departed from the use of classical ornamentation on the exterior. In doing so, it became one of the first major structures in Memphis to move toward the modern era of architectural expression. On the interior, however, it retained the use of the classical detailing used in other tall buildings of the period in Memphis.

The Shrine Building attracted many business and professional people to its river location. In addition to the modern offices, the building featured four high-speed, multiple-voltage elevators which Otis advertised as being the first of its kind in the South. These survive in fine working order today. The basement swimming pool and the Roof Garden Restaurant added to the building's attractiveness, providing lunchtime recreation and relaxation. The ground floor quickly became a railroad hub where the ticket offices for all the major railroad transportation lines, so essential to the growing Memphis area, were located.

A "favorite rendezvous of Memphis businessmen" was the Shrine Roof Garden Restaurant. Under the same management as the Peabody Hotel Cafe, the Roof Garden provided "first class service and food" with seating for approximately 400 persons. The "Washington Syncopators" orchestra provided music for lunch and dinner with dancing every night except Sunday

9 MAJOR BIBLIOGRAPHICAL REFERENCES

- Center City, Vol. II, No. 32, Aug. 19, 1975.
 The Commercial Appeal [Memphis], Aug. 31, 1923; Sept. 4, 1923; Feb. 7, 1938; Sept. 15, 1942; Feb. 21, 1974.
 Condit, Carl W., American Building Art, The Twentieth Century (1961).
 Hanker & Jones, Architects, "Over 50 Years of Architectural Achievement in the Mid-South, office promotional brochure (n.d.)

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY .172

QUADRANGLE NAME Northwest Memphis, Tenn.-Ark.

QUADRANGLE/SCALE 1:24000

UTM REFERENCES

A 15 7683510 38928310

B

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E

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G

H

VERBAL BOUNDARY DESCRIPTION

The property nominated is a rectangular tract of land which measures approximately 150 feet by 50 feet and is bounded as follows: beginning at a point, the intersection of the North line of Monroe Avenue with the East line of South Front Street; thence North with

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME/TITLE

David M. Schuermann

ORGANIZATION

Bologna & Associates Architecture & Planning

DATE

1 Sept. 1978

STREET & NUMBER

60 North Main Street, Suite 1408

TELEPHONE

(901) 527-0371

CITY OR TOWN

Memphis

STATE

Tennessee

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL X

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

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Herbert L. Hays

TITLE

Executive Director, Tennessee Historical Commission

DATE

2/9/79

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

KEEPER OF THE NATIONAL REGISTER

DATE

3/29/79

ATTEST:

CHIEF OF REGISTRATION

DATE

3/29/79

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and occasional concerts and cabarets. A direct line was run between the Shrine Roof Garden and WMC Radio Station so mid-day concerts could be broadcast live all over the country.

The Shrine Building prospered with the eight rental floors providing enough revenue to pay the notes on the building until 1932 and the financial crash. Inability to form a protective association during a five year extension on the mortgage led the Shrine Building Company to sell the building and the Al Chymia Temple was relocated. On February 6, 1938, the New York Life Insurance Company, the first mortgage holders, took over the building for \$300,000 at a noon foreclosure on the Courthouse steps. In the early 1940's, George Wynn Smith, a farm industrialist of Tiptonville, Tennessee, bought the building. Finally, in 1978, the building again changed hands to the present owners.

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Jordy, William H. American Buildings and Their Architects, Progressive and Academic Ideals at the Turn of the Century, Vol. III (1972).

Memphis Chamber of Commerce Journal, July 1923; Aug. 1923, Jan. 1924; Feb. 1924; June 1924.

Memphis Press Scimitar, Feb. 25, 1937.

Sullivan, Louis, "The Tall Building Artistically Considered" (1896); in Tim and Charlotte Benton, with Dennis Sharp, Architecture and Design, 1890-1939, An Anthology of Original Articles (1975)

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the East line of Front Street 50.7 feet to a point; thence Eastwardly 149.58 feet to a point in the West line of South Center Lane 50.3 feet North of the North line of Monroe Avenue; thence South with the West line of South Center Lane 50.3 feet to the North line of Monroe Avenue; thence West with the said North line 149.62 feet to the point of beginning.