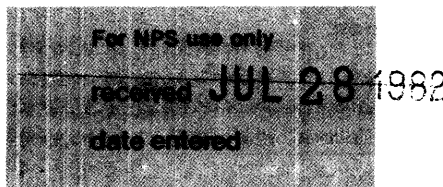


United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form



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

1. Name

historic ~~S. C.~~ TOOF BUILDING

and/or common SAME

2. Location

street & number 195 MADISON AVENUE N/A not for publication

city, town MEMPHIS N/A vicinity of ~~Congressional district~~

state TENNESSEE code 047 county SHELBY code 157

3. Classification

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

4. Owner of Property

name BCF PROPERTIES

street & number 6263 POPLAR TOWERS, SUITE 1103

city, town MEMPHIS N/A vicinity of state TENNESSEE

5. Location of Legal Description

courthouse, registry of deeds, etc. SHELBY COUNTY COURTHOUSE

street & number 160 NORTH MAIN STREET

city, town MEMPHIS state TENNESSEE

6. Representation in Existing Surveys

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

date N/A N/A federal  state  county  local

depository for survey records N/A

city, town N/A state N/A

## 7. Description

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

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

The S.C. Toof Building, located at 195 Madison Avenue in downtown Memphis, Tennessee, is a rectangular five-story building of reinforced concrete frame construction, faced with brick and terra cotta. The original building, built in 1912, was four stories in height with a full basement. A fifth floor was added in 1926, and the mezzanine, which was added in 1929, was expanded in 1947. Although the building has been altered from its original design, the additions have been sympathetic to the original concept - a Commercial Style building with the decorative ornamentation based on a stylized Egyptian motif. Despite these additions, the building retains its essential architectural and historical integrity.

The Madison (front) facade expresses the verticality of the building and the regularity of the fenestration and ornamentation which are characteristic of the Commercial Style. This organization is carried around on the west (side) and south (rear) facades; although the ornamentation is reduced in the first bay of the west facade and dropped altogether on the subsequent bays and at the rear. The east facade has an irregular external organization, which reflects the interior and exterior functions of the building. Originally, the east side of the building shared a common wall with the adjoining Dillard Building to form the end of an attached row of structures facing Madison. Due to demolition of the Dillard Building for parking in 1971, the Toof Building is now free-standing, and its east facade, never intended to be seen, is now visible.

The north (front) facade is five stories in height and approximately 72 feet wide. The materials are a hard brown brick with black iron spots, terra cotta tile and glass. This facade is divided vertically into four parts, analogous to a column and architrave: the first floor is the base; the second, third and fourth are the shaft; the cavetto cornice is the capital; and the fifth floor is the architrave. The first floor is divided into three bays, separated by quadrangular pillars with "T" shaped stone capitals and a kheker (vertical motif) frieze necking, which was typical of Egyptian structural piers. Glass storefront occurs between the pillars with the entrance recessed in the center bay between angling plate glass windows. A brick architrave capped with a heavy terra cotta tenia extends the full width of the building, establishing the base for the second section of the facade. As was typical of Egyptian architecture, decorative "plant form" columns were used within an opening in a non-structural capacity. The outer brick pillars from the first floor are extended on each side of the building and run across the top forming the opening for the columns. The inner edge of this opening is surrounded by a stylized torus of terra cotta. Within the opening there are five stylized terra cotta papyrus columns with kheker frieze necking. Pairs of double hung, metal frame windows occur between the columns with terra cotta spandrel panels separating the windows vertically. The original building was capped with another typical Egyptian detail, the cavetto cornice. This cornice combines several Egyptian motifs within the form of the cavetto cornice in a unique manner. A series of "lotus petal" reveal also can be seen as a stylized crenelation. Later, a fifth floor was added above the cavetto cornice. This addition picks up the rhythm of the organization and ornamentation below with brick details instead of terra cotta. Again, the opening is formed with a brick frame which is bordered with a brick torus. The columns are brick as well as the spandrel panel above the pairs of double hung wood frame windows. The only other ornamentation in the brickwork appears above the windows where the diamond pattern in the spandrels below is repeated. The top of the parapet ends in a simple, unadorned stone cap.

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INVENTORY -- NOMINATION FORM**

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CONTINUATION SHEET S.C. Toof Building ITEM NUMBER 7 PAGE 2

The west (side) facade serves as a transition from the ornamented street elevation to the utilitarian side and rear elevations. This facade is divided into seven bays for an approximate length of 149 feet; it is five stories in height with an elevator equipment room projecting above the roof in the center bay. The first bay, closest to Madison, continues the general organization and ornamentation of the front facade. Complexity of the design, however, is reduced by omitting the papyriform columns and making the transition to the rest of the facade by incorporating three single double-hung windows per bay, instead of two pair of windows per bay. The terra cotta tenia and cavetto cornice are continued to the edge of this bay, where a vertical mortar joint occurs. This would indicate a change from face brick to common brick; however, it is difficult to determine the exact nature of this change, due to recent painting of the entire building. The subsequent bays have a regular organization, which is functional rather than decorative, with three single double-hung metal frame windows per bay, per floor. All of the windows are the same width (except in the center bay where they are narrower due to the freight elevator). But height varies with the interior ceiling height - the first floor windows are taller - reflecting the sixteen-foot ceiling height, and the windows in the back three bays on the fourth floor are shorter - to reflect the slope of the roof. The fifth floor addition picks up the same rhythm of the windows below, but, due to the slope of the original roof deck, there is a wide brick band running the length of the building, visually extending the cavetto cornice for the length of this west facade.

The rear facade is a continuation of the functional section of the west facade. Divided into three bays, the rear face of the building is approximately 72 feet wide.

The east facade has no relation to the exterior organization of the other three sides, except for size. Originally, another structure shared a common wall with the Toof Building up to the third floor; therefore, only one opening at ground level occurs in this section of the facade. Above the roof line of the adjacent building fenestration occurs in a random pattern, dictated by the interior requirements for light, without regard for the exterior appearance. The structure of the building is expressed on this facade by leaving the reinforced concrete frame exposed and filling the spaces between the beams and columns with masonry.

The interior of the Toof Building consists of five floor levels, plus a basement and a partial mezzanine. Ceiling heights vary from 8'-6" in the basement to 16'-0" on the first floor (without the mezzanine), with the typical ceiling height of 11'-0". The Egyptian motif is carried throughout the building in the form of the open papyriform column capitals, which are used on all the freestanding columns in their original portions. These exposed reinforced columns, with their cast-in-place decorative capitals, are one of the earliest examples of the use of concrete in an architectural manner to further the design concept.

## 8. Significance

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

**Specific dates** 1912-1913

**Builder/Architect** G. M. Shaw/Architect

### Statement of Significance (in one paragraph)

This property is being nominated under Criteria A, B and C.

The significance of the S.C. Toof Building lies in three areas - its architecture, its representation of the business history of Memphis, and its ties to an important Memphis family. The building is the oldest known example of an Egyptian motif building in Memphis; and it is one of the oldest reinforced concrete frame buildings in the city. S.C. Toof and Company is the oldest commercial printing house in Memphis, having been founded by Stephen C. Toof. Mr. Toof and his progeny have made several significant contributions to the city and its texture of life.

The choice of an Egyptian style, emphasizing the papyrus motif for this building, has a deep significance to the city's and business' ties to Egypt. Memphis, on the Mississippi River, was named for Memphis, the historic capital of Lower Egypt, on the Nile. The symbol for Lower Egypt, and therefore Memphis, is the papyrus. This papyrus plant also was used by the ancient Egyptians to make a form of paper for writing, which ties into the printing business of S.C. Toof and Company. The building, built in 1912, and completed in 1913, was the first building in Memphis to make use of this Egyptian connection with our sister city. Possibly the first example in Memphis of the application of structural concrete exposed and formed to express the design concept, this building also is one of the earliest reinforced concrete frame buildings in the city. (The first was built six years earlier in 1906.) The use of a relatively new technology and a new motif are symbolic of the progressive growth and pride in the city.

The architect of the S.C. Toof Building, G.M. Shaw, had a prominent commercial and residential practice in Memphis from 1895 to 1919. In addition to several fine residences, Shaw designed, in partnership with Charles O. Pfeil, the Tennessee Trust Building (1906), Business Men's Club (1906, National Register), Commercial Appeal Building (1906), Fire Engine House No. 1 (1910, National Register), Memphis Police Station (1911, National Register), and the William R. Moore Building (1913). The S.C. Toof Building is Shaw's only use of the Egyptian Revival style, his other commercial and governmental buildings being either Beaux Arts or Neo-Classical Revival designs.

S.C. Toof and Company is the oldest commercial printing firm in the city, having been founded by Stephen C. Toof as the Franklin Job Printing House, in 1864. He changed the name to S.C. Toof and Company in 1876 and incorporated in 1899, making it today one of the oldest continuously operating corporations in the state. Having temporarily moved from Memphis during the upheavals of the yellow fever epidemics, S.C. Toof and Company returned to the city. They began a period of prosperous growth in the late nineteenth, and early twentieth century, culminating in the outgrowth of their offices on Court Square. The Building on Madison represents the firm's prosperity, characteristic of the economic growth of the city at that time.

# 9. Major Bibliographical References

See Attached Continuation Sheet.

# 10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name Northwest Memphis, TN-ARK

Quadrangle scale 1:24000

### UMT References

A	<u>115</u>	<u>7688310</u>	<u>31891271810</u>
Zone	Easting	Northing	

B			
Zone	Easting	Northing	

C			
Zone	Easting	Northing	

D			
Zone	Easting	Northing	

E			
Zone	Easting	Northing	

F			
Zone	Easting	Northing	

G			
Zone	Easting	Northing	

H			
Zone	Easting	Northing	

### Verbal boundary description and justification

See Attached Continuation Sheet.

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

state	<u>N/A</u>	code	<u>N/A</u>	county	<u>N/A</u>	code	<u>N/A</u>
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state	<u>N/A</u>	code	<u>N/A</u>	county	<u>N/A</u>	code	<u>N/A</u>
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# 11. Form Prepared By

name/title George R. Payne, Jr.

organization Fleming/Associates/Architects date 17 March 1982

street & number 6244 Poplar Avenue, Suite 150 telephone 901-767-3924

city or town Memphis state Tennessee 38119

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

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

Deputy State Historic Preservation Officer signature Norbert E. Hayden

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

For NPS use only	
I hereby certify that this property is included in the National Register	
<u>Stelton Byers</u>	Entered in the National Register
Keeper of the National Register	date <u>8/20/82</u>
Attest:	date
Chief of Registration	

UNITED STATES DEPARTMENT OF THE INTERIOR  
HERITAGE CONSERVATION AND RECREATION SERVICE

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CONTINUATION SHEET S.C. Toof Building ITEM NUMBER 8 PAGE 2

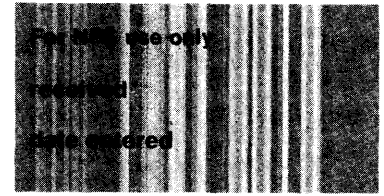
The Toof Building is a symbol of the Toof family's active participation in the civic affairs of Memphis. Stephen C. Toof, who was born in Canada, came to Memphis in 1853 and three years later, at the age of twenty-one, became the composing room foreman for the Memphis Daily Appeal, predecessor of The Commercial Appeal. When Memphis' capture was imminent during the Civil War in 1862, publication of the Appeal, a vital Confederate newspaper, was threatened. Mr. Toof was responsible for the evacuation of the press and other equipment aboard a freight car in the last train out of Memphis with a Confederate crew. His brother, John Toof, followed him to Memphis a few years later, and also became an important figure in the early history of the city, having organized the Chamber of Commerce and the Merchants Exchange in 1859 and served as the original secretary of the Cotton Exchange in 1873. S.C. Toof's grandson, S. Toof Brown, Sr., continued the family's printing business and its activity in civic affairs. He was one of the original organizers of the Cotton Carnival in 1931 and was active on the Board of Brooks Memorial Art Gallery. S. Toof Brown's sister, Ruth Brown Moore, built a large home on the portion of the Toof Farm, which she had inherited from her Aunt Grace in southwest Shelby County. She called it 'Graceland', in honor of her aunt; and now it is known world-wide as the home of Elvis Presley. S.C. Toof and Company continues to this day as one of the oldest family operated companies in the state, headed by C. Whitney Brown, who represents the fourth generation of the Toof family to actively manage the company.

The S. C. Toof Building, built in 1912, served as the manufacturing, warehousing and general offices for the S. C. Toof and Company. During this time the operation ~~was~~ expanded from printing, lithographing, typesetting, and book-binding to include selling office furniture and safes in 1919 and electronic automation for encoding checks and deposit slips for magnetic ink character identification. In 1965 the company relocated its manufacturing, warehousing and general offices to a new 85,000 square foot facility at 670 South Cooper Street. The office furniture and safe department, some warehousing and old record storage remained at 195 Madison. In 1972 the office furniture, safe department and remaining warehousing also were relocated. From 1972 to present the S. C. Toof and Company has maintained the building as a storehouse for old records and some old printing equipment.

Plans are being formulated to rehabilitate the building for commercial and office use in accordance with the Secretary of the Interior's Standards for Rehabilitation and guidelines for rehabilitating historical buildings.

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

**National Register of Historic Places  
Inventory—Nomination Form**



Continuation sheet    S. C. Toof Building    Item number    9    Page 2

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NINETEEN THIRTEEN EXHIBITION - Architects League of Memphis  
December sixth to twelfth, 1913, Nineteenth Century Club of Memphis.

"TOOF FILE" of the Goodwyn Institute File, located in the  
Memphis Room at the Memphis Public Library and Information Center.

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INVENTORY -- NOMINATION FORM**

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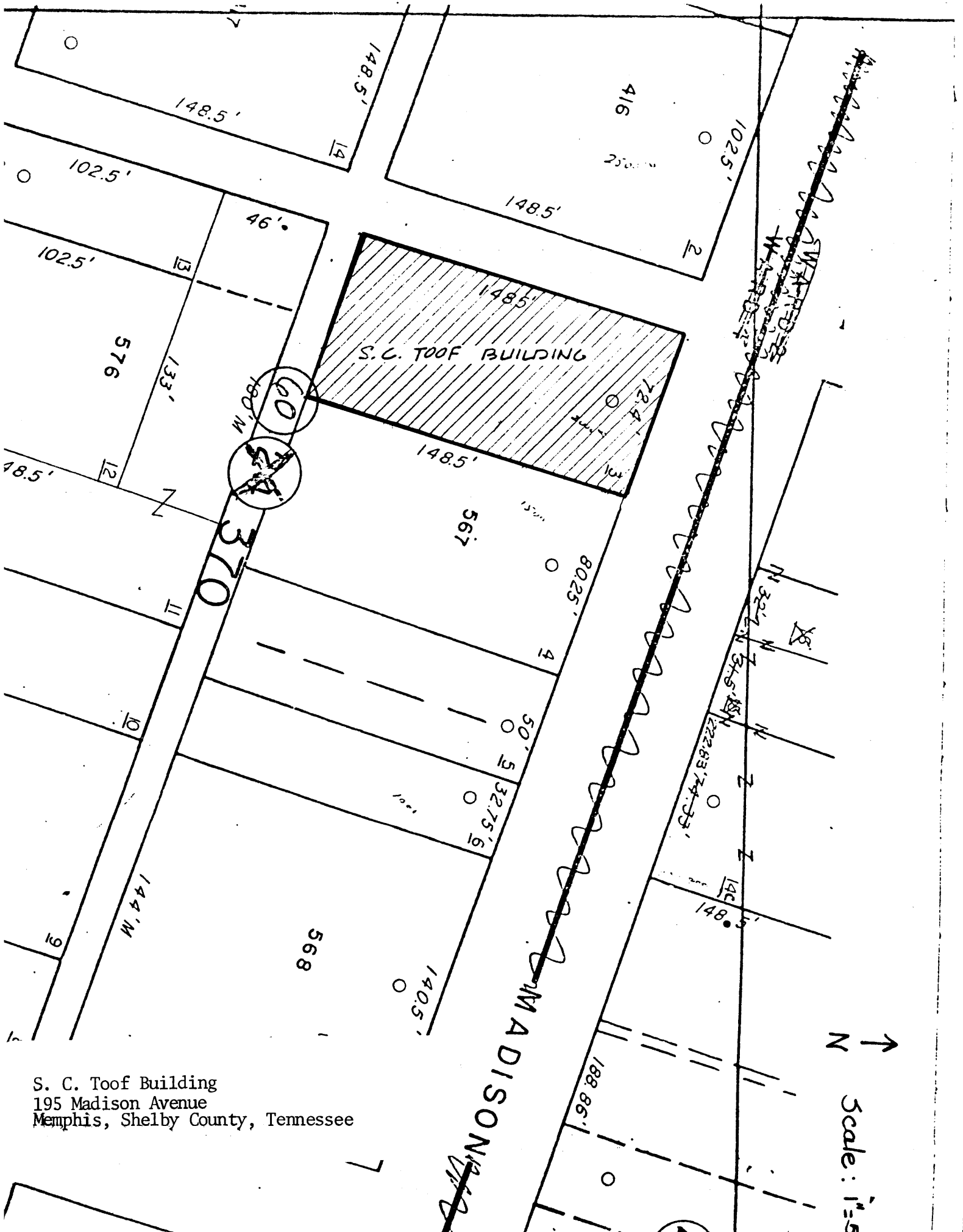
CONTINUATION SHEET S.C. Toof Building ITEM NUMBER 10 PAGE 2

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Item 10 - Geographical Data

The West 72.4 feet of Lot 567 in Country Lot 481 on the Plan of the City of Memphis, more particularly described as follows: Beginning at a point, the southeast intersection of Madison Avenue and South Court House Alley, being the first alley east of South Third Street; thence eastwardly with the south line of Madison Avenue 72.4 feet to a point; thence southwardly parallel with said Court House Alley 148.5 feet to a point in the north line of a 16.5 foot alley; thence west with a north line of the Alley 72.4 feet to a point in the east line of South Court House Alley; thence north with the east line of South Court House Alley 148.5 feet to the point of beginning, being the same property conveyed to S. C. Toof and Company by Warranty Deed recorded in Book 1460, Page 111, in the Register's Office of Shelby County, Tennessee. The boundaries conform to the dimensions of the lot occupied by the S. C. Toof Building, as shown on the accompanying Shelby County property assessor's map outlined in red.





S. C. Toof Building  
 195 Madison Avenue  
 Memphis, Shelby County, Tennessee

N ↑  
 Scale: 1"=50'

MADISON AVE

7