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# MEMPHIS HERITAGE

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## KEYSTONE

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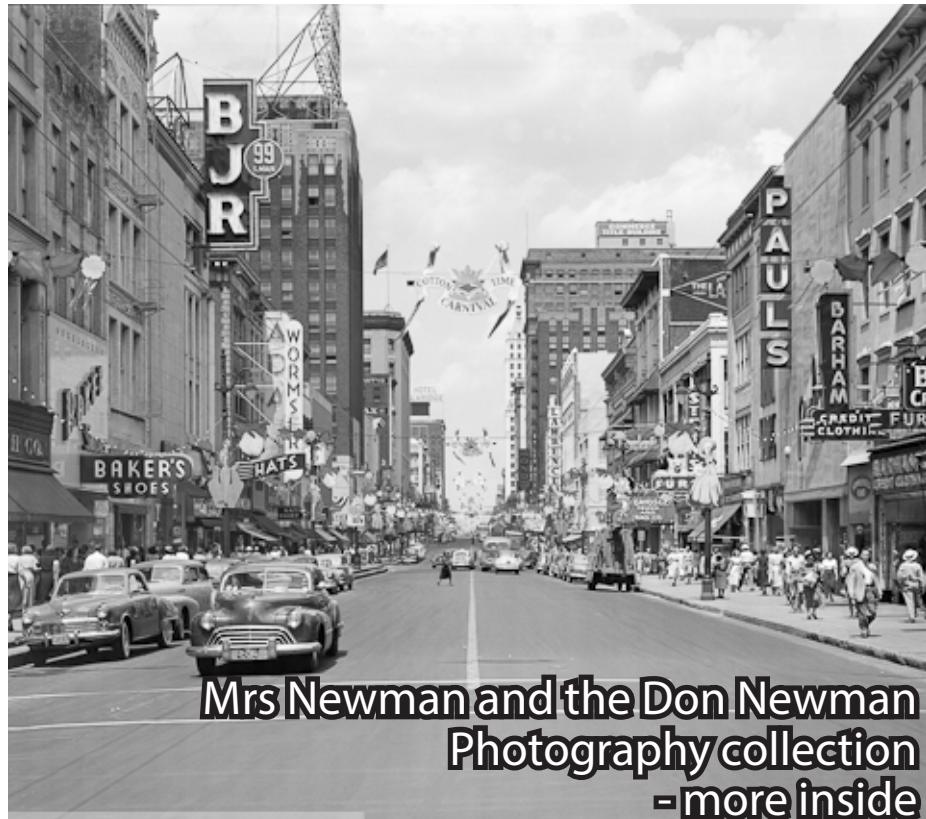
September - October 2015 | Vol. 18. Issue 5

### INTERNSHIPS TO WORK ON NEW MEMPHIS HERITAGE PROJECTS

Memphis Heritage is excited and fortunate to have two excellent interns who will be working with Memphis Heritage on development projects and continue learning about the history of the Memphis area. Some of the projects will include research dedicated to the MHI Historic Properties Map project, as well as looking into policies and practices concerning both deconstruction practices and the opportunity for a Preservation Trade School in the Mid South area. Lauren Crosby is a graduate student in City and Regional Planning at the University of Memphis. A Memphis native, she graduated from Clemson University with a double major in Construction Science and Business Management. After spending a summer in the U.K. working for an architectural firm, she came back home to Memphis with a keen interest in historic preservation and adaptive re-use. She has been working the past few months with City South Ventures on their revitalization project for the U.S. Marine Hospital in the French Fort area at the south end of Downtown Memphis.

Elizabeth McNeely is a senior history major at Rhodes College. Elizabeth is from Roswell, GA. She chose Rhodes College for her undergraduate career not only because of its emphasis on the Liberal Arts curriculum, but also for the numerous opportunities available by living in the city of Memphis. She is particularly interested in public history and historic preservation. In fact, learning about the story of The Nineteenth Century Club on Union Avenue in a history course sparked her interest in historic preservation of Memphis and the work of Memphis Heritage and its dedicated supporters and volunteers. Elizabeth has also worked at other nonprofits, including Victorian Village Inc., and has enjoyed seeing various areas of the Memphis community and their efforts towards establishing a sense of public history. While at Memphis Heritage, Elizabeth will work to develop the organization's archives and assist on further development projects.

**ADAPT-A-DOOR 2015 - SAT. NOV 7 @ HOWARD HALL 7p.m.  
TICKETS AVAILABLE AT [WWW.MEMPHISHERITAGE.ORG](http://WWW.MEMPHISHERITAGE.ORG)**



**Mrs Newman and the Don Newman  
Photography collection  
=more inside**

### COME SEE MEMPHIS HERITAGE AT COOPER YOUNG !!!

Memphis Heritage  
will host a booth  
at the 28th Annual  
Cooper Young  
Festival



The annual festival is to be held Sat. Sept. 19th (rain date Sun Sept 20). Our booth will be on the street to the right of the Beauty Shop Restaurant on Cooper just south of Young Ave. Volunteers will help staff the booth that will be offering lots of cool info on

how you can get involved with Memphis Heritage. You can also become a member and receive a free annual calendar.

If you are interested in helping us at Cooper Young email us at [volunteer@memphisheritage.org](mailto:volunteer@memphisheritage.org) or call 901.272.2727.

#### **INSIDE THIS ISSUE:**

Welcome Interns U of M & Rhodes  
Cooper Young Sept 19th  
River Phoenix - Charlie Lambert  
Save the date - Adapt-a-Door  
Mrs. Newman and Don Newman  
Heard On The Streets  
Architecture Month - Sept  
Directors Roundup

# RIVER PHOENIX

by Charlie Lambert



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No, I am not referring to the young actor who died tragically young, but about the rise of two prominent Memphis memories from the past. One is the long-closed Tennessee Brewery building on Tennessee St. downtown, where construction has already begun to restore this structure into usefulness again as housing and retail space. The other is the brand of beer most prominently brewed there until 1954, Goldcrest 51, reputedly "The Best Beer You Ever Tasted". That, too, has been brought back

into circulation as a tap product available all over the city.

Regarding the brewery, many years of effort to sell the classic fortress came to an end two years ago when the owners decided to give up the ghost and demolish it to create a lot for someone to build something. A group of young investors put together a "farewell" party for the old place in the form of a beer garden, music, and food venue pop-up in the summer of 2014. That venture was so successful it was recreated in the summer of 2015 by another group, this time one of them was the son of the man who bought the building after the 2014 triumph, Billy Orgel. The second "Revival" of the brewery was equally successful and ended only because construction was about to commence to turn the vintage property into apartments and potential other retail outlets. That process is well under way. Phoenix number 1.

When the brewery closed in the 1950's, after half a century of processing beer, near beer, soft drinks (during the Prohibition Era), it was not unique.



## MEMPHIS HERITAGE KEYSTONE

The Keystone is a publication of Memphis Heritage, Inc.

Memphis Heritage's mission is to educate and coordinate individuals and groups to save, improve, reuse, and maintain architecturally and historically significant buildings, neighborhoods, parks, and cultural artifacts of Shelby County

Our offices are at 2282 Madison Avenue. You can write to us or call us at 901-272-2727. Or visit our website at [www.memphisheritage.org](http://www.memphisheritage.org)

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(cont. from p.2) slight kick after being swallowed. Because this recipe called for several weeks of aging, finding a place where the aging process could take place was a problem. Most of today's brews do not require that step. Flemmons solved the problem by finding a venue in Alabama with a readily available aging facility.

Goldcrest 51 is now available in liquor stores and grocery stores all over Memphis in the form of several-sized "growlers". That is, the kegs are tapped for a bottle of beer and the bottle is sealed and taken home to drink. Some places have tasting centers where small amounts can be drunk on the premises. This winter, Goldcrest will, after a 61 year hiatus, be available in bottles and cans. Flemmons and his small group of private investors have high hopes to make the



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product famous and popular again. It was just announced that Goldcrest 51 will be sold at the University of Memphis games this fall at Liberty Bowl Stadium. Everything old is new again. That phrase certainly applies in the case above. The lesson is never, ever give up on anything that has any potential. If the right people. Like Orgel and Flemmons, come along the chances of success are greatly enhanced.

## (SAVE THE DATE) ADAPT-A-DOOR 2015 COMING SAT. NOV 7



Memphis Heritage is happy to announce its seventh annual Adapt-A-Door Auction and Party to be held Saturday, November 7, from 7-10 PM at Howard Hall. The auction and party is open to the public. The admission price includes food by Slider Inn, Tart and Bardog Tavern, along with beer and wine. Get a bid number and you too can bid on one

of the fabulous adapted doors.

Tickets are \$35 for MHI members; \$50 for non-members. If you are not already a member of MHI, you may join and purchase at the member price online at [www.memphisheritage.org](http://www.memphisheritage.org), or by calling 901-272-2727. Advance ticket purchase is suggested. Tickets purchased the night of the event will

be \$50 for members and non members. We also want to thank our sponsors, a list of which will be published in the November/December Keystone. Without our community's support we would not be able to host this annual fundraising event.

For those who are not familiar with this unique event, MHI salvages doors and windows of all sorts from Memphis properties that are abandoned or set to be demolished. We also receive doors and other pieces of old buildings as gifts from time to time. Each year, in April we select representative doors from our archives and allow the public, including

We need your support. To renew your memberships or become a member of Memphis Heritage, please visit [www.memphisheritage.org](http://www.memphisheritage.org) where you can renew or join securely using your credit card

Thank you  
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our mission of  
saving our past  
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MEMPHIS HERITAGE  
AT HOWARD HALL

artists, architects, designers, etc. to adopt one or more doors and create anything they wish out of their door or window. Then on the first Saturday in November, we have the Adapt-A-Door Party and Auction where the finished "door" creations are displayed and up for bid. All proceeds benefit MHI to continue its non profit work. This event also recognizes the creators/artists who enhance the doors into creative projects. Without their generous participation this event would not be possible. Past creations have included a headboard, a chaise lounge, desk, bars, tables, an electric guitar and case and other interesting items. Don't delay, get your tickets at [www.memphisheritage.org](http://www.memphisheritage.org)



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## MRS NEWMAN AND THE DON NEWMAN PHOTOGRAPHY COLLECTION

by Charlie Lambert



Don Newman was a commercial photographer who was born in Memphis in 1919. He worked in his field over many decades and left behind a body of work that is unparalleled in scope and quality. Moving from product art to architecture in the 1940's, Newman left behind a brilliant array of images of Memphis as it existed over 50 years ago. Fortunately, his widow, Bertha Newman, saw fit to turn over the rights to the collection to Memphis Heritage at the urging of William Chandler, past MHI president and June West, Executive Director of Memphis, Heritage. The photos have since been organized and archived thanks to support by student interns along with help from local photographer Gary Walpole. The thousands of 8x10

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by Greg Touliatos & Associates  
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negatives that were turned over to MHI are the key to being able to reproduce excellent copies of his original pieces in perfect detail.

I had an opportunity to visit with Mrs. Newman and she

school and they were married until his death in 1994. Over the years, she was always in the background working with him, running the office and caring for customers, over the years as he excavated scenes he wanted to photograph. The equipment



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cheerfully shared her memories of her husband and his work. She is a charming, lovely 95-year old whose looks and memory defy any signs of age. She met Newman in high

of the day included an 8x10 camera that weighed 25 pounds, a 75 pound tripod, film holders, extra lens, and lighting, among lots of other equipment. Taking a picture of a (cont. on p.6)

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# HEARD IN THE STREETS

By Gordon Alexander

WE COULDN'T BE MORE PLEASED than to hear the historic Hotel Chisca will welcome its first tenants into the Plaza, a building constructed next to the hotel in 1961 as a motor court motel, and remodeled into apartments featuring four floors of eight units each. The hotel itself, which will offer another 129 rental units, is expected to be completed by the end of this year. A Lyfe Kitchen restaurant will open in a 3,700 sq. ft. space this fall and another 5,000 sq. ft. restaurant is under discussion for the ground floor of the main building. Exciting news and another reclamation project that proves the continued value of historic architecture in our community.

WE THINK TDOT made the right decision to do an economic impact study on the long-term consequences of shutting down the "old" Mississippi River bridge during construction of a new interchange and roundabout at I-55 and E.H. Crump Boulevard.

Community concern for the consequences of a complete closure of the bridge to automobiles for 9 months and truck traffic for 12 months obviously had its intended effect. Unfortunately, this puts the project another 12 months behind schedule, as TDOT says the study will take a year to complete. If they had done their job and commissioned the study before they went public with their plans, they could have saved residents on both sides of the river a lot of trouble. At least when the public spoke, they listened.

WE HOPE TO SEE a new approach to the thorny issue of overflow parking at the zoo after this fall's election. There could be a lot of new faces on City Council and perhaps even a new mayor that may have a different approach to the problem than offered by A.C. Wharton, who has given zoo management permission to use the Greensward for additional parking until 2019. The practice is doing a significant amount of damage to the once-pristine meadow that has been enjoyed for years by Memphians of all ages. There are two Facebook pages, Stop Hurting Overton Park and Get Off Our Lawn, which are devoted solely to applying pressure to both the zoo and the city to come up with a solution to this horrible desecration of our beautiful park. You can show your support by obtaining a "Save The Greensward" sign, placing it on your front lawn and telling the Memphis Zoo that the Greensward is NOT a parking lot.

WE ENVISION the proposed development at the northeast corner of Cooper and Madison as a perfect complement to the Overton Square Arts and Entertainment District. Ballet Memphis, working with Memphis-based architectural



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September 22: EP Hardhat Tour  
Series (2 of 3) Memphis Millwork  
Shop Tour

September 25: AIA Memphis  
Gallery - IunTECTS Fifth  
Anniversary Exhibit - Open to  
the public - Reservations not  
required. Cost: Free

6:00 - 8:00 pm | AIA Memphis  
Gallery, 511 South Main

September 26: Architect's Bike  
Tour - Midtown Memphis -  
Open to the Public - Reservations  
required. Cost: Free  
9:00 am | Departing from  
Lindenwood Church

September 8: EP Hardhat  
Tour Series (1 of 3) - (Open  
to AIA Memphis Emerging  
Professionals Only -  
Reservations required [www.aiamemphis.org](http://www.aiamemphis.org), Cost: Free)

September 17: Third Thursday  
Design Lecture. Green Onions  
- Culture & Kitchen Design in  
Mid-Century Memphis.  
Open to the Public,



(cont. from p.4) site or building was not an easy task, but Don just loved every aspect of it. He was devoted to the Memphis of the 1940's. He had a feeling somewhere in his mind that the city, especially the downtown area/Main Street would not remain as it was. How right he was.

When Newman began working as an assistant to local photographer, George Haley, Bertha was working at Kresses on Main Street (there were actually 2 Kress stores on Main. She worked in the "big Kress" near Main and Gayoso). Kress, like Woolworth and W.T. Grant, was a popular five and dime variety store with a lunch counter. Newman opened his own studio with a friend, Jack Fury, on Waldron where I-240 Midtown now stands. He later moved to Whitehaven. There he hired a Cuban refugee to help him. Newman had been a guitar player in a Mexican Band as a teen and he liked the idea of having someone in his employ who could help him learn more Spanish as he helped the Cuban employee with his English.

Don and his wife loved to travel, especially by train. Newman went to train meets and to Mexico to ride their special gauge trains. Most of his photography work was done in the Memphis area, but he traveled to other locations to do site work and aerial shots for companies. He



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worked constantly and steadily until 1990 when his health forced him to retire. His was a career full of love for the objects he photographed. That devotion to his art is reflected in the over 500 plus photographs he left us.

Memphis Heritage sells the

photographs in a variety of sizes. A recent innovation is the wall-sized murals (applied directly to the wall like wall paper) made from Newman's work. The Crescent Club in East Memphis has three walls. Collier Insurance and another local business have contracted for wall-sized prints.

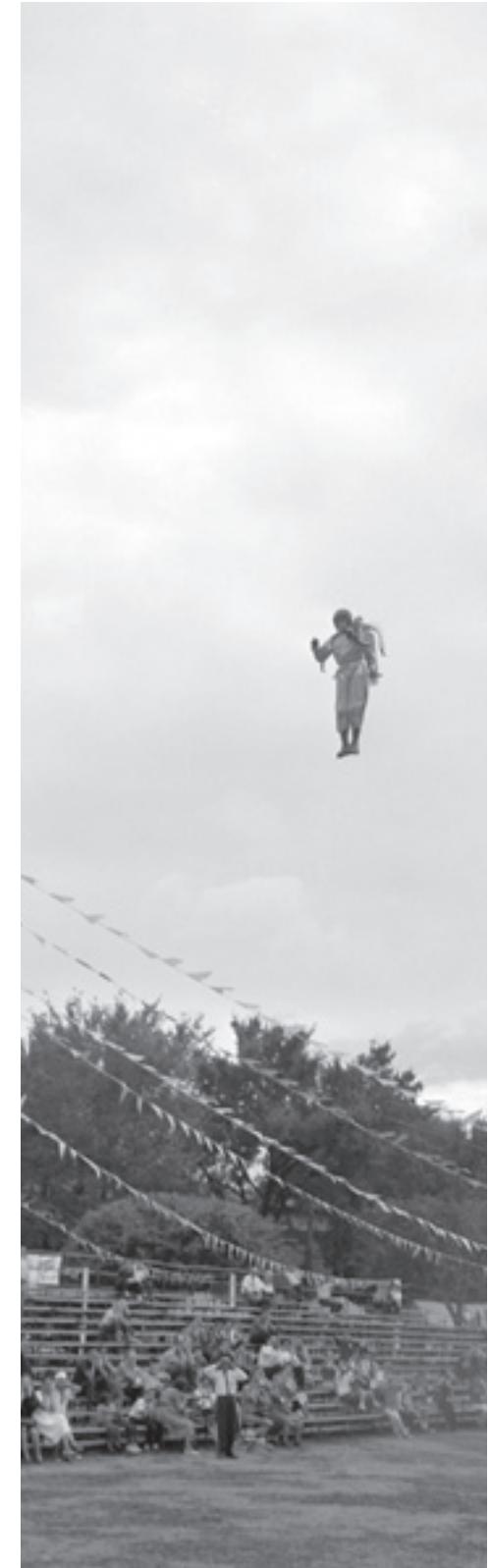


© 2015 Memphis Heritage, Inc. / Mrs. Don Newman.

Don Newman captured architecture and everyday life in Memphis



© 2015 Memphis Heritage, Inc. / Mrs. Don Newman.



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"Rocket Man" - Newman II Collection

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The collections that are available are on line at - [www.NewmansMemphis.org](http://www.NewmansMemphis.org)

As I mentioned, the variety of buildings, both still-standing and long-gone were the fodder of Newman's interest. He was especially sad over the decision to tear down the old Union Train Station on Third St., according to Mrs. Newman. He took two impressive pictures of it before we lost it. He focused a lot of his attention on Main Street. The shots from different angles and intersections will bring back so many memories for people who lived in Memphis at the time. He did churches, vehicles, businesses, theatres, hotels, and so many other



things. One must go to the website to fully appreciate his work.

I asked Mrs. Newman whether she has a favorite among his photos. She took me over to a display of Newman's work in her home and pointed out one of Main Street in the late 40's with movie marquees,

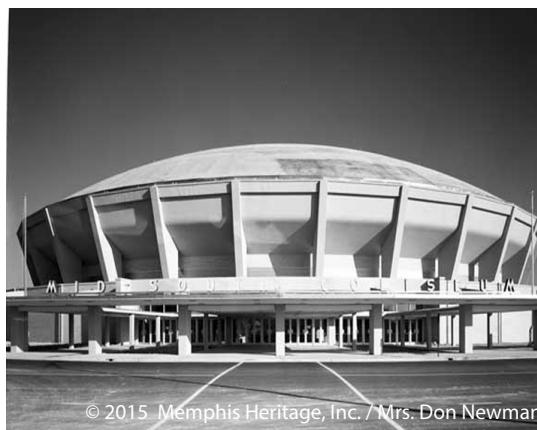
## THE DIRECTORS ROUNDUP

We have been staying busy at MHI starting with the closing out of our 2015 Architectural Auction in May, our largest every two year fundraiser. Several cases in Environmental Court are being monitored, Ashlar Hall on Central Ave and Aretha Franklin's birth home on Lucy.

MHI's receivership of 975 Peabody Ave. (The Richards House) continues with work being done by Rising Phoenix Development Group.

MHI hosted a community meeting to help update neighbors and stakeholders about the Memphis Ballet's purchase of the site where the

Goldsmiths, the Gayoso Hotel, BJR (Beasley-Jones-Ragland Men's Store). "That's my very favorite", she said. I could not have been more pleased because it happened to be my favorite as well.



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## ELMWOOD EVENTS

### **Yellow Fever: A Tour of the Plague A Walking Tour of Elmwood**

Saturday, September 12, 10:30 AM  
This tour lasts 90 minutes, starts at 10:30 AM, and registration is required, call 774-3212. See more online at <http://www.elmwoodcemetery.org/events/>

### **Five Night Stand: A Novel**

A Read In Peace Book Club Selection & Meeting - Wednesday, September 16. Book club meetings are free and open to the public. Please email [historian@elmwoodcemetery.org](mailto:historian@elmwoodcemetery.org) to save your seat or call 901-774-3212.

### **Jimmy Ogle's Elmwood: A Walking Tour**

Saturday, September 19, 10:30 AM  
Register online or call 901-774-3212. Admission is \$15 per person. Register online at <http://www.elmwoodcemetery.org>

old French Quarter Inn is located and transformation into their new headquarters.

Work continues on our new Impact Statement that will be used as we reach out for funding for the newly established New Century Fund.

We are thrilled to welcome two new interns this semester. Lauren Crosby from the University of Memphis, School of Urban Affairs and Public Policy program and Elizabeth McNeely, a senior History major from Rhodes College (see article on page 1). Once again MHI will be hosting a booth at the Cooper Young Festival. Please stop by!

## Information July 8, through September 3, 2015

### GIFTS IN HONOR OF

Andy Kitsinger and Sam Goff  
by William Murray

### ANNUAL OPERATING FUND

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Alison England  
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Beth Flanagan  
Christy Glazier  
Edward and Jane Hankins  
George Hardwick  
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Dr. and Mrs. James Johnson  
Gail Karr  
Kenneth & Kathleen Reardon  
Emily Levings Hazen  
Christopher Liberto  
Jim McCullough  
Logan & Simone Meeks  
Louise Mercuro  
Mitchel and Betty Spence  
Jim and Julie Powell  
Karen Ralston  
Roy Reed  
Edwin Robertson  
Robert Stalder  
Stan Hyland  
Garland Sullivan  
Johnny Taylor  
Nancy Toma  
Margaret Vandiver  
Nancy Walker  
Sandra White  
Kay Whittington  
Jake Williams

### NEW MEMBERS

Mary A. Clay  
Sean Hailey  
Vivian Arendall

## THANKS TO OUR GREAT VOLUNTEERS

HOWARD HALL

A special thanks to the following for helping to  
keep MHI beautiful:

Jerry Bradfield & Larry Harris

John Dulaney, Mark Bieber, Robert Paulus, Amy  
Money

### KEYSTONE VOLUNTEERS

Charlie Lambert, Nigel Price, Mark Parrish,  
Carrie Stetler, Robert Tom, Bill Crowder, Bob  
Lanier, Gordon Alexander

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James Cole, Kimberly Richardson, Will McGown,  
Amanda Higbie, Charlie Lambert, Larry Chan,  
Melissa Pope, Gordon Alexander, Perry Sponsel-  
lor, Amanda McGillver, Mark Bieber, Tim Ward,  
Cathy Marcinko, Amy Money, Ben Rednour, John  
Dulaney, Frederick Toma, Robert Paulus, Mad-  
eleine Edwards, Tanya Howell, Lizi Beard-Ward,  
Carrie Stetler, Bill Crowder, Ginny Taylor and  
'Bear'



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I would like to volunteer. Please contact me. Check the committee(s) that interest you:

Education/Research  Publications  Special Events  Other \_\_\_\_\_

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**2015 ADAPT-A-DOOR**

**NOVEMBER 7  
@ HOWARD HALL**



Don Newman was a native Memphian.  
Born in 1919. See more of Don Newmans  
images of Memphis at:  
[www.newmansmemphis.org](http://www.newmansmemphis.org)

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## MEMPHIS HERITAGE - COMING UP 2015

Date	Event	Time	Where
September 19	Cooper Young Festival (rain date 21st)	All day!	Cooper/Young
November 7	Memphis Heritage Adapt-A-Door Party and Auction	Evening	Howard Hall
December	Annual Memphis Heritage Christmas Party	TBA!	Howard Hall

We are Memphis' only non-profit organization that works to preserve historic neighborhoods, buildings and landmarks in all of Memphis and Shelby County - let us all preserve the beauty and history that some people still take for granted. Thank you for supporting our efforts in giving Memphis' past a future, we cannot do it without you, visit us at [www.memphisheritage.org](http://www.memphisheritage.org) and [www.newmansmemphis.org](http://www.newmansmemphis.org)