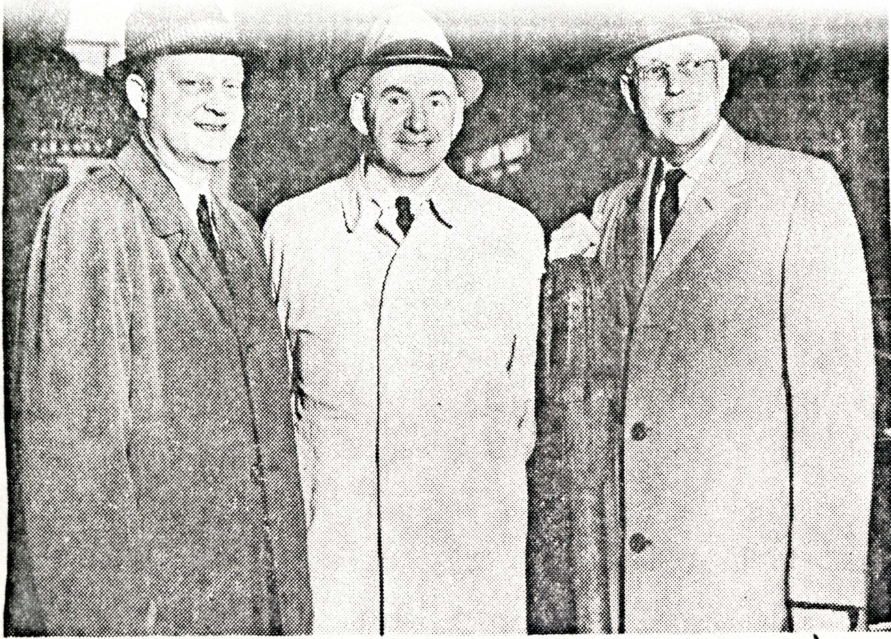


CA 1-31-63



DOWNTOWN LEADERS — Alvan F. Tate (center), president of the Sterick Building, Inc., yesterday was elected president of the Downtown Association of

Memphis. Other new association officers are Philip A. Perel (left), a vice president, and Howard L. Moore, treasurer.

—Staff Photo by Barney Sellet

Downtown Group Outlines Work Program

An ambitious work program covering every phase of downtown development and beautification have been approved by the board of the Downtown Association of Memphis.

Alvan F. Tate, association president, said five association members already have accepted chairmanships of general divisions.

Roy Marr, president of Leader Federal Savings & Loan Association, will be chairman of the area development division, to be in charge of projects involving the riverfront, Mud Island, downtown alleys and sidewalks and special attractions.

Jack Goldsmith, president of Goldsmith's, will head the building and codes division. His committee will deal with the Civic Center, building codes and other regulations,

building restorations and public buildings.

Hugh Sinclair, vice president of the First National Bank, will head the membership and finance committee.

Sam O. Bates, president of the Commerce Title Guaranty Co., will lead the parking-transit-traffic committee.

Philip Perel will be chair-

man of the public relations and promotions division.

Two new promotions planned by the Downtown Association

would be selection of Miss Downtown Memphis to represent the area throughout the year and selection of The Woman Who Works Downtown of the Year.

All members of the association have received copies of this formula and have been asked to reappraise their annual membership dues.

More than 1,200 additional business and professional people and property owners have been invited to join the association.

CA 4-2-63

Interest Rises With Buildings In Downtown

Buildings and interest in downtown Memphis are on the way up.

The Downtown Association of Memphis said yesterday Martin McNeil, manager of the Peabody, is the first association member to voluntarily double his membership dues on the basis of a new formula adopted by the association.

Robert Milner, president of John A. Denies Sons Co., and a member of the Downtown Association's membership committee, received the Peabody's check from Mr. McNeil.

The new dues formula was devised after a study of successfully operated downtown associations throughout the country. A member may determine by looking at the formula what his fair share investment in the association should total.

CA 4-2-63

CA 1-31-63

Murals, Bright Colors Proposed To Beautify Downtown Alleys

Phase of Program To Spark Area

By MARGARET McKEE

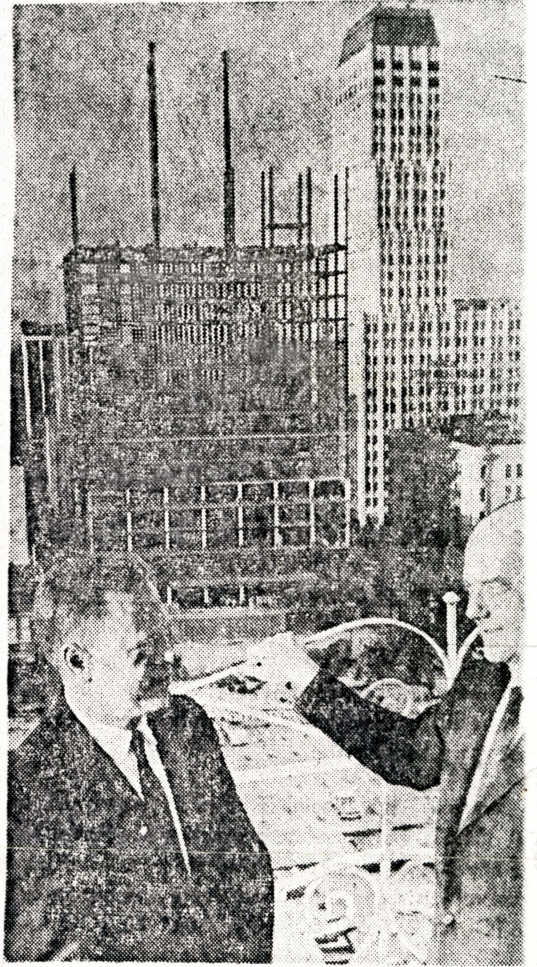
Press-Scimitar Staff Writer

Bright-colored paint and wall-sized murals for beauty, along with good drainage and paving for practicality, will create "art ways out of alleyways" in the Downtown Association's Alley Improvement program.

George Houston, head of the Association's alley improvement committee, outlined the program today, one of the 24 steps in DT's plan of action to revitalize downtown. He will give further information at the Association's building restoration and modernization workshop at Hotel Claridge at noon Monday.

"Plans are to start with a pilot project, a block-long alley area, by the middle of July," Houston said. "Several architects have volunteered their services to help design the improvements."

(cont)



VIEW FROM THE TOP—A top-side view of the 100 million dollars worth of construction in town Memphis was gained yesterday by Martin McNeil (right), manager of the Peabody, and Robert Milner (left), member of the membership committee of the town Association of Memphis. Mr. McNeil is the member of the association to voluntarily double membership dues. They are looking at the new Fidelity Bank building.

—ST