

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form



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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, enter "N/A" for "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: Schwegmann Bros. Giant Supermarket No. 1
Other Names/Site Number: n/a
Name of related multiple property listing: n/a

2. Location

Street & Number: 2222 St. Claude Avenue
City or town: New Orleans State: LA County: Orleans Parish
Not for Publication: Vicinity:

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, 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 state local

Applicable National Register Criteria: A B C D

Pam Breaux

4-29-14

Signature of certifying official/Title: Pam Breaux, State Historic Preservation Officer

Date

Louisiana Department of Culture, Recreation, and Tourism

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 or Federal agency/bureau or Tribal Government

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4. National Park Certification

I hereby certify that the 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: _____

James Falkner
Signature of the Keeper
FN

6-11-2014
Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply.)

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public – Local
<input type="checkbox"/>	Public – State
<input type="checkbox"/>	Public – Federal

Category of Property (Check only **one** box.)

<input checked="" type="checkbox"/>	Building(s)
<input type="checkbox"/>	District
<input type="checkbox"/>	Site
<input type="checkbox"/>	Structure
<input type="checkbox"/>	object

Number of Resources within Property (Do not include previously listed resources in the count)

Contributing	Non-contributing	
1		Buildings
		Sites
		Structures
		Objects
1	0	Total

Number of contributing resources previously listed in the National Register:

6. Function or Use

Historic Functions (Enter categories from instructions.): Commerce/Trade: Specialty Store, Grocery Store

Current Functions (Enter categories from instructions.): Vacant/Not in Use

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7. Description

Architectural Classification (Enter categories from instructions.): No Style

Materials: (enter categories from instructions.)

foundation: Concrete

walls: Brick and Terra Cotta Tiles, Stucco

roof: wood, metal, bitumen

other:

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Schwegmann Brothers Giant Supermarket Number 1, located at 2222 St. Claude Avenue on the edge of the Faubourg Marigny National Register Historic District, is a simple, rectilinear single story masonry building with no architectural style. Devoid of embellishment, with the exception of pilasters on the façade and side elevations, the building has a wooden post-supported overhang with a metal roof along the western elevation. Built in 1945-46, the original building consisted of a main block fronting onto St. Claude Avenue with a circa 1946-47 ell addition extending perpendicularly from the main grocery space and fronting onto Marigny Street to the east. As the Schwegmann Brothers grocery enterprise expanded in the 1950s and 1960s, so did their first store on St. Claude. During the 1950s and 1960s and ending by 1985, most of the entire square bounded by St. Claude and Elysian Fields Avenues and North Rampart and Marigny Streets was owned by the Schwegmann enterprise and included two simple, non-contributing concrete block buildings, both of which front on North Rampart Street, as well as parking and landscaped areas. From 1946 until 1997, the Schwegmann Bros. No. 1 catered to a working class community in an essentially unaltered building and environment. Because it has not been altered significantly over the years, this building retains a high degree of integrity and remains eligible for listing in the National Register.

Narrative Description

On August 23, 1946, shortly after the end of the Second World War, the three grandsons of German immigrant-grocer G.A. Schwegmann opened a grocery store in New Orleans's downriver Eighth Ward neighborhood. As John G. Schwegmann Jr., the spear header of the three brothers, noted sixteen years later in a local newspaper article (Times Picayune, August 20, 1962), things were done on a shoestring. "Even the building was not entirely paid for," he was quoted. "The roofing company said they would not send their bill for a year after the store opened so we would have money to pay them," he continued; and "because we had no gondolas on which to display our merchandise, we made displays of cases of canned goods."

Therefore, it is not surprising that the main building and the abutting Marigny Street warehouse were constructed in an economically feasible, unpretentious manner. Unlike the later Schwegmann Supermarkets that followed, there is no record of a builder or architect. Measuring approximately 100' on the St. Claude Avenue façade and 125' on the side elevations, this 1946 grocery space was built on slab with an lowly sloped A line

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roof to allow for water runoff. For the St. Claude façade, painted brick was used, rather than terra cotta units as on the side elevations (Photos 1, 3, 5). Raised brick pilasters, which extend from the base of the building to the simple parapet, divide the façade into five bays. The only fenestration on the façade is the wide entry system (now located behind rolling metal doors) consisting of a glazed door, sidelights and transom (Photos 1 and 4). There is no evidence that other openings ever existed on the façade. Although the overhang remains on the western (Elysian Fields) side elevation, it is missing on this façade. Earlier photographs show the façade overhang; and remnants of the horizontal members for its attachment remain evident (Figure 15; Photos 1, 3, 5). Such an overhang creating an arcade of sorts seems to be a major component of what evolved to be the generic Schwegmann Brothers Supermarket design, as illustrated in a 1957 flyer announcing Schwegmann bonds, newspaper advertisements & vintage Schwegmann grocery bags (see Figures 9-13). Another essential element of the Schwegmann's design brand is its signage, usually located on its parapets (Figures 9-13; Photos 3, 13, 18).

The Elysian Fields Avenue or western, side elevation is the most visible portion of the property (see Photos 6 and 7). A post-supported canopy extends across most of this elevation. As with the façade, pilasters provide visual diversity. Although the concrete block side wall dates from the early 1950s, when the pharmacy was added, an effort was made at that time to retain the appearance of the original western side wall. The rhythm of the pilasters and the deep overhang were replicated on this new elevation. As existing today, this elevation has an entry (behind rolling metal doors) from the parking lot at the front (north) corner (see Photos 5 and 9). Several small windows are located toward the rear (southern) end of this non-original wall. Also on the southern end of the Elysian Fields elevation is 1960s construction that links the 1946 building with the concrete block warehouses that front on North Rampart Street, uniting the spaces (Photos 16-19). The roof of the pharmacy addition was severely damaged during Hurricane Katrina and the following years. Today it has no roof at all and appears as an external space. The original terra cotta unit construction of the western wall of the original building remains intact, as do the circa 1946 decorative pilasters and six (6) pivoting, four-light horizontal slit windows. At the southern end of this originally exterior wall, a door leads into the main grocery space and into the "back-of-house" areas, located in the non-original rear construction (see Photos 23 and 24).

The eastern side of the building, barely visible from the street, retains the original terra cotta unit construction, pilasters, and four original pivoting transom windows (see Photo 2). This side of the building connects with the circa 1946-47 warehouse that extends at an ell from the main space and fronts at 1024 Marigny Street (see Photos 16 and 17). The façade of this auxiliary structure has no decorative elements and has only one wide opening for service entry. Both the façade and southern side elevation are constructed of terra cotta units. Four pivoting windows that mirror those on the side elevations of the St. Claude building are located on the southern side of the warehouse. Several of these are obscured on the exterior by the small addition at the southeast rear of the main building (see Photo 17). There have never been openings on the northern side wall; originally, skylights illuminated the warehouse interior (see Figure 3).

The original rear elevation of the main building has been obscured by later construction (see Figure 3; Photos 12-15). The two circa 1958-65 non-contributing concrete block additions that front at 2217 and 2219 North Rampart Street are not an original part of the Schwegmann Bros. No. 1 and were constructed outside of the period of significance (1946-1950) when 2222 St. Claude Avenue functioned as the only Schwegmann Brothers Supermarket (see Figure 4). These spaces were used for "back of house" activities, such as cold storage and additional warehouse spaces. All the additions on the southern side of the original building were devastated during Katrina and the following years.

As are the exteriors, the interiors of both ca. 1946-47 buildings are similarly simple. Iron columns support ceilings, composed of steel beams and joists and topped by wood roofing (see Photos 20-22, 25, and 26). Tile flooring indicated on the 1950 Sanborn Insurance Maps is gone, as are the skylights indicated at 1024

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Marigny Street. Original small, pivoting glazed windows with metal bars on the interior punctuate the two side elevations of the main building and the southern side of the Marigny Street warehouse (Photos 21, 23, and 24). An original entrance to the grocery is located in the St. Claude façade, and a non-original office partition is located adjacent to the entry, at the northeast corner (Photos 22 and 25). As documented by a circa 1960 photograph, the interior of the original grocery space remains essentially intact (Figure 14). A ceiling fan remains on the interior, which along with the tilting windows, helped to condition the building prior to the installation of an air conditioning system. One other item to note is a second story projection at the rear of the original store, adjacent to the former pharmacy (see Photo 23), which housed several offices for the grocery store.

Assessment of Integrity:

This building still retains a relatively high integrity of location, setting, feeling, association, design, workmanship, materials, and association. It was not designed with distinctive elements of design and craftsmanship, but rather for its function. Since its construction, it has remained essentially unaltered with the only changes made including the two cinder block additions to the rear elevation, some water damage following Hurricane Katrina in 2005, and some neglect due to its vacant status since 2005. The building retains its original physical features, inside and out, and remains eligible for listing in the National Register.

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.)

x	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:

	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

Period of Significance: 1946-1950

Significant Dates: 1946-47

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Significant Person (Complete only if Criterion B is marked above): n/a

Cultural Affiliation (only if criterion D is marked above): n/a

Architect/Builder (last name, first name): unknown

Period of Significance (justification): The period of significance reflects the nominated building's time as the only Schwegmann Bros. Giant Supermarket in the city of New Orleans and Orleans Parish. The second store in the chain was constructed in 1950.

Criteria Considerations (explanation, if necessary): n/a

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Schwegmann Brothers Giant Supermarket Number 1 is eligible for listing under Criterion A in the area of Commerce at the local level. The store at 2222 St. Claude Avenue was the first of a chain of eventually eighteen Schwegmann stores located throughout the New Orleans area. The trend setting supermarket chain was the first self-serving supermarket in New Orleans, which moved away from small mom-and-pop stores to a local chain model. The period of significance for the store is 1946-1950 reflecting the years that this store functioned as the only Schwegmann's supermarket until the other stores it inspired were built.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

In 1946, the first Schwegmann Brothers Giant Supermarket opened at 2222 St. Claude, an event which initiated the establishment of a chain by 1995 of eighteen Schwegmann stores located throughout the New Orleans area. Between 1946 and 1997, the name Schwegmann Giant Supermarkets became synonymous with the social history and culture of this region, especially New Orleans. There, shoppers "made groceries," as well as banked and purchased everything from crawfish and beer to gas and tires. Not only did the Schwegmann stores sell groceries, they also included jewelers, hair salons, florists, post offices, banks, and more. Before the days of super stores like Wal-Mart, Schwegmann's was operating as a one stop shopping experience. Schwegmann's is considered as New Orleans' first self-serving supermarket, which moved the family's business away from mom-and-pop stores into the supermarket business. John Gerald Schwegmann, Jr. (1911-1995), who with his two brothers, Anthony and Paul, founded Schwegmann's Number One, considered themselves and their stores as champions of the little man consumer and fought over the years to overcome price-fixing regulations in order to keep their prices low. Schwegmann stores were so well-known locally that business owners all over the city identified their locations as "just next door to" or "across the street" from a Schwegmann's.

Criterion A: Commerce

Fittingly, the location of this first Schwegmann's was founded in New Orleans's Bywater neighborhood not far from the Ninth Ward, where the three Schwegmann brothers' German-born grandfather and, later, their father operated a store at Piety and Burgundy Streets for the area's multicultural working class population. The old corner store later was commemorated by Schwegmann's in-house brand whiskey, "Old Piety and Burgundy." (Figures 5-8) The Schwegmann Brothers learned the grocery trade in their family's store. In the 1940s, almost every block in New Orleans still had its neighborhood store, identified by corner entries. Larger emporiums such as Solari's in the French Quarter and the outdoor city markets provided more extensive and

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specialized merchandise. The neighborhood stores frequently operated on the credit system. John Schwegmann Jr. recalled how his grandmother had moved the old store away from this policy by throwing his grandfather's charge book in the pot-bellied stove; establishing a "cash and carry" policy; and immediately lowering prices. He also recalled that self-service was introduced in the old store, albeit unwelcome to many old-timers. His father, he said, removed all the individual counters throughout the store and set up one check-out counter and cash register. For the customers who would not conform to the new system and required service, the prices were higher. These changes were necessary, the grocery tycoon noted, because in the early 1940s "the era of supermarkets was well under way." (Times Picayune, August 20, 1962) Therefore, after World War II, the Schwegmann Brothers decided to open a larger grocery store, based on the new supermarket model.

Like the neighborhood, the new grocery store at 2222 St. Claude was simple, ample, commodious, and welcoming. At first, the size of the new store was intimidating to some who were used to stores only 30 feet wide. Schwegmann noted one shopper who asked, "John, do you mean to say a customer will come in to buy a loaf of bread and walk 100 feet to get a quart of milk?" Although self-service had been introduced in the Piety Street store on a limited scale by the younger Schwegmann generation, it was the only mode of business in the new store. Self-service, along with the large volume of sales, contributed to the success of what became a burgeoning chain of grocery stores. Unlike new supermarkets in other areas of the country, but like the small, older store in the Ninth Ward, Schwegmann Bros. Giant Supermarket No. 1 became a community gathering place where even a few beers were reputed to have been opened and consumed on site. John Schwegmann summarized the Schwegmann's experience, "Whole families shop and meet their neighbors at Schwegmann's, where there is never a dull moment."

The low prices, diversity of merchandise and sense of community made customers flock to the new store. As John Jr. recalled, "Large volume and low mark-ups were our established policy from the beginning, regardless of how scarce the merchandise was;" and "From the day our store opened, the people came in to shop in capacity crowds." The success of the first store was such that a store on Airline Highway opened in 1950 and another in 1957 on Old Gentilly Road, which at 155,000 square feet, was supposedly the world's largest supermarket at the time. In 1952, a cash and carry pharmacy was opened at the Airline store and shortly afterward at Schwegmann Bros. No. 1. Between 1946 and 1973, ten Schwegmann Supermarkets operated in the area. In 1979, the name of the chain was changed from Schwegmann Brothers Giant Supermarkets to Schwegmann Giant Supermarkets. By 1986, the chain included twelve stores and employed over 4000 people. Schwegmann's soon became the largest grocer in the New Orleans area.

Although between 1961 and 1970, Schwegmann used the services of the Chinese architect, Edward Tsoi, all the subsequent new stores can trace their architectural ancestry and corporate identity back to 2222 St. Claude. The simple rectilinear form, the arcade formed by post-supported canopies on two sides, over-sized signage on the parapets, as well as large exterior clocks, were all present at the Schwegmann Brothers No. 1. Design was not of the utmost importance for the stores; rather emphasis was placed on the functionality of the building.

In addition to being a pioneer in the self-service mode, Schwegmann's was a trendsetter in keeping prices low for the consumer. John Schwegmann touted his stores as "your dollar's best friend in sickness and health." In his quest to keep prices low, he fought regulations in the state legislature, the U.S. Congress, and in numerous courts including the U.S. Supreme Court. He entered prolonged legal and verbal fights with the Louisiana Milk Commission, the drug and liquor industries, and federal fair-trade laws in general. John Schwegmann's battle over fair-trade laws ended victoriously for him in 1951 when the U.S. Supreme Court ruled that merchants could not be forced to charge certain prices. As early as 1949, Calvert Distillers Corporation sought an injunction restraining Schwegmann Brothers from selling their products at cut prices in the St. Claude Avenue store. The distillers, however, lost this legal battle; and Schwegmann Brothers continued

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selling low price alcohol, whether under its label or not. Schwegmann's eight-year battle to import cheaper out-of-state milk ended in 1975 with the elimination of the state milk commission.

In 1994, the year before the death of its founder, the Schwegmann chain included the following stores in addition to its first store, all located in New Orleans and surrounding suburban areas:

New Orleans

1. Schwegmann Giant Superstore # 3 (1957) 5300 Old Gentilly Road (demolished)
2. Schwegmann Giant Superstore, 300 N. Broad Street (extant; rehabilitated for a Whole Foods)
3. Schwegmann Giant Superstore, 1601 Westbank Expressway (demolished)
4. Schwegmann Giant Superstore, 1325 Annunciation Street (extant; vacant)
5. Schwegmann Giant Superstore, 5700 Crowder Boulevard (demolished)
6. Schwegmann Giant Superstore, 6001 Bullard Avenue (extant, vacant)
7. Schwegmann Giant Superstore, 6600 Franklin Avenue (extant, remodeled for Rouse Supermarket #35)
8. Schwegmann Giant Superstore, 6051 Woodland Highway (extant, remodeled for Rouse Supermarket #36)

Suburban New Orleans

9. Schwegmann Giant Superstore, #2 (1950), 2701 Airline Drive, Metairie, La. (demolished)
10. Schwegmann Giant Superstore, 3620 Veterans Memorial Boulevard (demolished)
11. Schwegmann Giant Superstore, 8400 West Judge Perez Drive (demolished)
12. Schwegmann Giant Superstore, 5150 Lapalco Boulevard (demolished; site of CVS Pharmacy)
13. Schwegmann Giant Superstore, 8001 Airline Highway (demolished)
14. Schwegmann Giant Superstore, 3900 Airline Drive (extant, remodeled for a Sam's Club)
15. Schwegmann Giant Superstore, 2424 Manhattan, Harvey, La. (extant, vacant)
16. Schwegmann Giant Superstore, 3711 Power Boulevard, Metairie, La. (extant, remodeled for Rouse Supermarket #33)
17. Schwegmann Express, 3500 Williams Boulevard, Kenner, La. (extant, remodeled for a Wal-Mart Neighborhood Market)

Of these seventeen, eight have been demolished, three are extant but vacant, and six have been remodeled into new chain grocery stores and have lost their historic integrity.

After suffering several strokes, John G. Schwegmann, Jr. turned control of his business over to his son, John F. Schwegmann, who, after the death of his father, bought out the Real Superstores, Canal Villere, and That Stanley Stores and added them to the Schwegmann chain. By the late 1990s, when Schwegmann's had a near monopoly of the New Orleans market, the expanded Schwegmann Superstore chain closed, including the first store at 2222 St. Claude Avenue. From 1999 until Hurricane Katrina in 2005, this flagship store continued operating as a grocery store as Robert's Fresh Foods. It has been vacant since 2005.

The diversity of merchandise—groceries, prescription drugs, shoes, gas, tires, alcoholic beverages, banking services—offered at Schwegmann's presaged by years the superstore model of Wal-Mart. By having stores located throughout the city and its surrounding areas, the neighborhood store was no longer necessary, for Schwegmann's operated as a local institution geared to native New Orleanians. The emphasis on local products and proclivities looked forward to today's "home-grown" trend as seen in the area's supermarkets. This metamorphosis of the corner store tradition into an influential chain of supermarkets began in 1946 with the opening of the Schwegmann Bros. Supermarket No. 1 in New Orleans's mixed cultural St. Claude Avenue neighborhood. Over the next fifty years, Schwegmann's became synonymous in New Orleans with "making groceries." Customers came from the surrounding region and neighboring states to partake of Schwegmann's

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low prices. A trip to Schwegmann's was part of the city's allure. As quipped in the online site *The Gumbo Pages*:

“YOU KNOW YOU'RE A NEW ORLEANS NATIVE IFYou use the term "Schwegmann's bag" as a unit of measurement: ‘Did ya catch a lot at da parade? Yeah you rite! A whole Schwegmann bag full!’”

Not only were the Schwegmann stores impactful on the commerce and economy of the City of New Orleans and surrounding suburban areas, but the stores were also social gathering places for generations of New Orleanians. Serving the city's grocery and social needs for almost 130 years, the Schwegmann stores, including the first store, Schwegmann Bros. Giant Supermarket No. 1, were business and cultural icons. One shopper, who had raised her family with Schwegmann's, was quoted in a New York Times article written around the time the chain sold its stores saying, “New Orleans won't be New Orleans without Schwegmann's.” For its significance within the City of New Orleans and Orleans Parish, Schwegmann Bros. Giant Supermarket No. 1 is eligible for listing on the National Register.

Developmental History/Additional historic context information

John G. Schwegmann, the millionaire grocer and “champion of the little man,” used his local position to enter the political arena. A state legislator, member of the Public Service Commission and unsuccessful gubernatorial candidate, Schwegmann used his grocery empire to advertise his outspokenly conservative brand of politics. He printed the names of his favorite candidates on grocery bags and ran mini-editorials with his weekly advertisements, such as the one that began “Lets recall together a way of life without foreign aid, government handouts, food stamps and cradle to the grave security.” (Times Picayune, June 28, 1978) Schwegmann's Supermarkets was also a local leader in employing those with disabilities. In what is now a politically incorrect statement, he wrote: “We have always had a soft spot for the handicapped, the aged, and the retarded, and have done everything possible to find jobs suitable for their abilities.” (Times Picayune, May 21, 1965)

9. Major Bibliographical Resources

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Bragg, Rick. "Beloved Grocery Chain Has New Orleans Reminiscing." *The New York Times*. The New York Times, 24 Dec. 1996. Web. 18 Mar. 2014.

Charbonnet, John, N.P., 1945-48. New Orleans Notarial Research Center, 1340 Poydras Street, New Orleans, LA.

Louisiana Scrapbooks 59.23 & 65.20-21. Tulane University Louisiana Research Collection.

New Orleans Times Picayune, December 14, 1949, August 20, 1956, August 20, 1962, March 21, 1965, March 16, 1969, August 23, 1971, November 3, 1974, March 27, 1978, June 28, 1978, August 23, 1982, September 24, 1999.

Sanborn Fire Insurance Company Map, New Orleans, 1937, 1951, updated to 1957.

Schwegmann, John G. Files, Tulane University Louisiana Research Collection.

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Square 373, 8th Ward, New Orleans. City of New Orleans, Real Estate Office, 1300 Poydras Street, New Orleans, LA

2222 St. Claude Avenue Property Files. City of New Orleans Historic District Landmarks Commission, 1300 Poydras Street, New Orleans, LA.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University: Tulane University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): n/a

10. Geographical Data

Acreage of Property: 1.89 acres

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 29.969411 Longitude: -90.056980

Verbal Boundary Description (Describe the boundaries of the property.)

The historic boundaries of the circa 1946 grocery store, 2222 St. Claude Avenue, and the circa 1946-1947 warehouse, 1024 Marigny Street, along with the associated parking lot, include the following lots of ground, together with all buildings and improvements thereon, in the Third District of the City of New Orleans, Square 373, bounded by St. Claude and Elysian Fields Avenue and North Rampart and Marigny Streets: (See Figure 2, 1939 survey; and Figure 6, map of square and associated acquisition dates by John Schwegmann et al.)

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- Lots 4, 5, 6 on a certificate of survey by Gilbert & Kelley, surveyors, dated November 6, 1939, revised January 30, 1945, a blue print copy of which is annexed to an act before John T. Charbonnet, Notary Public, on September 24, 1945, and according thereto said Lot 6 begins at a distance of one hundred forty feet, two inches, six lines (140'2"6''') from the corner of St. Claude Avenue and Elysian Fields Avenue and thence measures thirty-one feet, six inches, two lines (31'6"2''') front on St. Claude Avenue, the same width in the rear, by a depth, between equal and parallel lines, of one hundred twenty-eight feet (128'); lot No. 5 adjoins Lot No. 6 on the Marigny Street side thereof and thence measures thirty-one feet, six inches, two lines (31'6"2''') on St. Claude Avenue, the same width in the rear, by a depth between equal and parallel lines of one hundred twenty-eight (128'); Lot 4 adjoins Lot No. 5 on the Marigny Street sidethereof, and thence measures thirty-one feet, six inches, two lines (31'6"2''') on St. Claude Avenue, the same width in the rear, by a depth between equal and parallel lines, of ninety-six feet (96').
- Lots 7 on a certificate of survey by Gilbert & Kelley, surveyors, dated November 6, 1939, revised January 30, 1945, a blue print copy of which is annexed to an act before John T. Charbonnet, Notary Public, on September 24, 1945, and according thereto said Lot 7 begins at a distance of one hundred eight feet, 8 inches, four lines (108'8"4''') from the corner of St. Claude Avenue and Elysian Fields Avenue and thence measures thirty-one feet, six inches, two lines (31'6"2''') front on St. Claude Avenue, the same width in the rear, by a depth, between equal and parallel lines, of one hundred twenty-eight feet (128').
- Lot 8 measuring (31'6"2''') front on St. Claude Avenue by a depth of eighty feet (80'), between equal and parallel lines, the improvement are designated by the Municipal No. 2210-12 St. Claude Avenue, the whole in accordance with a plan of survey made by A. Castaing, late surveyor, dated November 18, which lot begins at a distance of seventy-seven feet, two inches, two lines (77'2"2''') from the corner of St. Claude and Elysian Fields Avenues.
- Lots 11 and 12, which lots each measure twenty-four feet (24') front on Elysian Fields Avenue by a depth of one hundred eight feet, eight inches, four lines (108'8"4''') between equal and parallel lines; lot 11 begins at a distance of eighty feet (80') from the corner of St. Claude and Elysian Fields Avenues.
- Lot H on a sketch of survey made by C. Uncas Lewis, Deputy city surveyor, dated November 4th, 1919, and attached to an act before Allan R. Beary, Notary Public, dated November 19th, 1919, and according to which, said portion of ground commences at a distance of one hundred and forty-seven feet, two inches (147'2'') from the corner of North Rampart Street and measures thence, thirty five feet (35') front on Elysian Fields by a depth of one hundred and forty-five feet, ten inches (145'10'') between equal and parallel lines. The improvements on this portion of ground are designated by the Municipal Nos. 1021-23 Elysian Fields Avenue. And according to the blue print of survey by Gilbert & Kelly, surveyors, dated July 14, 1945, annexed to act before Edmund Wegener, Notary. On August 7th, 1945, said lot commences one hundred and forty-seven feet, nine inches (147'9"6''') from the corner of North Rampart Street and measures thirty five feet (35') front on Elysian Fields by a depth of one hundred and fifty-five feet, ten inches (155'10'') between equal and parallel lines.

The above properties were acquired by John Schwegmann, September 24, 1945 & are shown in a survey attached to act before Notary John Charbonnet on that date. (See Figure 2) Note: In 1947 the rear portion of the adjacent Lot A was acquired by Schwegmann and attached to Lot H to created Lot HPTA. (See Figure 4)

- Lot 17, on a certificate of survey by Gilbert & Kelley, surveyors, dated February 27, 1942, and according to which said lot begins at a distance of ninety-six feet, four lines (96'4''') from the corner of Marigny Street and St. Claude Avenue and thence measures thirty-two (32') front on Marigny Street, same width in the rear, by a depth, between equal and parallel lines, of one hundred seven feet, eight inches and four lines (107'8"4''').

The above property was acquired by John Schwegmann, July 12, 1946 before Notary John Charbonnet on that date.

Schwegmann Bros. Giant Supermarket No. 1
Name of Property

Orleans Parish, LA
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Boundary Justification (Explain why the boundaries were selected.)

The above boundaries reflect the historic boundaries of the circa 1946 grocery store, 2222 St. Claude Avenue, and the circa 1946-1947 warehouse, 1024 Marigny Street, along with the associated parking lot for the store and the additions added to the building over the years (see Figure 4).

11. Form Prepared By

name/title: Hilary Somerville Irvin, consultant
organization: n/a
street & number: 5232 Coliseum St
city or town: New Orleans state: LA zip code: 70115
e-mail hilaryirvin@gmail.com
telephone: 504-616-8869
date: March 10, 2014

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 3000x2000 at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Schwegmann Bros. Giant Supermarket No. 1, 2222 St. Claude Avenue
City or Vicinity: New Orleans
County: Orleans Parish State: LA
Photographer: Hilary Somerville Irvin
Date Photographed: July, 2013
Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 27: Exterior. St. Claude Avenue facade, looking west toward Elysian Fields Avenue
- 2 of 27: Exterior. St. Claude facade, east side, looking south toward North Rampart Street.

Schwegmann Bros. Giant Supermarket No. 1

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- 3 of 27: St. Claude facade, looking up to remnants of Schwegmann's Super Market signage, camera facing southeast.
- 4 of 27: Exterior, close up view of automatic doors on entry on St. Claude Avenue, camera facing southeast.
- 5 of 27: Exterior. St. Claude Avenue facade, looking east toward Marigny Street
- 6 of 27: Streetscape. Looking east down St. Claude median toward Marigny Street showing St. Claude façade and western elevation.
- 7 of 27: Exterior. Elysian Fields side elevation, looking south toward North Rampart.
- 8 of 27: Exterior. Elysian Fields side elevation, looking south toward North Rampart
- 9 of 27: Exterior. Elysian Fields side elevation, entrance to pharmacy area, corner St. Claude, looking northeast.
- 10 of 27: Exterior. Elysian Fields side elevation, looking east toward two-story construction at rear of main building
- 11 of 27: Exterior. Elysian Fields side elevation, looking north toward St. Claude Avenue
- 12 of 27: Exterior. Looking north from North Rampart, with side elevations, 2217 N. Rampart & 2222 St. Claude
- 13 of 27: Exterior. North Rampart buildings, looking northeast
- 14 of 27: Exterior. View from North Rampart Street, looking north toward St. Claude Avenue
- 15 of 27: Exterior. 2219 North Rampart, eastern side elevation, looking southwest
- 16 of 27: Exterior. Rear additions and main building, looking west toward Elysian Fields
- 17 of 27: Exterior. Rear additions and 1946-47 warehouse at right, looking southwest
- 18 of 27: Exterior. 1946-47 Warehouse, looking southwest
- 19 of 27: Exterior, streetscape view on Marigny Street, looking northwest towards 1946-47 warehouse.
- 20 of 27: Interior. Original space, looking west toward Elysian Fields & entry into pharmacy addition
- 21 of 27: Interior. Original 1946 grocery store, looking southeast toward rear & entry into non-original additions
- 22 of 27: Interior. Original space, looking northeast toward front
- 23 of 27: Pharmacy addition, looking south toward North Rampart with western side elevation of original building at left & non-original concrete block wall at right
- 24 of 27: Pharmacy addition, looking north toward St. Claude with western side elevation of original building at right & non-original concrete block wall at left
- 25 of 27: Original 1946 space, looking northeast toward St. Claude entry
- 26 of 27: Interior. Original space, ceiling, with steel beams & joists & iron columns, looking southeast toward entry into 1946-47 warehouse space
- 27 of 27: Interior. "Back of house" area in non-original rear additions, looking north

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Figure 15. 1971 photographs of the Schwegmann Bros. Giant Supermarket No. 1.

Figure 16. 1999 newspaper image of the removal of the exterior clock and neon meat sign after the No. 1 store closed.

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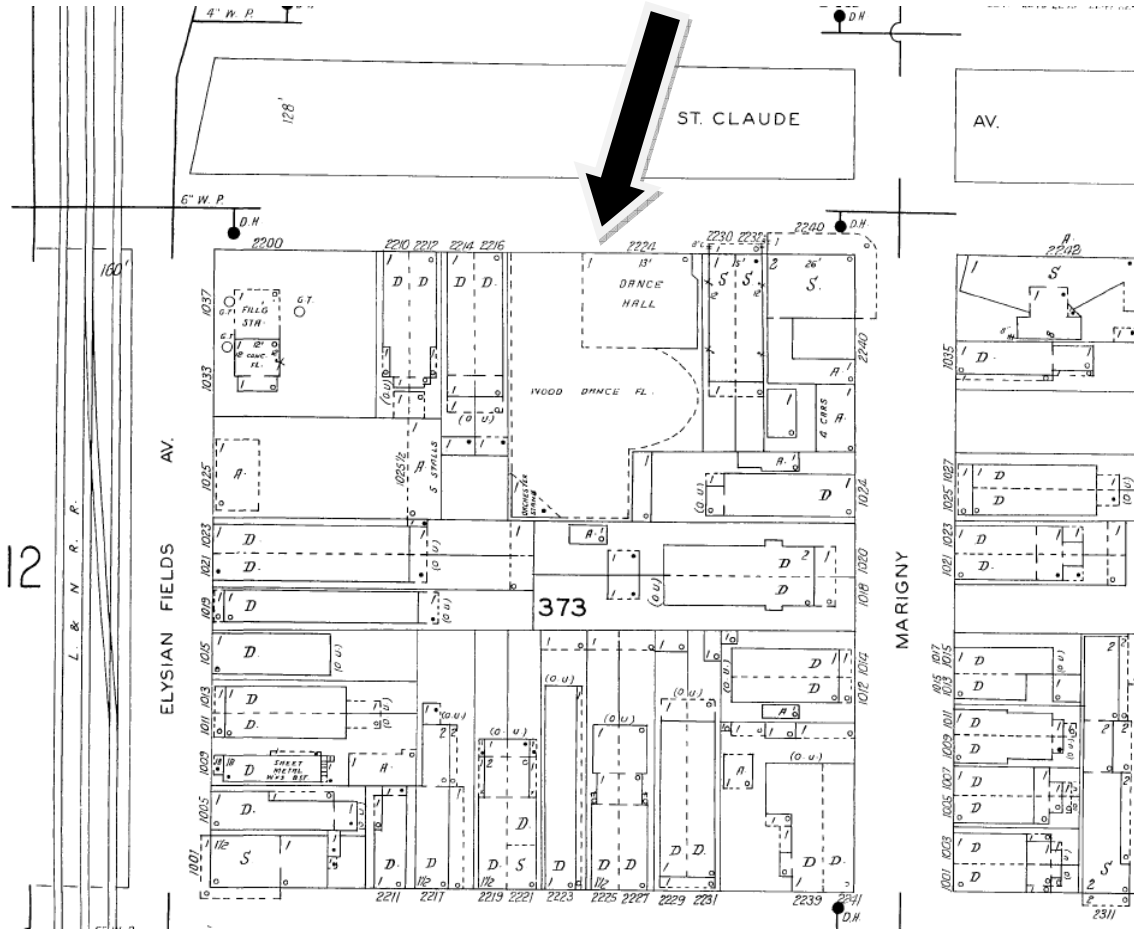


Figure 1. 1937 Sanborn Fire Insurance Map showing the previous occupant of the lot was a dance hall. Image courtesy of the State Library of Louisiana's Digital Sanborn Collection.

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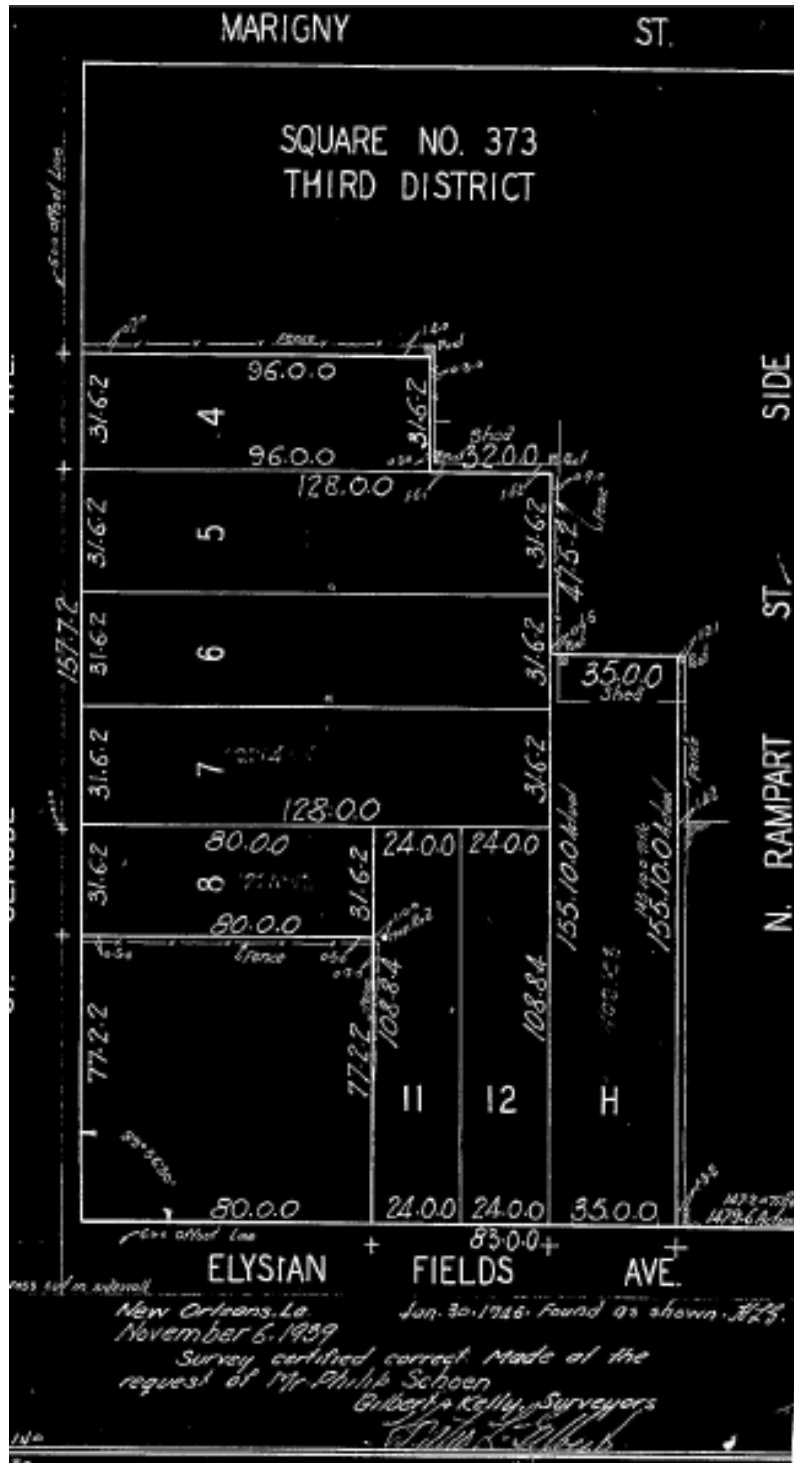


Figure 2. 1939 Survey (attached to act in which John Schwegmann acquired the subject property, John Charbonnet, Notary, September 24, 1945). Lots 5-9, 11, 12, and H make up the property historically and today.

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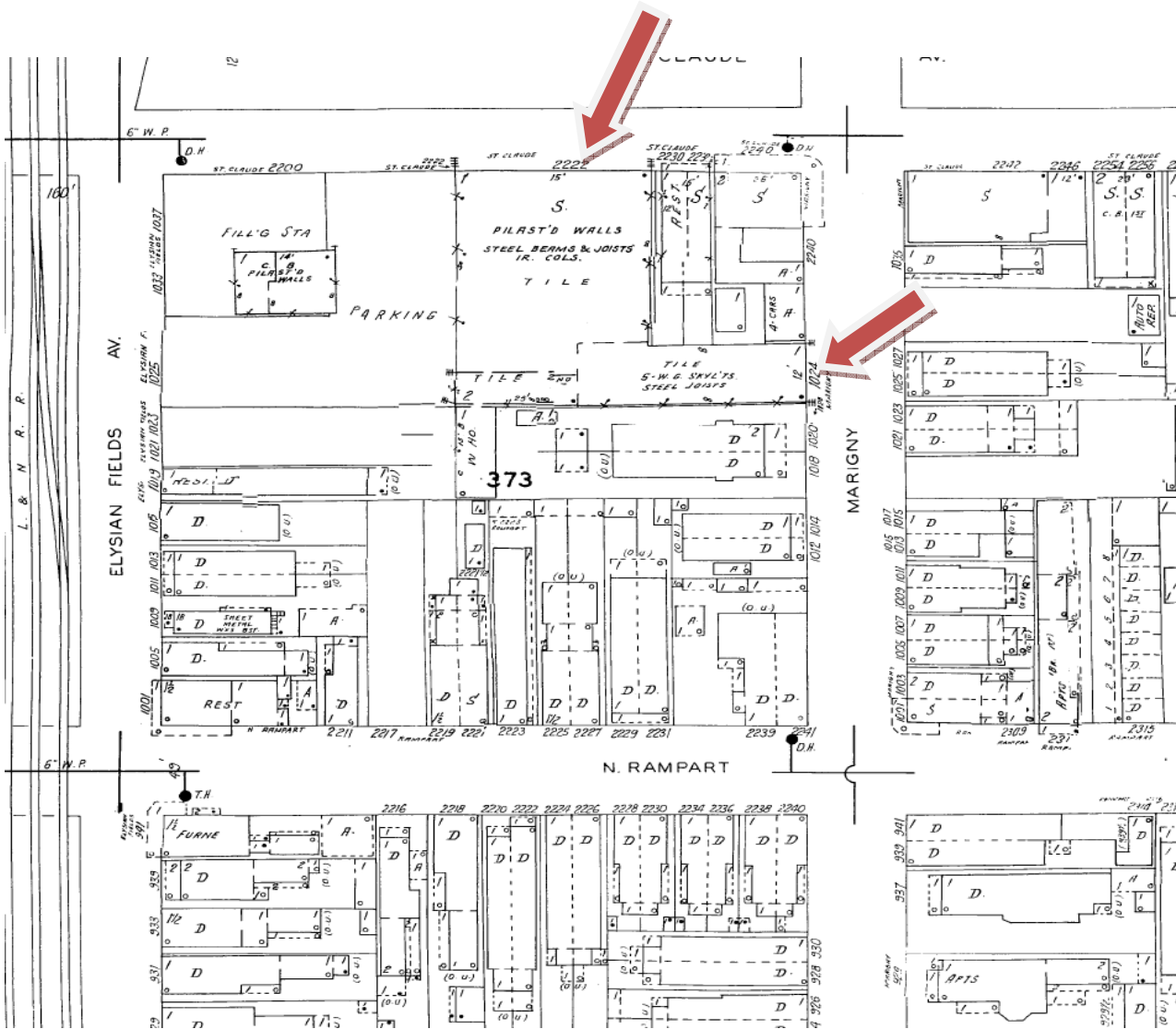


Figure 3. 1950 Sanborn Fire Insurance Map after the 1946 construction of Schwegmann Bros. Giant Supermarket No. 1. Image courtesy of the State Library of Louisiana's Digital Sanborn Collection.

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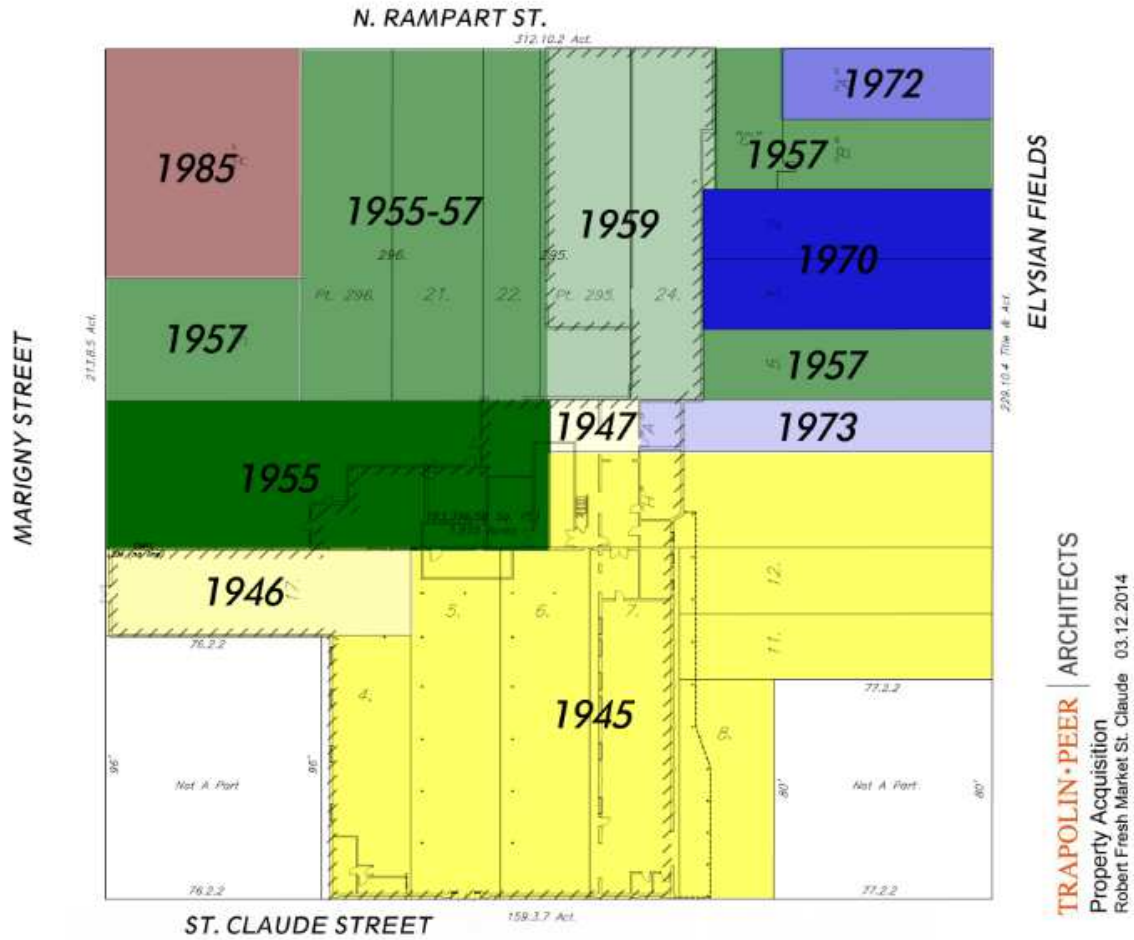


Figure 4. Survey Map of Lots Acquired by Schwegmann Supermarkets with the years they were purchased. Image courtesy of Trapolin-Peer Architects and City of New Orleans Real Estate Office.

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Figure 5. G.A. Schwegmann Grocery & Bar, corner of Piety and Burgundy Streets, 1898. Image courtesy of Tulane University Louisiana Research Collection.

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Figure 6. Behind the counter waiting to serve customers inside the original Schwegmann Store, corner of Piety and Burgundy Streets, c. 1898. This store shows how the grocery was set up prior to self-service being introduced. Image courtesy of Tulane University Louisiana Research Collection.

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Figure 7. John G. Schwegmann, Jr., outside the site of his grandfather's grocery, 1971. Image courtesy of nola.com (Times Picayune online).

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Figure 8. Old Piety & Burgundy 1889 Whiskey, Schwegmann's in-house whiskey commemorating the old corner store. Image courtesy of the author.

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TO ALL SCHWEGMANN CUSTOMERS
HERE IS AN OPPORTUNITY TO BECOME A BOND HOLDER IN
SCHWEGMANN BROS. GIANT SUPER MARKETS
THESE BONDS PAY 6% INTEREST!!!
Everything You Buy At Schwegmann's Is A Bargain, Even A Bond!

SIX PER CENT (6%)
SERIAL BOND

Schwegmann Brothers
Giant Super Markets

DATED MARCH 1, 1957
Principal Due June 1st,

Interest 6% per Annum
Payable DECEMBER 1st, 1957
AND SEMI-ANNUALLY
ON JUNE 1st and December 1st
OF EACH YEAR

PRINCIPAL AND INTEREST
PAYABLE AT THE
PROGRESSIVE BANK
AND TRUST COMPANY
in the City of New Orleans, Louisiana

United States Internal Revenue Statutes provided
to date have been applied to the aforesaid mentioned
Act of Indemnity and duly complied.

For over a hundred years the name "Schwegmann" has been known in the grocery business in New Orleans. In the less than eleven years of Schwegmann Bros. Giant Super Markets' existence, YOU, our customers, have been most instrumental in our growth and expansion into one of the leading independent food retailers in Louisiana. We are sincerely proud to be able to offer you this opportunity to participate in the purchase of bonds of Schwegmann Bros. Giant Super Markets.

Schwegmann Bros. Giant Super Markets are offering to customers, suppliers, and friends (who are bona fide residents of the State of Louisiana and who purchase said bonds for the purpose of investment only and not for the purpose of resale to non residents of the State of Louisiana.)

10 YEAR EXPANSION BONDS, PAYING 6% INTEREST

These bonds are offered in denominations of \$100, \$500, \$1,000, and \$10,000. They will pay interest at the rate of 6% per annum, payable semi-annually on June 1st and December 1st of each year.

Funds from the sale of these bonds are to be used to pay for expansion, including Schwegmann Bros. Giant Super Markets third store in Gentilly, the world's largest shopping center under one roof. They will be guaranteed by the full faith and combined resources of Schwegmann Bros. Giant Super Markets and all its partners.

We reserve the right to limit purchases, making all sales subject to the availability of the bonds, and to allocate all purchases at Schwegmann Bros. Giant Super Markets discretion.

Payments for bonds subscribed may be made in cash, check, or money order, payable to Schwegmann Bros. Giant Super Markets, and either brought in or mailed to Schwegmann Bros. Giant Super Markets, 2222 St. Claude Avenue, or 2701 Airline Highway, Metairie, Louisiana.

If at any time a purchaser finds it necessary to cash these bonds, we will redeem them at face value plus earned interest.

For information write to Mr. John Schwegmann, Jr., P. O. Box 9286, Metairie, Louisiana.

SCHWEGMANN'S
2701 AIRLINE HI-WAY 2222 ST. CLAUDE

Figure 9. 1957 flyer for Schwegmann Bros. Bonds to finance the grocery chain expansion. At the time, only Schwegmann Bros. No 1 at 2222 St. Claude and No. 2 at 2701 Airline Highway had opened. Image courtesy of Tulane University Louisiana Research Collection.

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Figure 10. Image of a vintage Schwegmann's grocery bag illustrating what had evolved into the generic Schwegmann Bros. Giant Supermarket form. Image courtesy of the author.

Schwegmann Bros. Giant Supermarket No. 1
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Figure 11. 1965 newspaper advertisement announcing the opening of the Broad Street store. Image courtesy of the Times Picayune (March 21, 1965).

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SCHWEGMANN'S BROAD ST. STORE OPENS TOMORROW
From 9:00 A. M. to 9:00 P. M. Monday and Tuesday 9:00 A. M. to 9:00 P. M. OPEN 365 DAYS A YEAR

PREVUE OPEN HOUSE TODAY
Sunday, March 21
from 4:00 to 7:00 P. M. for Merchandise Supplies and Schwegmann Employees

WHAT IS IT? STEEL & CONCRETE, BRICKS & MORTAR—

It is a 200,000-sq-ft store, built on the site of the old Schwegmann's store, at Broad and Bienville, 1 1/2 miles from Old River at the Canal. It is a store that will serve the needs of the people of New Orleans for the next 25 years. It is a store that will be a landmark in the city's history.

It is a store that is something more than just another supermarket. It is an institution. It is the newest Schwegmann store to be opened in the Greater New Orleans area. Although the name Schwegmann has been known in the food business in New Orleans for over a hundred years, Schwegmann Bros. Giant Super Markets has been in existence for less than 25 years. These 25 years have been full of action. The founder, John Schwegmann, as a business man and member of the Louisiana Legislature, has always been willing to stand up and be counted for the people and their right to buy the merchandise of the store at the lowest possible price.

Almost from the very day we went into business we were fighting price fixing in Court. Schwegmann Bros. almost singlehandedly broke the price fixing law called fair trade, and fixed not only ourselves but every other merchant in the state, plus the consuming public, from its restrictions. Because we refused to sell at high fair trade prices on prescription, drugs and medicine, of our lines we had over 75 Federal injunctions against us, until we were able to kill fair trade in the Louisiana Supreme Court and the United States Supreme Court. Our firm belief that quality merchandise should be made available to everyone at competitive low prices has benefited all the residents of the Gulf South.

At the present time we are involved in four suits in the higher courts to bring cases affecting the consumer's pocketbook. The cost of this litigation over the years represents a good sized fortune, but we have never lost sight of the fact that what is good for the people is good for our business.

The name Schwegmann stores represent the "stead, sound and true" of many loyal, dedicated employees who have carried the Schwegmann banner to the fight for fair enterprise. The continued support of the people have made it possible for...

Our store has come to be built, thus proving that to offer better values will also serve itself.

The people of New Orleans have been used to the Schwegmann store. Our combined payroll is six million dollars a year. We have always had a staff open for the handicapped, the aged and the retarded, and have done everything possible to find jobs outside for those unable, so that they might be self-respecting contributing members of the community, rather than public charges.

Our two largest stores are local attractions. We are in New Orleans in complete addition to our store in Metairie. Our Metairie store is a complete shopping center, serving the working masses by the thousands, from every important trade in the house and the whole family shop and meet their neighbors at Schwegmann's—where there is never a dull moment. Merchandise to New Orleans and vicinity, who don't know the Schwegmann's facilities, are especially invited to visit our Metairie store. You will be heartily welcomed, and you will find that if you are not shopping at Schwegmann's you are not getting the most for your money.

Schwegmann Bros. has served the faith and confidence of over 4,000 households, who have invested nearly \$4,000,000 in the Schwegmann's facilities. Not only do they credit us with competitive low prices and merchandise of their money into it, but they also give us at any time without notice. At present our food lines are completely sold out.

Schwegmann's Broad Street will be open 365 days a year, to serve all who buy their food and groceries. It will offer consistently lower quality merchandise at the lowest possible price. It will raise the standard of living for every family—just as if there were more money in all the pockets of all the people who shop at Schwegmann's Broad.

Quality also goes to Schwegmann's Broad Street and every food and household item and merchandise supplied and sold will form a guarantee of this just as it will for every household since the opening of Broad Street. It is a store that will be a landmark in the city's history.

John Schwegmann Jr.

... YOUR DOLLAR'S BEST FRIEND IN RICHNESS AND IN HEALTH

Figure 12. 1965 newspaper advertisement announcing the opening of the Broad Street store. Image courtesy of the Times Picayune (March 1, 1965).

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Figure 13. 1969 newspaper advertisement announcing the opening of the West Airline Highway Store. Image shows the typical elements of generic Schwegmann Design including post-supported overhangs on two sides creating an arcade, over-sized signage on parapets, and a large clock. Image courtesy of the Times Picayune (March 16, 1969).

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TPART / SCHWEGMANN'S SQ HIT 27

Figure 14. Interior, Schwegmann Giant Supermarket No. 1, 2222 St. Claude Avenue, circa 1960. Image courtesy of Margie Schwegmann Brown.

Schwegmann Bros. Giant Supermarket No. 1
Name of Property

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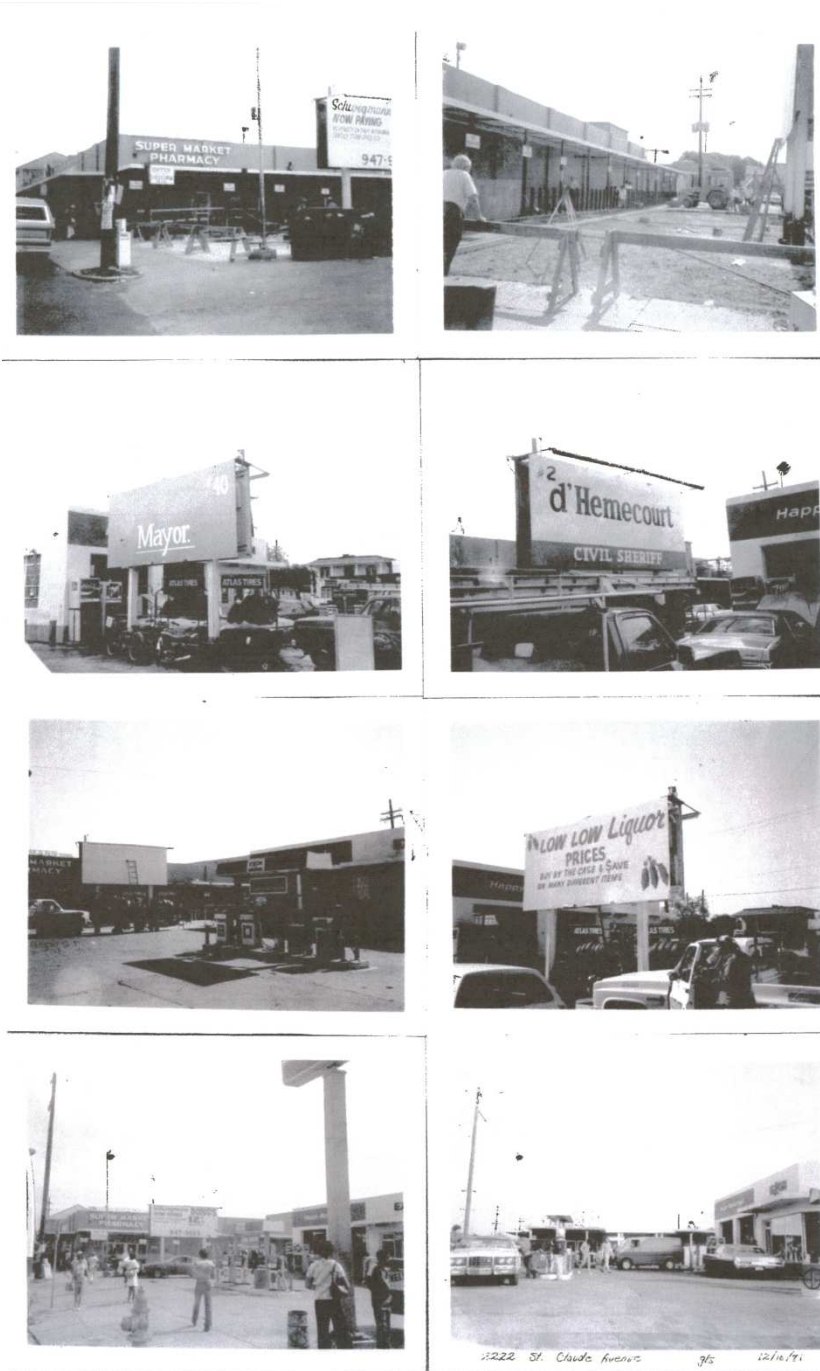


Figure 15. 1971 photographs of the Schwegmann Bros. Giant Supermarket No. 1. Image courtesy of the Louisiana State Historic Preservation Office.

Schwegmann Bros. Giant Supermarket No. 1
Name of Property

Orleans Parish, LA
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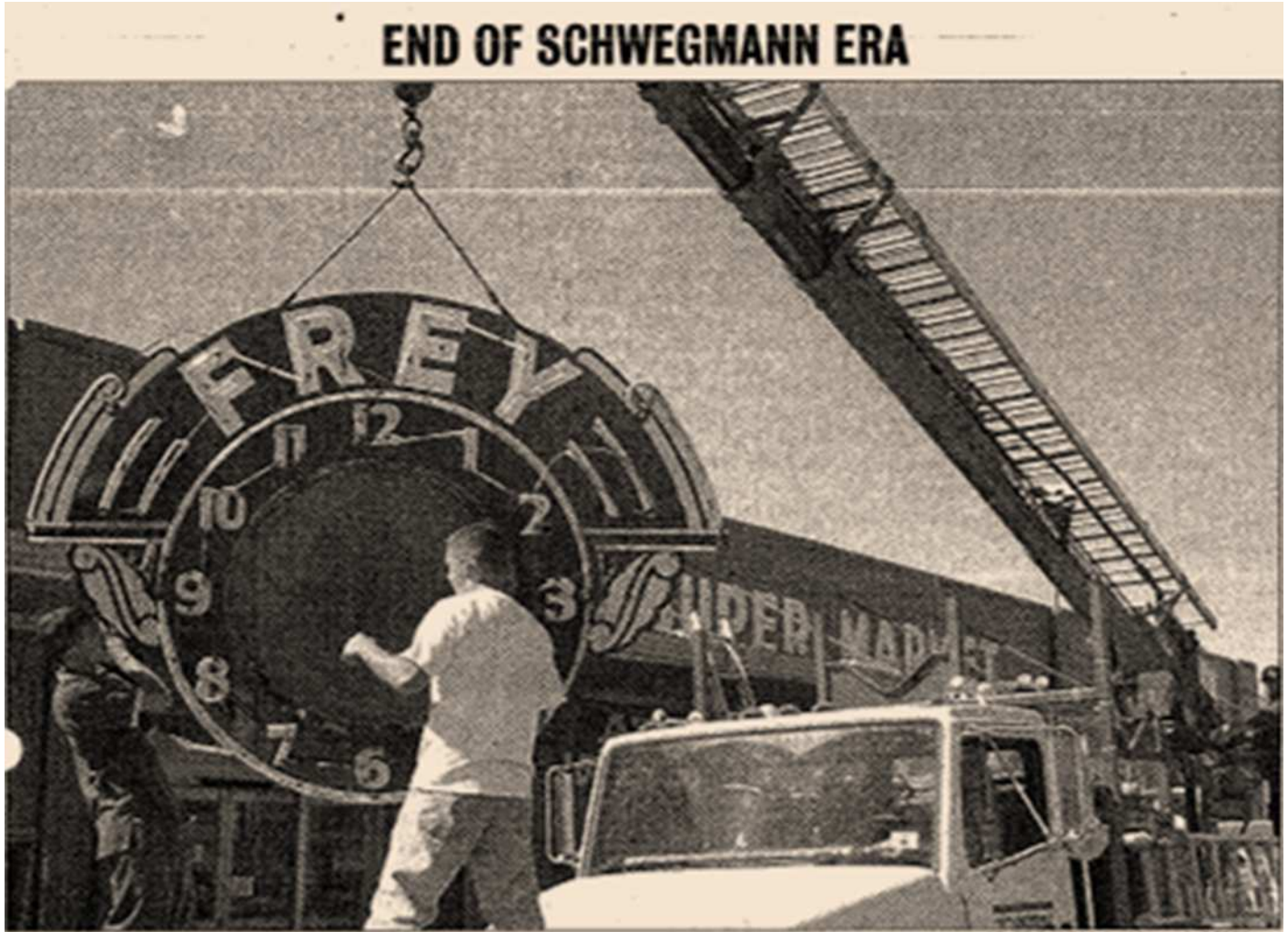


Figure 16. 1999 newspaper image of the removal of the exterior clock and neon meat sign after the No. 1 store closed. The clock is in the possession of the Schwegmann family. Image courtesy of the Times Picayune (September 24, 1999).

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.

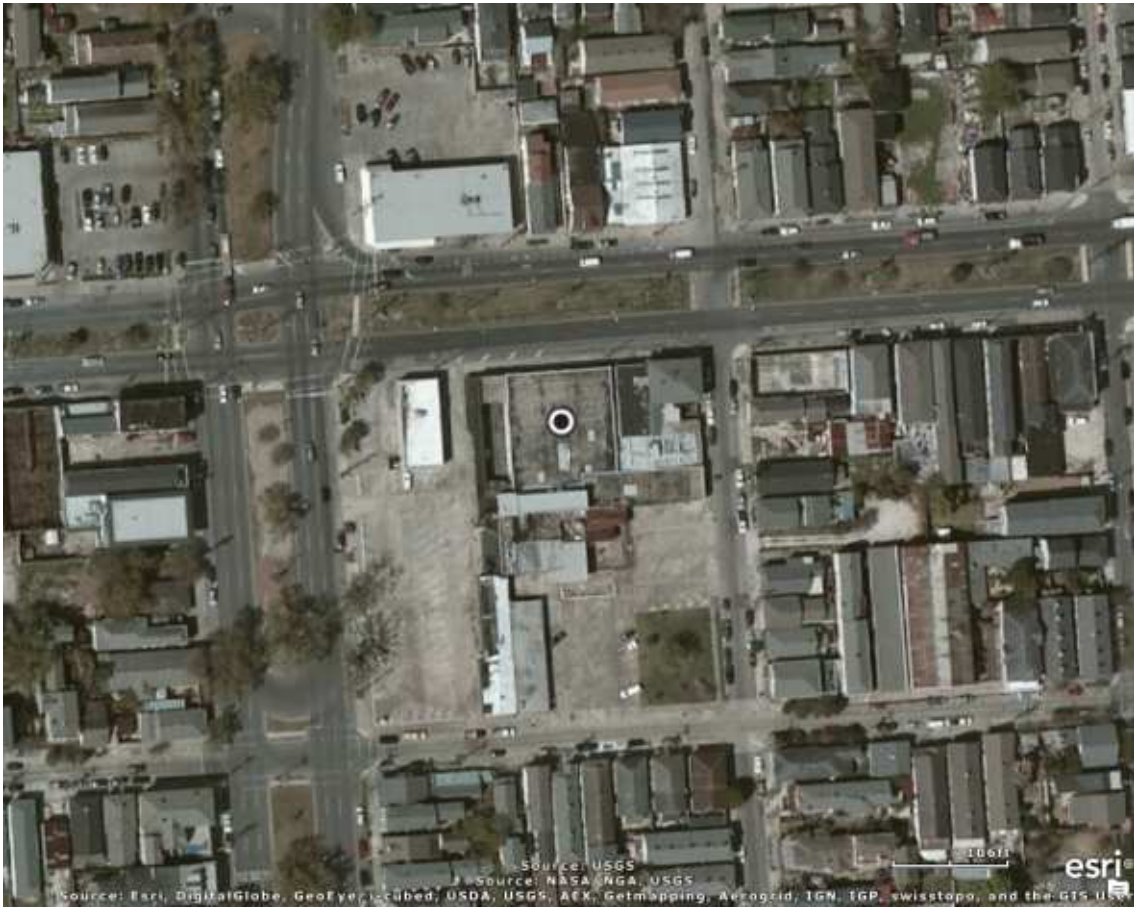
Schwegmann Bros. Giant Supermarket No. 1, Orleans Parish, Louisiana



Latitude: 29.969411

Longitude: -90.056980

Schwegmann Bros. Giant Supermarket No. 1, Orleans Parish, Louisiana



Latitude: 29.969411

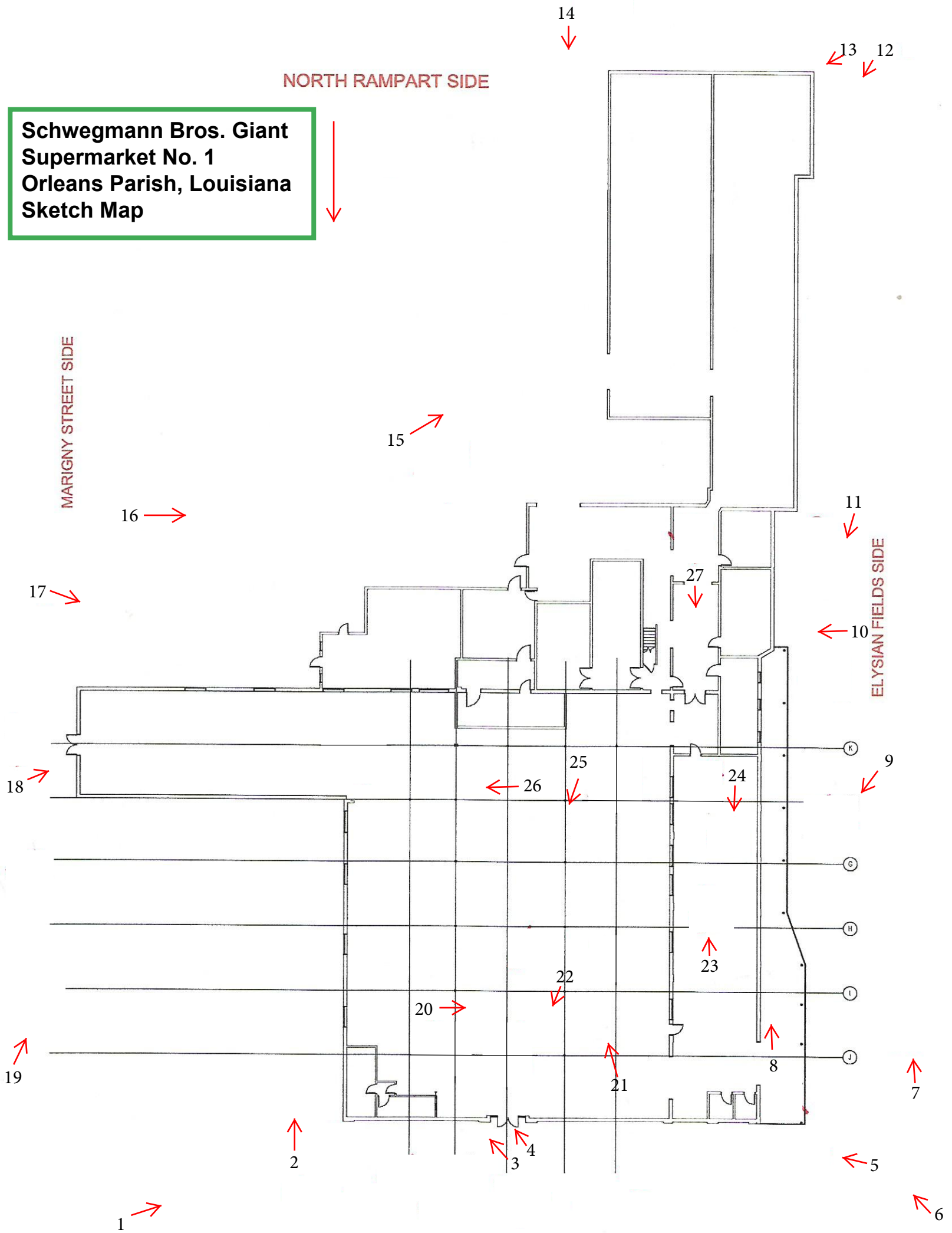
Longitude: -90.056980

**Schwegmann Bros. Giant
Supermarket No. 1
Orleans Parish, Louisiana
Sketch Map**

NORTH RAMPART SIDE

MARIGNY STREET SIDE

ELYSIAN FIELDS SIDE







NO PARKING
OCT 14-16

BUSH
14
15

Blue graffiti scribble





2014/03/18













NO PARKING
LOADING
ZONE





SCHWAB
UNITED STATES
EST. 1912



SCHWEDENHANS BROS
LAWSON & COMPANY
EST. 1914

SHS 146









SCHWEGMANN BROS.
CISNEGEMANN BROS.
LIVE POULTRY & SEAFOOD
DEPT

SAVING THE WORLD

AFRIKA



RIVER
PARISH
WATER
738-700



SCHWANN DRUG
CASH ON DELIVERY
AND DELIVERY TO YOUR DOOR
OPEN 7 DAYS A WEEK

PHOTO

















2017



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Schwegmann Bros. Giant Supermarket No. 1

MULTIPLE NAME:

STATE & COUNTY: LOUISIANA, Orleans

DATE RECEIVED: 5/01/14 DATE OF PENDING LIST: 5/20/14
DATE OF 16TH DAY: 6/04/14 DATE OF 45TH DAY: 6/17/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14000314

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 6.11.2014 DATE

ABSTRACT/SUMMARY COMMENTS:

Flagship store of what became the dominant grocery chain in New Orleans. Introduced "Self Serve" Grocery concept and the "Super Store" (that sold more than groceries)

RECOM./CRITERIA Accept A

REVIEWER J. Gabbart

DISCIPLINE _____

TELEPHONE _____

DATE _____

DOCUMENTATION see attached comments Y/ see attached SLR Y/

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



JAY DARDENNE
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF CULTURAL DEVELOPMENT
DIVISION OF HISTORIC PRESERVATION

PAM BREUX
ASSISTANT SECRETARY

April 30, 2014

TO: Mr. James Gabbert
National Park Service 2280, 8th Floor; National Register of Historic Places
1201 "I" Street, NW; Washington, DC 20005

FROM: Jessica Richardson, National Register Coordinator
Louisiana Division of Historic Preservation

RE: Schwegmann Bros. Giant Supermarket No. 1, Orleans Parish, LA

Jim,

The enclosed disk contains the true and correct copy of the nomination for the Baker High School Auditorium to the National Register of Historic Places. The second disk contains the photographs of the property in TIF format. Should you have any questions, please contact me at 225-219-4595 or jrichardson@crt.la.gov.

Thanks,

Jessica

Enclosures:

- CD with PDF of the National Register of Historic Places nomination form
- CD with electronic images (tif format)
- Physical Transmission Letter
- Physical Signature Page, with original signature
- Other:

Comments:

- Please ensure that this nomination receives substantive review
- This property has been certified under 36 CFR 67
- The enclosed owner(s) objection(s) do _____ do not _____ constitute a majority of property owners.
- Other: