

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

**National Register of Historic Places
Continuation Sheet**

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 00000684

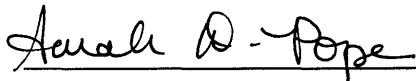
Date Listed: 06/30/00

Property Name: Schnack, C.A. Jewelry Co. Store

County: Rapides State: LA

Multiple Name: N/A

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.


for Signature of the Keeper

6/30/00
Date of Action

Amended Items in Nomination:

An amendment is made to the documentation that provides an additional entry to the Bibliography on Section 9, page 1 of the nomination. The nomination references a contract entered into on December 4, 1930 that dates the present building's construction to 1931. This contract is hereby added to the Bibliography:

Contract between C.A. Schnack Jewelry Company and Tudor and Ratcliff, Contractors. Filed in the Rapides Parish Clerk's Office.

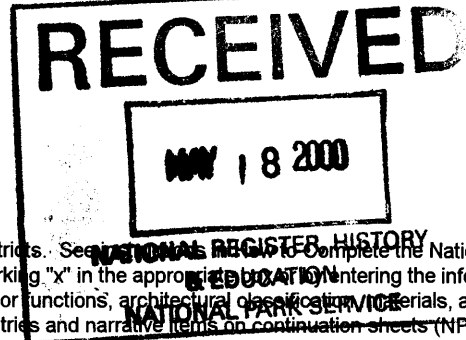
This information was confirmed with Donna Fricker of the Louisiana SHPO.

DISTRIBUTION:

National Register property file

Nominating Authority (without nomination attachment)

United States Department of the Interior
National Park Service



NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions on the back of the form. Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box. Enter the information requested. 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name C. A. Schnack Jewelry Co. Store

other names/site number _____

2. Location

street & number 924 Third Street NA not for publication

city or town Alexandria NA vicinity

state Louisiana code LA county Rapides code 079 zip code 71301

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination request for determination of eligibility 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 X meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally X statewide locally. (See continuation sheet for additional comments.)

Jonathan Fricker May 9, 2000
Signature of certifying official/Title Jonathan Fricker Date
Deputy SHPO, Dept of Culture, Recreation and Tourism

State or Federal agency and bureau _____

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title _____ Date _____

State or Federal agency and bureau _____

4. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register
 See continuation sheet.
- determined eligible for the National Register
 See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain): _____

Signature of Keeper Joseph W. Pope for Date of Action 6/30/00

C. A. Schnack Jewelry Co. Store

Name of property

Rapides Parish, LA

County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	—	buildings
—	—	sites
—	—	structures
—	—	objects
1	0	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

NA

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

Cat. Commerce and trade

Sub. Specialty store

Current Functions

(Enter categories from instructions)

Cat. Vacant

Sub. _____

7. Description

Architectural Classification

(Enter categories from instructions)

Classical Revival

Italian Renaissance

Art Deco

Materials

(Enter categories from instructions)

foundation Concrete

walls Limestone, brick

roof Other: tar and gravel

other _____

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "X" next to the criteria qualifying the property for National Register listing)

- 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

NA

(Mark "X" next to all that apply.)

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

architecture

Period of Significance

1931

Significant Dates

1931

Significant Person

(Complete if Criterion B is marked above)

NA

Cultural Affiliation

NA

Architect/Builder

Herman J. Duncan, architect

Tudor & Ratcliff, builder

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

NA

- 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 # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: _____

C. A. Schnack Jewelry Co. Store
Name of property

Rapides Parish, LA
County and State

10. Geographical Data

Acreage of Property less than an acre

UTM References

(Place additional UTM references on a continuation sheet)

Zone Easting Northing Zone Easting Northing

1 15 552800 3464020

2 _____

3 _____

4 _____

___ See continuation sheet.

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title National Register Staff

organization Division of Historic Preservation date March 2000

street & number P.O. Box 44247 telephone (225) 342-8160

city or town Baton Rouge State LA zip code 70804

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

- A **USGS** map (7.5 or 15 minute series) indicating the property's location.
- A **sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white** photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name see attached

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 1

Located in downtown Alexandria, the C. A. Schnack Jewelry Co. Store (1931) is a two-story brick party wall commercial building with limestone facing on its facade. At the rear is a three story wing. The facade features a fairly conventional early twentieth century neo-classical treatment with some Art Deco touches in the elaborate canopy and the shopfront ornamentation. The interior is an architectural jewel box with an overall Italian – indeed Pompeiian – character. Despite a few alterations, the building retains its National Register eligibility.

The building is entered through an elaborate shopfront which gives way to a two-story sales hall with a mezzanine at the rear reached by a central monumental staircase. (This reads on the exterior as one story.) Above all of this is a complete upper story which provides for a jewelry repair room and workshop in front and storage in the rear. There is also a skylight with an open shaft which pierces the ceiling of the mezzanine below with a large balustraded octagonal opening. The rear wing was added during the historic period. At one time it extended across the entire rear of the building and some distance to the north, giving the structure an overall “L” configuration. During the 1970s a portion of the wing was sold and demolished, giving the overall building its current unusual truncated “L” shape.

The facade rises with a massive segmental arched opening (which provides for the shopfront) to a trabeated second story with pilasters and a full entablature fitted with panels containing ornamental leaf work and cartouches. The generous six-over-six second-story windows light the previously mentioned jewelry repair room and workshop. Capping the building is a parapet with a raised central portion culminating in a pediment shaped top.

The glory of the facade is its shopfront with a handsome multi-arched transom, richly ornamented canopy, and intricately worked display windows. The rear and side walls of the latter resemble fine eighteenth century cabinetwork more than conventional early twentieth century shopfront backing. The walls feature Persian columns of polished brass and elaborate marquetry with burl panels, inset bunches of flowers and foliage formed of multiple woods. Along the top of each display window is a band of faceted etched glass panels (originally back-lit). Each panel contains a stylized portrayal of flowers in an urn, which along with geometrical sun rays and chevrons, gives the design a distinctly Art Deco feeling. Ornamental faceted back-lit glass

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**United States Department of the Interior
National Park Service****NATIONAL REGISTER OF HISTORIC PLACES
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panels are also found on the generous canopy, which culminates in a great central arch. Here, too, the fascia is richly worked with repeated geometrical designs. Most notable are the four Art Deco multi-part blocks that attach to chains which support the canopy from above.

The other glory of the building is the two-story sales hall. Like a church nave, this monumental space is divided into bays marked by heavy paneled pillars with gilded composite order capitals. Heavy beams divide the ceiling into a set of panels, each bay having one panel. The interior is also noteworthy for its painterly treatment. The walls are textured and colored to resemble cut blocks of marble ashlar. The ceiling panels are articulated with full entablatures, including gilt acanthus leaf cornices, and feature decoratively painted florid borders. Like the pillars, the beams are paneled. Both are painted with a wide variety of colorful motifs, including anthemion plants, patera, lozenges, and medieval shields. The overall effect is heightened by the use of different shades of green in delineating the panels, entablatures and pillars.

The previously mentioned staircase to the mezzanine ascends from the center of the sales space, forms a landing about two-thirds of the way up, then ascends on either side to the full height of the mezzanine. The landing is marked by a decorative panel with a cartouche. The complex balcony front of the mezzanine is highlighted by panels with similar cartouches. Both the staircase and the balcony front feature steel open-work balustrades designed to resemble sinuous wrought iron. The octagonal opening connecting to the skylight also features a decorative wrought iron (looking) balustrade. Finally, the sales hall is noteworthy for its handsome historic light fixtures.

Alterations

A historic photograph, presumably taken a few years after the building was constructed, shows the lower story of the facade sheathed in black marble. It seems likely that the current decorative canopy and etched glasswork (all with an Art Deco character) date from this time as well. (They are so different in character from the rest of the building, and notably, the wooden shopfront backdrop.) This should be considered a historic alteration that enhances rather than detracts from the building's architectural character. Since that time all of the marble above the kickplate level has been lost. This has revealed the original stone surface of the lower facade along with ghost marks of the original signage.

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

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Section 7 Page 3

The original wooden display cases which were set along the walls of the sales hall have been removed, which has exposed the structural brick in the lower half of the walls. Finally, the previously mentioned shaft and opening at the center of the mezzanine ceiling has been blocked by the installation of a sheet of opaque glass. It should be noted, however, that the glass sheet could be easily removed. Moreover, the loss of the display cases, though regrettable, has not affected the sales hall's principal architectural elements and grand character – i.e., the pillars, beams, and painterly decoration. These features survive intact. Finally, the loss of the facade marble, though also regrettable, has diminished the architectural vitality of the shopfront to only a very small degree, given the amount of rich articulation which survives.

**United States Department of the Interior
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**NATIONAL REGISTER OF HISTORIC PLACES
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Section 8 Page 1

The C. A. Schnack Jewelry Company Store is of state significance in the area of architecture because it possesses one of a very limited number of richly styled commercial interiors from the early twentieth century in Louisiana. The great majority of historic commercial buildings in the state date from this period. This is especially true outside New Orleans. Commercial interiors from this (or any) period do not tend to survive. Indeed, given the very nature of commerce, with the constant need for an "up-to-date" look, most have been renovated many times. In any case, in their day most would have been fairly conventional with shelving, counters and a pressed metal ceiling. It is against this background that the significance of Schnack's interior emerges.

Undoubtedly there were never very many commercial interiors in the state with a pronounced compelling high style architectural treatment. Examples would include bank lobbies, lobbies of better hotels and a few up-scale speciality shops. There is no doubt that the surviving interior at Schnack's is one of that number. Indeed, with its decoratively painted paneled pillars and beams, ornamented ceiling panels, gilt capitals and cornices, false marble walls, elaborate mezzanine and monumental mezzanine staircase, Schnack's has an almost Roman grandeur. It takes its place among perhaps twenty highly styled commercial interiors that survive in Louisiana from the early twentieth century – an important and very select group.

Historical Note

Schnack's founder was Carl August Schnack, originally from Hamburg, Germany. According to signage inscribed on the building when it was constructed, the firm was established in 1865. The present building was constructed for the business in 1931, according to a contract entered into on December 4, 1930. The agreement, with contractors Tudor and Ratcliff, specified a payment of \$27,000. The architect is identified as Herman J. Duncan of Alexandria. Schnack's, a local institution, vacated the candidate within the last twenty years. Today the business is housed in a modern building. Its impressive former home was purchased recently by local attorney J. Michael Small and Buddy Tudor, owner and CEO of Tudor Enterprises, a large construction firm. Mr. Tudor is the grandson of the contractor who built Schnack's.

C. A. Schnack Jewelry Co. Store
Name of property

Rapides Parish, LA
County and State

NPS Form 10-900-a
(8-86)

OMB No. 1024-0018

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 9 Page 1

BIBLIOGRAPHY:

Historic photo of Schnack's Jewelry, copy in National Register file, Louisiana Division of Historic Preservation.

LA SHPO staff knowledge of historic commercial interiors in Louisiana based upon extensive fieldwork.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 10 Page 1

LEGAL DESCRIPTION:

A certain tract, parcel or lot of ground together with all buildings and improvements thereon being, lying and situated in the City of Alexandria, Parish of Rapides, State of Louisiana, in Square 19, Old Town, City of Alexandria, Parish of Rapides and being part of Lots 1, 2, 3, and 4 of that Square, being more particularly described as follows:

A. Part of Lot 2 of said Block fronting Third Street 29 feet, 10½ inches, more or less, and extending back therefrom between parallel lines 107.41 feet to Lot 3 of said Block in rear, bounded on the side toward Murray Street by the property of Hibernia National Bank, and on the side toward DeSoto Street in part by property of C.M. Waters, Inc., (now Caplan's Mens Store), and in part by a parcel of land hereinafter described: also,

B. Lots 1, 2, 3 and 4 of said Block, more particularly described as follows, to-wit:

Start on the Murray Street property line of Lot 3 of said Block at the center of a brick wall, said point being 59.53 feet from the corner of 4th and Murray Streets, and from said point of beginning continue along Murray Street property line of said Lot 3 toward Third Street the distance of 47.88 feet to the corner of Murray Street common to Lots 2 and 3 of said Block and from said point run along the line common to Lots 2 and 3 of said Block toward DeSoto Street the distance of 90.25 feet to the corner of the parcel hereinabove described as Parcel A and from said point run towards Third Street 5.09 feet along the line toward DeSoto Street of Parcel A above described and from the point so established run toward DeSoto Street along a line parallel with Third Street the distance of 33.71 feet to the corner property now or formerly belonging to Ginnsburg, and from the point so established run toward Fourth Street along the line of said property now or formerly belonging to Ginnsburg 5.09 feet to the line common to Lots 1 and 4 of said Block, and from the point so established run .91 of a foot toward DeSoto Street along the line common to Lots 1 and 4 of said Block to corner property formerly owned by R.W. Thornton and from said point so established run the distance of 107.41 feet along the line of the property of said R.S. Thornton to a point on Fourth Street 88.46 feet from the corner of Fourth and DeSoto Streets and from said points so established run along Fourth Street property line of said Block toward Murray Street the distance of 18.46 feet to a point and from the point so established run 59.53 feet on a line parallel with Murray to a point and from the point so established run back to the point of beginning on Murray Street the distance of 106.41 feet.

LESS AND EXCEPT:

Those parcels of land conveyed by C.A. Schnack Jewelry Company by Act of Sale dated May 31, 1977, and recorded on May 31, 1977, under Original Instrument No. 669746, and recorded in Conveyance Book 905, page 399, of the official records of Rapides Parish, Louisiana; and,

LESS AND EXCEPT:

That parcel conveyed by C.A. Schnack Jewelry Company to the Guaranty Bank and Trust Company of Alexandria by an Act of Cash Sale dated August 8, 1978 and recorded August 8, 1978 in Conveyance Book 941, page 350, of the official records of Rapides Parish, Louisiana.

JUSTIFICATION: Boundaries were chosen to encompass the main building and its rear wing.

C. A. Schnack Jewelry Co. Store

Name of property

Rapides Parish, LA

County and State

NPS Form 10-900-a
(8-86)

OMB No. 1024-0018

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National Park Service**

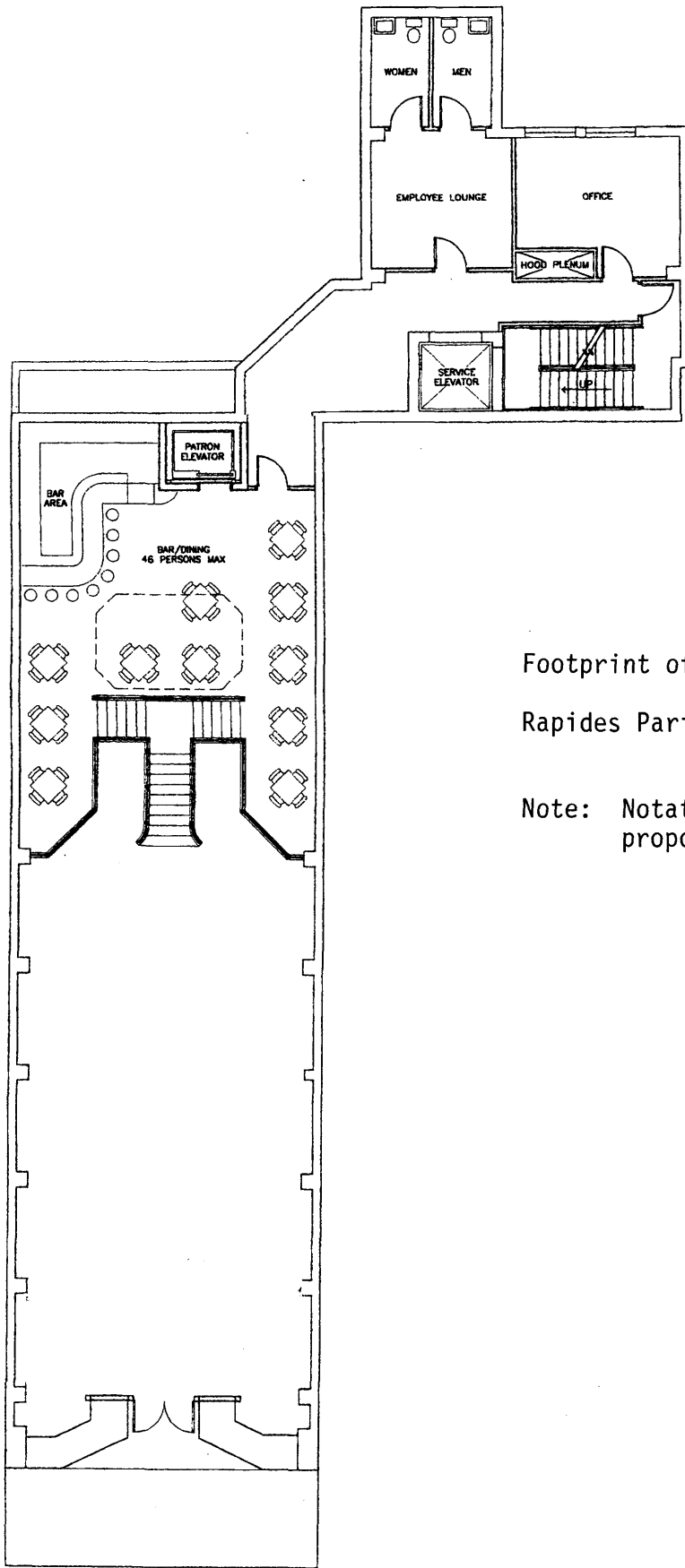
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CONTINUATION SHEET**

Section 11 Page 1

PROPERTY OWNERS:

R. B. "Buddy" Tudor, Jr.
Tudor Enterprises
P. O. Box 12653
Alexandria, LA 71315-2653
318-445-3606

J. Michael Small
1412 Centre Court, #201
Alexandria, LA 71301
318-487-8963



Footprint of Schnack's Jewelry Store
Rapides Parish, Louisiana

Note: Notations are for building's
proposed new use as a restaurant.