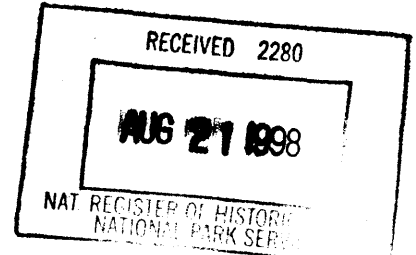


United States Department of the Interior
National Park Service

1176



NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering 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 American Chicle Co. Building

other names/site number Marine Paint & Varnish

2. Location

street & number 8311 Fig Street NA not for publication

city or town New Orleans NA vicinity

state Louisiana code LA county Orleans code 071 zip code 70118

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 statewide X locally. (See continuation sheet for additional comments.)

[Signature] 10 Aug 1998
Signature of certifying official/Title W. Edwin Martin, 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] 9.18.98
Signature of Keeper Date of Action

American Chicle Co. Building

Name of property

Orleans 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		
<u> 1 </u>	<u> </u>	<u> </u>	<u> </u>	buildings
<u> </u>	<u> </u>	<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	<u> </u>	<u> </u>	objects
<u> 1 </u>	<u> 0 </u>	<u> </u>	<u> </u>	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. Industry

Sub. Manufacturing facility

Current Functions

(Enter categories from instructions)

Cat. Commerce/Trade

 Vacant

Sub. Warehouse (first floor)

 Not in Use

7. Description

Architectural Classification

(Enter categories from instructions)

 Italian Renaissance

Materials

(Enter categories from instructions)

foundation Concrete

walls Brick

roof Tile

 Other: tar & gravel

other Metal

Narrative Description

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

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 7 Page 1

The American Chicle Building is a three story brick industrial building constructed adjacent to a railroad siding in 1911 in the Carrollton neighborhood of New Orleans. One story early twentieth century houses are located to the immediate south, and a modern commercial thoroughfare is to the immediate north. The railroad siding is no longer there. The building is clearly Italian in inspiration, and while Italian Renaissance is not an entirely accurate label, it is the only one available for the data retrieval section of this form. Modifications have been confined largely to the temporary covering of many of the windows to protect them.

The large building is located on a corner and is square in shape. It is defined by three square corner towers and one "mock" tower. The entrance tower, which contains the staircase, is larger and taller than the others and is the only one to extend beyond the main wall planes. The "mock" tower is merely a tower top set on the roof near the corner, but within the building's mass. The roof is flat with a tile skirting section on each elevation that projects beyond the wall plane. The towers feature pyramidal tile roofs emphasized by large metal modillions and even larger metal brackets. Three towers feature brackets with a scroll pattern while the entrance tower has sinuous brackets of a type seen more commonly. The building's two principal elevations (those sides located along streets) feature a metal cornice with brackets and a dentil band. It is the building's decorative details (brackets, modillions and roundels) that are Italian Renaissance in inspiration. But, of course, towers would not have been used in the Italian Renaissance, belonging instead to an earlier period. Also, the asymmetry produced by the entrance tower is not of the Italian Renaissance -- again belonging to an earlier period.

As is typical of such a building, there are numerous windows. Those on the ground story are set within large round arches, with the arch motif being repeated in the openings to the entrance tower. Windows on the second and third floors are set within square head openings. Although many of the windows have been covered within the last few years with metal or plywood panels, they are still there, as can be seen on the interior. The large openings between the towers feature a set of three 1/1 windows, with each window having a transom. The towers have individual one over one windows.

Additional decorative details include brick roundels between the round arch first floor windows, stone lintels, a pronounced stone band between the first and second floors, segmental brick bands above the entrance tower's third story windows, stone panels accenting the two arched openings of the entrance tower, and egg and

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Section 7 Page 2

dart molding ornamenting the ceiling of the entrance porch.

Although the American Chicle Company manufactured chewing gum and presumably built the candidate for that purpose, the interior reads as a warehouse, with little evidence of a factory having been there. Perhaps this can be explained by the fact that American Chicle only operated in the building until 1918; hence any chewing gum manufacturing apparatus is long gone. Today each floor consists of a huge single space with row upon row of wooden posts. An historic freight elevator is located in the northeast tower.

The building's western elevation has a small one story section with an arcaded porch. One presumes that it originally was a loading dock; it has since been enclosed. Sharing a wall with this space is a one story brick section which is clearly historic (per an on-site inspection and old photos). The nominated area ends here where a new building is located

Alterations have been confined to the previously mentioned covering of some of the windows (with either plywood or large sheets of metal), the creation of office space in a small portion of the first floor (located along the perimeter), and the conversion of the former loading dock into offices.

Assessment of Integrity

The only modification of any consequence is the covering of many of the windows. While unattractive, it should be emphasized that the original windows are extant (see photo). The owner's intention was to preserve the windows until a rehabilitation project could be pursued. The purpose of this application is to make the 20% tax credit available for such an undertaking. In regard to the small amount of enclosure on the first floor, it is an optical zero considering the size of the space.

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

1911

Significant Dates

1911

Significant Person

(Complete if Criterion B is marked above)

NA

Cultural Affiliation

NA

Architect/Builder

Unknown

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: _____

American Chicle Co. Building

Name of property

Orleans 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 778180 3317900

3 _____

2 _____

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 May 1988

street & number P.O. Box 44247 telephone (504) 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 Cheryl Gibert, President, Nerhus Properties

street & number P. O. Box 13711 telephone (504) 861-7833

city or town New Orleans state LA zip code 70185-3711

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.

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 1

The American Chicle Building is of local significance in the area of architecture as a rare example of a richly styled industrial building within New Orleans.

The building was constructed for American Chicle Company, a New Jersey firm which manufactured chewing gum from a substance called chicle. The company previously was located in the New Orleans French Quarter at 425 Decatur. A building permit for the present structure was reported on September 1, 1911, and the 1912 city directory lists the firm at the Carrollton address. One presumes the reasoning behind constructing such a strongly styled utilitarian building was to create a handsome symbol for the firm -- i.e., corporate pride. Regardless of the reason, the American Chicle Building is indeed ornamental, being strongly articulated for a building of this type, from its striking towers to its many decorative details.

While New Orleans was never a manufacturing colossus, it did have numerous firms, some of which were quite large -- for example, cotton mills such as Maginnis and Lane, the 430,000 square foot American Can Company complex and the Belle Creole Cigar Factory (the latter being among the largest in the country). Most of these facilities were (and are) concentrated in a warehouse/industrial sector of the CBD. Others, like the Chicle building, were scattered here and there around town. The various buildings that survive, along with historic photos, reveal that few were strongly styled, or for that matter styled at all. Notable exceptions are the Maginnis Cotton Mill, a huge largely utilitarian building with a single clock tower; another large fairly simple building with a single tower; the Belle Creole Cigar Factory, a five story building with numerous arched openings; a styled elevator firm building; and the American Chicle Building. And it could be argued that American Chicle is the most intensively styled of any industrial/warehouse building in the city. With its towers, terra cotta tile, great round arches, and huge brackets, it brings a strong Italian flavor to Carrollton.

Historical Note:

The American Chicle Company occupied the building only until 1918, at which time it was purchased by Marine Paint and Varnish. This company owned the facility until 1957, when it was sold to Butlem, Inc. They held the property until 1962, when it was acquired by the A. C. Suhren Corporation, an automobile parts company begun in the 1920s. This name is etched above the tower entrance and is found on a painted sign on the rear of a one story section of the building. The Suhren

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9,10 1

Corporation moved its operations into the candidate in 1963. Its corporate offices along with those of Nerhus Realty Company (now Nerhus Properties, the current owner) were located on the first floor. Automobile parts were warehoused in the remainder of the first floor and all of the second and third floors. A. C. Suhren remained in the building until the early 1970s.

BIBLIOGRAPHY

New Orleans Historic District Landmarks Commission nomination form on American Chicle Building (NOLA Box Supply Company), based on primary research in *Daily Picayune* and New Orleans city directories. Copy in National Register file, Louisiana Division of Historic Preservation.

Historic photos of building, then Marine Paint and Varnish. Copies in Register file, Louisiana Division of Historic Preservation.

Personal communication with Cheryl Gibert, granddaughter of A. C. Suhren and president of Nerhus Properties.

Boundary Description: See attached sketch map.

Justification: The block on which the Chicle building is located contains various modern buildings also owned by Nerhus Properties. Hence, boundaries were chosen to encompass the candidate (the three story building and the two historic one-story sections mentioned in Part 7) and exclude modern buildings on the block. The western boundary line follows the party wall between a historic one-story section and a modern building under the same ownership.



American Chicle Co. Bldg.
Orleans Parish, LA

1" = 50'

--- BOUNDARY

