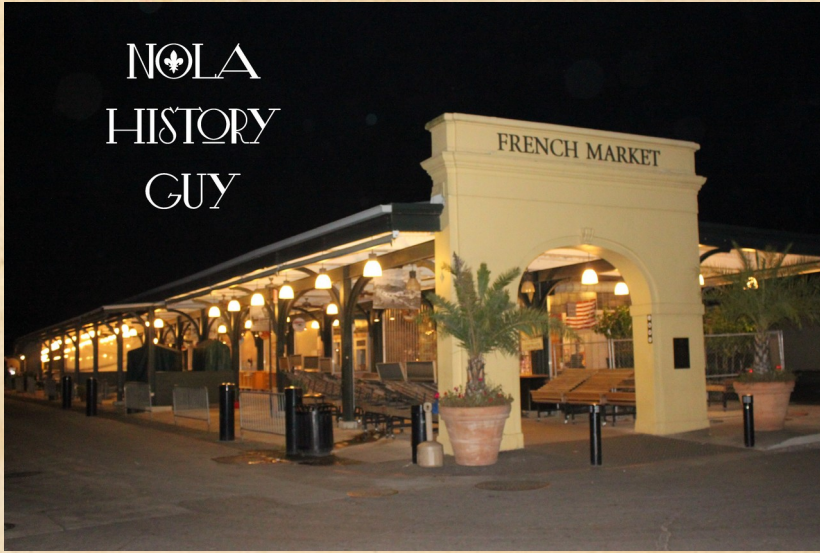


NOLA
HISTORY
GUY

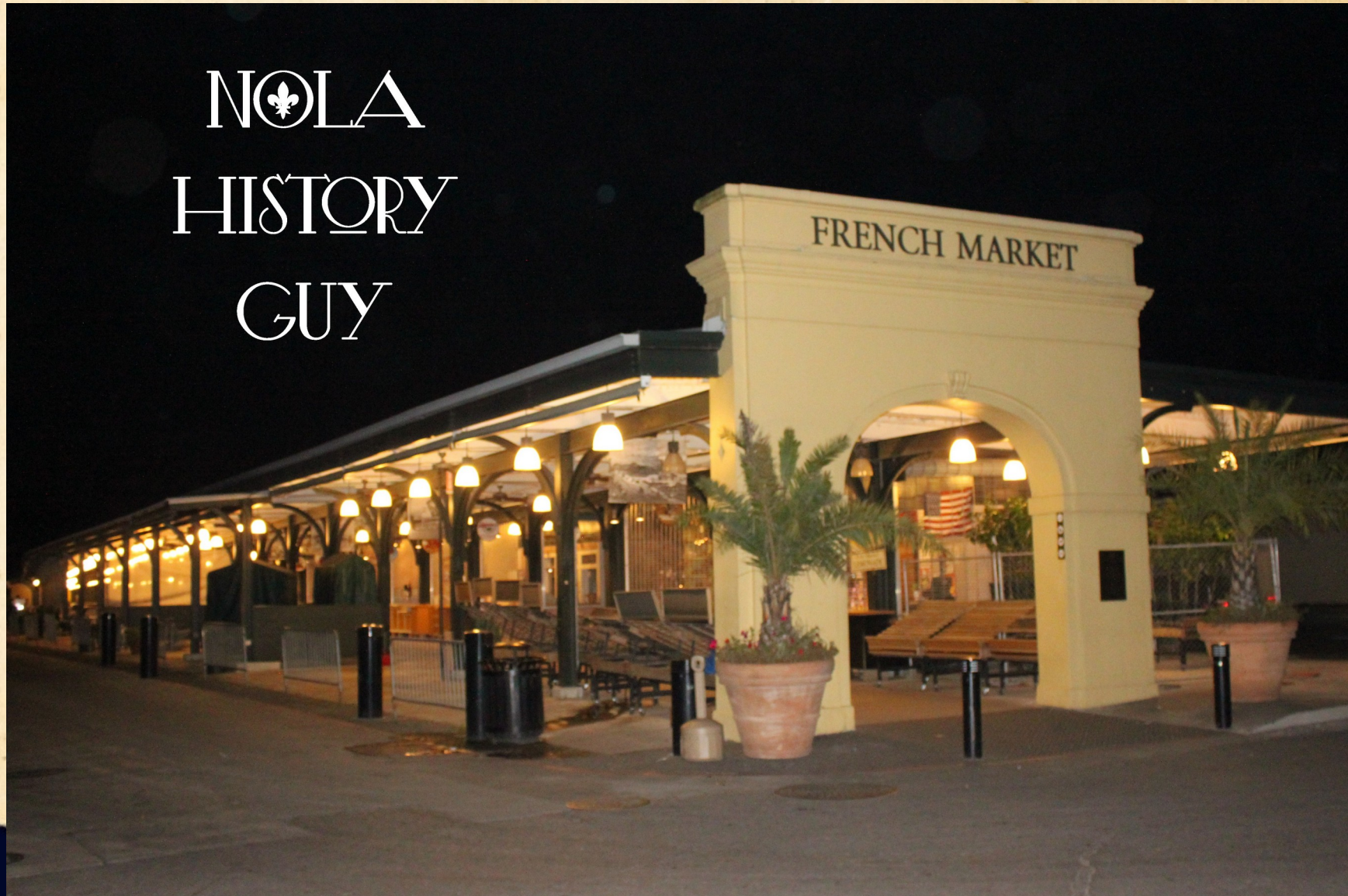


Maison Blanche Department Stores

Origins: A. Shwartz & Son

Edward Branley is the
@NOLAHistoryGuy

NOLA
HISTORY
GUY



Maison Blanche

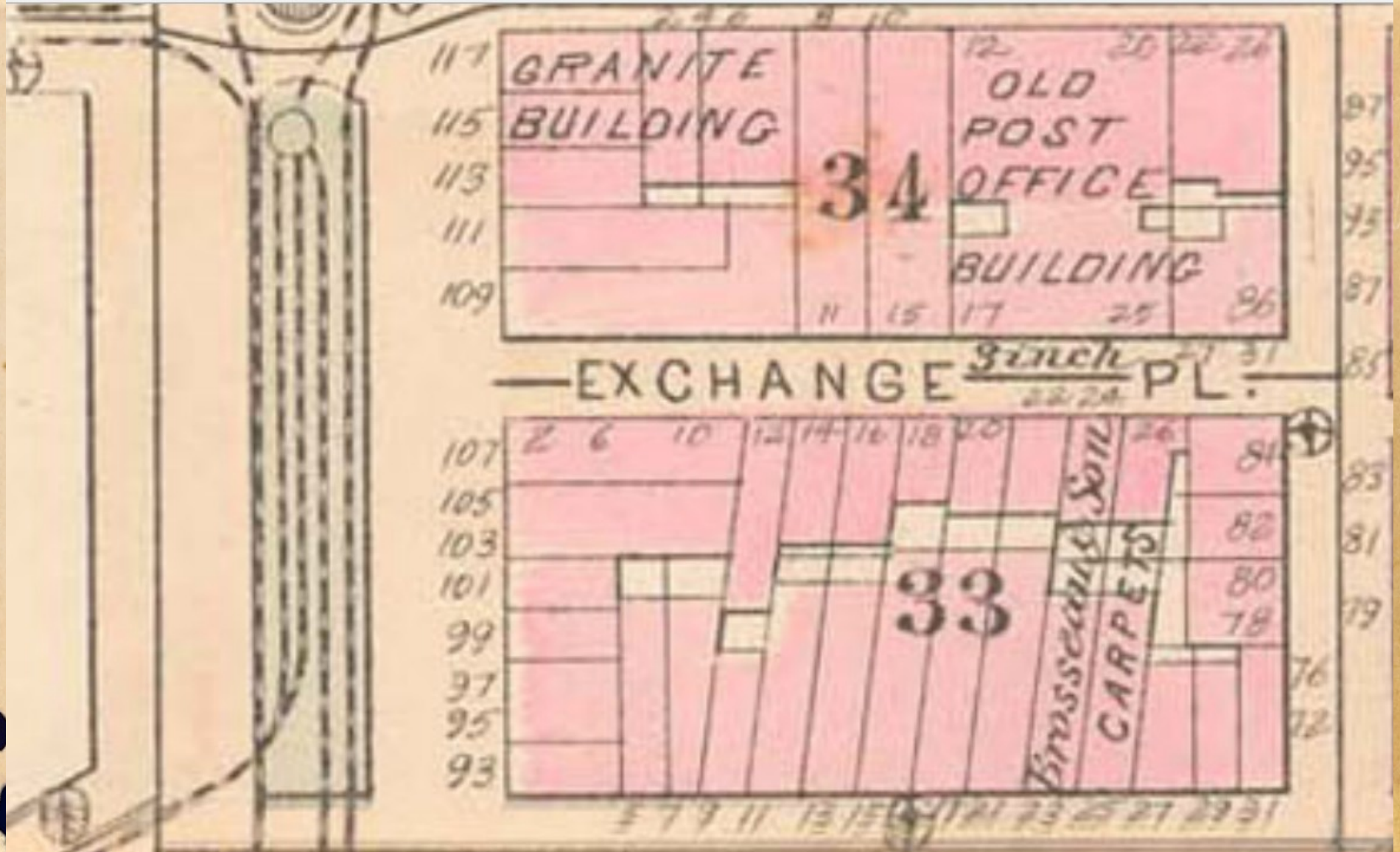
Origins: A. Shwartz & Son

- Who Was Abraham Shwartz?
- Partnership with Charles Kaufman
- 25 Rue Chartres
- Move to Canal and Baronne
- Move to the Touro Buildings

Abraham Shwartz

- Born in 1820 in the Rhineland, Germany
- Leaves Germany, moves to Liberty, Mississippi
- Moves to New Orleans
- Marries Julia Kaufman (sister of Simon and Charles A. Kaufman) in 1850
- Opens wholesale business w/Simon Kaufman in 1858. Charles also works for the company.
- Breaks with Kaufmans in 1868

Shwartz, Kaufman & Co., 25 Chartres



Shwartz, Kaufman & Co.

GARDNER'S
NEW ORLEANS DIRECTORY,
FOR
1861,
INCLUDING JEFFERSON CITY, GREYNA, CARROLLTON,
ALGIERS, AND McDONOGH,
WITH A
NEW MAP OF THE CITY,
A Street and Place Guide,
BUSINESS DIRECTORY,

Orange
Shwartz, Kaufman & Co. (A. Shwartz,
S. Kaufman, S. Block,) wholesale dry
goods, 25 Chartres
Shwartz A. (Shwartz, Kaufman & Co.) d.
130 Rampart

DISSOLUTION—THE COPARTNERSHIP
heretofore existing between the undersigned in
this city under the firm of SHWARTZ, KAUFMAN
& CO., was dissolved by mutual consent, on 1st of June
last. Either of the partners are authorized to sign the
name of the late firm in liquidation.

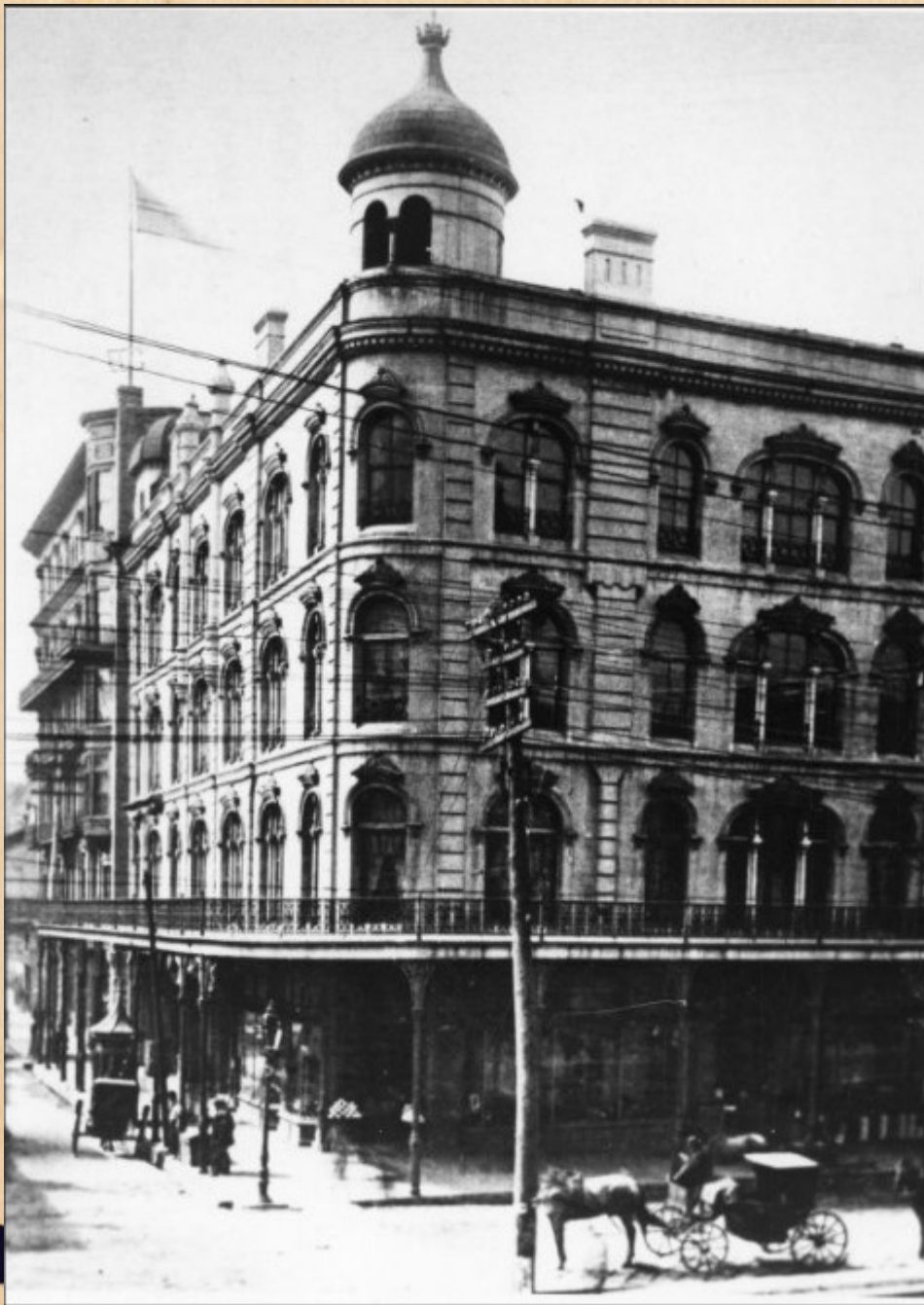
A. SHWARTZ.
S. KAUFMAN
ISAAC SHWARTZ.

New Orleans, July 1, 1868.

jy20 36

A. Schwartz and Son

- “Son” is Nathan Isaac Schwartz
- Opens retail store at the Pelican Building, Canal and Baronne in 1874
- Pelican Building is sold, becomes Chess, Checkers and Whist Club
- Store moves across the street to 161 Canal (now the 801 block)
- Moves to 133 Canal (Touro Buildings, 701 block) October 1, 1884
- Acquires Danziger’s at 131 Canal



A. Schwartz and
Son 160-162
Canal Street.
(Photo is from
the 1880s.)

A. Schwartz and Son, October 1876

GREAT ATTRACTION THIS WEEK

—AT—

NEW STORE—NEW STORE

—OF—

A. SHWARTZ & SON,

160 and 162 Canal Street,

Corner Baronne, (Pelican House.)

QUILTS—QUILTS.

Wadded Quilts,

Mexican Quilts,

Crochet, Marselles, Etc., Etc.,

AT LOW FIGURES.

A call, as soon as possible, will repay, at

A. SCHWARTZ & SON'S

160 and 162 Canal, cor. Baronne,

(PELICAN HOUSE.)

Branch, corner of Ursulines and Decatur streets,

(BLUE STORE.)



161 Canal
Street,
1875. (3rd
from D. H.
Holmes at
155)



161 Canal
Street
(Holmes is
at 155)

Winter

Has been so long coming that people have half thought it was not coming at all, and have made only partial provision for it. The result is seen in our large stock of

Seasonable Goods.

We are not going to carry these goods over to next winter.

THEY MUST BE SOLD.

Now is your time to buy, and at

SHWARTZ'S

THE PLACE.

We have made SWEEPING REDUCTIONS in all our departments.
BROCADE DRESS GOODS, former price 12 1/2c., reduced to 8c.
SATIN STRIPED SUITINGS, former price 15c., reduced to 9c.
SILK and WOOL SUITINGS, former price 25c., reduced to 16c.
DAMASKEE POPLINS, former price 20c., reduced to 11 1/2c.
CAMEL'S HAIR CLOTH, former price 35c., reduced to 15c.
SILK PONGEE, former price 60c., reduced to 30c.
60 pieces Lupin's all Wool CASHMERES reduced from 75c. to 45c.
Also a full line of BROCADE SILKS and fine DRESS GOODS, comprising all the latest styles, reduced 40 per cent. from former prices.
Sweeping Reductions in

Cloaks and Dolmans.

Although our sales have been very large in this department, we have still 820 garments left, and they must be sold. Every piece has been reduced 50 per cent.
Cloaks formerly sold at \$8, reduced to \$4 75.
Cloaks formerly sold at \$10, reduced to \$5 50.
Cloaks formerly sold at \$15, reduced to \$8 75.
Cloaks formerly sold at \$20, reduced to \$11 25.
Children Cloaks marked down to half of former price.
Cloth and Matelassée Dolmans reduced 50 per cent.

We are also closing out our stock of

Blankets, Shawls, Knit Goods, Balmoral Skirts, etc.,

REGARDLESS OF COST.

Also great bargains this week in
Tanned Damasks, Napkins, Towels, Lace Curtains, Lace Bed Spreads, Marseilles Quilts, Honey Comb Spreads, Table Covers, Hostlers, Ribbons, Laces, Kid Gloves, Ruillings, etc.

LADIES' UNDERWEAR.

Extraordinary reductions have been made in Ladies' Underclothing. Whatever is needed to complete the wardrobe of a lady, miss or infant, can be purchased at our counters at very attractive prices. Ladies who wish to secure lovely novelties should not fail to give us an early call.

A. SHWARTZ & SON,

161 Canal street.

Jn4-152dp

A. Shwartz and Son, 161 Canal Street, 1880

SELLING OUT
OUR ENTIRE STOCK
DRY GOODS,
UNDERWEAR AND SUITS,
REGARDLESS OF COST,
ON ACCOUNT OF REMOVAL.

Having leased the spacious store No. 133 Canal street, which we will occupy this fall, we have concluded to close out the entire stock in our present store, and in order to do so at once we have

MARKED DOWN EVERYTHING,

And shall positively sell during the next thirty days the

GREATEST BARGAINS

Ever offered in this city.

LADIES

Will do well by giving us an early call as our stock is yet well assorted with all the novelties of the season, and as everything

HAS BEEN REDUCED,

We will guarantee a

POSITIVE SAVING

On every article bought of us. Prices marked in plain figures.

CONSULT YOUR OWN INTEREST

And call early on

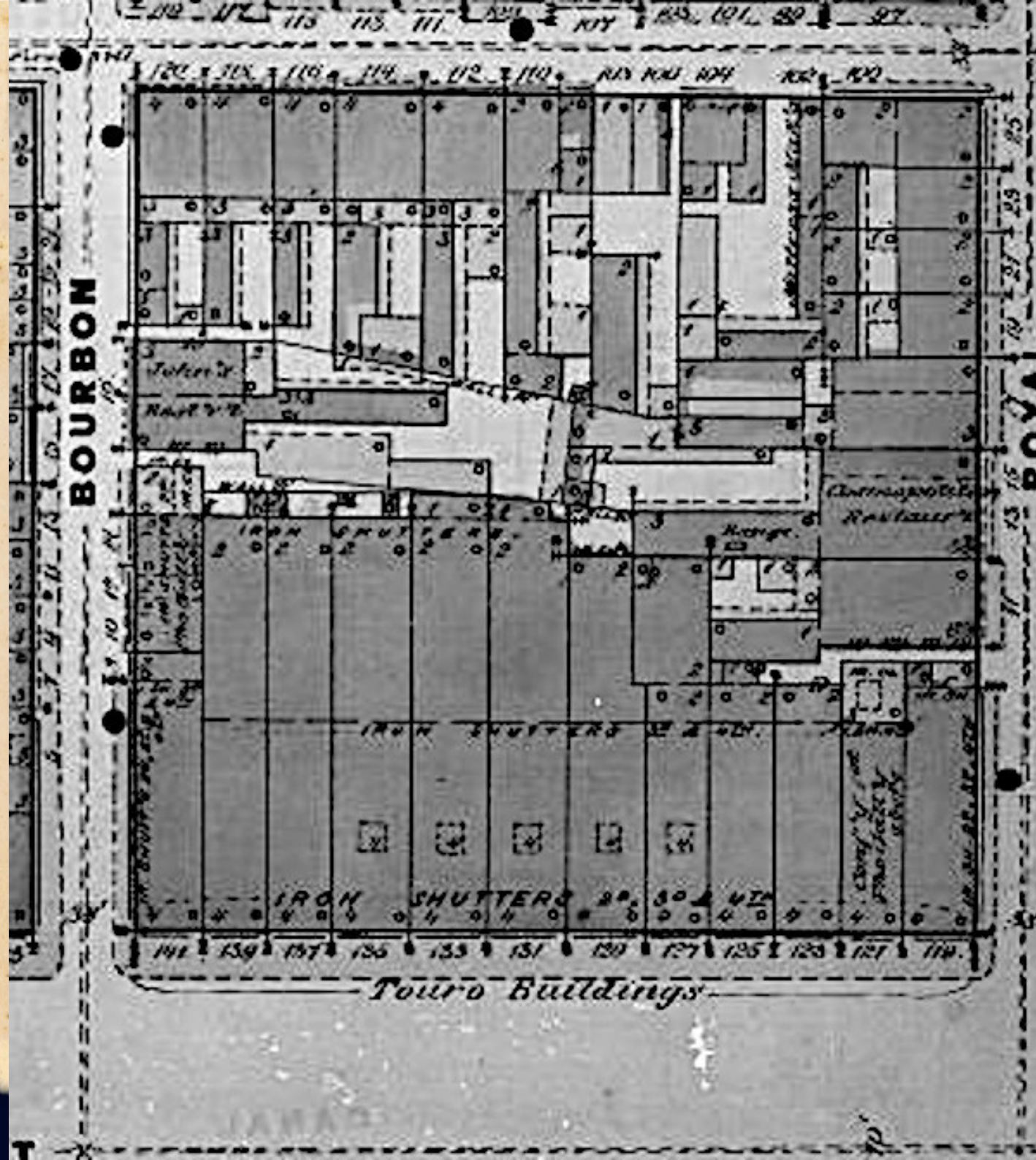
A. SHWARTZ & SON,

161 Canal street.

A. Schwartz and
Son, 161 Canal
Street
1-June 1884
“Removal Sale”



Touro
Buildings,
1880 (approx.)



701 Block
Canal
Street,
1876

A. SHWARTZ & SON

GRAND OPENING

Our New Store,

WEDNESDAY, OCTOBER 1, 1884.

Elegant Novelties,
LATEST STYLES,
Lowest Prices.

We beg to announce that we will on WEDNESDAY, October the 1st, inaugurate the GRAND OPENING of our NEW STORE, No. 133 CANAL STREET.

In order to properly celebrate the event and make it memorable in the history of our business, we propose to make the GRANDEST DISPLAY of NEW FALL GOODS from FOREIGN and EASTERN MARKETS ever seen in this city, and shall offer them at prices that are at once consistent with large sales and small profits.

SPECIAL ATTENTION IS CALLED

RICH BROCADED VELVETS, expressly imported for this occasion.
FRENCH NOVELTIES in SILKS and SATINS, both Plain and Brocade, in entirely New Tints and Effects.
ELEGANT LINES of BLACK SILKS of the best make in Great Britain, France, Switzerland, Germany, etc.
DRESS GOODS of all grades, comprising many New Combinations never before offered.
TREMENDOUS ASSORTMENT of BLACK GOODS, all of the Best Dye and every piece warranted to wear.

THE LARGEST ASSORTMENT OF Hosiery ever before shown by any house.
HANDKERCHIEFS in the Greatest Variety, among them designs none can help admiring.
KID GLOVES (Our Specialty) and by far the Largest Assortment and Best Value in the City.
LACES of Every Style and Quality and remarkably Low Prices.
The Latest Novelties in TRIMMINGS and BUTTONS, harmonizing with the Novelties in Dress Fabrics.

Gorgeous Display

FALL WRAPS,
SUITS AND UNDERWEAR!

Beautiful Elegant
LADIES' SUITS, LADIES' UNDERGARMENTS,
CHILDREN'S DRESSES, BRIDAL OUTFITS,
INFANTS' WEAR, INFANTS' TROUSSEAUX.

BESIDES THE ABOVE,

EVERY OTHER DEPARTMENT will be crowded with NOVELTIES as well as

SPECIAL INDUCEMENTS.

As we have leased no Canal, we would respectfully ask the LADIES to CALL and INSPECT OUR STOCK, feeling assured that we can interest all as well as show many Elegant Articles never before exhibited.

A. SHWARTZ & SON

133---Canal street---133

878-11187

A. Shwartz & Son
Grand Opening
Wednesday, October 1,
1884 at 133 Canal St.

CONTINUATION

—OF THE—

Closing-Out Sale

—OF—

"DANZIGER'S STOCK"

THIS WEEK

BARGAINS FOR EVERYBODY!

131-Canal Street-131

"Danziger's Stock"

DRESS GOODS

To Be Sold Out.

"Danziger's Stock"

DOMESTICS

To Be Sold Out.

"Danziger's Stock"

BLACK GOODS

To Be Sold Out.

"Danziger's Stock"

Handkerchiefs to

Be Sold Out.

"Danziger's Stock"

Notions and Buttons

To Be Sold Out.

"Danziger's Stock"

SILKS and VELVETS

To Be Sold Out.

"DANZIGER'S
STOCK"

—OF—

Fine Cloaks

—AND—

WRAPS

To Be Closed Out

DURING THIS COLD SNAP.

"DANZIGER'S STOCK"

Fancy Goods!

To Be Sold Out.

"Danziger's Stock"

HOUSEFURNISHING GOODS

To Be Sold Out.

"Danziger's Stock"

HOSIERY

To Be Sold Out.

"Danziger's Stock"

BLANKETS

To Be Sold Out.

"Danziger's Stock"

MATTINGS

To Be Sold Out.

"Danziger's Stock"

FLANNELS

To Be Sold Out.

131.....CANAL STREET.....131

Closing-Out Sale
Danziger's
131 Canal Street
January 17, 1886

SHWARTZ'S

Attractive Autumnal Array

High Class, Medium Grade and Low Priced Novelties

Having the whole boundless continent to select from this year, we have left no stone unturned to supply our patrons with everything new and desirable in the multifarious departments of our extensive establishment, and we hereby invite an inspection of the same, confident in the belief that our selections will meet popular approval.

Brocaded SILK VELVET DRESS FRONTS, in novel effects.
 Brocaded SILK VELVETS in new colors and combinations.
 Brocaded SILK VELVETS, in new designs, very effective.
 Brocaded SATINS and SATINS, in new and popular evening shades.
 Brocaded BLACK SILKS and SATINS, in unique designs.
 HAIKAL - LILKS and SATINS, as fresh as daisies.
 SATIN MICHIGAN LILKS, SATIN - LILKS, SATINS, TRICOTINES.
 SATINS, in plain and fancy, for combinations.
 GIL - SHIRTS, in high lustre and intricate ARMURES.
 PLAIN SILK VELVETS, in all colors and VELVETS.
 PLAIN CHECKED and STRIPED VELVETS and VELVETTES.
 QUILTED SATINS, in black and all desirable colors.
 Heavy CLOTHED DRESS CLOTHS, warranted pure, in an immense variety of shades, at 50c per yard, worth \$1.50.
 Very Heavy BLACK CLOTH CLOTH, pure silk, 180 yd, worth \$1.50.

TRICOT ROBES, Embroidered Panels and Match Trimmings.
 GAMBLES HAIR ROBES, with Pique - Trims and Match Trimmings.
 CLOTH ROBES, with Persian Fronts and Match Trimmings.
 6-4 LADIES' CLOTH ROBES, embroidered in High Colorings.
 6-4 TRICOT CLOTHS, in all the Newest Tints.
 42-inch FLOPPERS, immensely Popular Abroad.
 38-inch HAIR-LINE CLOTH at 30c per yard, well worth 50c.
 All WOOD PLANNED SUITS at 20c per yard, well worth 40c.
 CLOTHED DRESS SUITS, all colors, at 20c per yd, well worth 37 1/2c.
 38-inch WOOD DRESS SUITS, at 20c per yard, well worth 35c.
 1 cubic width DIAGONAL at 1 1/4 per yard, well worth 25c.
 3-4 18 HILKES, no more to be had, at 10c per yard, well worth 15c.
 3-4 NEW PALE A TIEKS at 10c per yard, well worth 15c.
 3-4 BROADEN and SATINS, new shades, 4 1/2 per yd, well worth 10c.
 3-4 Pretty DARK CALICOES, 4c per yard, well worth 5c.

We have given more than our usual great care to the selection of Mourning Goods, and Ladies wearing black will be more than pleased with our 48-inch Marie Gaulante, 48-inch Mourning Cloth, 40-inch Serges, 40-inch Nun's Cloth, 40-inch Camels' Hair, 48-inch Tricot, 40-inch Etamine, 54-inch Ladies' Cloth, Henriettes, Crepes, etc.

PERMAN TABLE, PLANO and STAND COVERS, very rich.
 TABLE SETS - Cloth, Napkins, doilies to match.
 TABLE LINENS, in all colors, in single and double width.
 Plaid - LINENS and CLOTHS, with 1 or 2 doilies.
 Plaid - LINENS and CLOTHS, with 1 or 2 doilies.
 Heavy - LINENS and CLOTHS, with 1 or 2 doilies.
 Turkey Red TABLE DAMASK, 25c, usually 40c.
 PRIMA - LINENS, in all colors, 10c per yard.
 RICE - LINENS, Openwork stripes, 10c, usually 15c.
 Extra Size White LINEN DINNER NAPKINS, \$1.75 doz, usually \$3.
 MICHAELSON'S LILK LINES, small pieces, half price.

Ladies' Full-finished Balbriggan HOSE, 10c a pair, worth 25c.
 Ladies' Full-finished, Drop-stitch Balbriggan HOSE, 20c pr, worth 30c.
 Ladies' Leghairs, Solid Colors, Balbriggan HOSE, 10c a pair, worth 30c.
 Ladies' Leghairs, Solid Black Balbriggan HOSE, 25c a pair, worth 35c.
 Ladies' Black Silk HOSE, 10c a pair, worth \$1.50.
 Gent's Heavy British SOCKS, 10c a pair, worth 25c.
 Gent's Heavy Colored British SOCKS, 10c a pair, worth 25c.
 Gent's Fancy and - Lin SOCKS, 25c a pair, worth 35c.
 Children's Fine Black Cotton HOSE, 10c a pair, worth 25c.
 Children's Ribbed and Solid HOSE, 10c a pair, worth 25c.
 Children's finished HOSE, 10c a pair, worth 25c.

We have just opened a magnificent stock of Trimmings and Ornaments for the garniture of Dresses, Decoration of Houses, and for fancy work. Want of space precludes a detailed description; they must be seen to get an idea of their many uses and wonderful beauty.

RUSSIAN FANCY BLANKETS, \$4.00 each, worth \$7.50.
 11-4 all-Wool WHITE BLANKETS \$4.50 pair, worth \$7.
 13-4 all-Wool WHITE BLANKETS, \$5.00 pair, worth \$7.
 Infants' Child WHITE BLANKETS, \$1 pair, worth \$1.75.
 Infants' Child MARY BOWLING BLANKETS, \$3 pair, worth \$1.50.
 4-1 BIRDIE DOWN, delicate colors, 10c per yard, worth \$2.
 3-4 BIRDIE DOWN, fancy stripes, 30c per yard, worth 75c.

3-button KID GLOVES, good quality, 47c a pair, worth 75c.
 5-button KID GLOVES, light shades, 35c a pair, worth 75c.
 5-button KID GLOVES, extra quality 75c a pair, worth \$1.
 Non-quietest KID GLOVES, choice colors, 35c a pair, worth \$1.50.
 Black Deer Skin KID GLOVES, warranted, 75c a pair, worth \$1.25.
 A full assortment of our jewelry, colored "La Rome" and "Mar-
 guerite" REAL KIDS, just opened.

We were fortunate enough to secure the entire product of a most stylish manufacture of Ladies' Wraps and Children's Cloth Costumes at a heavy discount from regular rates, and can offer them at lower prices than any establishment in the country.

Good JERSEYS, in all sizes, at 40c, usually 75c.
 All-Wool JERSEYS, in all sizes, at 50c, usually \$1.50.
 Embroid' VEST FRONT JERSEYS, all sizes, \$1.10, usually \$2.
 Colored Vest, front back JERSEYS, in all sizes, \$1.40, usually \$2.25.
 Plaid Vest JERSEYS, in all sizes, at \$2.10, usually \$3.
 Double JERSEYS, in all colors, \$1.40, usually \$2.25.
 SILK JERSEYS, extra good, \$4.50, usually \$8.50.

Ladies' Colored Emb. H. S. HANDKERCHIEFS, 25c, generally 50c.
 Ladies' Colored Bord. H. S. HANDKERCHIEFS, 10c, generally 35c.
 Ladies' Colored Bord. H. S. HANDKERCHIEFS, 10c, generally 20c.
 Ladies' Gold or Bord. H. S. HANDKERCHIEFS, 10c, generally 15c.
 Gent's Colored Bord. H. S. HANDKERCHIEFS, 10c, generally 15c.
 Gent's White H. S. HANDKERCHIEFS, 30c, generally 40c.

We call particular attention to our entirely new stock of Carpets, Matting, Rugs, Mats, etc. Not having kept this line of goods heretofore, the assortment is fresh not alone in product, but also in designs and colorings, and, being bought at forced sales, they are extremely cheap. NOTATION--Orders for any of the above, or aught else in our line, will have prompt care.

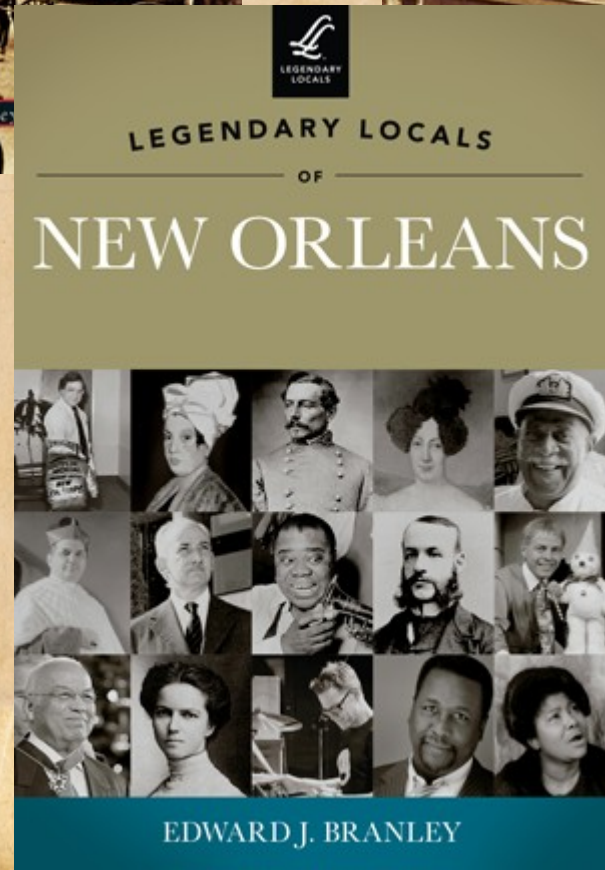
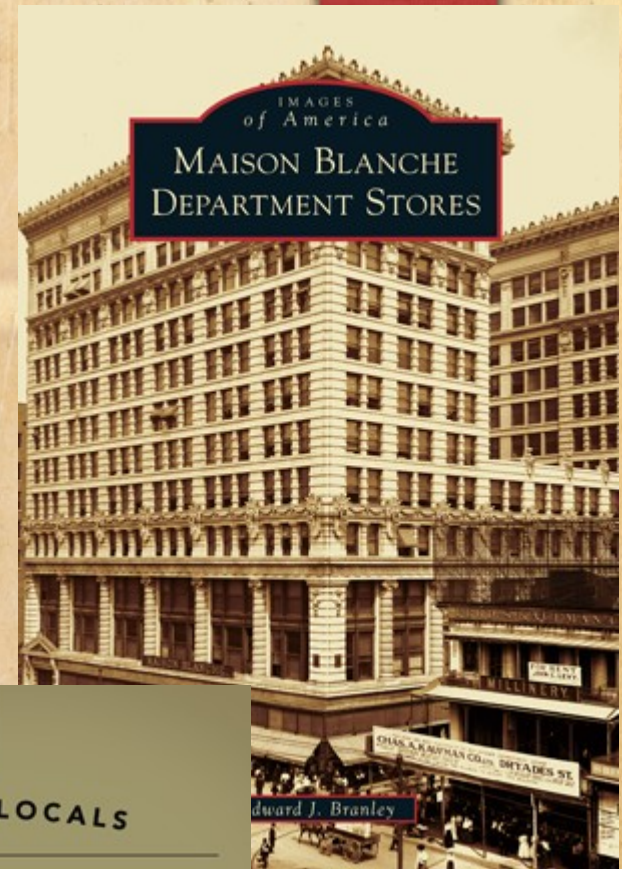
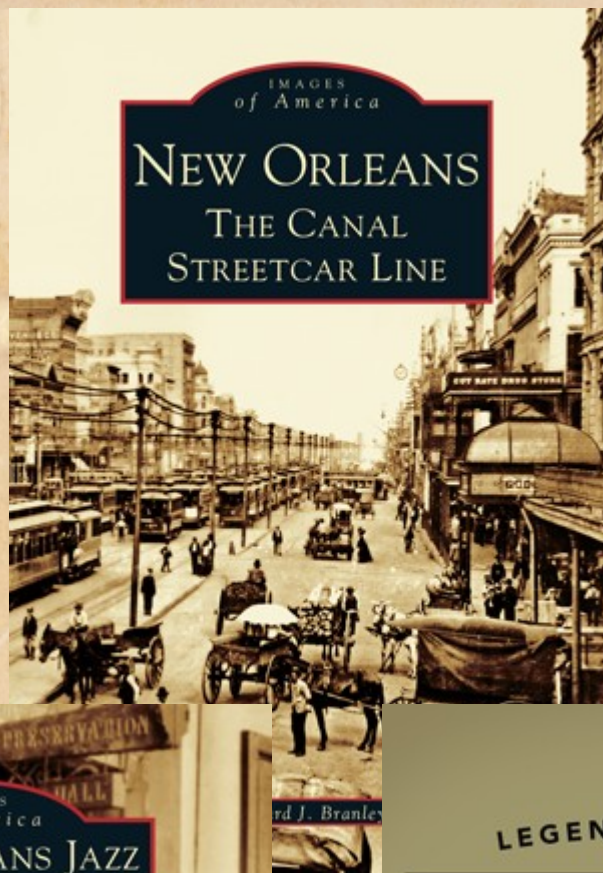
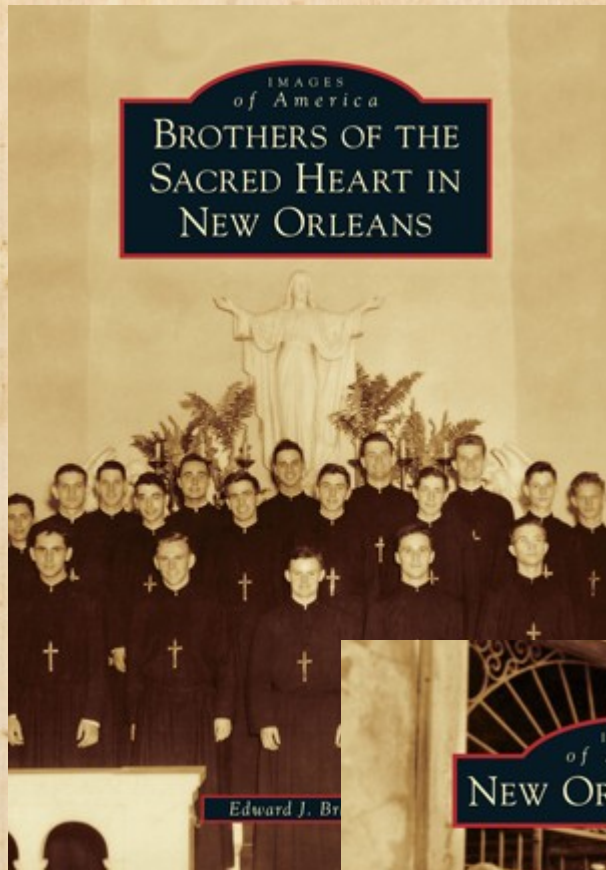
A. SHWARTZ & SON,

133 Canal street, soon to be 131 and 133 Canal street.

Soon to be 131
 and 133 Canal
 Street.
 October 17,
 1886



Greetings from NOLA, 2018
greetingstour.com



KRAUSS

OOOOOOOOOOOOOOOOOO

BRANLEY

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EDWARD J. BRANLEY

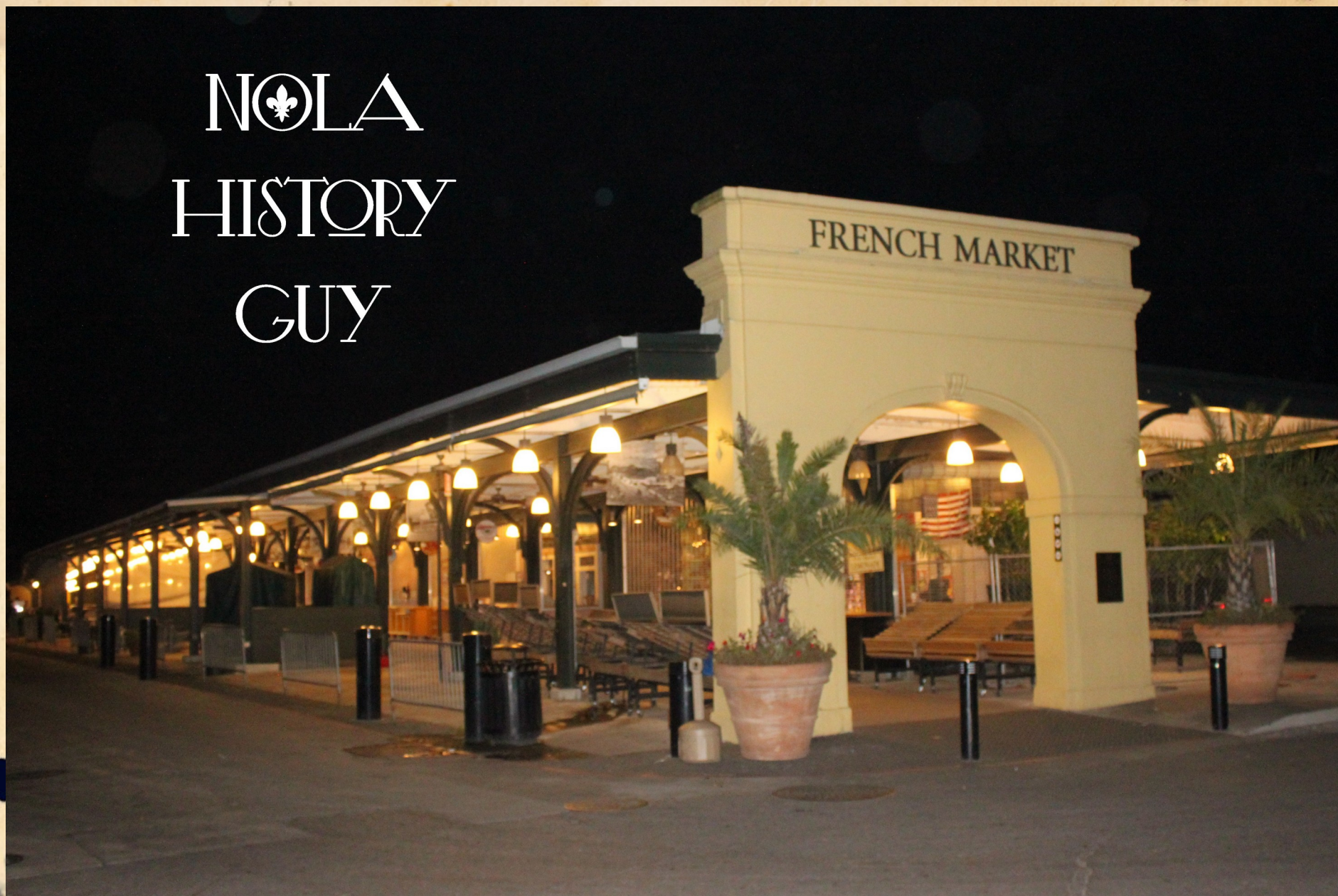
KRAUSS

The New Orleans Value Store



www.NolaHistoryGuy.com

NOLA
HISTORY
GUY





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