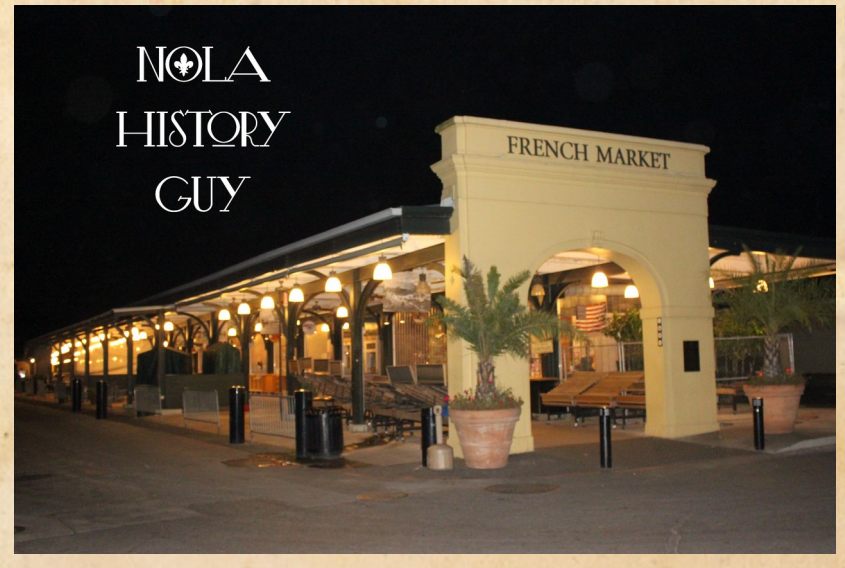
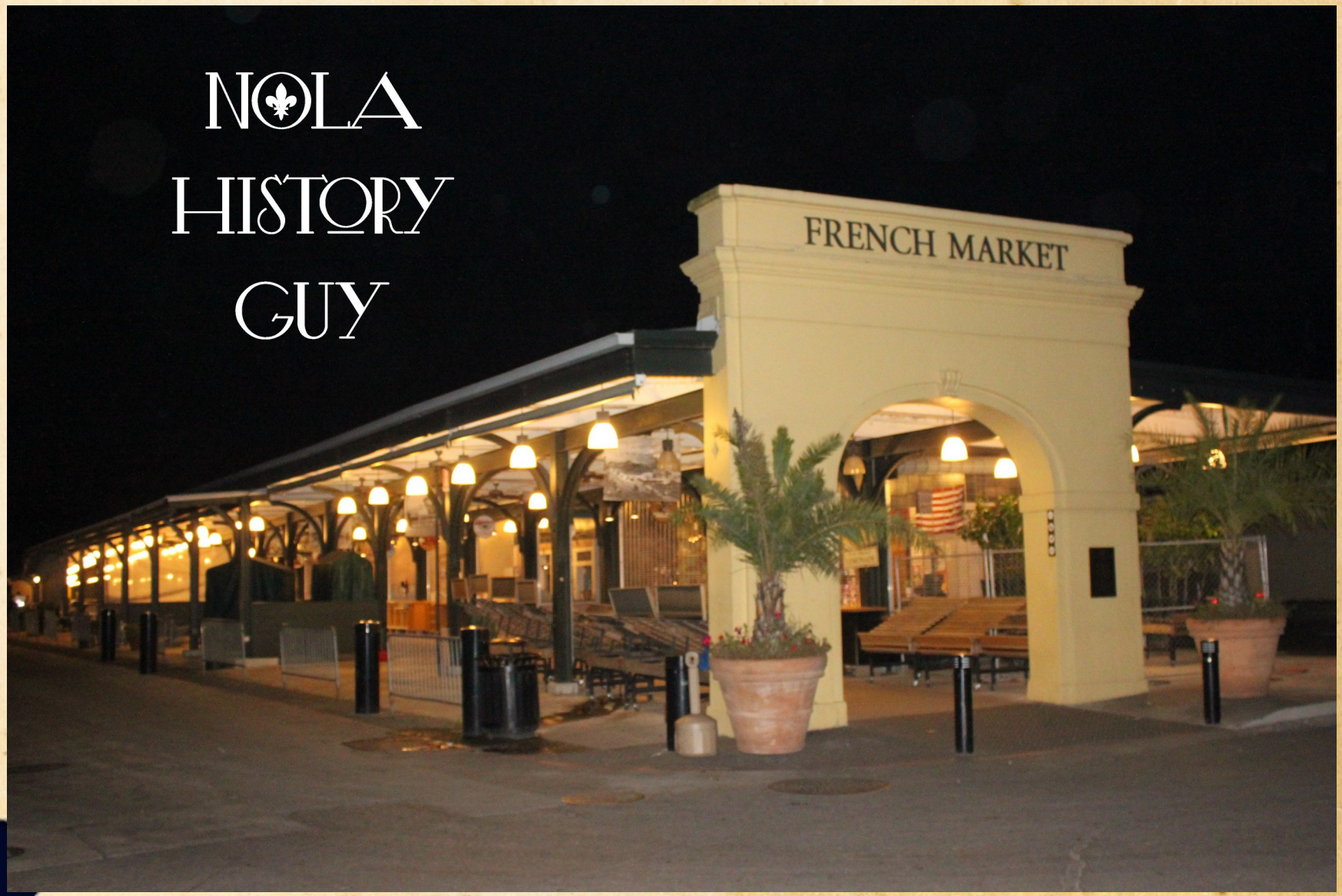


Maison Blanche Department Stores

Origins: Simon J. Shwartz

Edward Branley is the @NOLAHistoryGuy



Maison Blanche
Origins: S. J. Shwartz & Co.

- Who Was Simon J. Shwartz?
- Family Business: A. Shwartz & Son
- 1892 Fire
- 901 Canal

Simon J. Shwartz

- Born 17-January-1867 in New Orleans to A. Shwartz and Julie Kaufman
- Works in the family business, A. Shwartz & Son, since childhood.
- Marries Clara Newman, daughter of Isidore Newman, March 27, 1889
- (1903 Photo)

Family Business

- Goes with his father to A. Shwartz & Son since around the age of six.
- Becomes the store's buyer in New York City in 1883.
- Becomes partner in the company, July, 1889
- By January, 1890, A. Shwartz & Son occupies 123, 131, and 133 Canal Street
- Store moves to corner of Bourbon and Canal, 6-October-1890
- Fire destroys store, February 14, 1892

Co-partnership

COPARTNERSHIP.

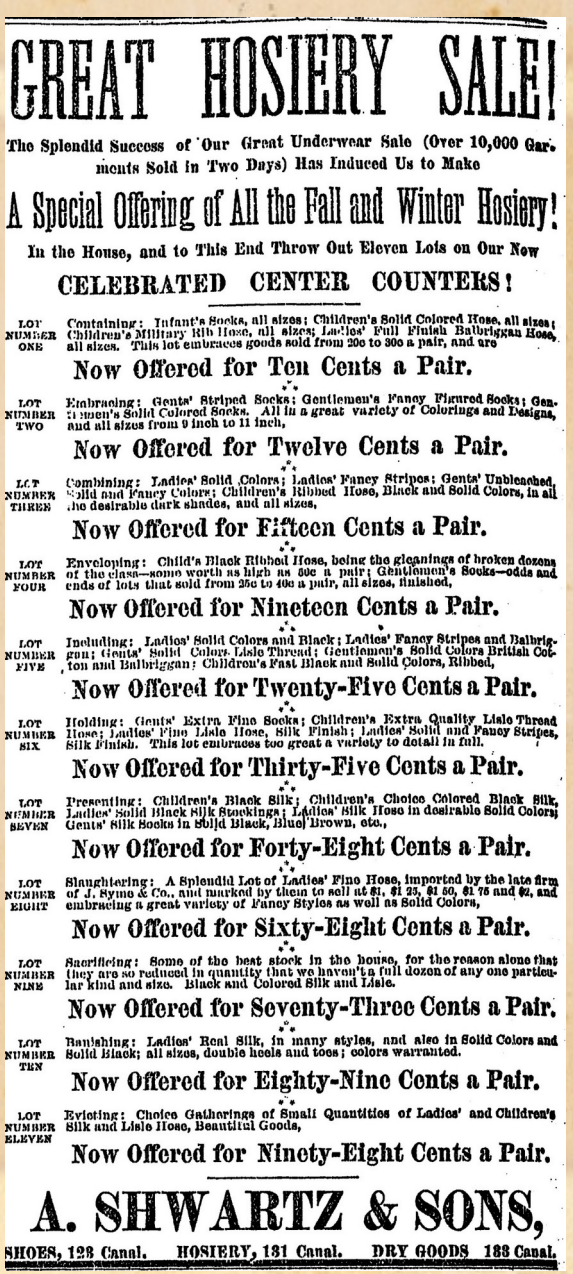
COPARTNERSHIP—We have this day admitted into our firm LEON L. SHWARTZ and SIMON J. SHWARTZ.
A. SHWARTZ & SON.

OUR business will hereafter be conducted under the firm name of A. SHWARTZ & SONS.
A. SHWARTZ,
N. I. SHWARTZ,
L. L. SHWARTZ.
S. J. SHWARTZ.
New Orleans, July 24, 1889. Jy25—4t

Times-Picayune, 25-July-1889.

Simon and Leon become members of the A. Shwartz partnership.

Touro Buildings, 1890



GREAT HOSIERY SALE!

The Splendid Success of Our Great Underwear Sale (Over 10,000 Garments Sold in Two Days) Has Induced Us to Make

A Special Offering of All the Fall and Winter Hosiery!

In the House, and to This End Throw Out Eleven Lots on Our New

CELEBRATED CENTER COUNTERS!

LOT NUMBER ONE — Containing: Infant's Socks, all sizes; Children's Solid Colored Hose, all sizes; Children's Military Rib Hose, all sizes; Ladies' Full Finish Balbriggan Hose, all sizes. This lot embraces goods sold from 20c to 30c a pair, and are

Now Offered for Ten Cents a Pair.

LOT NUMBER TWO — Embracing: Gents' Striped Socks; Gentlemen's Fancy Figured Socks; Gentlemen's Solid Colored Socks. All in a great variety of Colorings and Designs, and all sizes from 9 inch to 11 inch,

Now Offered for Twelve Cents a Pair.

LOT NUMBER THREE — Combining: Ladies' Solid Colors; Ladies' Fancy Stripes; Gents' Unbleached, Solid and Fancy Colors; Children's Ribbed Hose, Black and Solid Colors, in all the desirable dark shades, and all sizes,

Now Offered for Fifteen Cents a Pair.

LOT NUMBER FOUR — Enveloping: Child's Black Ribbed Hose, being the gleanings of broken dozens of the class—some worth as high as 30c a pair; Gentlemen's Socks—odds and ends of lots that sold from 25c to 40c a pair, all sizes, finished,

Now Offered for Nineteen Cents a Pair.

LOT NUMBER FIVE — Including: Ladies' Solid Colors and Black; Ladies' Fancy Stripes and Balbriggan; Gents' Solid Colors Lisle Thread; Gentlemen's Solid Colors British Cotton and Balbriggan; Children's Fast Black and Solid Colors, Ribbed,

Now Offered for Twenty-Five Cents a Pair.

LOT NUMBER SIX — Holding: Gents' Extra Fine Socks; Children's Extra Quality Lisle Thread Hose; Ladies' Fine Lisle Hose, Silk Finish; Ladies' Solid and Fancy Stripes, Silk Finish. This lot embraces too great a variety to detail in full.

Now Offered for Thirty-Five Cents a Pair.

LOT NUMBER SEVEN — Presenting: Children's Black Silk; Children's Choice Colored Black Silk, Ladies' Solid Black Silk Stockings; Ladies' Silk Hose in desirable Solid Colors; Gents' Silk Socks in Solid Black, Blue, Brown, etc.,

Now Offered for Forty-Eight Cents a Pair.

LOT NUMBER EIGHT — Slaughtering: A Splendid Lot of Ladies' Fine Hose, imported by the late firm of J. Syme & Co., and marked by them to sell at $1, $1 25, $1 50, $1 75 and $2, and embracing a great variety of Fancy Styles as well as Solid Colors,

Now Offered for Sixty-Eight Cents a Pair.

LOT NUMBER NINE — Sacrificing: Some of the best stock in the house, for the reason alone that they are so reduced in quantity that we haven't a full dozen of any one particular kind and size. Black and Colored Silk and Lisle.

Now Offered for Seventy-Three Cents a Pair.

LOT NUMBER TEN — Banishing: Ladies' Real Silk, in many styles, and also in Solid Colors and Solid Black; all sizes, double heels and toes; colors warranted.

Now Offered for Eighty-Nine Cents a Pair.

LOT NUMBER ELEVEN — Evicting: Choice Gatherings of Small Quantities of Ladies' and Children's Silk and Lisle Hose, Beautiful Goods,

Now Offered for Ninety-Eight Cents a Pair.

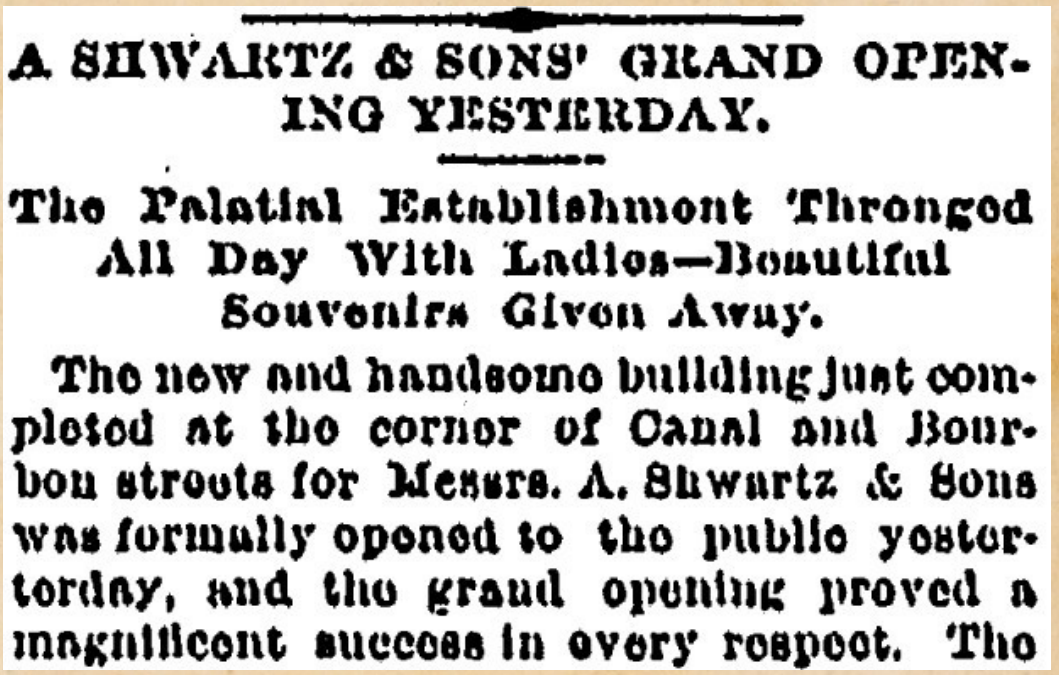
A. SHWARTZ & SONS,

SHOES, 128 Canal. HOSIERY, 131 Canal. DRY GOODS 133 Canal.

Times-Picayune, 16-January-1890. (Location opened on 6-October.)

Note name change: "& Sons" now that Simon and Leon are partners.

Canal and Bourbon, 1890



A. SHWARTZ & SONS' GRAND OPENING YESTERDAY.

The Palatial Establishment Thronged All Day With Ladies—Beautiful Souvenirs Given Away.

The new and handsome building just completed at the corner of Canal and Bourbon streets for Messrs. A. Shwartz & Sons was formally opened to the public yesterday, and the grand opening proved a magnificent success in every respect. The

Times-Picayune, 7-October-1890. (Location opened on 6-October.)

The Fire, 16-February-1892

The Fire, 16-February-1892

TWO MILLION DOLLARS'

Worth of Property Destroyed by Fire Last Night at Canal and Bourbon Streets.

Including the Magnificent Trade Palaces of Shwartz, Werlein, Cluverius, Runkel, Levy, Krausz and Kreeger.

D. H. Holmes' Store Burned on the Bourbon Street Side.

The Fire Breaks Out in Shwartz's Store at 10:30,

And in an Hour it is a Pile of Smouldering Ruins.

Conspicuous Gallantry of the Members of the Fire Department.

Times-Picayune, 18-February-1892

Abraham Shwartz Passes, 8-March-1892

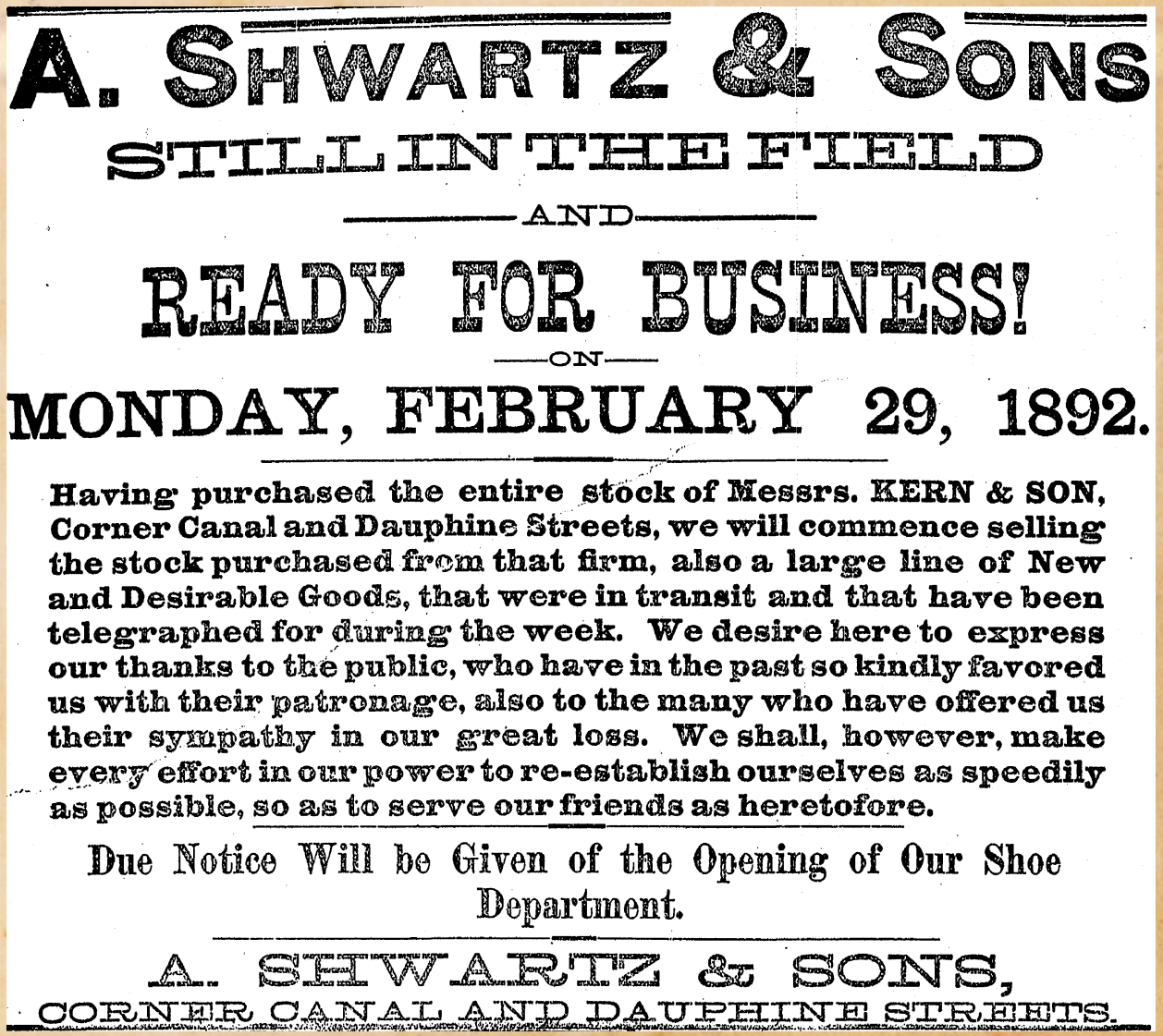
ABRAHAM SHWARTZ.

Death of the Head of the Great Canal Street Dry Goods House.

Yesterday afternoon, just before the great house of A. Shwartz & Sons was about to close its doors upon the busy current of trade, news was brought of the death of the senior member of the firm. The scene which followed told the story of the patriarch's character better than anything that can be written. There were employes who

Times-Picayune, 9-March-1892

Aftermath – 901 Canal Street



A. SHWARTZ & SONS

STILL IN THE FIELD

—AND—

READY FOR BUSINESS!

—ON—

MONDAY, FEBRUARY 29, 1892.

Having purchased the entire stock of Messrs. KERN & SON, Corner Canal and Dauphine Streets, we will commence selling the stock purchased from that firm, also a large line of New and Desirable Goods, that were in transit and that have been telegraphed for during the week. We desire here to express our thanks to the public, who have in the past so kindly favored us with their patronage, also to the many who have offered us their sympathy in our great loss. We shall, however, make every effort in our power to re-establish ourselves as speedily as possible, so as to serve our friends as heretofore.

Due Notice Will be Given of the Opening of Our Shoe Department.

A. SHWARTZ & SONS,

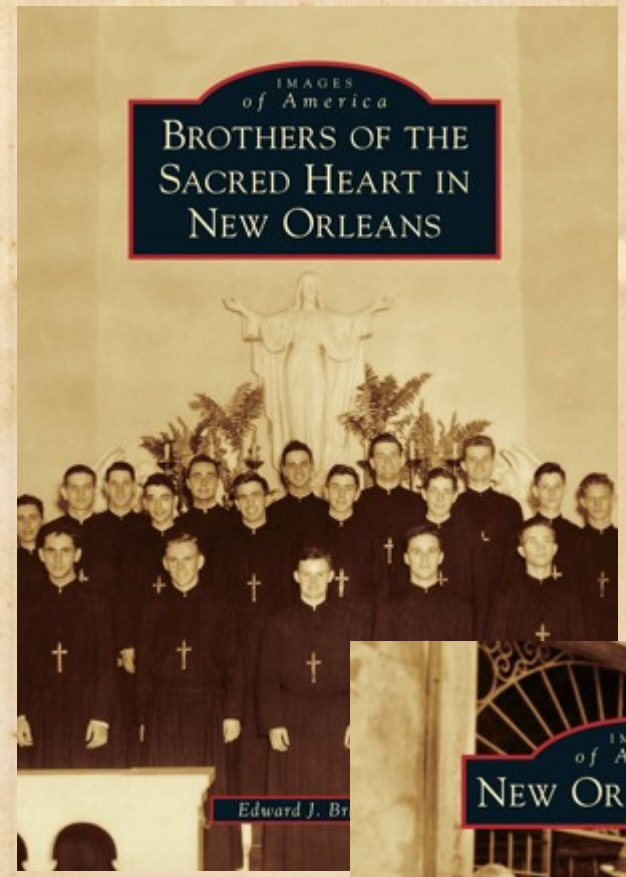
CORNER CANAL AND DAUPHINE STREETS.

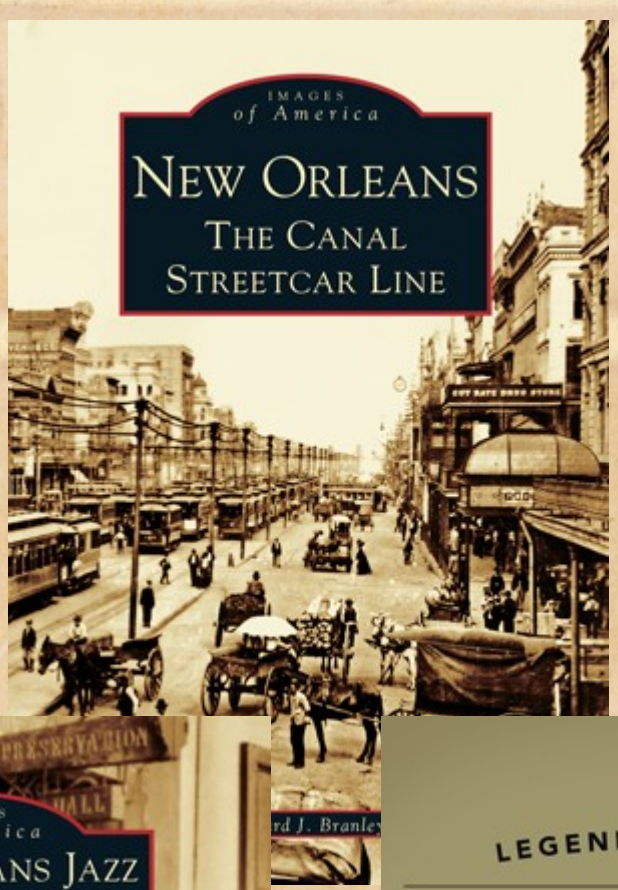
Times-Picayune, 18-February-1892

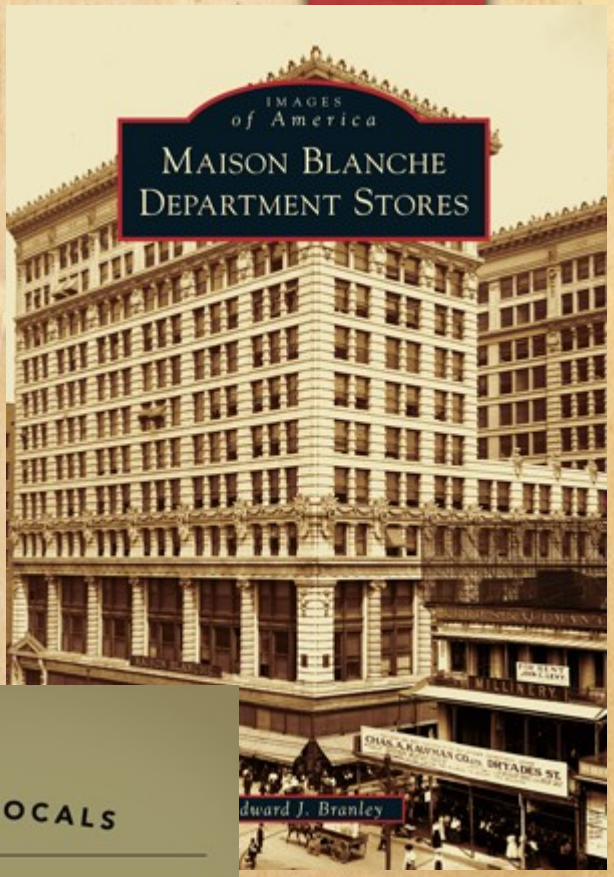
Aftermath – 901 Canal Street

901 Canal Street, 1893

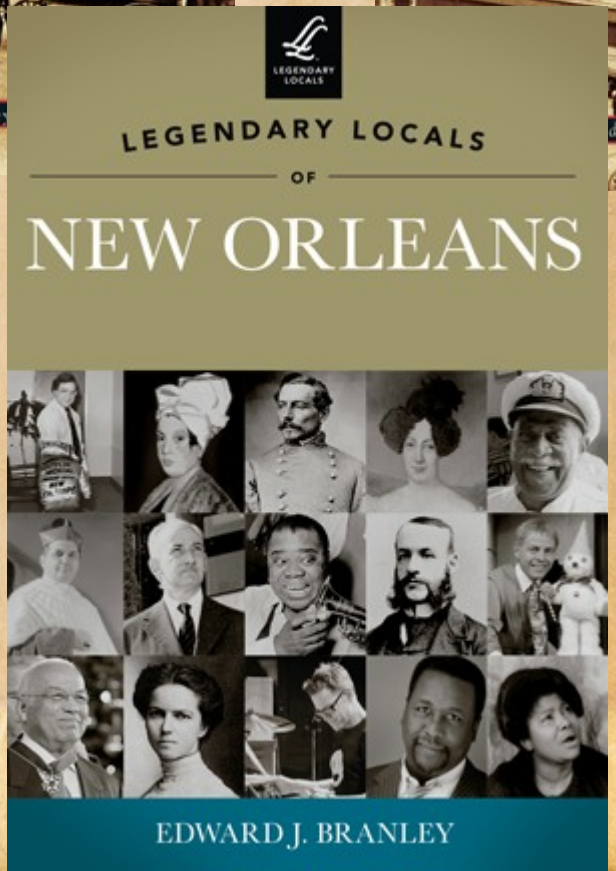
Greetings from NOLA, 2018
greetingstour.com


IMAGES
of America
BROTHERS OF THE SACRED HEART IN NEW ORLEANS
Edward J. Br


IMAGES
of America
NEW ORLEANS
THE CANAL STREETCAR LINE


IMAGES
of America
MAISON BLANCHE DEPARTMENT STORES
Edward J. Branley

IMAGES
of America
NEW ORLEANS JAZZ
PRESERVATION HALL
Edward J. Branley


LEGENDARY LOCALS
LEGENDARY LOCALS
OF
NEW ORLEANS
EDWARD J. BRANLEY

KRAUSS

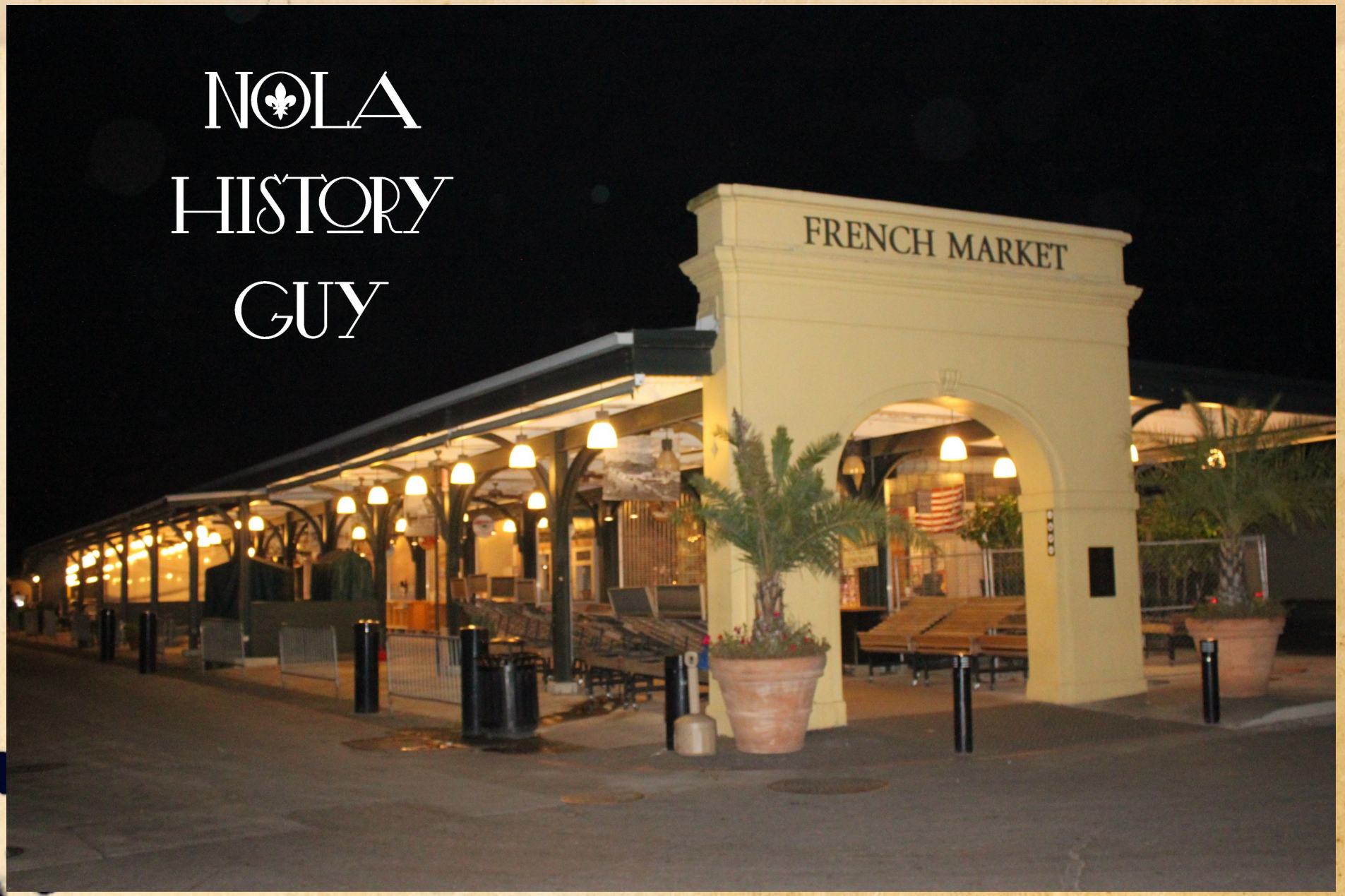
BRANLEY

EDWARD J. BRANLEY

KRAUSS

The New Orleans Value Store

www.NolaHistoryGuy.com



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