

# GATES PRESERVATION



## 3535 MAGAZINE STREET

### Historic Property Report

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# DESCRIPTION

Local Historic District: Uptown

State Cultural District: Magazine Street Gallery

Federal Historic District: Uptown

Built: 1925, three-story concrete and brick commercial structure

Style: Neoclassical Commercial

Business Timeline:

1925-1935 Car dealership: Jefferson Motor Company; Menger – Fisher Motor Company; Fairchild

1935-1954 Bakery: Mother's Home-Made Pies; Mother's Bakery

1958-present Hardware store: Harry's Hardware

This three-story concrete and brick structure is an unusual building among its double shot gun neighbors. When this section of Magazine street developed in earnest during the late 19<sup>th</sup> century the two parcels which now hold 3535 Magazine matched their neighbors, occupied by a pair of single-story double shotgun houses. For several blocks in either direction this section of Magazine Street was largely residential, but as the early 20<sup>th</sup> century progressed many institutions and business began to occupy the residential structures.

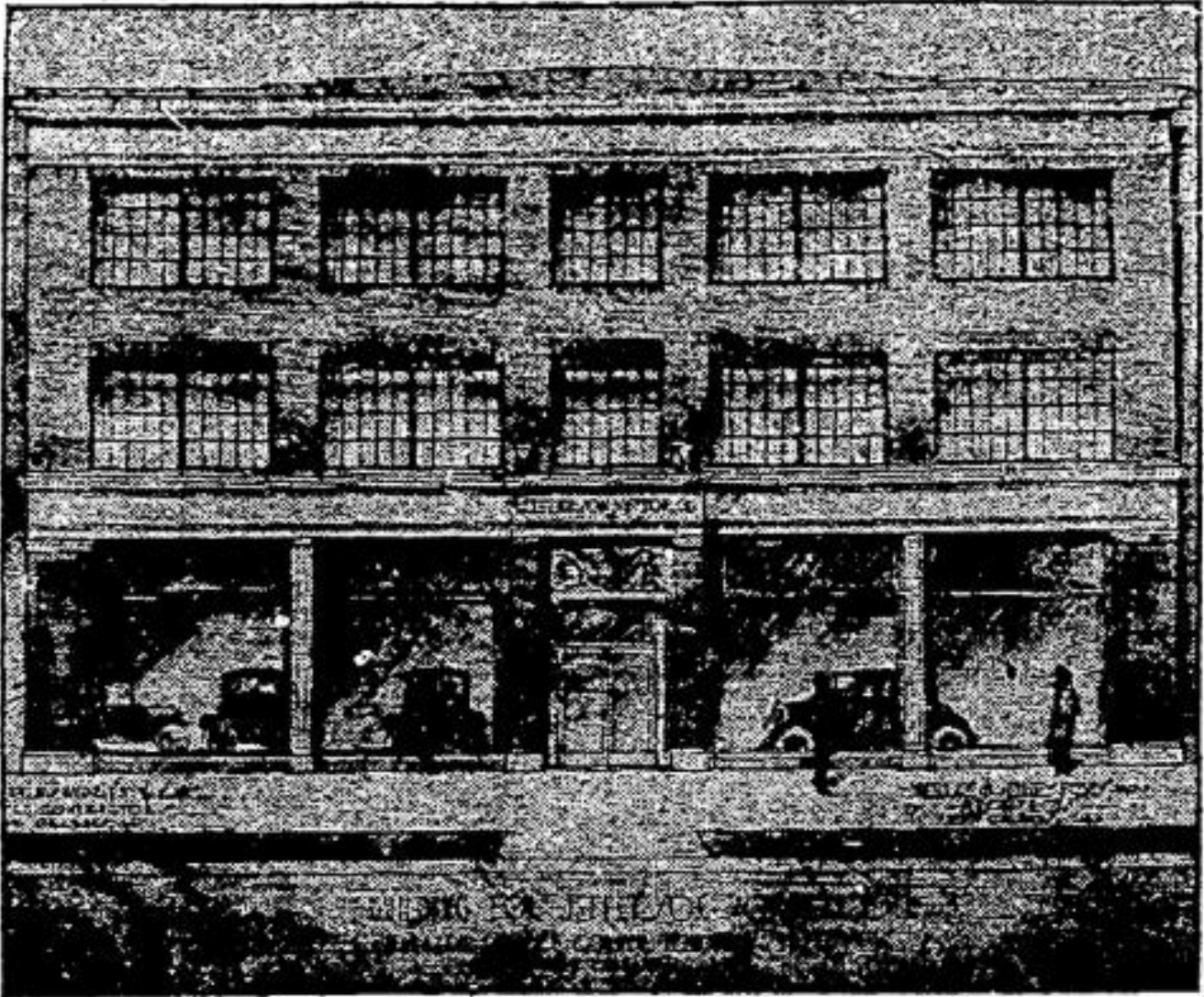
Jefferson Motor Company (JMC) got its start in Gretna, an automobile friendly town where motorized transportation was seen as a necessity to getting around the largely rural West Bank. They sold Ford cars, trucks, and tractors. The company quickly shifted its sights to New Orleans proper in 1924, setting up shop at 1030 Louisiana Ave while the new building was being constructed at Magazine and Foucher. As a way to set themselves apart in the early car market JMC advertised "gold seal service" which offered 24-hour shop service for Ford owners.

These early dealerships were showpieces of the popular architectural styles of the time, displaying the car in interior showrooms visible through large picture windows to the sidewalk, in bustling downtown commercial corridors of the time. These early dealerships were geared toward the pedestrian, unlike the massive lots filled with shiny new cars, of today, which needs to appeal to fast moving vehicular traffic, these early buyers were often walking in to buying their first car.

The Jefferson Motor Company's new structure would inhabit those early ideals of car dealership architecture with a three-story fire-proof structure, which towered over the adjacent buildings. The ground floor, with its large picture windows held the showroom, the upper portion of the building was devoted to service departments and "stock" including additional vehicles which were transported up and down on a large, car sized elevator at the rear of the building with an access door off Foucher, (this elevator is still in use today). The building was designed in a Neoclassical style by Weiss & Dreyfous Inc., Architects and constructed by R.P. Farnsworth and Company, General Contractors. It was boasted in the New Orleans State newspaper that the "building will be rushed to completion in about ninety days" in reality it took about 5 months with the grand opening being pushed back from June 15<sup>th</sup> to July 1<sup>st</sup>.



# Jefferson Motor Co. Erects Building



This new and attractive building is being erected on the corner of Magazine and Foucher streets for the **JEFFERSON MOTOR COMPANY**, the distributors for the Ford Motor company, and will specialize in Ford cars and Fordson tractors. The building is a three-story structure, the lower floor of which will be used for a sales room, the upper portion of the building being devoted to stock rooms and service departments. Plans for the building were made by Weiss & Dreyfous, Inc., Architects, and construction work will be in the hands of R. P. Farnsworth and company, general contractors. C. G. Robertson is president and general manager of the **Jefferson Motor company**.

New Orleans Item Jan 31, 1925

The building only served as a Ford dealership for 10 years, from 1925-1935 it was then leased by Mother's Home-Made Pie Shop, owned by Ben and Margaret Perkowski a first- and second-generation immigrant couple from Poland. They opened a restaurant in New Orleans shortly after their marriage in 1920 that quickly failed but one item from the restaurant that was extremely popular was Mrs. Perkowski's pies. So the couple decided to focus their energy on baking with a small operation at 2628 Magazine selling mostly to restaurants,



they expanded their business to a larger home at 1050 Carondelet and finally to the large commercial space at what was then 3523 Magazine. By the time they had made the final move their offerings had expanded beyond pies to cakes, pastries and breads sold in restaurants and grocery stores throughout New Orleans. The Perkowskis brought many family members to New Orleans to work in the bakery and eventually purchased the building.

When the bakery closed in 1953 a notice in the New Orleans State listing the contents for auction shows what a large operation Mother's had become, some of the items included 6 delivery trucks, a 600 lbs. capacity dough mixer, and a bread wrapping machine that could wrap up to 45 loaves a minute.

**By Al Pailet and Gus Pailet, Auctioneers**  
**• ATTENTION**  
**Bakers, Confectioners and Bakers' Supply Houses**  
**\$75,000 BAKERY MACHINERY, ALL-ELECTRIC**  
**Offering at Public Auction, No Limit**  
**ON TUESDAY, JULY 21, AT 11 A. M.**  
**On Premises, 3523 Magazine St., New Orleans**

6 BAKERY PANEL TRUCKS, BAKER-PERKINS 600-LB. CAPACITY DOUGH MIXER AND FLOUR BLENDING EQUIPMENT, AUTOMATIC SCALE, AUTOMATIC WATER SCALE EQUIPMENT, BAKER-PERKINS 2-POCKET DIVIDER, BAKER-PERKINS R O U N D E R, OVERHEAD PROOFER THOMPSON MOLDER CONVERTED TO CROSS GRAIN, 12-RACK PROOF BOX, NATIONAL BREAD-WRAPPING MACHINE, TYPE B. W. 5, WITH REFRIGERATED COOLING UNIT, WRAPS 15 TO 45 LOAVES A MINUTE, MICRO JR. BREAD SLICER, 2 MIDLEY MARSHALL 2-DECK ROTARY OVENS, 10 DOUGH TROUGHS ON WHEELS, HUNDREDS OF SETS OF BAKING PANS, AS PULLMAN PANS, FAMILY LOAF PANS, 4 1/4" PIE PANS, ETC. ONE 40-QT. REED CAKE MIXER, TRIUMPH 60-QT. CAKE MIXER WITH AC MOTOR, 9- AND 10-FT. SHELF BREAD RACKS, WORKING TABLES, FLOUR SIFTERS, 50 FLOOR STOCK PLATFORMS, SMALL LATHE AND BANDSAW EQUIPMENT, ENNISBURGER 2-DOZ. CAPACITY DOUGHNUT FRYERS, DOUGHNUT SUGAR COATING MACHINE, STEAM RADIATORS, ENNISBURGER PASTRY PROOFING BOX AND STEAM BOILER, ROUND AND FIN-GER BUN PANS, HOWE DOUGH ROOM SCALE, RHODES BUN MACHINE, THOMPSON ROLL MACHINE, FRIGIDAIRE COMPRESSOR, PAN AND BARREL RACKS, INGREDIENT BINS, 2 FLOOR CONVEYORS, COIL WATER HEATER, 3 EXHAUST FANS. MANY OTHER BAK-ERY ITEMS.

**NOTE: ALL equipment in GOOD condition. Inspection daily.**

TERMS of sale cash. Deposit required. Purchaser can move equipment immediately after sale.

**AUCTIONEERS' OFFICE, GENERAL AUCTION CO., 129 CHARTRES ST.**  
**FOR INFORMATION CALL MA 4617**

T-F July 12-15-19-21; States July 20, 1953.

New Orleans State July 20, 1953

After sitting vacant for a few years Harry's Hardware leased the building from the Perkowski family in 1958. Harry's Hardware was owned by Harry Offner at its original location 326 S. Rampart until his death in 1951. His sons-in-law took over the family business and moved it to 3535 Magazine.

## Harry's Brothers-in-Law Threesome Invites Your Business



AT HARRY'S HARDWARE, now located at 3535 Magazine St., near Louisiana Ave., you'll find exciting and practical gifts for Christmas . . . for home and household . . . for him and her.

The Brothers-in-Law Threesome (Jake, Charlie and Sid) want you to shop at HARRY'S—in person or by phone. They say: "Free Parking, Free Delivery, and Charge Accounts invited at Harry's Hardware." Open weekdays and Saturdays, 7:30 a.m. to 5:30 p.m., Sundays from 8:30 a.m. until noon. You, too, will be wild about HARRY'S!

Times-Picayune Dec 8, 1961

Over the years the business has expanded to other locations in Old Metairie and the West Bank but this building on Magazine has always been its flagship location. During Harry's 60+ years here some changes have been made to the exterior of the building. The windows and garage door on the Foucher St side were filled in as well as the garage door on the one-story section on the Aline St side of the front façade and a canvas awning has been added which does obscure some of its original Neoclassical details but in large part the building stands much as it did in 1925. Still standing out next to its neighbors but very much an integral part of the fabric of the neighborhood.

## HISTORIC PHOTOGRAPHS

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Approx. late 1940s-1950s

Family photo provided by Dianne Perkowski



3523-29 Magazine Street. Published date: 1958-11-31

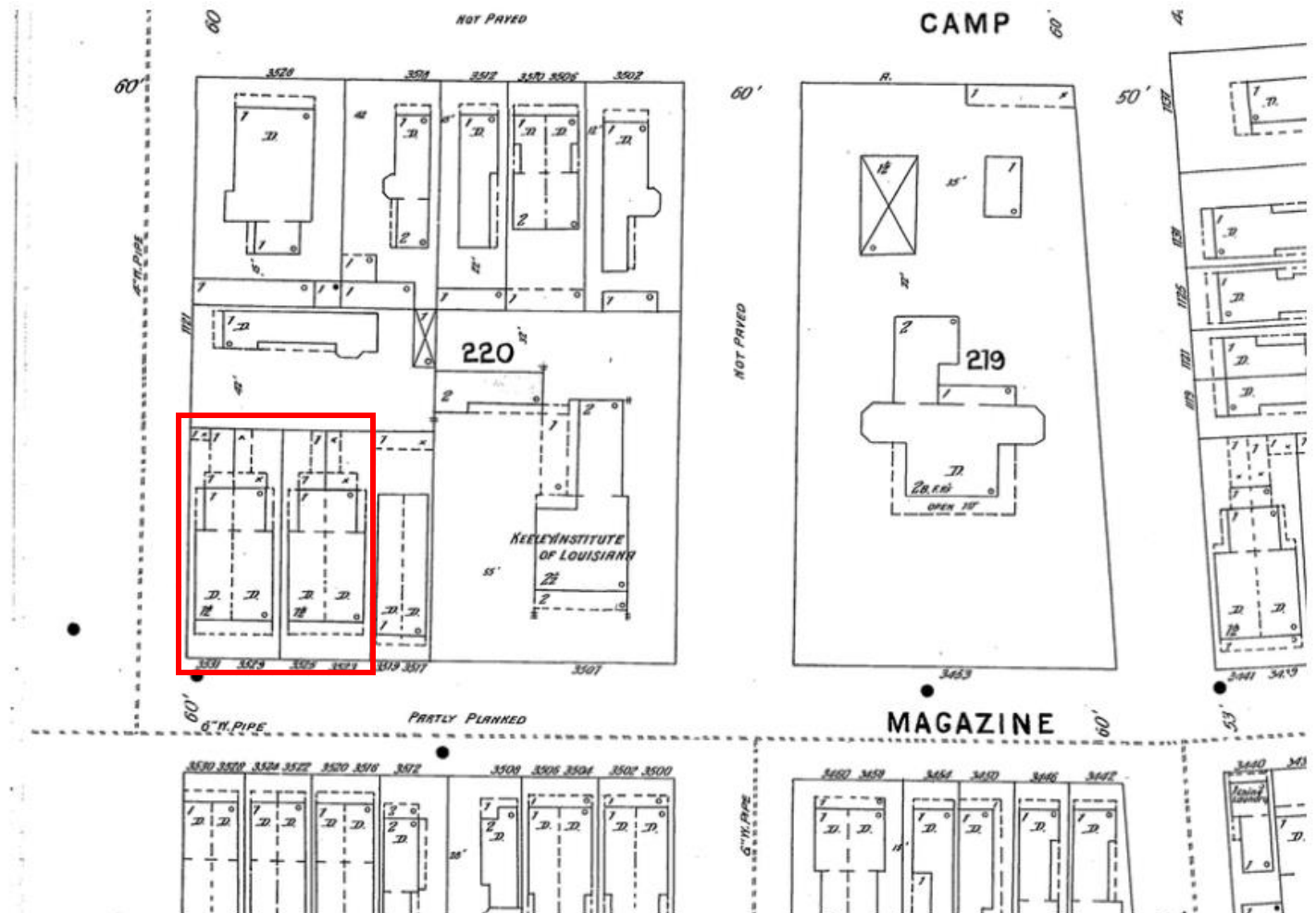
The Historic New Orleans Collection/Charles L. Franck and Franck-Bertacci Photograph Collections

“View of a three-story masonry building with frosted-over plate-glass windows.

Photograph commissioned by Latter & Blum.”



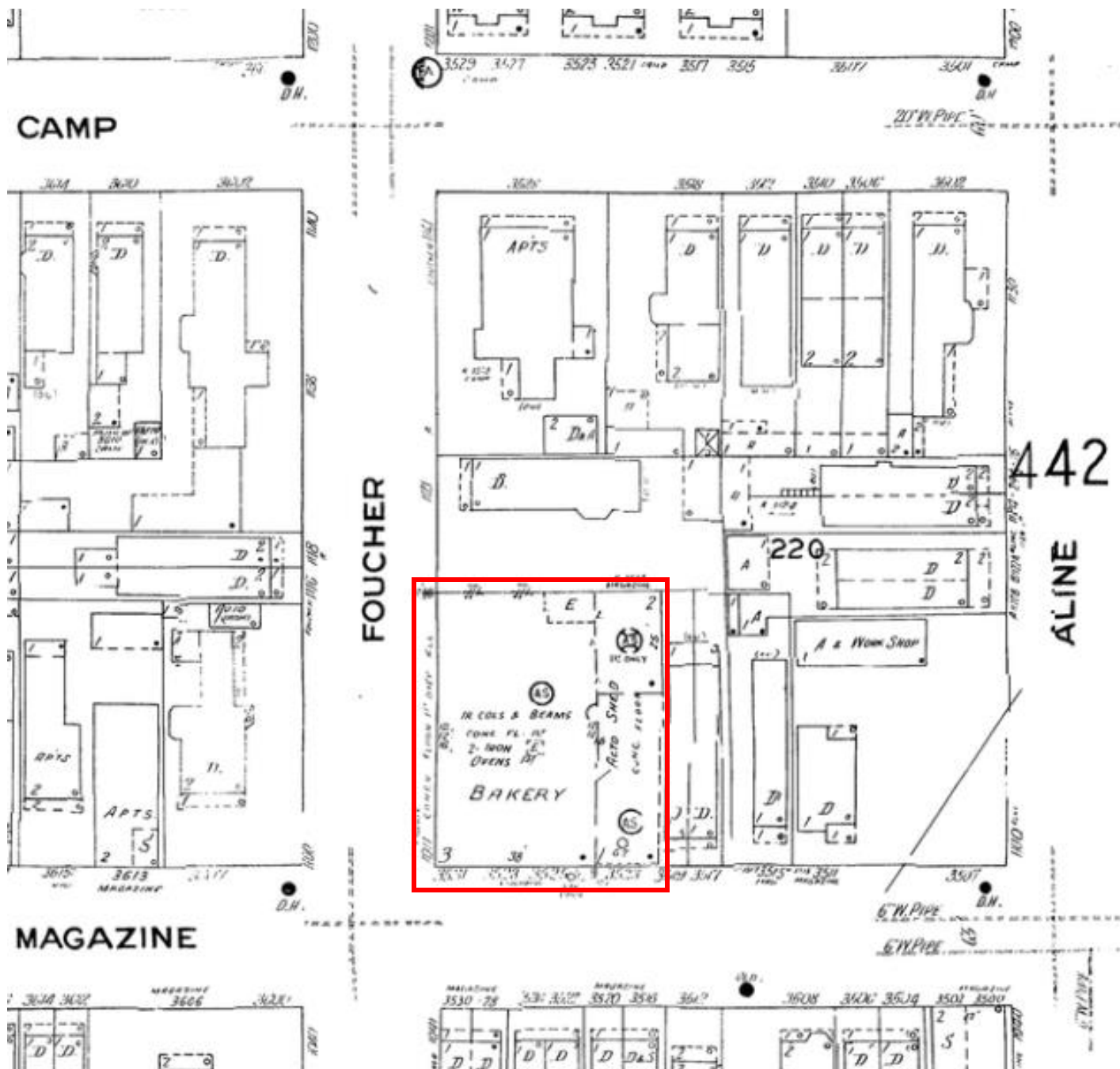
# SANBORN INSURANCE MAPS



Sanborn's Insurance Maps 1896







Sanborn's Insurance Maps 1937

## NEWSPAPER SOURCES

### Organize New Firm To Carry On Auto Business

An announcement was made Saturday by Messrs. C. R. Robertson and Max Mansberg that they have taken over the management of the Bush Motor Company which has been operating an authorized Ford sales and service agency at Gretna, La. The name of the firm will be hereafter known to the motor public as the **Jefferson Motor Company**. The business it was announced will continue as usual.

Mr. Robertson was formerly con-

nected with the Jarreau Motor Company as salesmanager while Mr. Mansberg was but recently in the employ of the Krauss Company. Both are well known in local business circles. Their numerous friends will no doubt be glad to hear of their venture in business for themselves.

WEAR REGENT 3.50 SHOES

WEAR REGENT \$3.50 SHOES

WEAR REGENT \$3.50 SHOES

WEAR REGENT \$3.50 SHOES

New Orleans State March 16, 1924

Above is shown the sales force of the **Jefferson Motor Company**. Reading left to right: John A. Feehan, vice-president; C. R. Robertson, president and salesmanager; E. E. Spencer, R. T. McConnell, J. H. Britain, F. X. Castel. At the time the picture was taken the following were absent: George Marshall, Leon Bourg, E. Pixberg, J. Duffy, I. D. Gentry, J. Mitchell, T. G. Nicholson, secretary-treasurer. Mr. Nicholson is vice-president of the Gretna Bank.

"The market for Ford cars across the river is unlimited. Folks here realize that the Ford is the most economical car for transportation across the many miles of country roads. Our sales since we started in business on March 15 of this year proved this fact," said Mr. Robertson.

The **Jefferson Motor Company** of Gretna, authorized Ford dealers, under the able guidance of Mr. Robertson, have made things hum in their territory. In two months time they have sold Fords including passenger cars, trucks and tractors, totaling eighty-five in all.

During the same period the total of used car sales reached fifty-one. Ten salesmen are actively engaged running down prospects. The plant of the Jefferson Motor Company is newly built and is centrally situated. Also fully equipped for the best of service with complete and up-to-date repair shop under experienced and competent help.

Mr. Robertson expects a larger business due to the growth and recent development of "over-the-river property".

New Orleans State May 18, 1924



The Gretna Motor Company, Inc., capitalized at \$25,000, has taken over the establishment at Copernicus avenue and Fourth street, Gretna, formerly conducted by the **Jefferson Motor Company**, Inc., which recently moved. Andrew H. Barncastle of Colfax, La., is president and general chairman of the company. Webster G. Brown, Gretna business man, is vice-president, and W. R. White is secretary and treasurer. Mr. White is assistant cashier of the Gretna Trust and Savings bank.

Times picayune Dec 23, 1924

## 24 HOUR SERVICE FOR FORD OWNERS

Innovation Now In Effect At 1030 Louisiana Avenue

An innovation of a "twenty-four hour shop service," for Ford auto owners, was announced Saturday by C. R. Robertson, president of the **Jefferson Motor Company**, formerly located in Gretna, but at present occupying temporary quarters at 1030 Louisiana avenue, near corner Magazine. Mr. Robertson boasts of the finest equipped Ford shop in New Orleans.

The contract for the construction of the three-story brick building, which will house the Jefferson firm in the future, has been given. The site has been purchased at Magazine and Fouchier streets, through the realty offices of D. T. Flynn and S. Sokolsky. The building will be rushed to completion in about ninety days.

A commercial department for trucks and tractors has been fully installed and is under the personal supervision of E. C. Champlin, who needs no introduction in local motor circles. He is fully qualified to co-operate closely with truck users and commercial houses.

New Orleans State Dec 28, 1924

'Give Me A Chance'



LITTLE NELL WRIGHT, child-bride of bandit, who says her opportunity to make own way.

## What Are Your Views On Plight Of Little Nell?

Write City Editor of The States How You  
Would Solve Problem of the Child-  
Bride of Bandit Murderer

Little Nell's plight has gripped the nation as it has stirred New Orleans. Her fate, many short story writer and dramatist Bonnie Brown, noted author and many others of prominence have passed on with Little Nell and are proud that she has been thrown into the mind of the public.

unpleasant one. A girl of her age, who must have education, but with parents as it seems now, we can only desire her to "clear out."

Her only chance of "clearing out" was with Bill. He had earned her love and this was a chance to be free from a prison called "home."

# NOT GUILTY TO BE PLEA OF BANDIT'S BRIDE

Child Bride Says She  
Will Work Hard; No  
Bail Bond Yet

BY JAMES O. FROST

In a prison room of painted concrete walls and barred windows at the Orleans Parish Prison, Little Nell Dawson Wright, widow of the famous Black bandit, woke to the feeling of fervor against the young, Mexican mother.

And she woke smiling.

Theodore Robert, coffee merchant at Chicago and Birmingham, and William Friser, manager of the branch bank, were called at the jail Monday. Both shared with Mrs. Wright. Both said they had never seen the girl before.

Came also Mrs. Margaret Gray, now a friend William Wright, who was eager to get Mrs. Wright to some other environment than the parish prison cell where she is going to a girl of her type.

Captain Hendrick, warden of the parish prison, said he would probably arrange in the near future to get a room of the girl's mother and normally, to be made by Captain O'Hara.

Still other callers there were, including Thomas W. Brown, district attorney, and Robert H. Hanks, who said they were acting as defense attorneys. Brown said he wanted a trial held Wednesday, and before a jury.

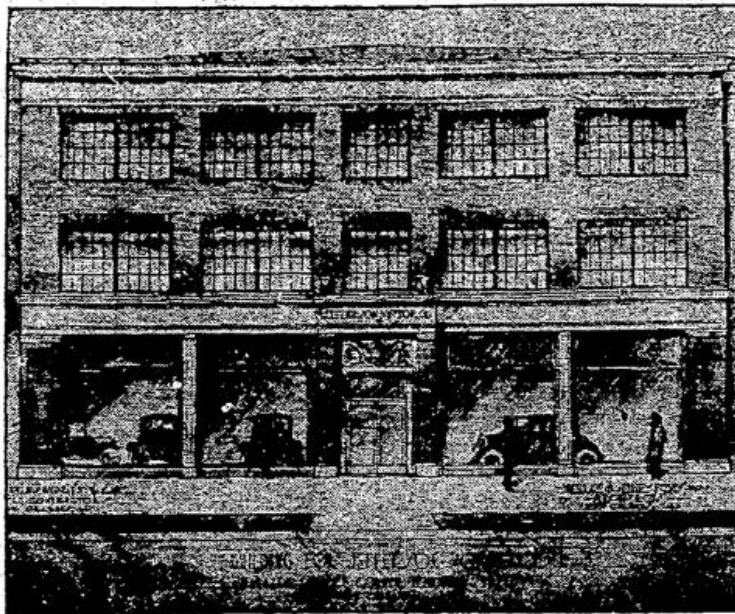
If Little Nell is given freedom by the New Orleans authorities, there's one job that will be awaiting her as soon as she steps forth from prison. C. E. Robertson, president, and T. J. Shinn, service manager, of the Louisiana Association, 1110 Louisiana Avenue, offer Little Nell a good position.

Mrs. Wright won't find it hard to begin the battle with the world here in New Orleans.

New Orleans State Jan 5, 1925



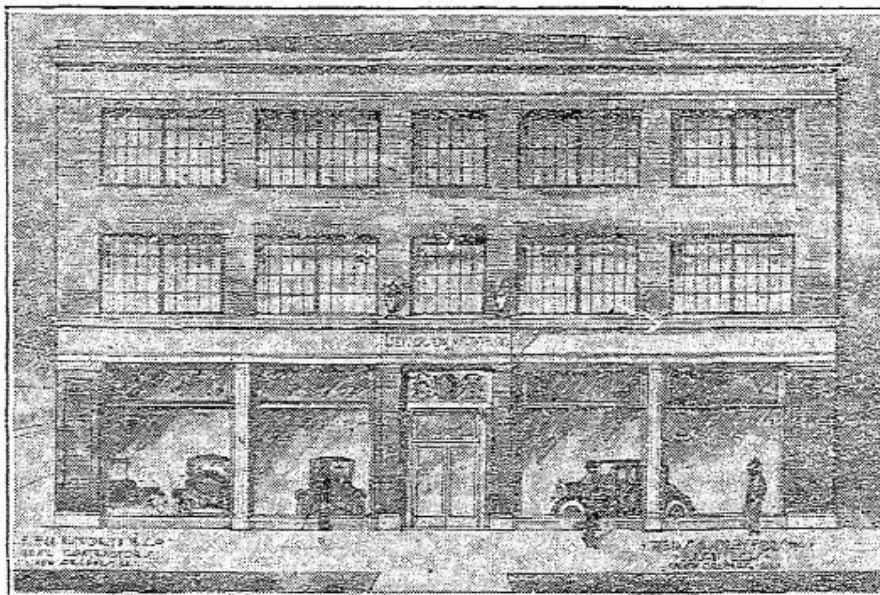
## Jefferson Motor Co. Erects Building



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New Orleans Item Jan 31, 1925

## Jefferson Motor New Home



The above new and attractive building is being erected corner Magazine and Foucher streets for the **Jefferson Motor Company**, who are the distributors for the Ford Motor Company, and will specialize in Ford cars and Fordson tractors.

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Plans for the building were made by Weiss & Dreyfous, Inc., architects, and construction work will be in the hands of R. P. Farnsworth & Company, general contractors. C. R. Robertson is president and general manager of the **Jefferson Motor Company**.

New Orleans State Feb 1, 1925



## AUTO FIRM ERECTING HOME

Work is progressing rapidly on the new home of the **Jefferson Motor company**, being built at Foucher and Magazine streets. The building is a three story fire-proof structure, with red tapestry brick front. It will be completed about June 15. R. P. Farnsworth and company, contractors, are in charge of the construction work.

New Orleans Item April 9, 1925

## NEW FORD HOME READY JUNE 10

**Jefferson Motor Company**  
to Feature Service, Says  
F. J. Johnson

The new three-story building of the **Jefferson Motor Company, Inc.**, authorized Ford and Fordson dealers, at Foucher and Magazine streets is nearing completion and will be ready for occupation about June 10. F. J. Johnson, vice-president and general manager, said. The company has temporary offices at 1009 Louisiana avenue.

The new building will contain every known latest modern convenience for rendering economical service to Ford and Fordson owners in New Orleans. The building will also be equipped with elegant show and rest rooms, and everything will be made attractive and convenient for the public.

"The Jefferson Company is capitalizing their Gold Seal Service plan, which embraces twelve months' free service on new cars," Mr. Johnson said. "This plan covers all minor adjustments. Crank case oil is changed without any charge except for oil and grease, and afterwards cars are thoroughly washed and polished without any charge."

Jules G. Fisher, prominent banker and state senator, is president. F. J. Johnson, formerly wholesale manager of the Ford Motor Company, is vice-president and general manager. T. G. Nicholson, treasurer, and John Feehan, secretary.

Times picayune May 10, 1925

## Jefferson Motor Company Soon to Have Home



### REO AGAIN EXCEEDS ALL SALES RECORDS

Shipments During April  
Were Greatest in  
History

The **Jefferson Motor Company**, Ford products will hold open house to its friends at its new home, Foucher and Magazine streets, beginning June 13. The formal opening will be June 15. Above is seen the efficient staff of the company standing before the fine new building that is to house the company. The salesmen are, left to right, Dinner, Perkins, Ridon, J. E. Pell, Bush, Walters, E. R. Pell, Wynn, Mayeux, Holmes; bottom, Hirsch, Black, Fortier, Feehan, Johnson, Levy, Landry, Dabis, Gildman, Simmons and McEweb. Twenty-four-hour service is the feature upon which Jefferson Motors prides itself. The new home will be fully equipped with the most modern machinery.

Times picayune May 31, 1925

## Jefferson Motor Co., Inc.

Will Have Grand Opening New  
Three-Story Home July 1st in-  
stead of June 15th.



Service and Sales—24-Hour Gold Seal Service.

New Orleans State Jun 14, 1925




## Interior View of Jefferson Motors Home



A peep into the interior of the new three-story home of the **Jefferson Motor company** located at Magazine and Foucher streets. The building is one of the finest South and was opened on July 1. The company is out to keep its June record of 125 sales standing.


New Orleans Item July 12, 1925



### FORD OWNERS

YOUR OPPORTUNITY TO SAVE—  
FIRST GRADE TIRES AND TUBES

30x3 1/2 O. S. Cord, \$6.00; 29x4.40, \$8.80  
Tubes, \$1.25, \$1.50, \$1.95—Grey and Red



## JEFFERSON MOTOR COMPANY

*Ford* DEALERS ~ **3535 MAGAZINE** AT FOUCHER ST

New Orleans Item Feb 1, 1927



**ALGIERS MOTOR CO., INC.**

217 Seguin

ALgiers 1174

**BOHN MOTOR CO.**

2700 S. Broad

JACKSON 4310

**J. D. CATHEY, INC.**

919 Girod

RAYmond 5166

**EATON-McDIARMID MOTORS CO., INC.**

317 N. Rampart

RAYmond 5231

**EDWARDS MOTOR CO.**

1638 Carrollton

GAvez 3112

**MENGER-FISHER MOTOR CO.**

3523 Magazine

JACKSON 0576

**NEW ORLEANS MOTOR CO., INC.**

1801 Canal St.

GAvez 4141

**STAIR-LASKER MOTORS CO., INC.**

2528 Carrollton

WAlnut 3321



New Orleans State Sept 13, 1929

**FOR A NEW OR USED  
F O R D  
OR ANY OTHER AUTO SERVICE  
FAIRCHILD  
746 ST. CHARLES ST.  
3523 MAGAZINE ST.  
PHONE JACKSON 0576**

New Orleans Item Dec 2, 1934

WE EXTEND OUR SINCERE WISHES  
TO OUR FRIENDS AND PATRONS  
FOR A HAPPY NEW YEAR

MOTHER'S HOME-MADE PIE SHOP

538 MAGAZINE ST. JACKSON 1924

Times picayune Jan 1, 1926

## PIE-MAKING FIRM LEASES BUILDING; \$90,000 INVOLVED

Magazine Street Structure  
Taken for Five Years in  
Expansion Move

Steady growth of a business started 11 years ago resulted in the leasing by Ben Perkowski, operator of the Mother's Home Made Pie Company, of the three-story brick and concrete building at 3523 Magazine street, according to announcement Wednesday by Latter and Blum, Inc., who negotiated the deal.

The deal involved approximately \$90,000, with the cost of new machinery to be installed included. The lease is for five years, with the privilege of renewal for an additional five years or of purchasing the building.

Sale of a commercial property at 1016 Magazine street for the second time in less than a week also was announced Wednesday.

This property was purchased by an investor Saturday through J. Burrows Johnson, real estate broker, and Mr. Johnson announced Wednesday he had again sold it. It was purchased by the Bishop-Edell Machine Works, Inc., whose plant it adjoins. It is to be conditioned and occupied by the new purchaser.

### Residences Sold

Sale of several residences and vacant properties was announced by agents Wednesday.

The building leased by Mr. Perkowski at Magazine and Foucher streets is being extensively remodeled and when this is completed new machinery expected to cost approximately \$45,000 will be installed. The machinery will be of the newest type and will serve to make the bakery one of the most modern in the South, according to Mr. Perkowski. The building will provide 28,000 square feet of floor space and is expected to be ready for occupancy by October 1.

The interior will be finished in white. The leased premises include a wide and deep steel and glass-covered canopy along the downtown side of the building, and this will be used for the fleet of 13 delivery trucks.

### Former Soldier

Mr. Perkowski came to New Orleans in 1916 as a soldier, assigned to the bakeshop at Jackson Barracks. After receiving his discharge he located here and after a year or two opened a small restaurant on Rampart street. He started baking pies in the rear room and later bought a house and converted the basement into a bake shop where his wife worked with him. The business grew steadily until it became necessary to get the present quarters at 1050 Carondelet street. More than two years ago it became evident that larger quarters were necessary and the deal announced Wednesday is the culmination of more than two years' effort to find what Mr. Perkowski believed was the right place.

Mrs. Perkowski has worked with her husband throughout the growth of the concern. Her sister, Miss Helen Goliwas, is secretary of the company. Most of the original employees are still with the concern. Twenty-eight workers are now employed, the newest with two years' service. Further expansion will be necessary in October. The concern sells only to retail dealers.

## MOTHER'S HOME- MADE PIES SOLD TO GROCERS, CAFES

Perkowski Now in Modern  
Shop on Carondelet  
Street

A few years ago Mr. and Mrs. B. Perkowski were operating a small restaurant in New Orleans. They were most attentive to the business, and did all they could to make it a go. However, fortune refused to smile upon them in any great degree and they decided that this was not their line of business.

Mrs. Perkowski had been making all the pastry and pies that were being used in the restaurant, and business was excellent in that line alone. The customers would tell Mr. Perkowski that the pies served at his place were the best they had ever enjoyed.

This gave Mr. and Mrs. Perkowski an idea. "If we can please our customers with our pies, perhaps we can bake pies on a small scale and sell them to the restaurants and cafes," they reasoned.

In the year of 1924 the two started a small business at the corner of Magazine and Fourth streets. Customers of those restaurants that were serving these pies came back for more, and the cafe and restaurant owners increased their orders.

Business progressed so satisfactorily and the demand was so great for Mother's Home-Made Pies that Mr. and Mrs. Perkowski had to enlarge the capacity of their shop several times.

The goodness of Mother's Home-Made Pies was maintained, and the demand spread throughout the city. And now, the Mother's Home-Made Pie Shop is located in its new, more modern and larger home at 1050 Carondelet street. This brings the history of this interesting business up to today.

To the line of Mother's Home-Made Pies in all the popular flavors is now being added a general line of fancy cakes and pastries, which ranges from the small pastry to a most elaborate wedding cake, made to order. Only the best of ingredients are used by Mr. Perkowski in making his products. The pure fruit is used in making Mother's Pies, which accounts to a great degree for their popularity.

A continuous rotary oven operated by an electric motor and heated by gas has just been installed in the new shop. This is the last word in automatic ovens, and is said to be the only one of its kind in the city.

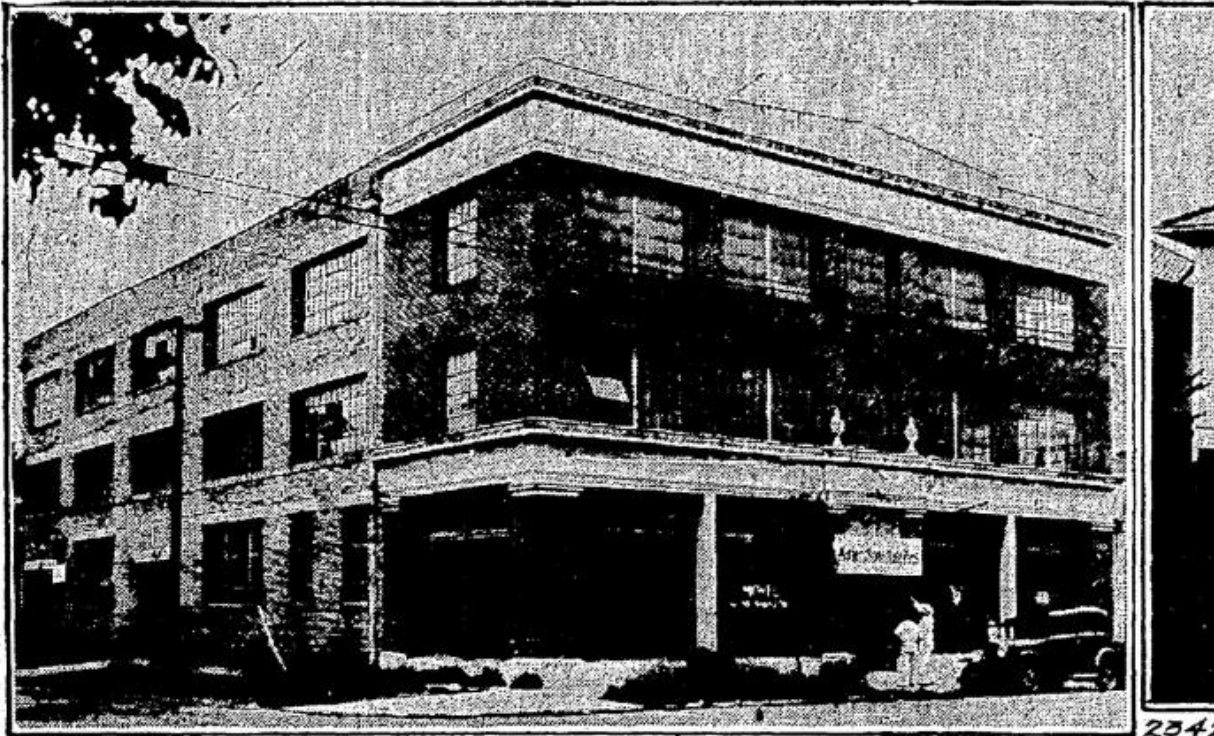
Paul Kluge, who has a reputation of being one of the best in the city, is the head baker and pastry man at Mother's Home-Made Pie Shop. Mr. Kluge was the baker in another pie shop in the city for a long time, and his products are known throughout the city.

Mother's Home-Made Pies and other products of the shop are sold to grocery stores, restaurants, cafes and lunch stands. They are delivered daily, and Mr. Perkowski suggests that those places which have not yet tried his line should put them in on approval. He guarantees that they will be appreciated by the consumers.

ASK BIDS FOR WORK



## Attractive Homes Are Sold in Active



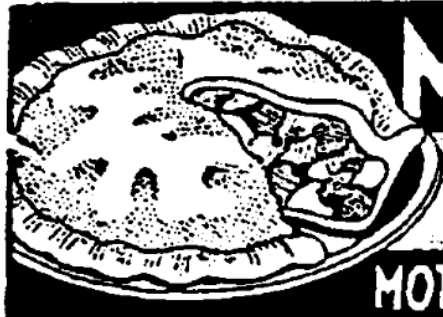
3523 Magazine street leased through Tatters & Blum, Inc.

future.

Leasing of the large brick building at **3523 Magazine** street and the five-story brick structure at 311-17 Girod street were outstanding among deals for the week, while large lists of sales were made public by several offices.

Residence and business property

Times picayune July 28, 1935



# MOTHERS

home  
made

ALL VARIETIES 5c, 10c, 20c, 30c  
GIVE OUR WEEK END CAKES A TRIAL-  
YOU WILL ENJOY THEM

# PIES

MOTHER'S HOME MADE PIES

**3523 Magazine**  
Phone UP. 2628

New Orleans Item Feb 26, 1936

# Mother's Home-Made Bread

## Outstanding Quality Loaf

Consistent use of the best ingredients is what maintains the high quality of Mother's Bread the year 'round. If you are already a consumer of Mother's Bread, you have noted that it is always deliciously the same in flavor, and always highly appetizing in appearance.

Should you yet be one who is still to be initiated to the pleasure of tasting Mother's Bread and serving it regularly in your home, you will soon observe that Mother's Bread is uniform in taste, appearance and goodness, all through the year.

You will find that Mother's Bread may be obtained at your leading neighborhood grocery store; that each loaf is wrapped in attractive blue and white waxed paper; that the crust is tender, thin and gold-

en; and that the inside of every slice is uniform and snow-white.

Sold strictly on a quality basis, Mother's Home Made Bread may be obtained at all leading independent grocers. Mother's Bread is delicious; and has a light crust and a home-baked flavor that is distinctive. The texture is the same throughout--tender, and especially appetizing for sandwiches. Mother's Bread will make that desired soft-centered toast which children and grown-ups like so much.

The bread is baked at the big modern bakery, 3523 Magazine street--which, incidentally, is one of the finest and most modern bakeries in the South.

Ask your grocer for Mother's Home Made Bread tomorrow. You'll find it fresh and delicious; and you'll like its truly different home-baked flavor.

New Orleans Item Jan 6, 1939

# Attention,

# MOTHERS!

## Win This Delicious Cake

Three of These Delightful, Tasty Mother's Day Cakes Will Be Given Away Saturday, May 7th, to...

- The Oldest Mother
- The Youngest Mother
- The Mother of the most children



This beautiful Mother's Day Cake can be ordered from your independent Grocer today .....\$1.00

### FOLLOW THESE SIMPLE DIRECTIONS:

Mail a postcard to Mother's Home Made Pies, Inc., 3523 Magazine St., giving your name, address, age and number of children. In case of duplication, cakes will be awarded to the Mother whose card was received first. So hurry, don't miss this chance to get one of these delicious cakes free.



**MOTHERS  
HOME MADE  
BAKERY PRODUCTS**

Times picayune April 30, 1949



**By Al Pailet and Gus Pailet, Auctioneers**  
**• ATTENTION**

**Bakers, Confectioners and Bakers' Supply Houses**

**\$75,000 BAKERY MACHINERY, ALL-ELECTRIC**

**Offering at Public Auction, No Limit**

**ON TUESDAY, JULY 21, AT 11 A. M.**

**On Premises, 3523 Magazine St., New Orleans**

6 BAKERY PANEL TRUCKS, BAKER-PERKINS 600-LB. CAPACITY DOUGH MIXER AND FLOUR BLENDING EQUIPMENT, AUTOMATIC SCALE, AUTOMATIC WATER SCALE EQUIPMENT, BAKER-PERKINS 2-POCKET DIVIDER, BAKER-PERKINS R O U N D E R, OVERHEAD PROOFER THOMPSON MOLDER CONVERTED TO CROSS GRAIN, 12-RACK PROOF BOX, NATIONAL BREAD-WRAPPING MACHINE, TYPE B. W. 5, WITH REFRIGERATED COOLING UNIT, WRAPS 15 TO 45 LOAVES A MINUTE; MICRO JR. BREAD SLICER, 2 MIDLEY MARSHALL 2-DECK ROTARY OVENS, 10 DOUGH TROUGHS ON WHEELS, HUNDREDS OF SETS OF BAKING PANS, AS PULLMAN PANS, FAMILY LOAF PANS, 4 1/4" PIE PANS, ETC. ONE 40-QT. REED CAKE MIXER, TRIUMPH 60-QT. CAKE MIXER WITH AC MOTOR, 9- AND 10-FT. SHELF BREAD RACKS, WORKING TABLES, FLOUR SIFTERS, 50 FLOOR STOCK PLATFORMS, SMALL LATHE AND BANDSAW EQUIPMENT, ENNISBURGER 2-DOZ. CAPACITY DOUGHNUT FRYERS, DOUGHNUT SUGAR COATING MACHINE, STEAM RADIATORS, ENNISBURGER PASTRY PROOFING BOX AND STEAM BOILER, ROUND AND FIN-GER BUN PANS, HOWE DOUGH ROOM SCALE, RHODES BUN MACHINE, THOMPSON ROLL MACHINE, FRIGIDAIRE COMPRESSOR, PAN AND BARREL RACKS, INGREDIENT BINS, 2 FLOOR CONVEYORS, COIL WATER HEATER, 3 EXHAUST FANS. MANY OTHER BAK-ERY ITEMS.

**NOTE: ALL equipment in GOOD condition. Inspection daily.**

**TERMS of sale cash. Deposit required. Purchaser can move equipment immediately after sale.**

**AUCTIONEERS' OFFICE, GENERAL AUCTION CO., 129 CHARTRES ST.  
FOR INFORMATION CALL MA 4617**

T-F July 12-15-19-21; States July 20, 1953.

New Orleans State July 20, 1953

**"2" TELEVISION  
TECHNICIANS  
MUST BE LICENSED**

**Inside and Outside Work**

*Salary Commensurate with  
Experience and Ability*

**Apply in Person to MR. HOPPE  
3535 MAGAZINE ST.**

Times picayune July 12, 1959



## APPLIANCE SALES

4 men needed for expanding home appliance department. Must be hard workers, as income and advancement opportunities depend on ability to produce. Drawing account against excellent commission. Age no barrier. Car preferred but not essential. Apply **3535 Magazine St. 2nd floor.**

Times picayune Aug 31, 1959



# HARRY'S HARDWARE

RETAIL STORE  
326 S. Rampart St.

**WILL BE CLOSED**  
**THURS. FRI. SAT. MON.**

BECAUSE  
**WE'RE MOVING**  
TO  
**3535 MAGAZINE STREET**  
OPEN FOR BUSINESS TUESDAY NOVEMBER 1st  
**COME SEE US**

New Orleans States-Item Oct 26, 1960



**NOW OPEN**  
AT OUR NEW LOCATION  
**HARRY'S HARDWARE**  
3535 MAGAZINE ST.  
TW 5-7762  
Come See Our New Store

New Orleans States-Item Nov 1, 1960

ADVERTISEMENT      ADVERTISEMENT      ADVERTISEMENT      ADVERTISEMENT

## "Miss Harry" Says: HARRY'S HARDWARE Has "Kitch'n-Handy" Products!

HARRY'S HARDWARE, now located at 3535 Magazine St., near Louisiana Ave., has everything to make your kitchen more convenient. For instance, you'll be so thankful for space-saving "Kitch'n-Handy" accessories as shown above and described at right by their respective numbers. Call or see our "Miss Harry" . . . or Jake, Charlie or Sid (the brother-in-law threesome). They'll be glad to take care of all your household needs.

"Kitch'n-Handy" products from HARRY'S HARDWARE take the clutter out of kitchens, give you much more space. All sizes and shapes of racks, shelves and holders are available. They're easy to install . . . and so amazingly economical. On sale now at HARRY'S! Call TWInbrook 5-7762, and say "Chargo It!" Free delivery. Free parking. HARRY'S is open from 7:30 to 5:30 Monday's thru Saturday's. Open Sundays 8:30 'til 1 p. m.

- 6003 Automatic Pop Up
- 6002 Jiffy Bucket
- 5101 Chopping Food Fryer
- 5052 Hanging Cup Shelf
- 5051 Serrano
- 6002 Double Row Spice Shelf
- 6001 Single Row Spice Shelf
- 6004 Single Row Spice Shelf
- 6004 Small Utility Shelf
- 6007 Large Utility Shelf
- 6015 Ed Holder
- 6013 Bag Boy
- 6052 Paper Boy

DESIGNER'S HANDY PRODUCTS  
18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100

Times picayune April 28, 1961

ADVERTISEMENT      ADVERTISEMENT      ADVERTISEMENT      ADVERTISEMENT

## Harry's Brothers-in-Law Threesome Invites Your Business

# HARRY'S

AT HARRY'S HARDWARE, now located at 3535 Magazine St., near Louisiana Ave., you'll find exciting and practical gifts for Christmas . . . for home and household . . . for him and her.

The Brothers-in-Law Threesome (Jake, Charlie and Sid) want you to shop at HARRY'S—in person or by phone. They say: "Free Parking, Free Delivery, and Charge Accounts invited at Harry's Hardware." Open weekdays and Saturdays, 7:30 a.m. to 5:30 p.m., Sundays from 8:30 a.m. until noon. You, too, will be wild about HARRY'S!

Times picayune Dec 8, 1961



## *In and About Town*

**by Maud O'Bryan**

### **HARDWARE DYNASTY HAS THREE BROTHERS-IN-LAW**

Jake Becker, Sid Deutch and Charles Wetsman are the brother-in-law threesome that run Harry's Hardware, 3535 Magazine.

Who's Harry? Harry Offner, who founded the business 55 years ago and married off his three daughters to lucky men in the hardware trade.

Jake, Miriam, Sid and Leah are gallivanting in the Windy City this week during Ace Hardware Association's annual Chicago convention. Charlie and Dorothy are taking their turn minding the store — all 30,000 square feet of it in three sprawling floors.

stronger than any other material for this purpose. If a few lashes are snipped off at either end, these lashes will not ravel."

Raveled eyelashes! "They don't even ravel when you clean them," Miss Springate adds. "We feature a long-lasting bottle of Idol - Eyes Lash Cleaner with a dainty bathing cup and clever cleaning brush. Even the laziest ladies will feel the impulse to put their lashes away clean and fresh for the next wearing."

Why is Linda Lamarque all a-flutter at Kreeger's? She may be fluttering a pair of Idol Eyes non-raveling eyelashes, while she promotes Miss Springate in her cosmetics depart-

New Orleans States-Item Jan 18, 1966