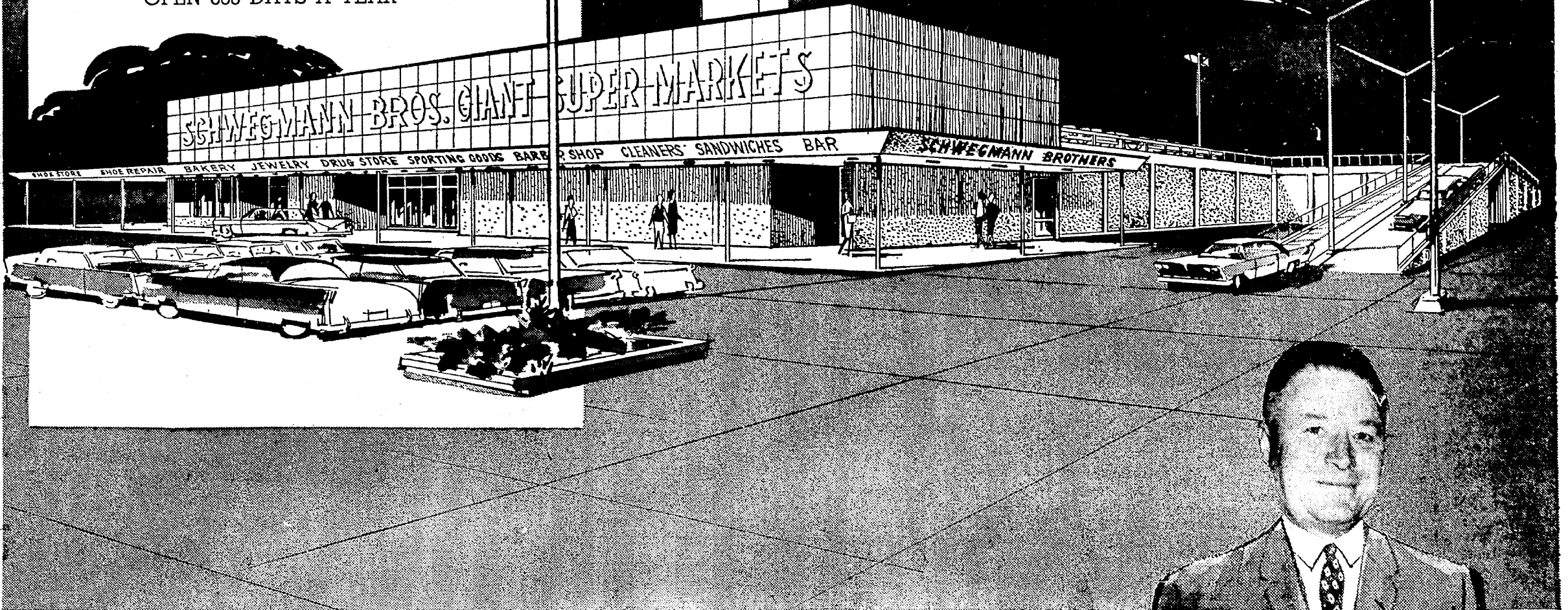


SCHWEGMANN'S BROAD ST. STORE OPENS TOMORROW

Store Hours: Sunday through Thursday,
8:00 A. M. to 8:00 P. M. Friday and
Saturday 8:00 A. M. to 9:00 P. M.

OPEN 365 DAYS A YEAR

PREVUE
OPEN HOUSE--TODAY
Sunday, March 21
from 4:00 to 7:00 P. M. for Bondholders,
Suppliers and Schwegmann Employees.



WHAT IS IT? STEEL & CONCRETE, BRICKS & MORTAR---

It is the Schwegmann Broad Street supermarket, at Broad and Bienville, (the site of the Old House of the Good Shepherd), opening tomorrow, March 22nd, at 8:00 A. M. All who have seen the structure, built to order like a fine machine for the mass distribution of merchandise, have been impressed by its beauty and functional design.

In reality, it is something much more than just another supermarket. It is an institution. It is the seventh Schwegmann store to be opened in the Greater New Orleans area. Although the name Schwegmann has been known in the food business in New Orleans for over a hundred years, Schwegmann Bros. Giant Super Markets has been in existence for less than 20 years. These 20 years have been full of action because John Schwegmann, as a business man and member of the Louisiana legislature, has always been willing to stand up and be counted for the people and their right to buy the necessities of life at the lowest prices possible.

Almost from the very day we went into business we were fighting price fixers in Court. Schwegmann Bros. almost singlehandedly broke the price fixing law called fair trade, and freed not only ourselves but every other merchant in the state, plus the consuming public, from its restrictions. Because we refused to sell at high fair trade prices on prescriptions, drugs and medicines, at one time we had over 70 federal injunctions against us, until we were able to kill fair trade in the Louisiana Supreme Court and the United States Supreme Court. Our firm belief that quality merchandise should be made available to everyone at competitive low prices has benefited all the residents of the Gulf South.

At the present time we are involved in four suits in the higher courts—price fixing cases affecting the consumer's pocketbook. The cost of this litigation over the years represents a good sized fortune, but we have never lost sight of the fact that what is good for the people is good for our business.

The seven Schwegmann stores represent the "blood, sweat and tears" of many loyal, dedicated employees who have carried the Schwegmann banner in the fight for free enterprise. The continued support of the people have made it possible for

this seventh fine store to be built, thus proving that he who serves others well also serves himself.

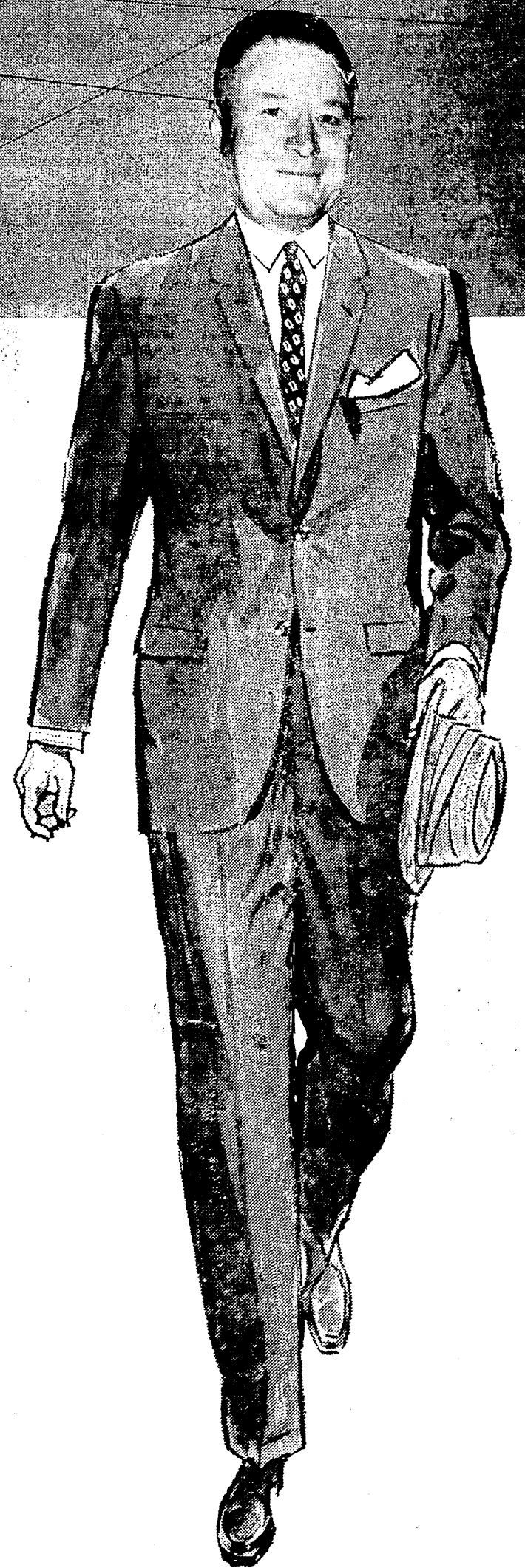
The people of New Orleans have been good to Schwegmann Bros. Our combined payroll is six million dollars a year. We have always had a soft spot for the handicapped, the aged and the retarded, and have done everything possible to find jobs suitable for their abilities, so that they might be self respecting contributing members of the community, rather than public charges.

Our two largest stores are tourist attractions. No trip to New Orleans is complete without a visit to Schwegmann Gentilly or Schwegmann Airline, the two largest supermarkets in the world. Each Schwegmann store is a complete shopping center, offering everything needed by the homemaker, from exotic imported foods to red beans and rice. Whole families shop and meet their neighbors at Schwegmann's—where there is never a dull moment. Newcomers to New Orleans and vicinity, who don't know the Schwegmann institutions, are especially invited to visit any of our seven stores. You will be heartily welcomed, and you will find that if you are not shopping at Schwegmann's you are not getting the most for your money.

Schwegmann Bros. has earned the faith and confidence of over 6,000 bondholders, who have invested nearly \$5,000,000 in the Schwegmann enterprises. Not only do they profit by competitive low prices at Schwegmann's, but their money earns 6%, and may be withdrawn at any time without notice. At present our bond issues are completely sold out.

Schwegmann Broad Street will be open 365 days a year, to serve all who live within traveling distance. It will offer nationally known quality merchandise at the lowest possible price. It will raise the standard of living for every family—just as if there were more money in all the paychecks of all the people who shop at Schwegmann Broad.

Under the roof of Schwegmann Broad, illness and misery, health and happiness, tears and despondency, laughter and hope will form a panorama of life, just as it did for over a hundred years when the Square at Broad and Bienville was occupied by the House of the Good Shepherd.



John Schwegmann Jr.

SCHWEGMANN . . . YOUR DOLLAR'S BEST FRIEND IN SICKNESS AND IN HEALTH