

NANDO'S PERi-PERi TRANSFORMS TENLEYTOWN LANDMARK

Highlights of DC Building's 87-Year History



Before



After

Washington, DC – May 21, 2014 – Nando's PERi-PERi, the South African-Portuguese restaurant known worldwide for its succulent flame-grilled chicken, has spent the last eight months renovating 4231 Wisconsin Avenue, NW. Originally a drug store--connected to a neighborhood grocery store at 4233 Wisconsin--the buildings later became home to Armand's Chicago Pizzeria, a popular Washington institution. The aging buildings reopen today as an eclectic and inviting two-story Nando's, in the Tenleytown neighborhood of Washington.

Here are some highlights of the buildings' 87-year history:

1927

Builder J.E. Douglass Co. sells the mock-Tudor building "fronting on three streets with modern apartment above" to Morgan Brothers Drugs.ⁱ Pharmacists Malcolm and Harold Morgan are well known in Washington, having earlier protested a World War I tax on toothpaste.

"In making tooth paste pay a part of the war tax," the brothers and fellow druggists complain, "the Treasury Department is putting a penalty of human cleanliness."ⁱⁱ The Morgan Brothers

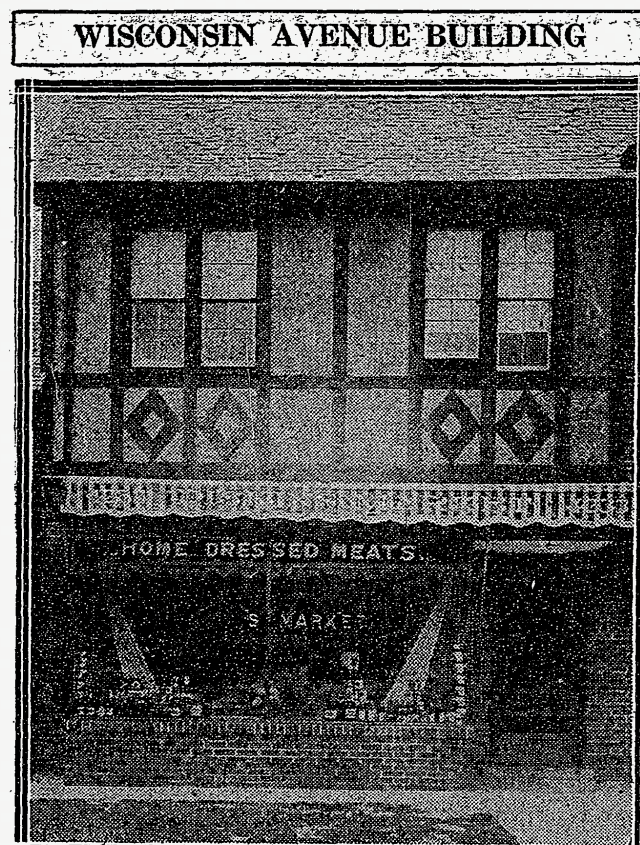
become frequent advertisers in the Washington Post, running ads proclaiming that Palmolive shaving cream “multiplies itself in lather 250 times.”ⁱⁱⁱ

Morgan Brothers Purchase Premises at 4231 Wisconsin Avenue Northwest.

1927-1928

The same builder sells the adjacent commercial building, at 4233 Wisconsin. Local papers describe it as “one of the English type group of stores recently completed by the builder, J.E. Douglass.”^{iv} A year later, a local market opens at 4233 Wisconsin and advertises its “Home Dressed Meats.”

Photo Standalone 17 -- No Title
The Washington Post (1923-1954); Jun 24, 1928;
pg. R3



Store and apartment with five rooms and bath at 4233 Wisconsin avenue, recently sold for Oscar Muskin to Ernest D. Thorne, through the J. E. Douglass Co.

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1945

A few weeks after the end of World War II, fire breaks out in the basement of the drug store. “The telephone switchboard at police headquarters was flooded with calls as smoke spread over the neighborhood,” newspapers reported.^v

Drug Store Fire Spreads Pall
The Washington Post (1923-1954); Sep 16, 1945;
pg. M5

Drug Store Fire Spreads Pall

Firemen early this morning quelled a stubborn blaze in the basement of a drug store at 4231 Wisconsin ave. nw. which threatened to spread to the entire building. Police said the fire apparently started in a store room of the basement.

The telephone switchboard at police headquarters was flooded with calls as smoke spread over the neighborhood.

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1949

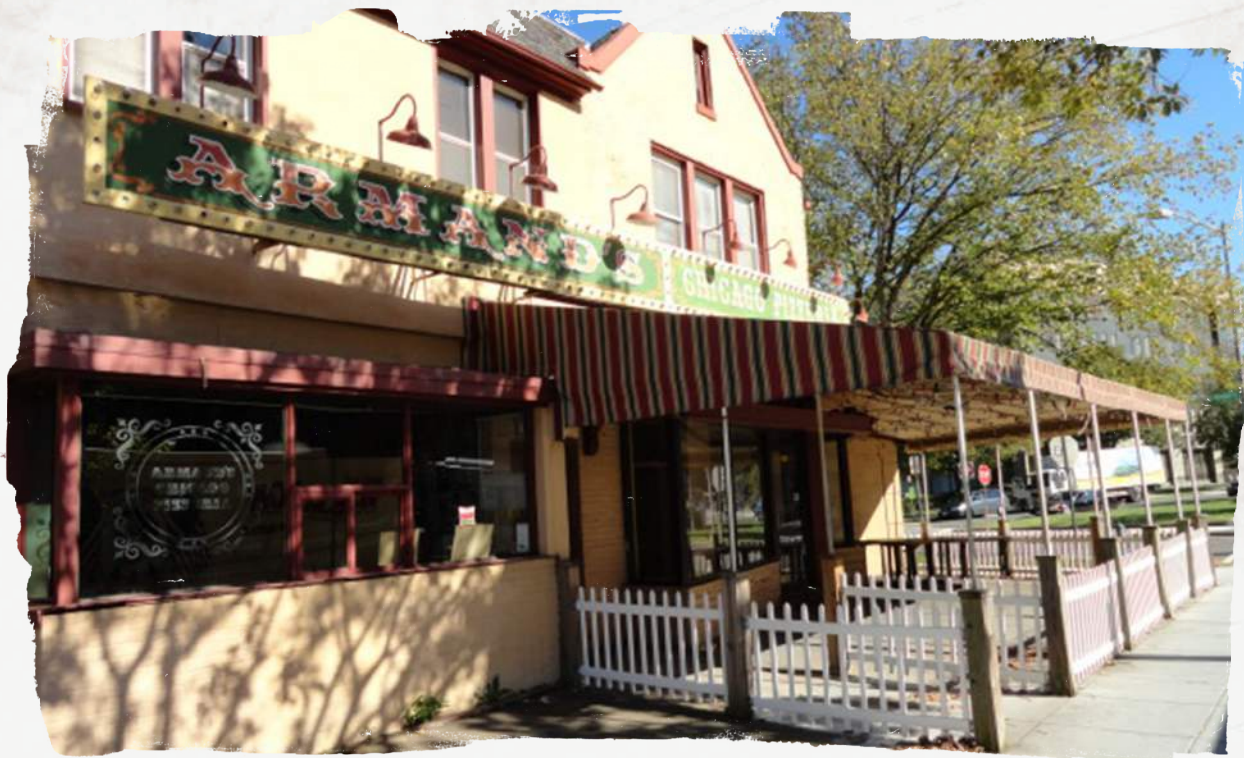
Druggist Malcolm Morgan dies at age 58^{vi} and, soon after, the pharmacy changes hands.

1950's

Now operating as McLean Pharmacy, the drug store advertises watch repairs for \$5.95 and Schick razors for 98 cents. “Men! Try the razor designed to stop nicks and burns and sandpaper scrape.”^{vii} The adjacent building, at 4233 Wisconsin, begins operating as McLean Market.^{viii}

1975

Armand's Chicago Pizzeria takes over the buildings in April 1975 and is the first Washington restaurant to offer Chicago-style deep-dish pizza to the masses. Prices start at \$2.50 for a small pie, and rent is only \$260/month.^{ix}



1978

Armand's popularity soars. One former server recalled that "waiters begged to work the Friday and Saturday night shifts in the summer when lines always stretched around the building. Presidents, movie stars, and government dignitaries all stopped in."^x The Washington Post declares it's "worth the 20- to 30- minute wait on the sidewalks of Wisconsin Avenue and another 20 minutes while it's cooked."^{xi}

2012

Citing high rents and fierce competition, Armand's closes its flagship location after 37 years. "It's with a heart as heavy as one of the pizzeria's fully-loaded deep dish pies that, on Saturday, owner Ron Newmyer is closing the original Armand's at Wisconsin Avenue and Veazey Street NW," the Washington Post laments.^{xii} "If you have ever tasted an Armand's deep dish pie, you know why pizza connoisseurs have worshiped at Armand's for decades," Fox News adds.^{xiii}

May 21, 2014

Nando's Peri-Peri finishes an eight-month renovation of 4231-4233 Wisconsin Avenue, right down to the studs. The playful, two-story, 4,500-square-foot restaurant opens in the site of the old drug store and grocery, starting a new Washington tradition.



About Nando's PERi-PERi

The first Nando's restaurant opened its doors in 1987 in Johannesburg, South Africa. Since then, the Nando's flame has spread to 24 countries on five continents. Nando's is known worldwide for its succulent PERi-PERi chicken, marinated for 24 hours, flame-grilled to perfection, and basted to the customer's preferred flavor and spice. It's equally renowned for its spicy PERi-PERi, the Bird's Eye chilli pepper that indigenous Africans introduced to the Portuguese centuries ago.

Nando's PERi-PERi made its US debut in 2008 with the opening of its first location on 7th Street in the Chinatown neighborhood in Washington, DC. With the opening of Tenleytown in DC, Nando's PERi-PERi now operates **16 restaurants in and around Washington**, including Chinatown, Dupont Circle, The Yards, Silver Spring, Bethesda, Gaithersburg, National Harbor, Baltimore, Annapolis, Waugh Chapel, Arundel Mills, Pentagon Row, Gainesville, Woodbridge and Old Town, Alexandria.




For more information, please visit
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ⁱ Washington Post, October 30, 1927

ⁱⁱ Washington Post, February 27, 1916

ⁱⁱⁱ Washington Post, August 30, 1927

^{iv} Washington Post, July 17, 1927

^v Washington Post, Sept. 16, 1945

^{vi} Washington Post, Nov. 27, 1949

^{vii} Washington Post, Feb. 15, 1955

^{viii} Washington Post, June 9, 1955

^{ix} Washington Post, Sept. 14, 1975. Donald Dresden review

^x Battle Creek Enquirer (Michigan), December 10, 2012

^{xi} Washington Post, March 16, 1978

^{xii} <http://www.washingtonpost.com/gog/restaurants/armands-chicago-pizzeria,1095611.html>

^{xiii} <http://www.myfoxdc.com/story/18918999/after-37-years-armands-pizza-closing-its-door-in-dc#axzz30szwVwZO>