

State of Texas *
*
County of Comal *

Proclamation

Recognizing Phoenix Saloon Texas Historical Commission Marker and Dedication

WHEREAS, the Phoenix Saloon located at 193 W. San Antonio St., New Braunfels, Comal County, Texas, has been awarded a Texas Historical Commission subject marker designating the history of the business in New Braunfels to be a significant part of Texas history; and

WHEREAS, built in 1871, the original Phoenix Saloon was a two-story brick, rock, and stucco building built by John Sippel located on the corner of West San Antonio Street and Castell Avenue. A saloon operated on the first floor under various names before it finally became the Phoenix Saloon in 1895. The building not only housed a popular saloon but also a back room café where proprietor William Gebhardt served a stew spiced with Tampico Dust, his own special concoction of herbs and dried chili peppers. His Tampico Dust is often regarded as the first chili powder, and in 1896, Gebhardt moved to San Antonio to manufacture his Eagle Brand Chili Powder. Another attraction was the beer garden facing San Antonio Street between the saloon and the old Comal County courthouse. Unusual for the times, ladies were welcome there. John Sippel built a small pool with a fountain that contained fish and alligators. Some legends about the saloon claim it held badger fights and featured a parrot inside the front door that was taught to say, "Have you paid your bill?" in German; and

WHEREAS, the lively nature of the Phoenix Saloon was shut down in 1918 during the temperance movement, even though Comal County voted nearly 100% against Prohibition. In 1922 Albert Ludwig owned the building and expanded it by adding a third floor for the local Masonic Lodge. In 1927 Jacob Schmidt bought the building and changed the name displayed near the top of the front façade from Ludwig to Schmidt. The Schmidts operated a clothing store in the building from 1935-1995. In 2010 the first floor once again began operating as the Phoenix Saloon; and

WHEREAS, a marker dedication will be held on Thursday, March 22, 2016 at 5:30p.m. at the Phoenix Saloon, 193 W. San Antonio St., New Braunfels, Comal County, Texas. Sponsors of the marker are Ross and Debbie Fortune.

NOW, THEREFORE, BE IT RESOLVED that the Comal County Commissioners Court, duly convened and acting in its capacity as the governing body of Comal County, and the Comal County Historical Commission wish to commend you on your work towards receiving this marker and your dedication to historical preservation and recording the history of Comal County.

PASSED AND APPROVED on this 17th day of March, 2016.

Sherman Krause, County Judge

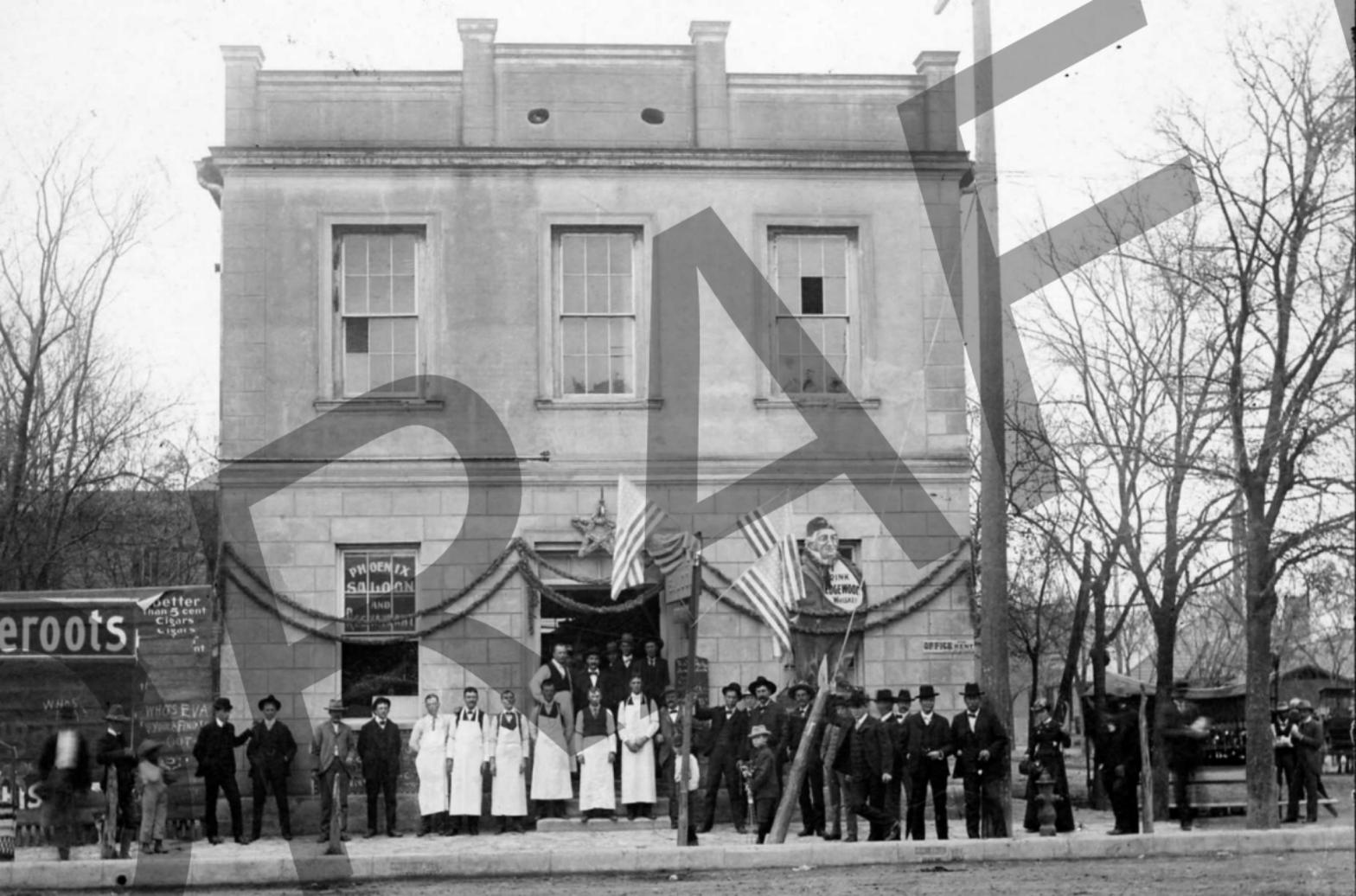
Donna Eccleston, Commissioner Pct. 1

Scott Haag, Commissioner Pct. 2

Kevin Webb, Commissioner Pct. 3

Jen Crownover, Commissioner Pct. 4

Attest: _____
Bobbie Koepf, County Clerk



eroots

offer
than 5 cent
Cigars
& 1901

PHOENIX
SALOON
AND
RESTAURANT

DINK
EDGEWOOD

OFFICE

WHOS EVA
CIGARS FINE
CUT



LOOKING NORTH, THIS IS THE LEFT WALL OF THE PRISON, WITH THE ADJACENT STREET BEHIND THE TREES. THE PHOTO IS FROM ONE OF A SERIES OF VIEWS ON A MAP OF NORFOLK, 1891.

Gebhardt's

EAGLE

CHILI POWDER



1922
SCHMIDT BLDG



PHOENIX
BEER

SALOON
LIBATIONS

PHOENIX
LIVE MUSIC

SALOON
CHILI



DRAFT



PHOENIX SALOON

BUILT IN 1871, THE ORIGINAL PHOENIX SALOON BUILDING WAS A TWO-STORY BRICK, ROCK, AND STUCCO BUILDING BUILT BY JOHN SIPPEL LOCATED ON THE CORNER OF WEST SAN ANTONIO STREET AND CASTELL AVENUE. A SALOON OPERATED ON THE FIRST FLOOR UNDER VARIOUS NAMES BEFORE IT FINALLY BECAME THE PHOENIX SALOON IN 1895. THE BUILDING NOT ONLY HOUSED A POPULAR SALOON BUT ALSO A BACK ROOM CAFÉ WHERE PROPRIETOR WILLIAM GEBHARDT SERVED A STEW SPICED WITH TAMPICO DUST, HIS OWN SPECIAL CONCOCTION OF HERBS AND DRIED CHILI PEPPERS. HIS TAMPICO DUST IS OFTEN REGARDED AS THE FIRST CHILI POWDER. IN 1896 GEBHARDT MOVED TO SAN ANTONIO TO MANUFACTURE HIS EAGLE BRAND CHILI POWDER.

ANOTHER ATTRACTION OF THE SALOON WAS THE BEER GARDEN FACING SAN ANTONIO STREET BETWEEN THE SALOON AND THE OLD COMAL COUNTY COURTHOUSE. UNUSUAL FOR THE TIMES, LADIES WERE WELCOME HERE. JOHN SIPPEL BUILT A SMALL POOL WITH A FOUNTAIN THAT CONTAINED FISH AND ALLIGATORS. SOME LEGENDS ABOUT THE SALOON CLAIM IT HELD BADGER FIGHTS AND FEATURED A PARROT INSIDE THE FRONT DOOR THAT WAS TAUGHT TO SAY, "HAVE YOU PAID YOUR BILL?" IN GERMAN. THE LIVELY NATURE OF THE PHOENIX SALOON WAS TEMPORARILY CLOSED DOWN WHEN PROHIBITION WAS INSTITUTED IN 1918, EVEN THOUGH COMAL COUNTY VOTED 100% AGAINST PROHIBITION. IN 1922 ALBERT LUDWIG OWNED THE BUILDING AND EXPANDED IT BY ADDING THE THIRD FLOOR FOR THE LOCAL MASONIC LODGE. IN 1927 JACOB SCHMIDT BOUGHT THE BUILDING AND CHANGED THE NAME DISPLAYED NEAR THE TOP OF THE FRONT FAÇADE FROM LUDWIG TO SCHMIDT. THE SCHMIDTS OPERATED A CLOTHING STORE IN THE BUILDING FROM 1935-1995. IN 2010 THE FIRST FLOOR WAS ONCE AGAIN OPERATING AS THE PHOENIX SALOON.