

The Plumeyer Bakery Building

New Braunfels has an interesting history. The city of New Braunfels was founded on March 21, 1845 by a German Nobleman, Prince Carl of Solms of Braunfels, Germany. The founding of New Braunfels, often referred to as the "City of a Prince" had a major impact upon the immediate area as well as opening West Texas to a civilized economy. By the 1850's, New Braunfels was an active center of commerce and the fourth largest city in Texas after Houston, San Antonio and Galveston. The many artisans and craftsmen among the 6,000 settlers generated industry and commerce for the entire central Texas area.¹

Many historic structures and businesses are located in downtown New Braunfels that reflect the rich heritage of the city. A document of historical designations by governmental entities lists 50 structures with state historic recognition and 51 structures bearing markers with city historic recognition. There are seven (7) structures with national historical recognition. There are three buildings with Texas historical designations located on West San Antonio Street across the street from the Plumeyer Bakery Building. They are Henne Hardware and Electric (1893), Henne Tin Shop (1857) and the Railroad Depot (Circa 1890).² Few communities in Texas have managed to preserve the number of historic structures found in New Braunfels.

Prior to the current building being erected at 239 West San Antonio Street, there were three other businesses located on this property. According to the research materials provided by local resident and historian, John Rightmire and the San Born Maps, in 1889 Alex Reczsznski had a drug store in this location. San Born Maps also indicate H.V. Schumann Drug Store was at this same location in 1891.³

The Welsch Bakery, a one story wooden building, was built in 1908 at 239 West San Antonio Street. In the photograph, Exhibit A, the man with white suspenders is Charles Welsch. He is shown with his three sons, left to right, Roland, Hanno and Alvin. Hanno Welsch had two sons, Fritz and Roger. Fritz Hanno Welsch Jr. now lives at 2773 Diamond Trail in New Braunfels and provided the photograph of the Welsch Bakery (Exhibit A). The Welsch Bakery was located on West San Antonio Street on parts of Lots 8 and 119. The photograph of the Welsch Bakery includes the hitching rail, banana crate, a canvas drop curtain and a flagstone sidewalk. Today this is 239 West San Antonio Street; under the old numbering system this was 511 West San Antonio Street.

A two story brick building was built in 1913 on the parcel of land lying and being situated with the corporate limits of the City of New Braunfels, Comal County, Texas, being known as parts of Lots 8 and 119, New City Block 1003 with the current address of 239 West San Antonio Street.⁴ The building is typical mercantile construction circa 1913 with overtones of craftsman detailing. The windows have craftsman mullions. The coursing of brickwork also exhibits craftsman detailing.

Kathinka Clemens of Comal County originally built the building currently owned by the New Braunfels Art League in 1913. It was built for A.C. and Helen Plumeyer of Comal County. They contracted with Clemens to erect a two-story brick building, the first floor to be used for a bakery and the second floor constituted the dwelling house. The living quarters on the second floor were occupied by the Plumeyer family. Many families, such as the Richters, Hinmans, Wiedermanns, Naegelins, and Willes lived comfortably on second floors of their businesses.⁵

The Plumeyers paid a \$7,500 promissory note payable to Kathinka Clemens three years after August 15, 1913 with 8% interest. No architect is mentioned in the deed information. The bakery was called City Bakery from 1913-1926 according to the ads in The Southwestern Telegraph and Telephone Company directories. The city plaque located on the front of the building, however, reads Plumeyer Bakery with the date 1913.⁶

There have been 17 subsequent owners including the current owner, the New Braunfels Art League. The following list of owners of this property was found in the Deed Records of Comal County located at the New Braunfels Court House.

- 1899 Alexandra Hoeliz, Adele Bernhard & H. Bernhard to Joseph Willman⁷
- 1900 Otto Heiliz as guardian to Melinie Wanda Heiliz to Joseph Willman⁸
- 1910 Joseph Willman to Charles Welsch⁹
- 1912 Charles Welsch & Ida to Ed Schleyer¹⁰
- 1912 Ed Schleyer & Ema Schleyer to A. C. Plumeyer¹¹
- 1924 A.C. Plumeyer to Joseph Wersdoerfer¹²
- 1924 Joseph Wersdoerfer to Ihekla Pfeuffer¹³
- 1927 Vendors Lein W.H. Pfeil et ux to A.J. Hinman¹⁴
- 1928 Pfeil, Wm. H. to A. Tonie Schalausky¹⁵
- 1933 Ihekla Pfeuffer to A.J. Hinman¹⁶
- 1960 Audrey Hinman to Frost National Bank¹⁷
- 1970 Frost National Bank to Geneveive Harriman¹⁸
- 1972 Geneveive Harriman to Elmer F. Smith¹⁹
- 1972 Elmer F. Smith to Max A. Mendlovitz²⁰
- 1973 Rose Mendlovitz to Miriam M. Gold²¹
- 1985 Tom Rohde Inc. to Suburban Savings²²
- 1990 Suburban Savings in conservator ship by FDIC to New Braunfels Art League²³

For twenty-seven years, from 1933 to 1960, the Hinman family owned the Plumeyer Bakery

Building referred to during those years as the Hinman Building. The Hinmans were a prominent family in New Braunfels. Dr. A.J. Hinman's medical practice was located on the second floor of the Hinman Building from 1928 to 1959. The Hinman House dating back to 1870 is located at 161 South Castell Avenue, New Braunfels. It is listed in the 1976 Most Historic Places in America; it was built entirely of local materials.²⁴

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The B&B Poll Parrot Bootery occupied the Plumeyer Bakery Building from 1953-1976 according to the local telephone directories. Many of the local residents remember their parents taking them to the Buster Brown shoe store (B&B Poll Parrot Bootery) to buy their shoes. Mode-O-Day, a women's apparel and accessories department store, was at this address from 1965-1985. And Fashion Crossroads was located here from 1986 to 1988.²⁵

An article appeared in the local newspaper December 18, 1969 stating the following:

*The Hinman Estate owns the buildings occupied by Poll Parrot Bootery, Mode O'Day, Peerless Pharmacy, and J.C. Penny, all of whom have long term leases, so no change in that neighborhood is anticipated, contrary to rumor.*²⁶

Doctors offices occupied the second story of this building from 1928 to 1959 according to New Braunfels Telephone Directories. Dr. A.J. Hinman and Dr. H.E. Karbach are listed in the local telephone directories under "Physicians" at the location of 255 1/2 West San Antonio from 1928 to 1959.²⁷

The Suburban Savings in conservatorship by FDIC sold the property to the New Braunfels Art League in 1990 for the sum of \$62,500. Major renovation of the building occurred prior to the occupancy of the New Braunfels Art League. Stubblefield Associates Architects were hired to do the feasibility study.²⁸

The renovation occurred in the early 1990's. Ray Bush, a member of the New Braunfels Art League and builder removed the walls. The General Contractor for the renovation was Martin

Lisk. Currently, the first floor is a total of 5,128 square feet. Exhibit space occupies more than 1600 square feet of the main gallery. The main gallery extends into a side gallery called The Prince Carl Gallery. The Elaine Felder Square Foot Gallery is the special exhibit gallery and it occupies approximately 1,073 square feet. In the back of the building is a large multi-purpose classroom, meeting room, kitchen, restroom and mechanical storage area. There are two handicapped accessible restrooms on the first floor.²⁹

The main front gallery and the meeting room/kitchen on the first floor were renovated again in 2004. Parquet floors were installed in the main gallery. Linoleum tile was installed in the multi-purpose room. Both areas were painted and redecorated. New sinks and counters were installed and a new refrigerator was purchased.

The current upstairs totals 4,273 square feet. There is one large classroom with windows on the northwest and northeast sides. In addition, there are four small workrooms that are currently rented to artists/NBAL members. One of the small rooms is used as a classroom to teach art lessons to children. An administration office/library occupies approximately 180 square feet. There are two restrooms and a small kitchen/sitting area on the second floor. An elevator was installed to make the classroom space handicap accessible. It is located in the back of the northeast side hall behind the staircase. The entire upstairs has hard wood floors. Metal fire escape stairs were installed in the early 1990's.

For the past 14 years, the New Braunfels Art League has used this building to operate and maintain a co-op gallery. Currently oil, watercolor, and pastel classes are taught weekly by local artists in the upstairs classroom and in the downstairs backroom classroom. NBAL conducts workshops in various mediums and holds monthly meetings with an artist demonstrating. The NBAL General Meetings are open to the public. The Art League produces at least two major art shows each year. The League provides a local source of knowledge and education as

well as an avenue for expression of the visual arts to all persons who are interested. NBAL also provides a meeting place and a rehearsal hall for the art groups of other disciplines.

The photographs attached to this application include: Exhibit A, the Welsch Bakery in 1908; Exhibit B, San Antonio Street and the Welsch Bakery called City Bakery in this photograph of 1908; Exhibit C, Downtown New Braunfels, 1913 showing The Plumeyer Bakery Building; Exhibit D, inside The Plumeyer Bakery building Dec. 1913; Exhibit E, Parade on San Antonio Street including The Plumeyer Bakery Building, 1913; Exhibit F, 1990 photograph of The Plumeyer Bakery Building when purchased by The New Braunfels Art League; Exhibit G, current photograph of The Plumeyer Bakery Building, Jan. 2005; Exhibit H, current photograph of the back and side of The Plumeyer Bakery Building, Jan. 2005; and Exhibit I, is a photograph designating the location for the Texas Marker, Jan. 2005.

Also attached to this application are Exhibit J, a map showing the location of New Braunfels in Texas; Exhibit K, a map of downtown New Braunfels showing the location of The Plumeyer Bakery Building; and Exhibit L, the site plan, and Exhibit M and N, floor plans of The Plumeyer Bakery Building.

Today the population of New Braunfels consists of predominately German and Hispanic cultures and many other nationalities creating a vibrant and progressive community. Many of the German and Hispanic families are fourth and fifth generation descendants of early settlers. There is a great deal of pride demonstrated by the visible efforts that have been made to preserve and exhibit the evidence of the community's heritage.³⁰

Researched and written by:

Nancy Bower, Historian

New Braunfels, Texas

January 2005

Endnotes

1. The Greater New Braunfels Chamber of Commerce, Inc., **Official Guide to New Braunfels**, 2004 Edition, p.14.
2. City of New Braunfels Planning Department, Historical Designation by Governmental Entities, 2004.
3. John Rightmire, interview by author, Dec. 20, 2004.
4. Comal County Deed Records, Vol.32, pp.104-105.
5. City of New Braunfels Planning Department, **Walking Tour Guide, Visit Historic Downtown New Braunfels**, 2004.
6. Comal County Deed Records, Vol 32, pp. 104-105.
7. Comal County Deed Records, Vol. Y, pp. 493-494.
8. Comal County Deed Records, Vol. Y, pp.562-563.
9. Comal County Deed Records, Vol. 31, pp. 410-419.
10. Comal County Deed Records, Vol. 32, pp.539-540.
11. Comal County Deed Records, Vol. 33, pp. 312-313.
12. Comal County Deed Records, Vol. 49, pp.257-258.
13. Comal County Deed Records, Vol. 49, pp. 257-258.
14. Comal County Deed Records, Vol. 53, p.520.
15. Comal County Deed Records, Vol. 55, p.79.
16. Comal County Deed Records, Vol. 62, p.171.
17. Comal County Deed Records, Vol. 120, pp.418-421.
18. Comal County Deed Records, Vol. 176, pp.44-46.
19. Comal County Deed Records, Vol. 178, pp.27-30.
20. Comal County Deed Records, Vol. 201, p.252.
21. Comal County Deed Records, Vol. 213, p.91.
22. Comal County Deed Records, Vol. Vol. 243-p. 24.
23. Comal Count Deed Records, Vol. 731, pp.585-588.
24. New Braunfels, Comal County, Texas, **A Pictorial History**, Historical Narrative by Rosemarie Leissner , Gregory and Myra Lee Adams Goff, 1903, p129.
25. The Southwestern Telegraph and Telephone Company, Directories 1913-1988, New Braunfels, Texas (located at the Sophienberg Museum and Archives, 401 W. Coll, New Braunfels).
26. **Herald-Zeitung** newspaper, "San Antonio Street", December 18, 1969.
27. The Southwestern Telegraph and Telephone Company Directories, 1928-1959.(located at the Sophienberg Museum and Archives, 401 W. Coll, New Braunfels).
28. Comal County Deed Records, Vol. 731, pp. 585-588.
29. Stubblefield Associates Architects, Remodel Estimate and Scope of Work on New Braunfels Art League (Plumeyer Bakery Building) March 20, 1990.
30. The Greater New Braunfels Chamber of Commerce, Inc., **Official Guide to New Braunfels**, 2004 Edition, p.12.

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City of New Braunfels Planning Department, **Walking Tour Guide, Visit Historic Downtown New Braunfels**, 2004.

Comal County Deed Records, Comal County Courthouse, New Braunfels, Texas.

Herald-Zeitung, "San Antonio Street" (New Braunfels, Texas), December 18, 1969.

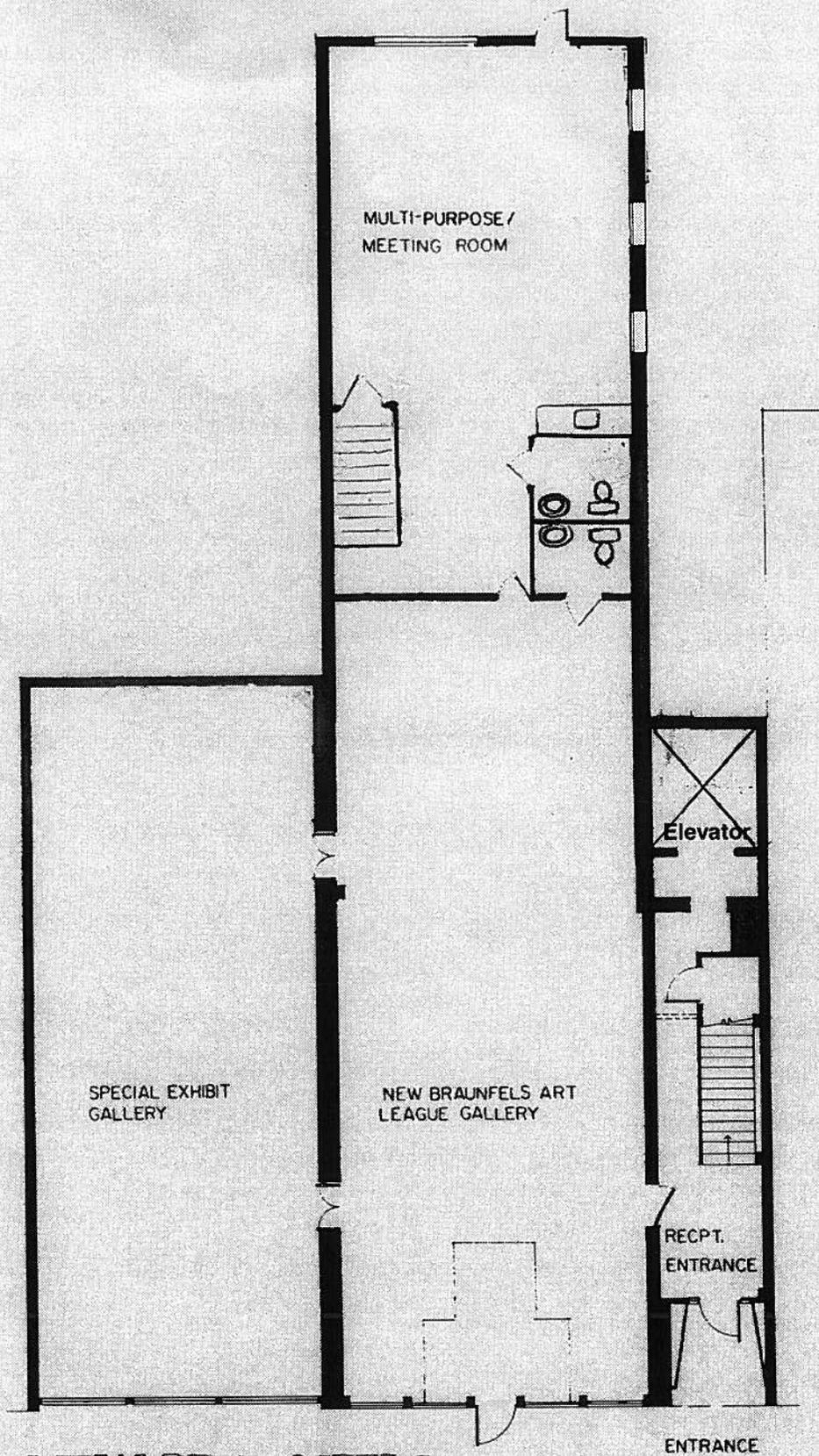
Leissner, Rosemarie and Gregory and Myra Lee Adams Goff, Historical Narrative, **New Braunfels, Comal County, Texas: A Pictorial History**, 1903.

Rightmier, John, An Interview with the Author, Dec. 20, 2004.

Stubblefield Associates Architects, (San Antonio, Texas) Remodel on Plumeyer Bakery Building document, March 20, 1990.

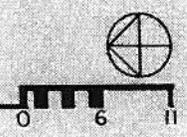
The Greater New Braunfels Chamber of Commerce, Inc., **Official Guide to New Braunfels**, 2004.

The Southwestern Telegraph and Telephone Company, Directories, New Braunfels, Texas. (Sophienberg Museum and Archives, New Braunfels, Texas).

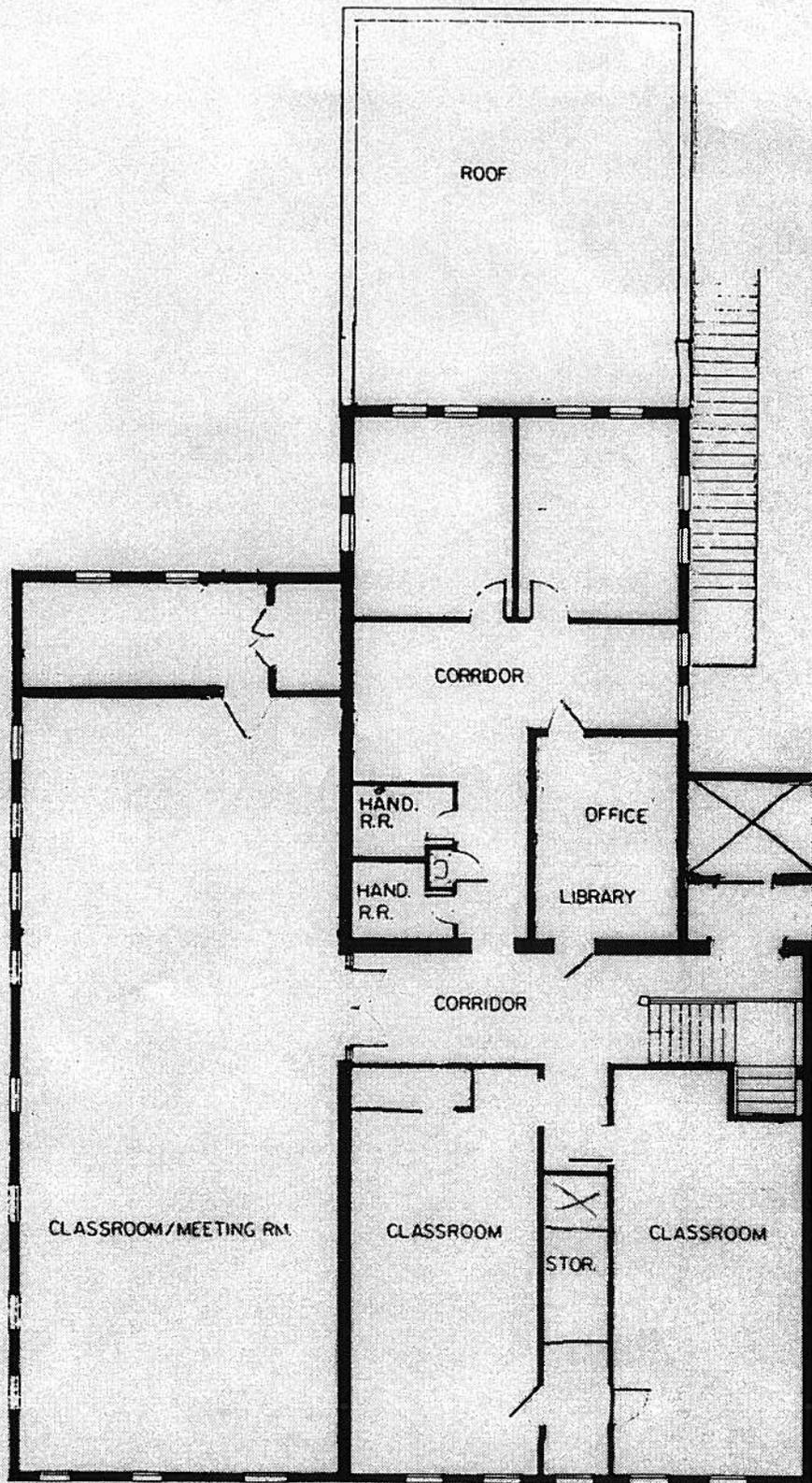


**NEW BRAUNFELS
ART LEAGUE
BUILDING**

FIRST FLOOR PLAN 5128 SQ. FT.
 STUBBLEFIELD & ASSOCIATES ARCHITECTS, A.I.A.
 1 MILLRACE
 SAN ANTONIO, TEXAS 78215
 (512) 227-2282



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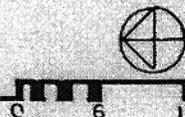
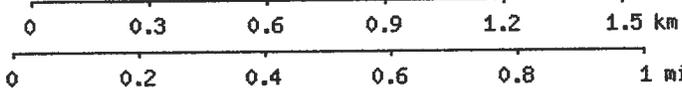
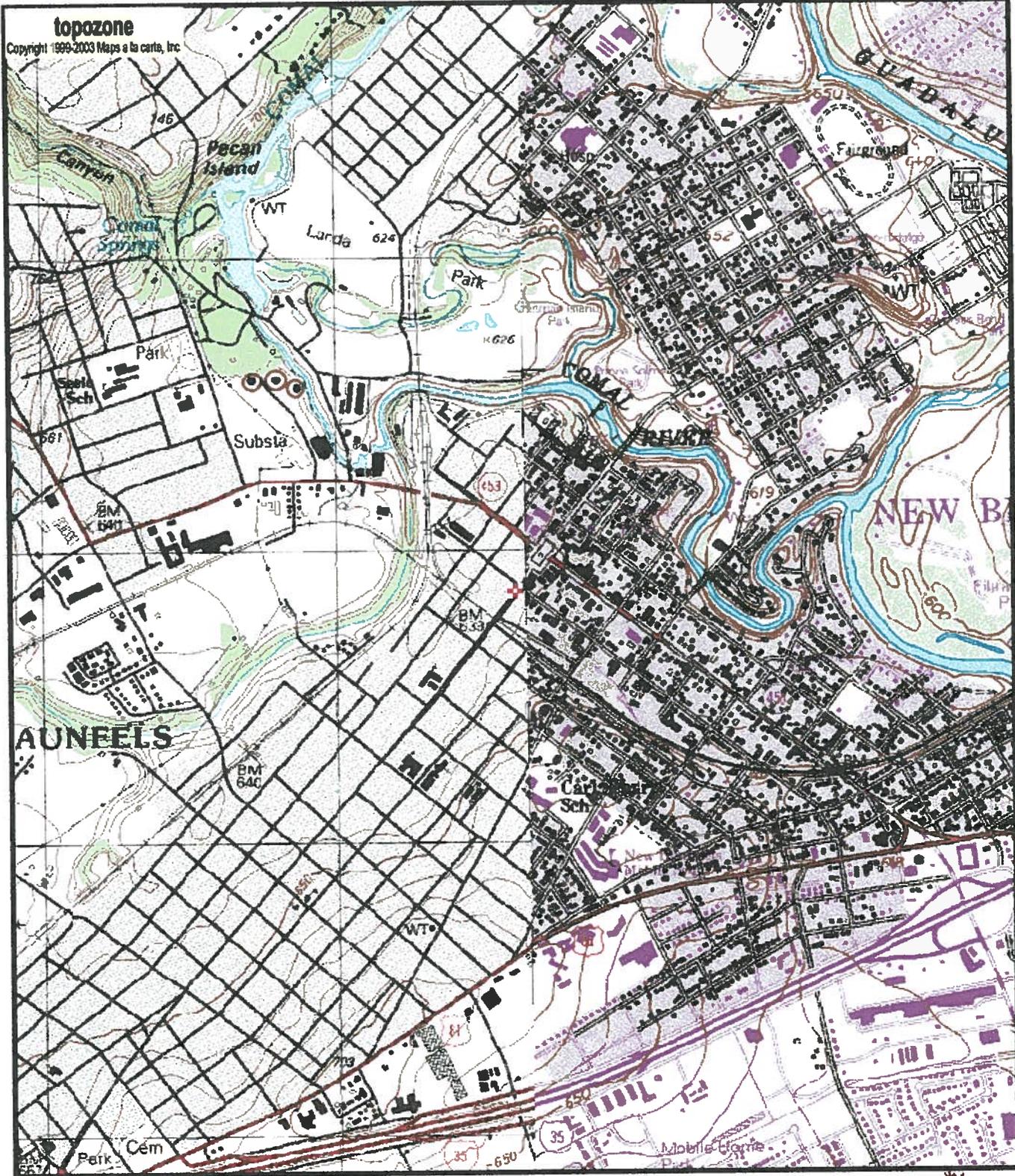


Exhibit N



Map center is UTM 14 584569E 3286068N (WGS84/NAD83)
New Braunfels West quadrangle
 Projection is UTM Zone 14 NAD83 Datum

M=5.674
 G=0.433



Exhibit C



FYHILIT E



00100



Exhibit A

Welsch Bakery
1908



Exhibit B



Exhibit C

INSIDE A.C. PLUMEYER "CITY BAKERY" DECEMBER 1913.



Exhibit D

01/18
08105

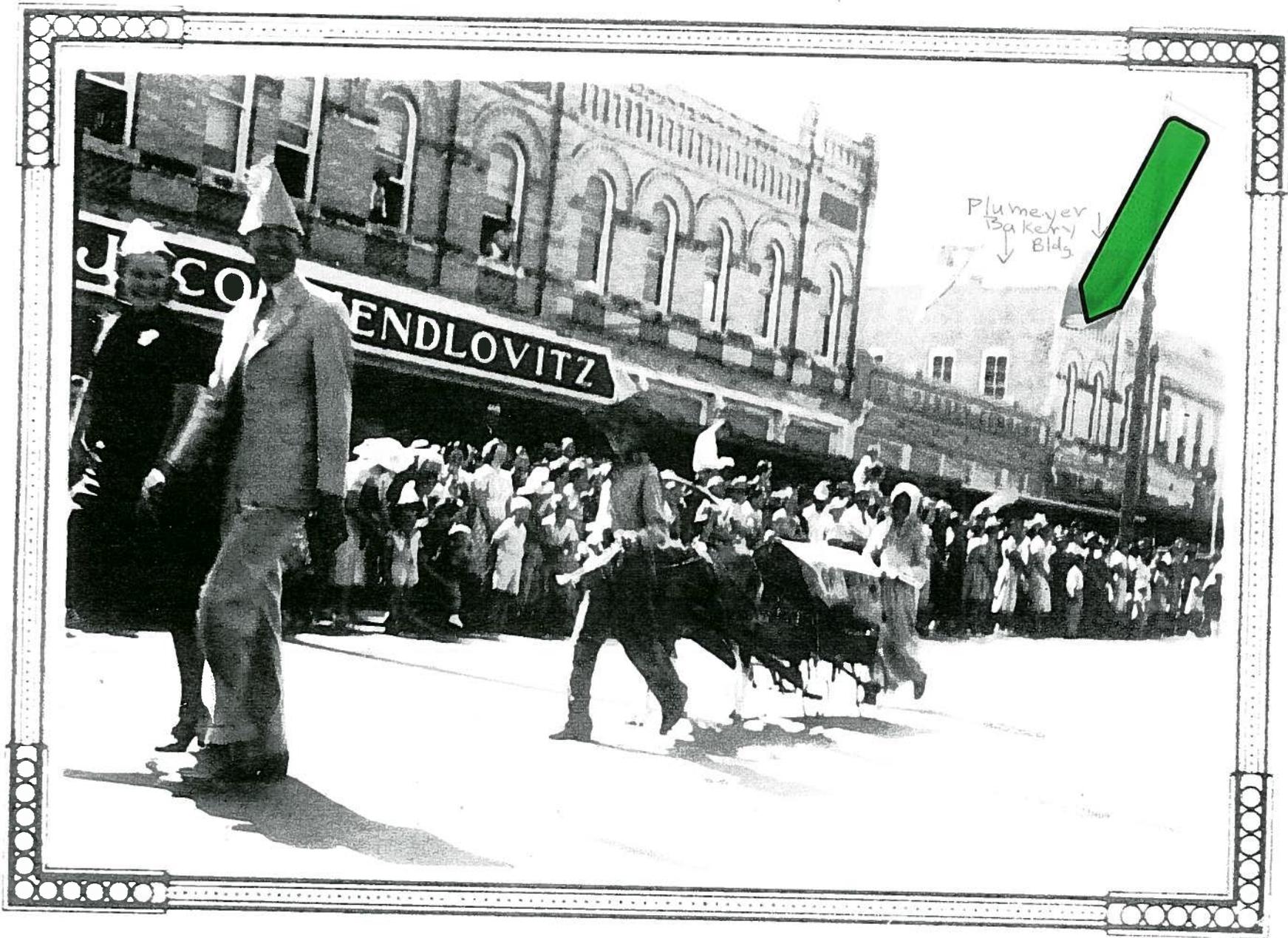


Exhibit E

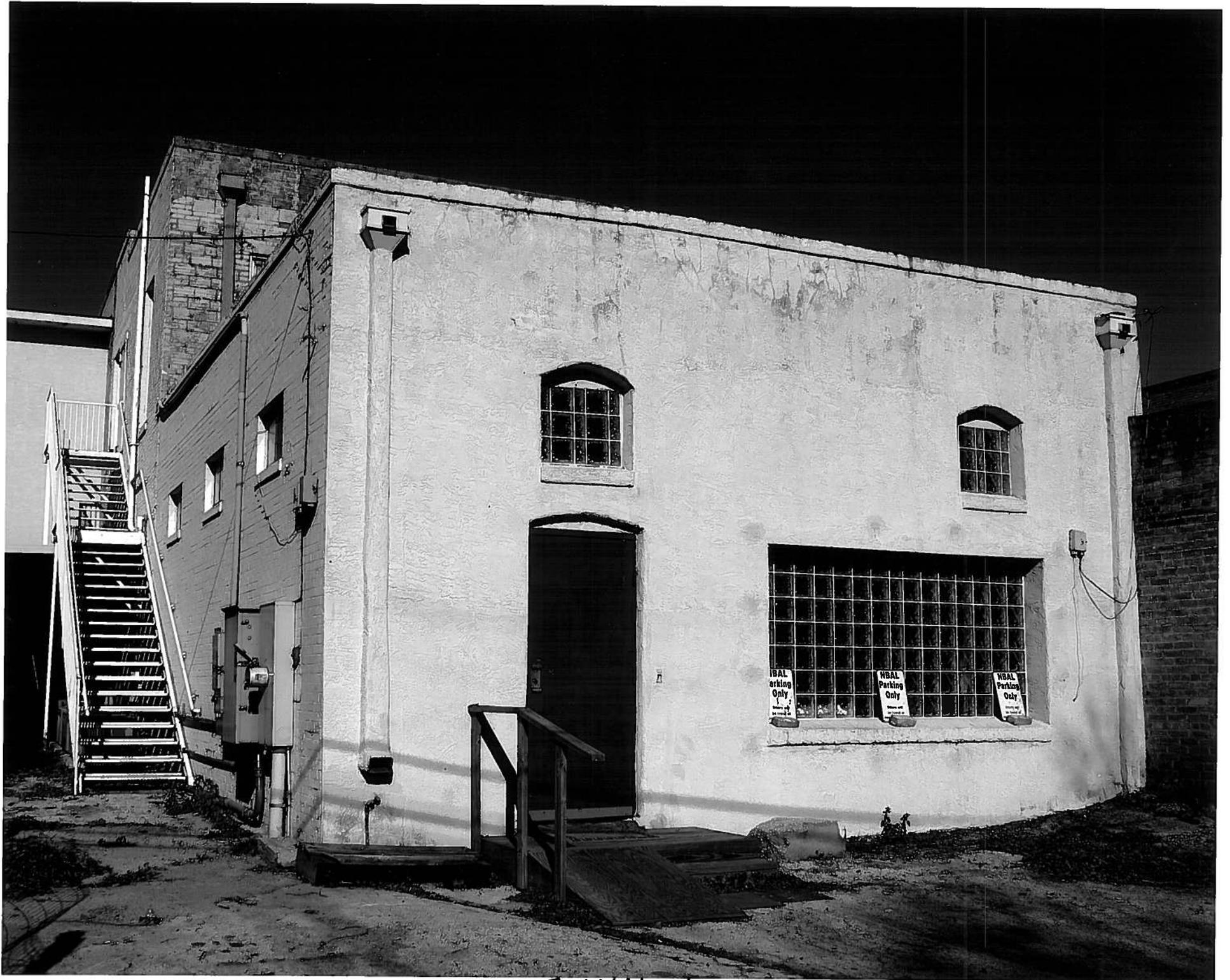


Exhibit 4