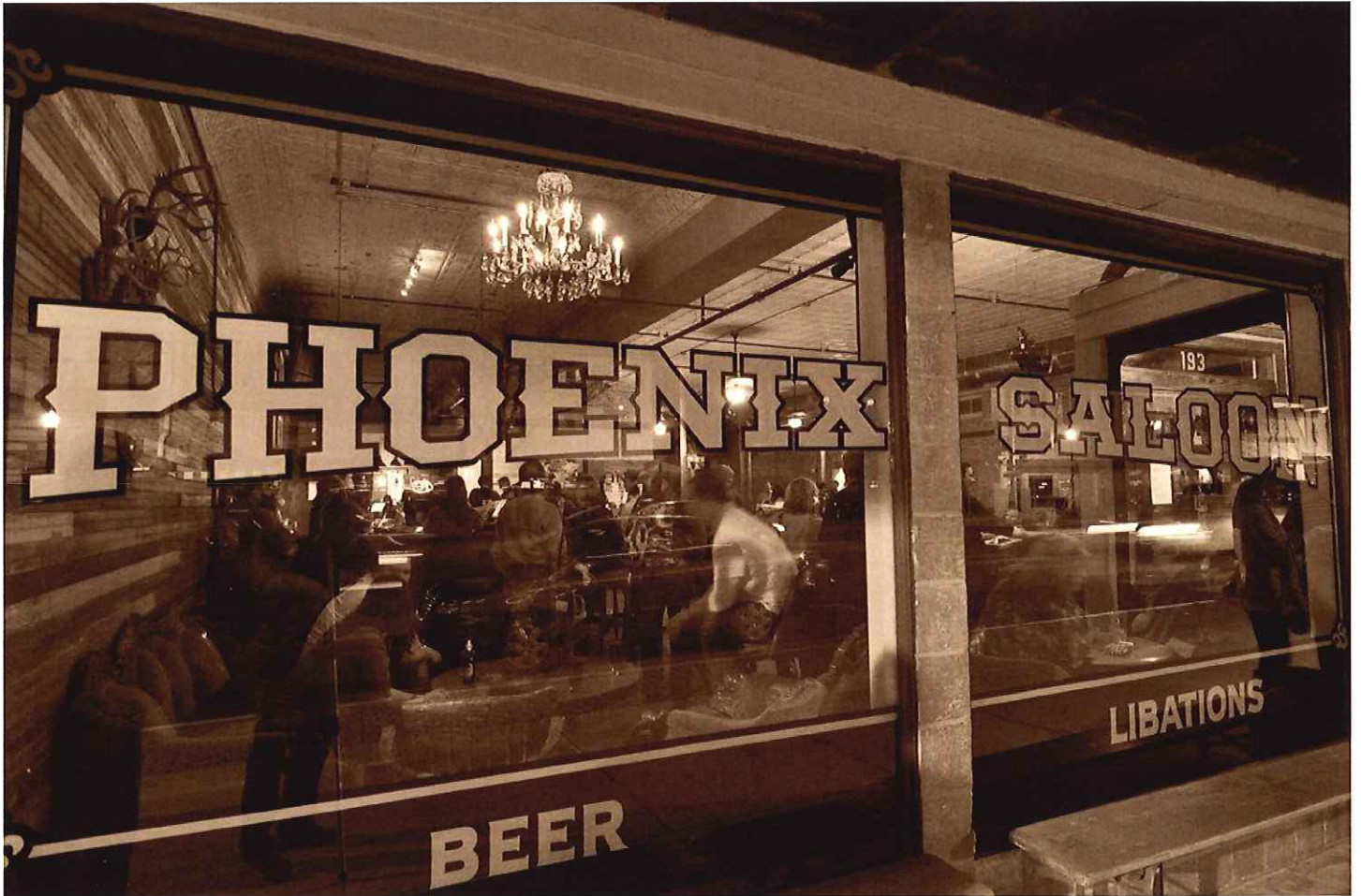


Schmidt Building / Phoenix Saloon
193 W. San Antonio St, New Braunfels TX 78130











THE GROOVY GRINGA
ANNETTE CRAWFORD



ORIGINALLY

est.
1871

BADGER FIGHTS

Gebhardt's
EAGLE

CHILI POWDER



TRADE MARK

REGISTERED



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.

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