

(Oct. 1990)

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM**



240

**1. NAME OF PROPERTY**

**HISTORIC NAME:** Brauntex Theater  
**OTHER NAME/SITE NUMBER:** N/A

**2. LOCATION**

**STREET & NUMBER:** 290 W. San Antonio  
**CITY OR TOWN:** New Braunfels  
**STATE:** Texas **CODE:** TX **COUNTY:** Comal **CODE:** 091 **ZIP CODE:** 78130  
**NOT FOR PUBLICATION:** N/A  
**VICINITY:** N/A

**3. STATE/FEDERAL AGENCY CERTIFICATION**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ( nomination) ( request for determination of eligibility) meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ( meets) ( does not meet) the National Register criteria. I recommend that this property be considered significant ( nationally) ( statewide) ( locally). ( See continuation sheet for additional comments.)

  
Signature of certifying official

6 February 2008  
Date

State Historic Preservation Officer, Texas Historical Commission  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

Signature of commenting or other official

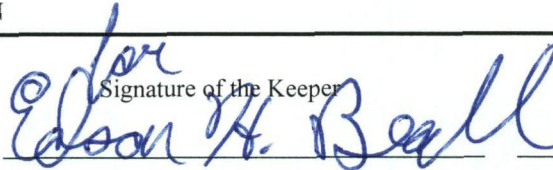
Date

State or Federal agency and bureau

**4. NATIONAL PARK SERVICE CERTIFICATION**

I hereby certify that this property is:

- entered in the National Register  
See continuation sheet.
- determined eligible for the National Register  
See continuation sheet
- determined not eligible for the National Register
- removed from the National Register

 Signature of the Keeper  
Date of Action  
3-24-08

other (explain):

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**5. CLASSIFICATION**

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**OWNERSHIP OF PROPERTY:** Private

**CATEGORY OF PROPERTY:** Building

<b>NUMBER OF RESOURCES WITHIN PROPERTY:</b>	<b>CONTRIBUTING</b>	<b>NONCONTRIBUTING</b>
	1	0 BUILDINGS
	0	0 SITES
	0	0 STRUCTURES
	0	0 OBJECTS
	1	0 TOTAL

**NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER:** 0

**NAME OF RELATED MULTIPLE PROPERTY LISTING:** N/A

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**6. FUNCTION OR USE**

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**HISTORIC FUNCTIONS:** RECREATION AND CULTURE: movie theater

**CURRENT FUNCTIONS:** RECREATION AND CULTURE: theater

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**7. DESCRIPTION**

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**ARCHITECTURAL CLASSIFICATION:** MODERN MOVEMENT: Moderne

**MATERIALS:** FOUNDATION CONCRETE  
WALLS BRICK  
ROOF ASPHALT  
OTHER

**NARRATIVE DESCRIPTION** (see continuation sheets 7-5 through 7-6).

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# National Register of Historic Places Continuation Sheet

Section 7 Page 5

Brauntex Theatre  
New Braunfels, Comal County, Texas

The Brauntex Theater (1942) is located in downtown New Braunfels, Comal County, Texas. The two-story space has been a local landmark since Edwin A. Hanz, of Hanz Construction Company in New Braunfels built it for Griffith Consolidated Theaters, Inc.

Dallas architects Jack Corgan and W.J. (Bill) Moore designed the building, which retains a high degree of integrity. The theater features many of the hallmark elements found in the Art Moderne style, including porthole windows, projecting neon sign, and marquee.

## Site History

The Brauntex Theater occupies lots 7 and 8, on the northwest side of West San Antonio Street in New Braunfels' downtown business district, two blocks southwest of the county courthouse and main plaza (Map 2). The theater shares its northeast wall with the former First Federal Savings and Loan building, constructed circa 1894. The theater's southwest side is adjacent to the former I&GN railroad station, built circa 1900. Prior to the theater's construction, the John Faust Grocery and the Clemens and Faust Dry Goods stores, associated with Walter Tips later of Tips Iron & Steel in Austin, operated from the site (Figure 2)<sup>1</sup>.

## Exterior

The Brauntex Theater's stuccoed front façade runs 50 feet along the sidewalk and faces southeast. The building, rectangular in plan, is 140 feet deep. The side and rear elevations are red brick planes, with the roofline stepping down from the front façade to the back. Behind the building, the original surface parking lot is still in use. The theater retains its original Art Moderne façade elements, which remain the building's predominant features. These include the colorful, neon-outlined projecting vertical sign, the marquee overhanging the sidewalk, and porthole windows.

At the ground floor level, the symmetrical southeast elevation is composed of three bays. Beginning at the outer edges, the two outer bays house single doors adjacent to two windows and poster boxes, or playbill panels, that border the central, recessed bay. Within the central bay, is a semi-circular, stand-alone ticket booth, still in use, ringed with seven courses of maroon tiles around its base. The walls and floor of the entrance bay are clad in cream-colored tiles. Additional poster boxes display information about upcoming programs. Two sets of double, metal-frame glass doors lead into the theater lobby. Local residents remember a popcorn machine set up next to the ticket booth before the theater had a full concession stand inside.<sup>2</sup>

<sup>1</sup> New Braunfels' Sophienburg Museum houses handwritten notes of Oscar Hass that document early land transactions of the site. In 1847, Herman Spies conveyed title to Lot 8 to Gerlach Reeh; Spies conveyed Lot 7 to Christian Thiel in 1848. Spies, Reeh, and Thiel are each listed as founding colonists in *History of New Braunfels and Comal County, TX 1844-1946*.

<sup>2</sup> From various interviews conducted by former Brauntex Performing Arts Theatre Association President, Mac McCoy.

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**Continuation Sheet**

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Brauntex Theatre  
New Braunfels, Comal County, Texas

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Slung low and spanning the façade, a double-sided marquee projects over the sidewalk. Its underside, paneled and painted maroon, complements the ticket booth's color scheme. At its ends, four bands of maroon divided by a cream color flank the lighted information boards and match the cream-colored stucco and maroon highlights of the façade. Centered in the marquee, is a later addition to the sign: a projecting "B," in a black narrow, western-style font against a yellow background.

Above the marquee is a row of four small, square, four-light windows, two on either side of the central BRAUNTEX sign that begins above the marquee and extends up above the roofline. The vertical blade sign is composed of two parts. A stuccoed, segmented pilaster rises from above the marquee and projects above the roofline. Rising even further from the pilaster's top, pink and blue concentric circles serve as the focal point for a maroon sign—outlined in neon—that displays the theater's name in cream-colored letters in a fat, rounded font. The roofline of the façade steps down from the sign, which serves as the building's main decorative element. Two porthole windows at the top of the façade indicate the building's Art Moderne design style.

**Interior**

Before remodeling work in 2000, there was an entrance to a barbershop to the right and to an office space to the left at the front of the theater lobby. The remodel removed these two spaces to enlarge the lobby area, which is carpeted in a reproduction pattern. The same carpet design was used throughout the building. To the left and right of the lobby, the original wide stairways lead to the balcony and a lounge with restrooms. A remodeled concession stand at the lobby's center rear features lighting complementary to the building's Art Moderne design, and the decorative paint scheme is also appropriate to the era (Figures 7 and 8). An addition on the left of the lobby, seen from the street as a small, single-story building, includes office and restroom areas.

To the left and right of the concession stand, double mahogany doors lead to the main floor of the auditorium, which slopes down to the stage. The three main-floor seating sections can seat 325 people. Front row seats have been removed to allow a stage extension to accommodate live performances, and a new main curtain was added with the remodel. The proscenium arch runs from floor to ceiling and is flanked by two doors, one leading to the rear parking lot and one that has been closed off to widen the backstage area. Red pleated curtains cover the side walls, which also feature light sconces. The tiled ceiling contains recessed lighting.

The stairways from the lobby area divide at the first landing, with one set of stairs leading to the lounge and restroom area, and another set leading to the balcony, which seats 273. The original movie projection and mechanical rooms are at the upper rear of the balcony. A dividing wall, added by 1998 so the theater could run a separate movie in the balcony, was removed during the theater's remodeling.

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**8. STATEMENT OF SIGNIFICANCE**

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**APPLICABLE NATIONAL REGISTER CRITERIA**

- A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

**CRITERIA CONSIDERATIONS:** N/A

**AREAS OF SIGNIFICANCE:** Entertainment/Recreation, Architecture

**PERIOD OF SIGNIFICANCE:** 1942–1958

**SIGNIFICANT DATES:** 1942

**SIGNIFICANT PERSON:** N/A

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** Jack Corgan and W.J. Moore, Dallas, Texas/ Edwin A. Hanz, Hanz Construction Co.,  
New Braunfels, Texas

**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-7 through 8-10).

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**9. MAJOR BIBLIOGRAPHIC REFERENCES**

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**BIBLIOGRAPHY** (see continuation sheets 9-11 through 9-12).

**PREVIOUS DOCUMENTATION ON FILE (NPS):** N/A

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

**PRIMARY LOCATION OF ADDITIONAL DATA:**

- State historic preservation office (*Texas Historical Commission*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository:

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**National Register of Historic Places**  
**Continuation Sheet**

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Brauntex Theater  
New Braunfels, Comal County, Texas

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The Brauntex Theater (1942) in New Braunfels, Comal County, Texas is a good example of a mid-20th-century Moderne design movie theater. Its historic and current name reflects the local and state pride associated with the early Texas community. The building is nominated to the National Register of Historic Places under Criterion A for Entertainment/Recreation and Criterion C for Architecture.

The Brauntex Theater's long history as a significant downtown presence makes it an important local building. Like most movie theaters of its era, it faced dwindling audience numbers as larger movie complexes opened later in the 20th century. The theatre closed in 1998 and two years later began its second life as a community performing arts venue thanks to the efforts of the Brauntex Performing Arts Theatre Association, which purchased the vacant building in 1999. Its rehabilitation and reopening in 2000 as a performing arts venue will ensure its ongoing place in visitors' and citizens' experiences of the New Braunfels community.

The Brauntex is also a fine example of the Art Moderne style, especially as applied to movie theaters, with minimal, streamlined architectural details playing a minor role when juxtaposed with dominant, colorful, energetic signage. As technological advances like air conditioning became more common, and building form—and advertising—could become the primary design concerns, this focus on signage was probably most vividly expressed in the movie theaters of the era.

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**New Braunfels, Texas**

Founded on March 21, 1845 by Prince Carl of Solms-Braunfels, Germany, the community of New Braunfels is the county seat of Comal County, Texas. It grew around a settlement at the confluence of the Guadalupe and Comal Rivers that developed when the prince arranged a mass German immigration project that brought hundreds of settlers to Texas. The first immigrants crossed the Guadalupe River and camped on a bluff overlooking the Comal River. By summer 1845, New Braunfels' population numbered between 300 and 400. In 1850, the community was reportedly the state's fourth largest city. The many artisans and craftsmen who came with the initial waves of settlers helped position the community as a manufacturing center for many products, including wagons, farm implements, leather goods, furniture and clothing. The city's location between San Antonio and Austin further supported its early and ongoing growth. New Braunfels, often referred to as the "City of a Prince," had a major impact on the immediate area and helped open the surrounding area to settlement and commerce. Today, although citizens of New Braunfels come from a variety of ethnic backgrounds, the community exhibits a strong German and Hispanic heritage. Many of the local German and Hispanic families are fourth and fifth generation descendants of early settlers.

New Braunfels is a top Texas tourist destination and offers a variety of recreational activities. The Guadalupe and Comal rivers attract visitors interested in tubing, swimming, rafting, canoeing, kayaking and scuba diving. The ever-popular Schlitterbahn Waterpark Resort is on the Comal River. It and many special events bring thousands of visitors to New Braunfels each year. The historic town of Gruene, established in 1850 and now a

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Brauntex Theater  
New Braunfels, Comal County, Texas

part of New Braunfels, is another tourist destination, with historic buildings and shops, as well as the popular live music venue Gruene Hall, reportedly the oldest continually operating dance hall in Texas. In addition to recreational activities and live music, the historic buildings in New Braunfels continue to draw visitors and add to the community's economic strengths, and the rehabilitated Brauntex Theatre is a good example of a historic, community-significant building being reused in a way that makes the community lively, interesting and attractive to local residents and visitors alike.

## History of the Brauntex

Brothers H.J., L.C. and R.E. Griffith of San Marcos, Texas began their careers in 1915, forming a partnership for their first two movie theaters. They eventually formed a large regional chain of movie theaters under three subsidiaries: H.J. Griffith Theatres, Inc., of Kansas City, Missouri; R.E. Griffith Theatres, Inc., of Dallas, Texas; and the Griffith Amusement Company of Oklahoma City, Oklahoma. Griffith Consolidated Theaters, Inc., based in Oklahoma City, at one time controlled enough theatres in Texas, Arkansas, Oklahoma, Kansas, New Mexico, Arizona, Nebraska and Missouri to be brought to trial in one of a handful of anti-trust cases against theater chains in the United States.<sup>3</sup>

Working for Griffith Consolidated Theatres, Inc., Dallas architects Jack Corgan and W.J. (Bill) Moore designed the Brauntex Theater across the West San Antonio Street from the Cole Theater, destroyed by fire in January 1941. New Braunfels contractor Edwin A. Hanz, of Hanz Construction Company, constructed the building in 1941-42. The theater held its grand opening on January 6, 1942, just 30 days after the bombing of Pearl Harbor. The theater opened with *Birth of the Blues*, starring Bing Crosby, Mary Martin, Brian Donlevy and Eddie "Rochester" Anderson (see Figure 1). The most expensive tickets cost 27 cents, and children under twelve paid 9 cents. The opening night souvenir program indicated that the Brauntex had "fluorescent lighting, modern lounge furniture, refrigerated water fountains and air conditioning." Rudy Seidel, a longtime New Braunfels resident and drum major of the New Braunfels High School Band in 1942, recalled gathering with the band at the school, at the time located on Mill Street, just a few blocks from the theater. The band marched to the front of the theater and played until the opening ceremony began. Seidel also remembered that the large green clock in the lobby was provided by Dixon Jewelers.<sup>4</sup>

In its early decades, the Brauntex was a segregated facility, with an area for Hispanic patrons in the balcony and a separate area for African Americans.<sup>5</sup> Former theater manager Harold Ward worked at the Brauntex Theater when it desegregated its seating without incident. At that time, the year of which is not known, the theater began charging 50 cents for downstairs seats and 40 cents for the balcony.<sup>6</sup> Other New Braunfels movie theaters that

<sup>3</sup> *Anti-trust in the Motion Picture Industry*, by Michael Conant, as displayed on [http://cobble.com/simpp\\_archive/griffithcase.htm](http://cobble.com/simpp_archive/griffithcase.htm). The Griffith Case, which began in 1939, was argued before the US Supreme Court in December 1947, with a court decision made on May 3, 1948. U.S. V. Griffith, 334 U.S. 100 (1948)

<sup>4</sup> From interview of Rudy Seidel conducted by former Brauntex Performing Arts Theatre Association President, Mac McCoy.

<sup>5</sup> From various interviews conducted by former Brauntex Performing Arts Theatre Association President, Mac McCoy.

<sup>6</sup> From *History* page on the Brauntex website, <http://www.brauntex.org/history.html>, accessed March 9, 2007.

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Brauntex Theater  
New Braunfels, Comal County, Texas

predated modern multiplexes included: the Capital Theater on the Plaza; the La Pena, which offered films for the Hispanic community; the Cole Theater, across the street from the Brauntex, razed by fire in 1941; and the Tower Drive-In Theater.<sup>7</sup>

Many local residents have recounted their own memories of the theater, from the strict ushers who ensured that people didn't put their feet on chairs or throw popcorn, to the Bingo nights in the mid-1940s, with dishes as prizes. In the mid-1960s, with shows like *McHale's Navy*, the theater owners would tape 45-rpm records under the seats as prizes. Early local groups held meetings at the Brauntex, too, such as the Cancer Society meeting conducted there by Patricia Langston and Nellie Mae Lockett in the spring of 1959.<sup>8</sup>

Despite the theater's long history of service to the community, in 1998, after facing years of dwindling audience numbers due to competition with multiplex theaters in town, the Brauntex showed its last movies, *The Wedding Singer* and *Hush*.<sup>9</sup> That same year, a group of concerned citizens organized, believing the theater space could fulfill the need for a downtown performing arts theater. On August 31, 1999, the Brauntex Performing Arts Theatre Association signed a contract with the owner of the property; the non-profit 501(c)(3) became the building's owner on December 10, 1999. The group immediately sought volunteer help from the community and began cleaning and rehabilitating the space, reopening the theater on April 29, 2000 with a sold-out gala and performance by the San Antonio Symphony. Over the next several years, between April 2000 and summer 2006, the Brauntex Theater featured 67 live performances and hosted 417 other programs, including theatre and choral groups, school bands, children's performances, charitable fundraisers and corporate groups.

## Designers

Jack Corgan and William J. Moore designed several other theaters, both together and individually. They worked together one at least one other in Texas—the National Theater in Graham, Young County (NRHP 1993). William J. Moore, with George Holliday, also designed the Border Theater in Mission, Hidalgo County, Texas (NRHP 1998). Corgan's extant works include the following other theaters: Oklahoma Opry, Oklahoma City, Oklahoma; Will Rogers Theatre, Oklahoma City, Oklahoma; Carver Theater, New Orleans, Louisiana (possibly damaged in Hurricane Katrina; NRHP 1998).<sup>10</sup> He later formed Corgan & Associates, which designed a substantial number of movie theaters. It continues today as Corgan Associates, Inc., designing other architectural types, as well as virtual architecture for digital media, from its headquarters in Dallas.<sup>11</sup>

<sup>7</sup> From various interviews conducted by former Brauntex Performing Arts Theatre Association President, Mac McCoy.

<sup>8</sup> From various interviews conducted by former Brauntex Performing Arts Theatre Association President, Mac McCoy

<sup>9</sup> *New Braunfels Herald-Zeitung*, Vol. 147, No. 139, May 28, 1998; page 1

<sup>10</sup> Internet resources: THC Atlas, NRIS, CinemaTreasures.org.

<sup>11</sup> Corgan Associates, Inc., <http://www.corgan.com/>

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**Continuation Sheet**

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Brauntex Theater  
New Braunfels, Comal County, Texas

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**Summary Statement of Significance**

The City of New Braunfels is on the major IH-35 corridor between San Antonio and Austin, and it, like those cities and all the communities in the region, is growing quickly. The Brauntex Theater's prominence as a downtown commercial building near the county's courthouse, and its new role as a community center, can help residents and visitors remain connected to the city's past—not just the heritage of its early settlers, but also its 20th-century history, when the city and the nation faced wartime conditions and new technologies, when Texas' population shifted to urban centers to support new industries, and the automobile and television began to expand people's visions of themselves and their futures. The Brauntex today represents a new era, when people, spurred on by nostalgia and economic sense, are turning back to their historic downtown resources to add life back into their community centers.

The Brauntex Theater is also a fine example of the Art Moderne style, retaining its main original features and a high degree of integrity. The porthole windows, indicative of Art Moderne, are minor in scale compared to the predominant vertical blade sign and the marquee that spans the façade and projects over the sidewalk. This emphasis on signage, especially with a relatively blank façade behind it, is also typical of Art Moderne, especially as applied to movie theaters. Without the need for natural light in upper floors, in fact, with the need to decrease light, and with air conditioning eliminating the need for natural ventilation, designers were able to use theater buildings as signs themselves. The Brauntex, especially in its location adjacent the 1890s former bank building, shows a distinct movement toward the building as sign. The theater is an excellent example of the change in style and technology that brought forth that treatment in American architecture.

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Brauntex Theater  
New Braunfels, Comal County, Texas

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## Bibliography

### BOOKS

Gregory, Rosemarie Leisner and Goff, Myra Lee Adams. *New Braunfels-Comal County: A Pictorial History*, 1993.

Haas, Oscar. *History of New Braunfels and Comal County, 1844-1946*. 1968.

Lombardo, Rebecca. *Historic Comal County*. 2005.

\_\_\_\_\_. *A Brief History of New Braunfels and Comal County*. Greater New Braunfels Chamber of Commerce.

*Images of New Braunfels, Comal County*, Volume .2002. *Herald-Zietung*, Publisher, Sophienburg Museum and Archives.

Souvenir program of the New Brauntex Theater, 1942.

### NEWSPAPERS

*New Braunfels: Herald-Zietung*, April 19, 1941, January 2, 1942, and Vol. 147, No. 139, May 28, 1998.

### ORAL INTERVIEWS AND LOCAL RESEARCHERS

Connie Krause, local historian and genealogist. Interviewed informally by Mac McCoy.

John Rightmire, local historian, compiled deed history and anecdotal material for Mac McCoy.

Jan Soechting, City of New Braunfels Main Street Manager. Interviewed informally by Mac McCoy.

Harold Ward, early theater manager, 2000, as documented on website of Brauntex Performing Arts Theatre Association website, <http://www.brauntex.org/history.html>, accessed March 9, 2007.

### INTERNET

“Classic Movie Theaters designed by Jack Corgan,” <http://cinematreasures.org/architect/562/> (accessed July 24, 2007).

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[http://www.cobbles.com/simpp\\_archive/griffithcase.htm](http://www.cobbles.com/simpp_archive/griffithcase.htm) (accessed March 9, 1007). Excerpt from *Anti-trust in the Motion Picture Industry*, by Michael Conant, University of California Press, Berkeley (1960).

United States v. Griffith, 334 U.S. 100 (1948). Docket num. 64 - May 3, 1948 **Id. vLex:** VLEX-HWBR060.  
<http://www.vlex.us/caselaw/U-S-Supreme-Court/United-States-v-Griffith-334-U-S-100-1948/2100-20016041%2C01.html> (accessed March 9, 2007).

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**10. GEOGRAPHICAL DATA**

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**ACREAGE OF PROPERTY:** less than one acre

<b>UTM REFERENCES</b>	<u>Zone</u>	<u>Easting</u>	<u>Northing</u>
1.	14	584533	3285782

**VERBAL BOUNDARY DESCRIPTION** BLK: 2001 LOT: 7 W 72, ACRES 0.3170

**BOUNDARY JUSTIFICATION** The nomination includes the entire parcel historically associated with the theater.

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**11. FORM PREPARED BY** (with assistance from Linda Henderson of the Texas Historical Commission)

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**NAME/TITLE:** Mac McCoy

**ORGANIZATION:** Brauntex Performing Arts Theatre Assn.

**DATE:** 5 March 2007

**STREET & NUMBER:** 290 W. San Antonio St.

**TELEPHONE:** 830/627-0808

**CITY OR TOWN:** New Braunfels

**STATE:** Texas

**ZIP CODE:** 78130

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**ADDITIONAL DOCUMENTATION**

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**CONTINUATION SHEETS**

**MAPS** (see continuation sheet Map-13)

**PHOTOGRAPHS** (see continuation sheets Photo-14 through Photo-22)

**ADDITIONAL ITEMS**

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**PROPERTY OWNER**

---

**NAME:** Brauntex Performing Arts Theatre Assn.

**STREET & NUMBER:** 290 W. San Antonio Street

**TELEPHONE:** 830/627-0808

**CITY OR TOWN:** New Braunfels      **STATE:** Texas

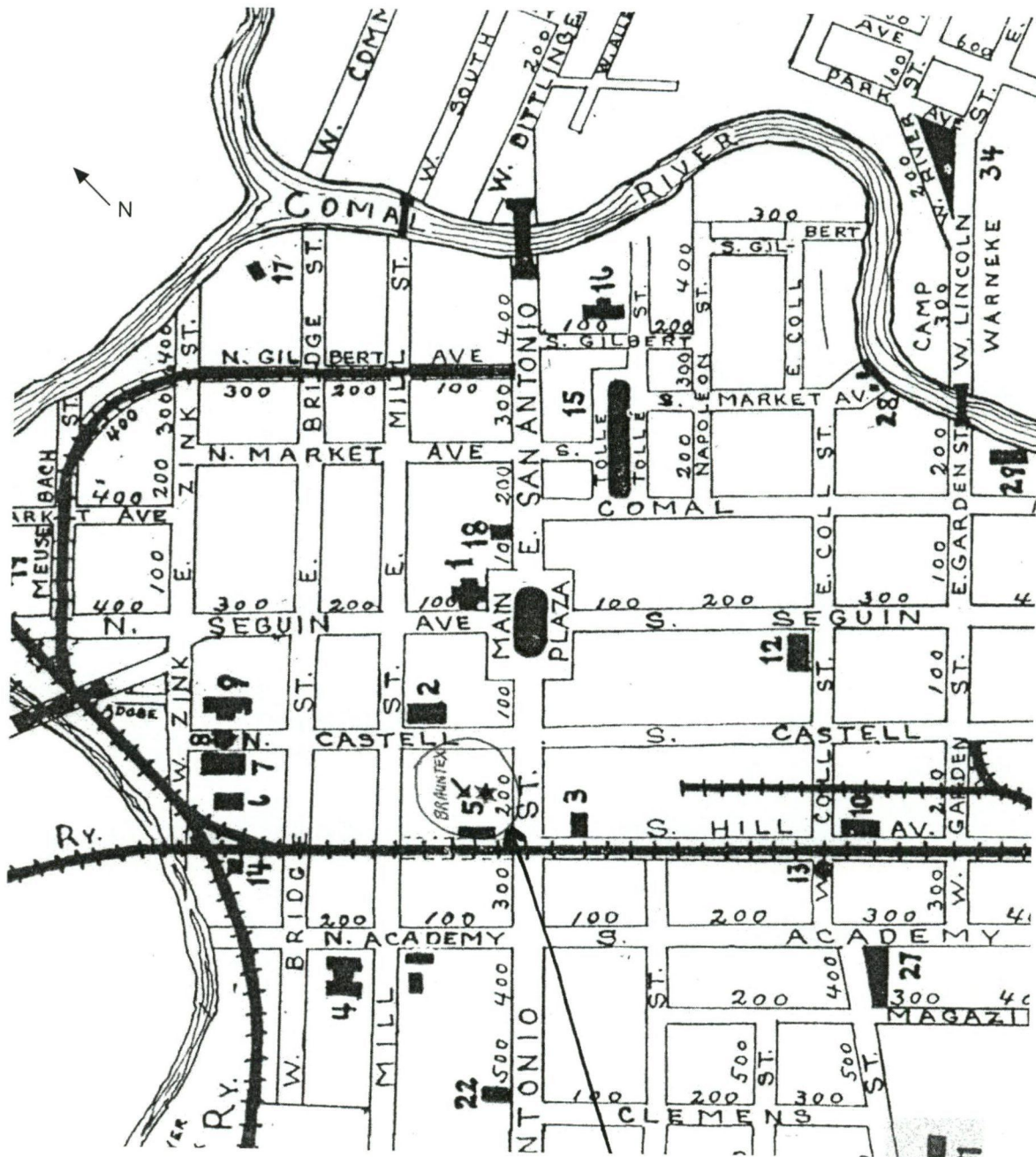
**ZIP CODE:** 78130

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Brauntex Theater  
New Braunfels, Comal County, Texas



Map 1.

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Section PHOTOS Page 14

Brauntex Theater  
New Braunfels, Comal County, Texas

**GRAND OPENING**  
OF THE NEW  
**Brauntex Theatre**

(The Modern Theatre in "The Beauty Spot of Texas")

- ★ COMFORTABLE SEATS
- ★ AIR CONDITIONED Temperature
- ★ LUXURIOUS LOUNGE
- ★ TILED REST ROOMS

**BOX OFFICE OPENS AT 6 P. M.**

You will have plenty of time to look around before the picture starts.  
SOUVENIR PROGRAMS FOR ALL "FIRST NIGHTERS"  
Come Early for Good Seats

**A GRAND PICTURE FOR A GRAND OPENING!**

*The Greatest Musical Entertainment Since the Blues Were Born!*

WALTER AND THE PORTER AND THE UPSTAIRS MAID" / "BY THE LIGHT OF THE SILVERY MOON" / "ST. LOUIS BLUES" / "MY MELANCHOLY BABY"

Paramount presents

**"BIRTH OF THE BLUES"**

WITH **BING CROSBY**  
**MARY MARTIN**

Bing never was better! Mary is marvelous! And Carolyn Lee's cuter-than-a-bullet! The 13 songs that made the blues great... and a love story that will make your heart sing!

A LITTLE CLOSER, LOVEY MINE!

NOTICE: THIS MATERIAL MAY BE PROTECTED BY COPYRIGHT LAW (TITLE 17 U. S. CODE)

Figure 1. Advertisement for grand opening of the theater. *New Braunfels: Herald-Zietung*, January 2, 1942

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Brauntex Theater  
New Braunfels, Comal County, Texas



Figure 2. Photo taken circa 1900 showing site of Brauntex Theater, formerly occupied by Faust Dry Goods Store. Bank building at far right extant adjacent to theater in 2006.

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Brauntex Theater  
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Figure 3. Brauntex Theater, 1942.

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Brauntex Theater  
New Braunfels, Comal County, Texas



Figure 4. Brauntex Theater 2006. To the left is the non-historic addition built during renovation in 1999. To the right, the bank building shown in Figure 2.

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Brauntex Theater  
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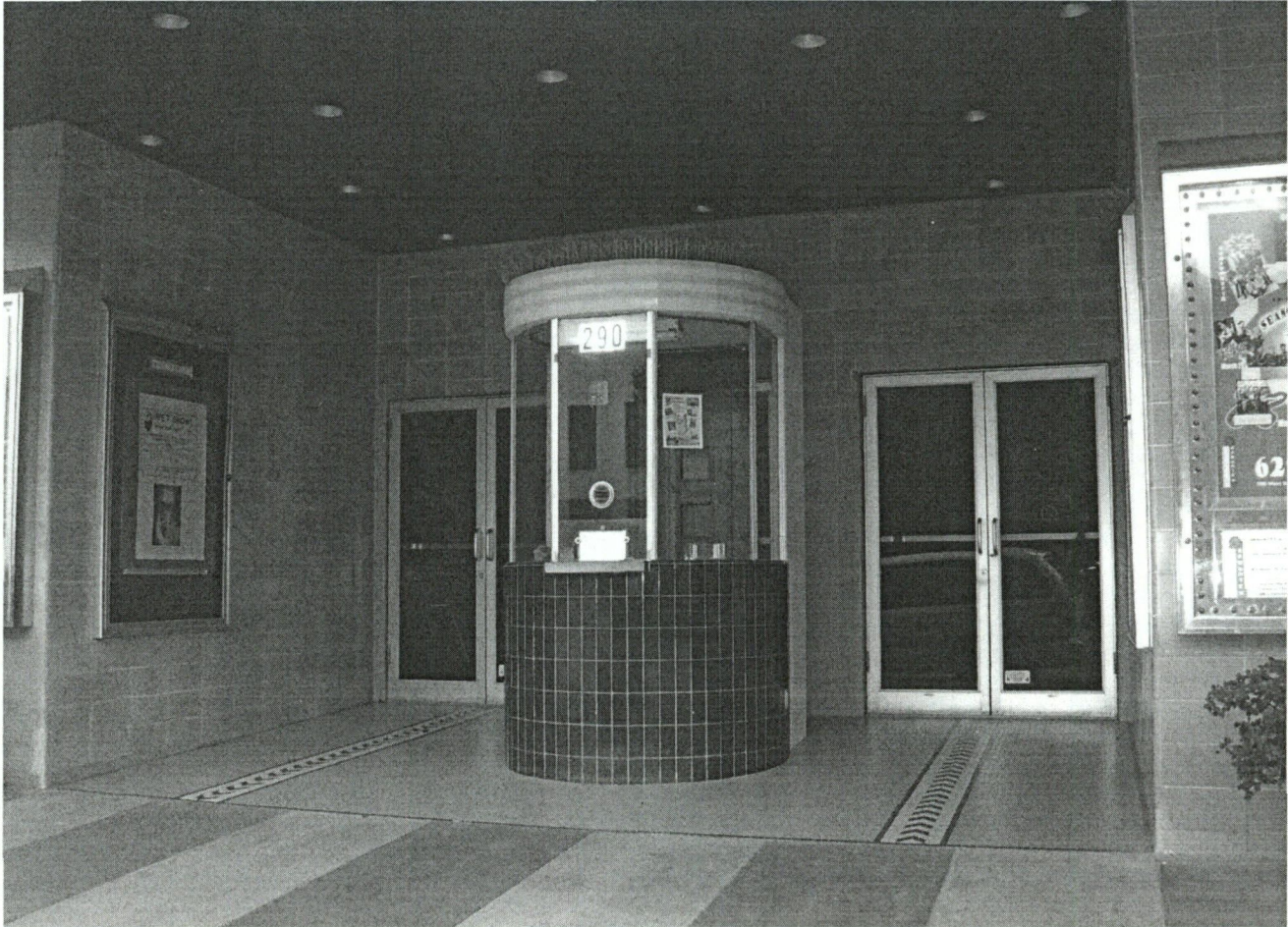


Figure 5. Ticket booth and entry, 2006.

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Section PHOTOS Page 19

Brauntex Theater  
New Braunfels, Comal County, Texas

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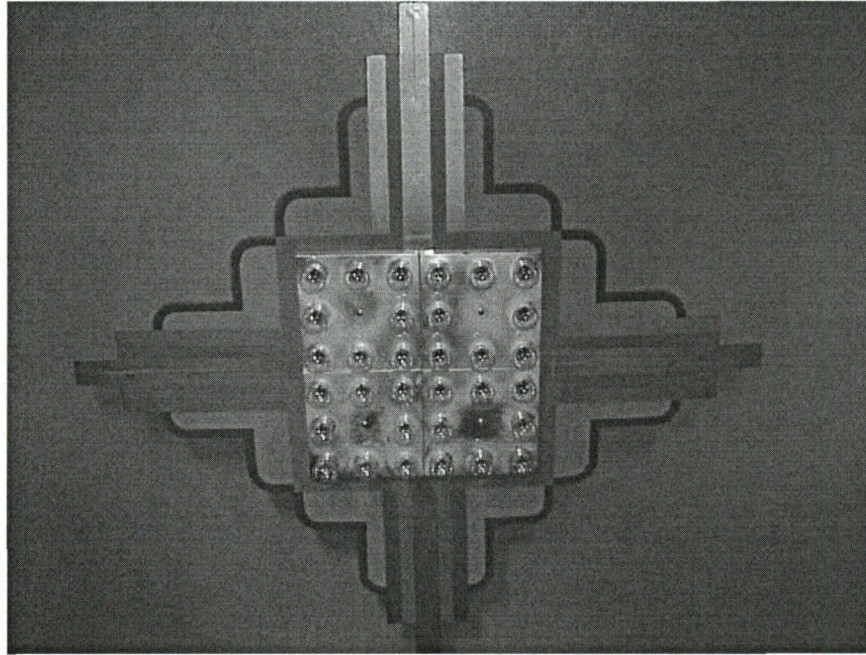
Figure 6. Brauntex sign.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section PHOTOS Page 20

Brauntex Theater  
New Braunfels, Comal County, Texas



Figures 7 and 8. Interior ceiling light and trim in lobby, circa 2000.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

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Brauntex Theater  
New Braunfels, Comal County, Texas



Figure 9. National Theater, Graham, Young County, Texas (NRHP 1993), also designed by Moore and Corgan

**United States Department of the Interior**  
National Park Service

# National Register of Historic Places Continuation Sheet

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Brauntex Theater  
New Braunfels, Comal County, Texas

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## PHOTO LOG

Brauntex Theater

New Braunfels, Comal County, Texas

Photographer: Mac McCoy

June 2007

Original negatives on file with Brauntex Performing Arts Theatre Association

Photo 1: East or main façade; camera facing northwest

Photo 2: Ticket booth; camera facing west

Photo 3: Interior, lobby area; camera facing south

Photo 4: Interior, auditorium from balcony; camera facing west

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Brauntex Theater  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: TEXAS, Comal

DATE RECEIVED: 2/13/08 DATE OF PENDING LIST: 3/03/08  
DATE OF 16TH DAY: 3/18/08 DATE OF 45TH DAY: 3/28/08  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 08000240

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT  RETURN  REJECT 3-24-08 DATE

ABSTRACT/SUMMARY COMMENTS:

red in the  
National Register

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



2007-08 SEASON  
SHOW TICKETS ON SALE NOW  
3 REDNECK TENORS OCT 27

METRO THEATRE

BRAUNTEX THEATER

NEW BRAUNFELS, COMAL COUNTY, TEXAS

PHOTO 1

HOLLAND 11 02 257 1131 N N 12



290

BRAUNTEX THEATER  
NEW BRAUNFELS, COMAL COUNTY, TEXAS  
PHOTO 2

HOLLAND 111 03 760 1131 N N N 32



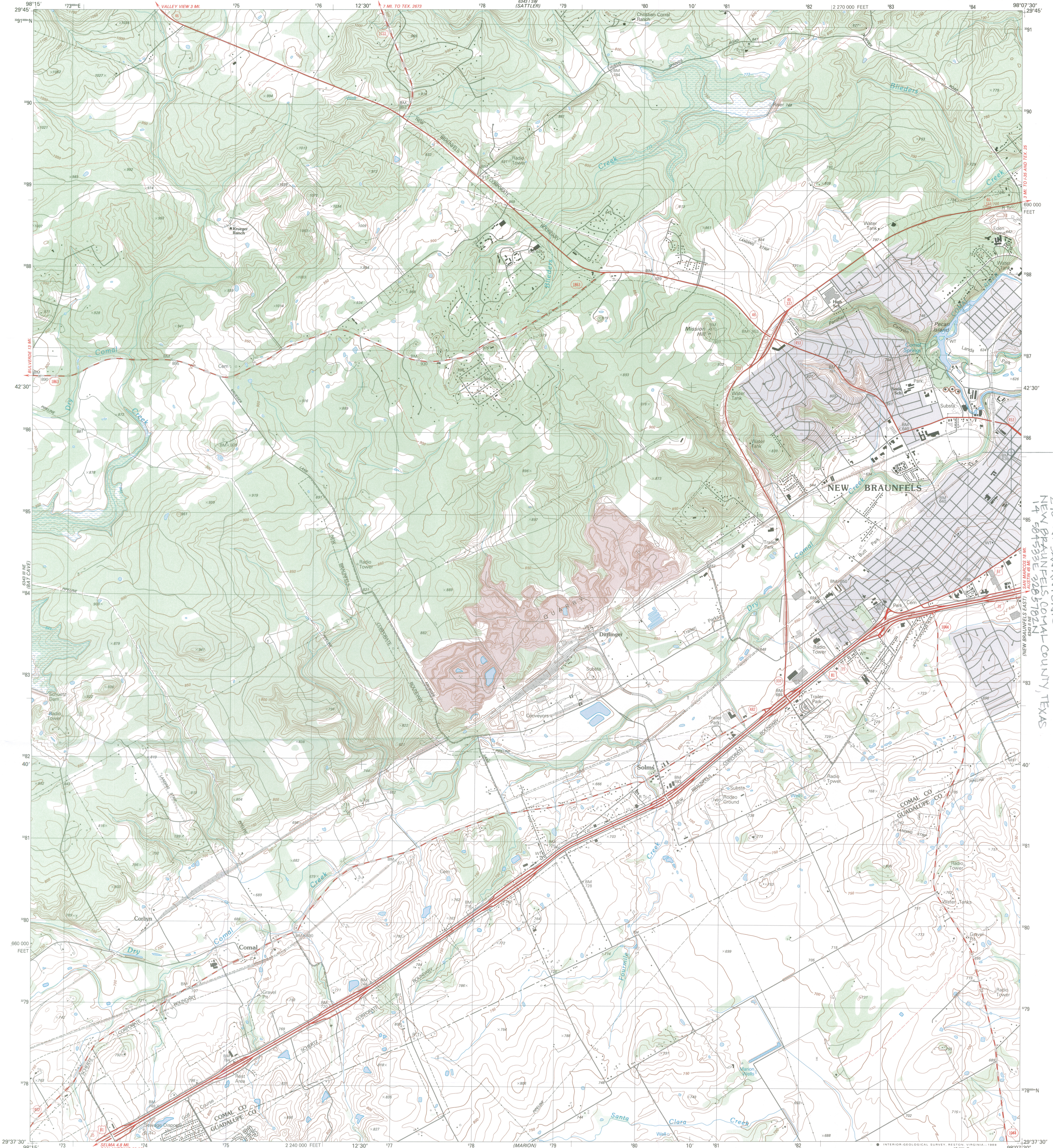
BRAUNTEX THEATER  
NEW BRAUNFELS, COMAL COUNTY, TEXAS  
PHOTO 3

HOLLAND 11 03 256 1131 N N N 22



BRAUNTEX THEATER  
NEW BRAUNFELS, COMAL COUNTY, TEXAS  
PHOTO 4

HOLLAND!!! 01 756 1131 N N N 52



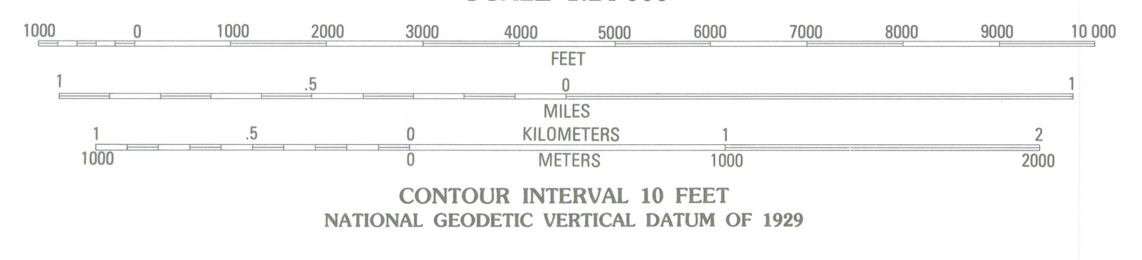
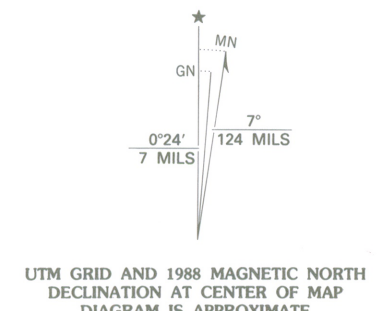
Produced by the United States Geological Survey  
Revised in cooperation with the Texas Water Development Board  
Control by USGS, NOS/NOAA, and USCE

Compiled by the Army Map Service by photogrammetric methods  
from aerial photographs taken 1956. Field checked 1958  
Revised from aerial photographs taken 1986. Field checked 1987  
Map edited 1988

Projection and 10,000-foot grid ticks: Texas coordinate  
system, south central zone (Lambert conformal conic)  
1000-meter Universal Transverse Mercator grid, zone 14  
1927 North American Datum  
To place on the predicted North American Datum 1983  
move the projection lines 20 meters south and  
28 meters east as shown by dashed corner ticks

Fine red dashed lines indicate selected fence and field lines  
generally visible on aerial photographs. This information is unchecked

Gray tint indicates area in which only landmark buildings are shown



**ROAD CLASSIFICATION**

Primary highway, hard surface	Light-duty road, hard or improved surface
Secondary highway, hard surface	Unimproved road
Interstate Route	U. S. Route
	State Route



NEW BRAUNFELS WEST, TEX.  
29098-F2-TF-024

2998-413

1988

DMA 6343 II NW-SERIES V822

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

BRAUNTEX THEATER  
290 W. SAN ANTONIO  
NEW BRAUNFELS COMAL COUNTY, TEXAS  
14 504538E 308 5161N  
(NEW BRAUNFELS EAST) 3 MI. TO 35 AND TEX. 25  
(NEW BRAUNFELS WEST) 3 MI. TO 35 AND TEX. 26



# TEXAS HISTORICAL COMMISSION

Rick Perry • *Governor*

John L. Nau, III • *Chairman*

F. Lawrence Oaks • *Executive Director*

*The State Agency for Historic Preservation*

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TO: Linda McClelland  
National Register of Historic Places

FROM: Linda Henderson, Historian  
Texas Historical Commission

RE: Brauntex Theater, New Braunfels, Comal Co., Texas

DATE: 6 February 2008

The following materials are submitted regarding: Brauntex Theater,

<input checked="" type="checkbox"/>	Original National Register of Historic Places form
<input type="checkbox"/>	Resubmitted nomination
<input type="checkbox"/>	Multiple Property nomination form
<input checked="" type="checkbox"/>	Photographs
<input checked="" type="checkbox"/>	USGS map
<input type="checkbox"/>	Correspondence
	Other:

COMMENTS:

SHPO requests substantive review

The enclosed owner objections (do ) (do not ) constitute a majority of property owners

Other \_\_\_\_\_