

United States Department of the Interior
National Park Service
National Register of Historic Places Registration Form

1. Name of Property

Historic Name: Faust-Frueholz House and Medical Building
Other name/site number: Joseph Faust House
Name of related multiple property listing: NA

2. Location

Street & number: 305 South Seguin Avenue
City or town: New Braunfels State: Texas County: Comal
Not for publication: [ ] Vicinity: [ ]

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this
[n] 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 [n] meets [ ] does not meet the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:
[ ] national [ ] statewide [n] local

Applicable National Register Criteria: [n] A [ ] B [n] C [ ] D

[Signature] Deputy State Historic Preservation Officer
Signature of certifying official / Title Date 6/27/2024
Texas Historical Commission
State or Federal agency / bureau or Tribal Government

In my opinion, the property [ ] meets [ ] does not meet the National Register criteria.
Signature of commenting or other official Date
State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:
[ ] entered in the National Register
[ ] determined eligible for the National Register
[ ] determined not eligible for the National Register.
[ ] removed from the National Register
[ ] other, explain: \_\_\_\_\_

Signature of the Keeper

Date of Action

Faust-Frueholz House and Medical Building, New Braunfels, Comal County, Texas

**5. Classification**

**Ownership of Property: Private**

**Category of Property**

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

**Number of Resources within Property**

Contributing	Noncontributing	
3	1	buildings
0	0	sites
0	0	structures
0	0	objects
3	1	total

Number of contributing resources previously listed in the National Register: 0

**6. Function or Use**

**Historic Functions:** DOMESTIC: Single Dwelling, Secondary Structure; HEALTH CARE: Medical Business/Office

**Current Functions:** DOMESTIC: Single Dwelling, Secondary Structure; HEALTH CARE: Medical Business/Office; VACANT/NOT IN USE

**7. Description**

**Architectural Classification:** LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS: Classical Revival; MODERN MOVEMENT: Modern

**Principal Exterior Materials:** BRICK, CONCRETE, WOOD, STUCCO

**Narrative Description** (see pages 7-13)

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## 8. Statement of Significance

### Applicable National Register Criteria: A, C

**Criteria Considerations:** B: Moved Properties

**Areas of Significance:** Health/Medicine; Architecture (*local*)

**Period of Significance:** 1905 (Criterion C); 1929-1974 (Criterion A)

**Significant Dates:** 1905 (Remodel), 1928 (Ownership Transfer), 1929 (Relocation), 1930 (Garage Construction), 1955 (Medical Building Construction)

**Significant Person** (only if criterion b is marked): NA

**Cultural Affiliation** (only if criterion d is marked): NA

**Architect/Builder:** (1905 Remodel) Ayres, Atlee B., (1955 Medical Building) Frueholz, Frederick, Jr.

**Narrative Statement of Significance** (see pages 14-22)

## 9. Major Bibliographic References

**Bibliography** (see pages 23-25)

### Previous documentation on file (NPS):

- 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, Austin*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository:

**Historic Resources Survey Number** (if assigned): New Braunfels Historic Resources Survey, January, 2009, Resources 150 A & B

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## 10. Geographical Data

**Acreeage of Property:** Approximately 0.512 acres

### Coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: NA

1. Latitude: 29.701295°N Longitude: -98.121672°W

**Verbal Boundary Description:** The boundary includes all property totaling approximately 0.512 acres, specifically CITY BLOCK 1011, LOT 86 (0.422 acres, Property ID: 150) and CITY BLOCK 1011, LOT W 40 OF W 95 LOT 126 (0.09 acres, Property ID: 154), New Braunfels, Comal County, Texas as identified in the Comal Appraisal District. Data accessed April 20, 2023 (Map 3).

**Boundary Justification:** The boundary follows the legal parcels and contains the land historically associated with the nominated property.

## 11. Form Prepared By

Name/title: Cara Quigley, Emily Payne, & Erin Tyson  
Organization: HHM & Associates, Inc.  
Street & number: P.O. Box 9648  
City or Town: Austin State: TX Zip Code: 78766  
Email: [cquigley@hhminc.com](mailto:cquigley@hhminc.com), [epayne@hhminc.com](mailto:epayne@hhminc.com)  
Telephone: 512/478-8014  
Date: June 2023

## Additional Documentation

**Maps** (see pages 26-31)

**Additional items** (see pages 32-55)

**Photographs** (see pages 5-6, 56-77)

*This project was funded in part through a Certified Local Government Grant from the National Park Service, U.S. Department of the Interior, as administered by the Texas Historical Commission.*

*The contents and opinions, however, do not necessarily reflect the views and policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.*

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**Photograph Log**

Name of Property: Faust-Frueholz House and Medical Building  
City or Vicinity: New Braunfels  
County: Comal County  
State: Texas  
Date Photographed: June 2021, August 2022, September 2023, and July 2024  
Photographer: HHM, Inc and Comal County Historical Commission (CCHC)

*All photographs accurately depict property conditions. No changes nor significant deterioration has occurred since the photos were taken in June 2021, August 2022, September 2023, and July 2024.*

Photo 1. Front façade of the Faust-Frueholz House, camera facing northeast. Photo by HHM, September 2023.

Photo 2. Front façade and northwest elevation of the Faust-Frueholz House, camera facing east. Photo by HHM, September 2023.

Photo 3. Oblique view of the front façade of the Faust-Frueholz House, camera facing north. Photo by HHM, August 2022.

Photo 4. Front façade of the Faust-Frueholz House, camera facing northeast. Photo by HHM, September 2023.

Photo 5. Oblique view of the front façade of the Faust-Frueholz House, camera facing north. Photo by HHM, September 2023.

Photo 6. Northwest elevation of the Faust-Frueholz House, camera facing southeast. Photo by HHM, September 2023.

Photo 7. Northwest and northeast (rear) elevations of Faust-Frueholz House and Northwest (primary) elevation of garage. Photo by HHM, September 2023.

Photo 8. View of property from East Coll Street, view southeast. Photo by HHM, September 2023.

Photo 9. Northwest and southwest elevations of Frueholz Medical Building. Photo by HHM, September 2023.

Photo 10. Northwest elevation of Frueholz Medical Building. Photo by HHM, September 2023.

Photo 11. Northeast elevation of Frueholz Medical Building. Photo by HHM, September 2023.

Photo 12. Front façade of Landa Office and New Braunfels Public Library (noncontributing). Photo by HHM, September 2023.

Photo 13. View of cantilevered staircase in the front foyer of the Faust-Frueholz House. Photo by HHM, June 2021.

Photo 14. View of cantilevered staircase in the front foyer of the Frueholz House, looking upward from the ground floor. Photo by HHM, June 2021.

Photo 15. View of the two parlors on the east side of the Faust-Frueholz House. Photo by HHM, June 2021.

Photo 16. View of the parlor used as Dr. Bertha Frueholz's exam room in the Faust-Frueholz House. Note the Ionic column flanking the bay window, woodwork, and stenciling. Photo by HHM, June 2021.

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Photo 17. View of parlor used as the waiting room for Dr. Frueholz Sr.'s patients at the Frueholz House. Photo by HHM, June 2021.

Photo 18. View of the room within the Faust-Frueholz House that was previously subdivided and used by Drs Bertha and Frederick Frueholz, Sr. as exam rooms. Photo by HHM, June 2021.

Photo 19. View of the second-story hallway from which bedrooms extend. Photo by HHM, June 2021.

Photo 20. View of the Frueholz Medical Building hallway leading to exam rooms. Photo by CCHC, July 2024.

Photo 21. View of an exam room at the Frueholz Medical Building. Photo by CCHC, July 2024.

Photo 22. View of waiting room in Frueholz Medical Building. Photo by HHM, June 2021.

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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## Narrative Description

The Faust-Frueholz House and Medical Building is located at 305 S. Seguin Avenue in New Braunfels, Comal County, Texas.<sup>1</sup> The approximately 0.512-acre site includes four buildings, three contributing and one noncontributing: the house, a detached garage, a medical building, and the Landa Office and New Braunfels Public Library. The Faust-Frueholz House is a two-and-a-half-story high-style Classical Revival residence, originally constructed in the Italianate style in 1880. In 1905, the Faust House underwent a substantial remodel to enlarge the building. The transformation, designed by Atlee B. Ayres of the San Antonio firm Coughlin & Ayres, included the application of red brick cladding on the exterior walls and the addition of character-defining features such as the symmetrical façade composition, large full-height entry porch supported by Corinthian columns, a semicircular entryway, detailed cornice lines and woodwork, and an octagonal cupola projecting from the high-pitched side gable roofline. The house was the private residence of the Joseph Faust family until his death in 1924. The home was vacant for a few years before being purchased by Drs. Frederick and Bertha Frueholz to serve as a residence and medical office in 1928. In the spring of 1929, the house was relocated from 240 S. Seguin Avenue half a block down the street to 305 S. Seguin Avenue. A detached garage was constructed of red brick around 1930 and is positioned at the rear of the house. The 1955 Frueholz Medical Building is a red-brick-clad office located northeast of the house and garage. A small stucco building that once housed the first public library in New Braunfels and Harry Landa's office was relocated to the property in 2020. This noncontributing building is now positioned between the medical building and the detached garage. Despite minor modifications over the years, the property retains a high level of historic integrity.

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## Setting

The Faust-Frueholz House and Medical Building is located in downtown New Braunfels, the county seat and commercial and social center of Comal County in south-central Texas. Situated along the Balcones Escarpment, Comal County has the Texas Hill Country to the west and the fertile Blackland Prairie to the east.<sup>2</sup> The topography of the land surrounding New Braunfels can be described as gently rolling, with loam soils and clay subsoils that support agriculture. Additionally, the Guadalupe and Comal Rivers flow throughout the area.<sup>3</sup> The Faust-Frueholz House sits on the corner of S. Seguin Avenue and E. Coll Street, just down the street from the Main Plaza and Comal County Courthouse. The Frueholz Medical Building is situated directly behind the house and garage along E. Coll Street on the adjoining lot (Maps 1-6).

At the time of New Braunfels' initial town development in the mid-1840s, the land was platted into half-acre city lots with surrounding land divided into ten-acre farm lots.<sup>4</sup> The original town included 342 town lots. Each lot was deep and narrow so that the town could remain compact and defensible yet provide street frontage to as many lots as possible. Public spaces were especially important to the development of New Braunfels. An open town square, or main plaza, was established at the intersection of the town's main axes—Seguin Avenue and San Antonio Street—with streets extending out at different angles.<sup>5</sup> The streets were laid out on a skewed axis running northwest-southeast or southwest-northeast (Figure 7). The streets radiating from the town center served as a network for the local economy. This area included the lot of 240 S. Seguin Avenue (the Faust-Frueholz House's original location), as well as present-day 305 S. Seguin Avenue (Figure 8).

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<sup>1</sup> The Medical Building is listed at 152 East Coll Street in the Comal CAD, but since the property is all under single ownership the nomination will use 305 S. Seguin Avenue, accessed June 15, 2023, <https://esearch.comalad.org/Property/View/154>.

<sup>2</sup> Hardy-Heck-Moore (HHM), Inc., "Main Plaza," National Register of Historic Places (NRHP) Nomination, prepared for Comal County and the Texas Historical Commission (THC), 2020.

<sup>3</sup> HHM, Inc., "New Braunfels Historic Resources Survey," prepared for the City of New Braunfels, 2008-09.

<sup>4</sup> 2008 Survey, pg. 3-5.

<sup>5</sup> 2008 Survey, pg. 3-5.

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When the Faust-Frueholz House was built in 1880, the overall character of the surrounding neighborhood varied between commercial and residential, with a combination of American and German architectural influences.<sup>6</sup> Sparse dwellings were situated along S. Seguin Avenue and other early buildings such as a bakery, print shop, drug and grocery store, billiard parlor, and the German Protestant Church (Figure 1). Historic Sanborn Fire Insurance maps show several houses that follow the L-plan building form made from brick or wood with the one-and-a-half story cross-gabled vernacular typology. The original site of the Faust-Frueholz House was on the southwest side of S. Seguin Avenue, flanked by one-and two-story historic-age residential buildings on either side. Over time, the neighborhood evolved as New Braunfels grew. Residents began to alter original structures to keep with the times, including the Faust family, who adopted a Classical Revival style for their house in 1905 (Figures 2-3). The 1912 Sanborn maps show the transition of the neighborhood into a much more urban, commercial streetscape (Figure 4). As New Braunfels served as a “way station” for individuals entering Texas, the town became a commercial hub.<sup>7</sup> The presence of travelers was of great importance to the local economy, reflected in the development of lodging accommodations for visitors as well as new businesses that would meet the needs of local citizens and travelers alike.

Construction of the Faust-Frueholz House (Resource 1)

*Original Construction of the Faust House at 240 S. Seguin Avenue*

According to Sanborn maps from 1885, the earliest building at present-day 240 S. Seguin Avenue location was the Faust-Frueholz House. At present-day 305 S. Seguin Avenue, a small wooden one-and-a-half-story dwelling occupied the corner lot where the house now resides (Figures 1 and 9). Joseph Faust and his family built the house that would later become the Faust-Frueholz House in 1880. This house was oriented toward S. Seguin Avenue, set back from the street creating a front lawn. The original form of Faust house could be described as a two-story rectangular block with a side-gabled roof, five bays wide with a projecting central bay, plus a one-story rear ell and sun porch. The wood frame house had wood siding and Italianate ornamentation (Figure 10). The portion of the front porch along the southern two bays had a hipped metal roof, while the portion along the central bay projected further forward, with a flat roof that also served as a balcony. The porch was ornamented with detailed spindlework. Two floor-to-ceiling walk-through windows opened to the front porch, along with the primary entrance to the home. A large bay window with Italianate brackets also faced S. Seguin on the opposite side of the front door, extending along the northern two bays of the first floor. The second story of the home included five sash windows framed by shutters. By 1896, the one-story rear ell was topped by a second story, followed by a modest covered rear porch which was added by 1902 visible on Sanborn maps.

*Remodeling of the Faust House at 240 S. Seguin Avenue*

In 1905, the Faust family decided to remodel the existing Italianate home at 240 S. Seguin Avenue. Joseph Faust commissioned the well-known San Antonio-based architecture firm Coughlin & Ayres to take on the job.<sup>8</sup> The project aimed to enlarge the entire residence and provide an entirely different architectural style.<sup>9</sup> The architectural plans specified the removal of both the entire front gallery and the bay window in the parlor. The windows in the sitting room were removed and replaced with two-light windows. Interior partitions between the parlor and dining room were removed, and a set of sliding doors was inserted to allow the space to be multifunctional. The west wall

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<sup>6</sup> 2008 Survey, pg. 3-17.

<sup>7</sup> 2008 Survey, pg. 3-15.

<sup>8</sup> HHM & Associates, Inc. (HHM), “National Register [NR] Determination of Eligibility [DOE]: Frueholz House and Medical Building Historic District,” prepared for the Comal County Historical Commission (CHC) and the Texas Historical Commission (THC), 2021.

<sup>9</sup> Myra Lee Adams Goff, “Exhibit Shows City’s Early Medical Practice,” *Sophienburg Museum and Archives*, October 18, 2006. <https://sophienburg.com/exhibit-shows-citys-early-medical-practice/>



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of the dining room was removed and replaced with a new bay window. The front part of the main roof was removed and the remaining portion was raised to create a higher pitched side gable roof. Additionally, the exterior wood walls were covered with red brick veneer.<sup>10</sup>

This renovation transformed the residence into a grand Classical Revival mansion concealing the original Italianate iteration (Figure 11, Photos 1-5). The two-and-a-half-story red brick veneer dwelling's footprint included a full-height entry porch with a rounded projection at the center on the front elevation. This porch was supported by monumental Corinthian columns and featured a series of classically inspired wood spindle balusters (Figure 23, Photos 1-5). The main section of the house was topped by a steeply pitched side-gabled roof and covered with slate shingles. The eaves and soffit surrounding the roofline at the front portion of the house were decorated with brackets and dentil woodwork. An octagonal cupola was added and extended out from the roof facing S. Seguin Avenue, opening onto a balcony formed by the roof of the projecting curved porch (Figures 11, 15, Photo 1). The front elevation was symmetrically designed with three bays across the first-floor gallery, with the main door located at the center. The primary entrance featured a large double door topped with a decorative leaded-glass rounded transom window and carved stone details (Figure 24, Photos 1, 4).<sup>11</sup> The walls on either side of the main door included single wood-framed windows, which stretched nearly the height of the exterior wall, and were topped with decorative leaded-glass transoms. The second-floor gallery was designed to stretch five bays across. The tall wood-framed windows were each topped by stone lintels. The central door providing access to the porch included a transom window and was topped by the same stone lintel as the windows. The large windows allowed for suitable airflow and light to circulate throughout the house. The gable ends each had three small decorative windows and featured wood siding (Figures 16-17). The side elevations had little ornamentation except for stone lintels, sills, regular window openings, brackets, and dentils (Photos 6-8). Along the innermost side of the ell towards the rear, the one-story sun porch was expanded to create an enclosed two-story rear sun porch clad mostly in red brick.<sup>12</sup> The house now extended two stories all the way to the rear, except for the small one-story back porch, and was topped by a metal roof.<sup>13</sup> The non-historic metal roof was added to the covered porch outside the period of significance at an unknown date. A brick chimney was visible at the rear (Figure 16, Photo 7).

### *Interior*

Based on correspondence from Coughlin & Ayres, as well as various newspaper articles from the time of construction, it can be assumed the historic layout of the building was likely somewhat similar to the current plans drawn by Wilfred Schlather in December 2020 (Figures 12-14). Upon entering the home on the first floor today, a cantilevered two-and-a-half-story staircase is situated at the center of the foyer leading to the upper-most floor (Photos 13-14). The first story consists of an office and dining room at the front of the home with a study, living room, and a smaller second dining area connected to a bathroom and kitchen (Figure 12). A modest original one-story covered porch is visible at the rear (Photo 7). This rear porch is topped by a slanted, metal roof. In 1970, the porch was enclosed by six rectangular, floor-to-ceiling windows to the northeast and sliding-glass aluminum framed doors on either side to provide a "blumen zimmer," or plant or flower room, as well as extra insulation for the kitchen. The second story is made up of bedrooms, a library, and storage space (Figure 13). The upper-most-half story of the dwelling is made up of storage space and the cupola (Figure 14).

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<sup>10</sup>Ayers and Ayres, Architects, Faust, Joseph; Residence, New Braunfels, Specifications, Ayres and Ayres, Architects records, Alexander Architectural Archives, University of Texas Libraries, University of Texas at Austin, 1905.

<sup>11</sup> Virginia McAlester, *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture* (New York: Alfred A. Knopf, 2014) 434-446.

<sup>12</sup> A small wooden sunroom porch was visible in the ell as seen in Figure 16, but this was enclosed in 1929 with red brick to match the rest of the house, as seen in Photo 9.

<sup>13</sup> The one-story porch was open in the 1920s as seen in Figure 16, but was enclosed with windows in 1970.

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*Relocation of the Faust House to the Frueholz Property 305 S. Seguin Avenue*

Joseph Faust died of pneumonia in 1924, leaving his son Walter as the executor of his estate. Following Joseph Faust's death, the home sat vacant for several years. With the tourism industry blossoming in New Braunfels, there was local interest in the construction of a new hotel.<sup>14</sup> Given that the Faust House was unused, Walter Faust decided to donate his childhood home and land to be the future site of the new lodging establishment in town in 1927.<sup>15</sup>

Drs. Frederick and Bertha Frueholz emigrated to the United States from Germany, first residing in New York before moving to Texas in 1924. They relocated to New Braunfels in 1926. When the Frueholz family learned about the grand unoccupied house at 240 S. Seguin, they purchased the building in 1928 and made plans to relocate it completely intact to its present location at 305 S. Seguin.<sup>16</sup> Before the move occurred, a small one-story wood dwelling occupied the corner lot at 305 S. Seguin (Figure 9). According to deed records from September 1928, Frederick Frueholz acquired the parcel of land "known and designated as Lot No. Eighty-Six (86), fronting Seguin Street" from Richard and Hilda Ikels.<sup>17</sup> When Frueholz purchased this land from Ikels, this small one-story wood dwelling was removed to make room for the house that would serve as the Frueholz's family home and medical practice.

The relocation of the Faust House from 240 S. Seguin to 305 S. Seguin took 10 days.<sup>18</sup> At the time, the streets of New Braunfels had not yet been paved (Figure 15). This made the move difficult during a heavy downpour. Unexpected April weather caused the house to get stuck in the middle of the muddy street for five days.<sup>19</sup> In an effort to lighten the load, Dr. Frueholz called for the brick veneer to be removed from the building until it reached its final destination at 305 S. Seguin. When the house arrived at its new lot, the bricks were cleaned and restored before being reattached to the exterior walls (Maps 2-3, 5-6, Figures 16-17).<sup>20</sup>

*Adaptations to the Faust-Frueholz House at 305 S. Seguin Avenue*

Following the relocation in 1929, the Frueholz family was finally able to move into their new house. The large footprint of the dwelling allowed for use as a residence and a business. The couple practiced medicine as a team, with Dr. Frederick specializing in internal medicine and Dr. Bertha in obstetrics and pediatrics.<sup>21</sup> The first story of the house served as the doctors' offices, including exam and waiting rooms.<sup>22</sup> The two rooms on the east side of the house functioned as Dr. Bertha's office space, with the waiting room towards the front of the house and the exam room towards the rear (Figure 12, Photos 15-16).<sup>23</sup> The west side of the house was occupied by Dr. Frederick Sr.'s office space, with the waiting room towards the front and the exam room towards the rear (Photo 17). The exam room was subdivided so it could be used by either doctor (Photo 18).<sup>24</sup> The second and upper-most stories of the house functioned as living quarters for the family (Figure 13, Photo 19). Based on current second floor plans, it can be suggested that smaller rooms that now function as additional storage space were possibly historically used as medical staff members' rooms.<sup>25</sup> The inside of the ell, which was previously a two-story enclosed sunroom porch,

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<sup>14</sup> DOE, pg. 4.

<sup>15</sup> DOE, pg. 4.

<sup>16</sup> Goff, "Exhibit Shows City's Early Medical Practice."

<sup>17</sup> "Property Deed- Richard and Hilda Ikels to Frederick Frueholz, Sr.," 1928.

<sup>18</sup> Goff, "Exhibit Shows City's Early Medical Practice."

<sup>19</sup> Goff, "Exhibit Shows City's Early Medical Practice."

<sup>20</sup> Goff, "Exhibit Shows City's Early Medical Practice."

<sup>21</sup> DOE, pg. 4.

<sup>22</sup> DOE, pg. 4.

<sup>23</sup> DOE, pg. 12.

<sup>24</sup> DOE, pg. 12.

<sup>25</sup> DOE, pg. 4.

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was expanded outwards and enclosed in 1929 following the building's relocation to the current site to better accommodate the medical practice. Another notable addition to the interior was custom-designed built-in walnut bookshelves and cabinets in the library, installed by the Frueholz family during the 1950s (Photo 18).

Evolution of the Frueholz Site

Since the relocation of the house to the current location, the boundaries of the lot appear to have remained approximately the same. The Faust-Frueholz House and the garage appear on the lot on Sanborn maps as early as 1930 (Figure 6). The surrounding landscape included a manicured lawn with trees, shrubs, and benches at the entrance of the house. In 1955, a new detached medical office was constructed at the rear of the site, and in 2020 the Harry Landa office building and former public library of New Braunfels (noncontributing) was moved onto the site as well.<sup>26</sup>

Frueholz Garage (Resource 2)

At the rear of the house sits the one-story, red brick-clad detached garage built around 1930. Originally, the garage was composed of three bays and a hipped roof and faced E. Coll Street (Map 2, Figure 6, 22, Photo 7). The current roof form reflects additions over the years to accommodate the needs of the family. The additions along the northeast elevation resulted in a flat portion of the roof and, later, a setback shed portion. The roofline has exposed rafter tails. The garage is composed of five bays, with three wood garage doors within the three central bays along the front façade. Each of these doors is lined with eight rectangular window openings along the top to allow additional light. The northern bay has the storage space addition. Within the southernmost bay, a laundry room or wash house is marked by a single wood frame double-hung sash window. Over this laundry space, a brick corbeled chimney rises out of the hipped roof.

Frueholz Medical Building (Resource 3)

The 1955 Frueholz Medical Building is a one-story, rectangular masonry-clad office located at 152 E. Coll Street, northeast of the Faust-Frueholz House (Maps 2-3, 5-6, Photos 8-11). It was designed by Dr. Frederick Frueholz, Jr. The building has a low-pitched hipped roof with wide overhanging eaves. The primary façade has an asymmetrical design composed of a broad brick wall at the center, a five-pane rectangular aluminum framed window at the left (northeast) corner, and a recessed entry at the right (southwest) corner. A series of aluminum windows line the sides of the building, while the recessed front entry features two floor-to-ceiling fixed windows to the left of a glazed door, which has a transom window. The side elevations show a transition in materials from the primary red rectangular brick to a tan hollow clay tile. This material transition occurs at the center of the wall, and it appears to be original to the design according to historic aerial photographs. The scale of the Frueholz Medical Building resembles a single-family home, and the design includes various stylistic features typical of Midcentury Modern architecture—helping it to blend into the surrounding residential neighborhood.<sup>27</sup> This is reflected in the modern features such as use of brick and expanses of uninterrupted wall surfaces seen on the primary façade and lack of ornamentation. Additionally, the use of built-in features such as planters helped create a cohesive relationship with the natural environment. A brick half-wall lines the front of the building, serving as a place for signage and as a frame for the front entry along with the planter. Sidewalks and two sets of concrete-slab stairs lead up to the primary entrance. The current floor plan includes a small waiting room in the front with a central hallway extending to the rear of the building. This hallway provides access to exam and treatment rooms, a general office, and storage

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<sup>26</sup>Tara V Kohlenburg, "Moving Along," Sophienburg Museum and Archives, January 3, 2021, <https://sophienburg.com/moving-along/>.

<sup>27</sup> 2008 Survey, pg. 4-14; Virginia McAlester, *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture* (New York: Alfred A. Knopf, 2014) 596-611.

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space (Photos 20-21). Additionally, a small staircase at the rear leads to the basement. The floor plan appears to be intact and minimal alterations are visible allowing for current use as a medical spa.

Relocated Harry Landa Office and New Braunfels Public Library (Resource 4, Noncontributing)

The land between the garage and medical building historically was an open yard, but in December 2020 the Landa Office and New Braunfels Public Library was moved to the site (Maps 2-3, 5-6, Figures 20-21, Photo 12).<sup>28</sup> The building is oriented toward E. Coll Street; however, no walkway connects to the street. The surrounding landscape was changed minimally to accommodate the new building. The building was originally located at 173 E. San Antonio Street, where it served as the personal office of Harry Landa. Harry built this building in 1922 adjacent to his Landa Dry Goods store located on Main Plaza. He used the rear as his personal office while his wife Hanna used the front to establish the first public library in New Braunfels. Following the deaths of Hanna in 1942 and Harry in 1951, the building became the “Modern Beauty Salon” in 1960, serving as the longest tenant of the building until the business closed in 2020 (Figure 19).

In 2020, the building was saved by local historic preservationist David Hartmann, moved to its current location, and substantially rehabilitated in 2023 (Figures 20-21). The one-story rectangular building has a gabled roof with prominent curved stucco parapets at the front and rear. At the base of the stucco parapet, the façade gradually slopes from top to bottom, creating a non-historic flared shape (Photo 12) Exposed rafter tails run along the sides of the slight eave overhang of the gabled roof. The front façade is three bays wide with a non-historic front porch connected to an inset entry in the middle bay. The original exterior walls were stucco, but decorative ceramic tiles with an abstract 1960s contemporary medallion design were veneered over the front façade (Figures 19, 21). At present, the exterior walls are covered by a smooth stucco siding. The front windows have iron grating. Additional window openings line the side elevations with flared lintels and narrow rectangular sills. A small non-historic covered porch is visible at the rear. Future plans include use as the home of Mr. Hartmann’s private historic New Braunfels Richters Pharmacy collection for community historical education. Since it was relocated and substantially modified outside the period of significance, it is treated as noncontributing.

Alterations

The Faust-Frueholz House suffered no damage of its historic materials due to its relocation, and it maintains its prominent Classical Revival architectural features dating to the 1905 substantial remodel.<sup>29</sup> Alterations to the individual resources are minor, largely date from within the period of significance, and are now considered historic alterations. A small wooden sunroom porch was visible in the ell as seen in Figure 16, but this was enclosed in 1929 with red brick to match the rest of the house, as seen in Photos 6-7. As a result, the central second story windows along the northwest elevation appear to have been replaced or modified. In 1970, the rear one-story porch was enclosed with windows and sliding-glass aluminum framed doors on either side. A storage space addition was added at the northeast elevation of the garage, likely a historic alteration. A hipped metal roof was added to the rear two-story portion of the house and a metal hipped roof was added to the medical building outside the period of significance at an unknown date. As of July 2024, a new parking lot and small cement walkway was added behind the medical building, but the parking lot is outside the boundary and does not impact integrity. The flooring in the hallway and exam rooms was replaced with terrazzo flooring that is compatible with the original in the waiting room (Photos 20-22).

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<sup>28</sup> Kohlenburg, “Moving Along.”

<sup>29</sup> “National Register Bulletin 15.”

**Faust-Frueholz House and Medical Building, New Braunfels, Comal County, Texas**

Integrity

The Faust-Frueholz property retains integrity of location and setting. Although the Faust-Frueholz House was relocated in 1929, the new location and setting is near the original and therefore very similar. The overall site plan and landscape patterns remain largely intact from the period of significance. Although the relocated Landa Office and New Braunfels Public Library is noncontributing, it is a minor intrusion and does not block visibility of contributing resources from the public right of way. The house, garage, and medical building retain a high degree of integrity of design, materials, and workmanship. The house retains integrity of design, materials, and workmanship through the intact Classical Revival features including exterior red brick cladding, side-gabled and hipped roof form, symmetrical façade composition, large full-height porch supported by Corinthian columns, semicircular entryway with elaborate entrance, detailed cornice and woodwork, and an octagonal cupola projecting from the roofline. Historic windows, doors, and floor plan appear to be largely intact. The garage retains its original one-story rectangular form, brick cladding, hipped roof, doors, and windows. The modern medical building retains its original single-story rectangular form, red brick and tan hollow clay tile cladding, concrete slab foundation, and low-pitched hipped roof with wide overhanging eaves. With these aspects combined, the Faust-Frueholz property retains the feeling of an early 20<sup>th</sup> century residence and medical practice in downtown New Braunfels. The property no longer retains association with the Faust or Frueholz families or the medical practice.

Inventory

*Table 1. Faust-Frueholz House and Medical Building Inventory.*

<i>Resource No.</i>	<i>Building Name</i>	<i>Address</i>	<i>Property Type</i>	<i>Year Built</i>	<i>Status</i>
1	Faust-Frueholz House	305 S. Seguin Avenue	Residential	1880 (1905 remodel)	Contributing
2	Garage	305 S. Seguin Avenue	Residential	c. 1930	Contributing
3	Frueholz Medical Building	152 E. Coll Street	Medical	1955	Contributing
4	Harry Landa Office/New Braunfels Public Library/	305 S. Seguin Avenue	Governmental/Commercial	1922	Noncontributing

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## Statement of Significance

The Faust-Frueholz House and Medical Building is located at 305 S. Seguin Avenue in New Braunfels, Texas. The original Italianate house was constructed in 1880 by Joseph Faust, a prominent local businessman and politician, for his family. In 1905 Faust decided to remodel the house. The 1905 remodel carried out by San Antonio architect Atlee B. Ayres of the firm Coughlin & Ayres in the Classical Revival style exemplifies Ayres's residential work in New Braunfels. The house was a private residence until Joseph's death in 1924. It was purchased by prominent medical professionals Drs. Frederick and Bertha Frueholz to serve as a residence and medical office in 1928. Following the purchase, the house was relocated from 240 S. Seguin Avenue to 305 S. Seguin Avenue in 1929. The husband-and-wife medical team greatly contributed to the New Braunfels medical community, and Bertha served as the first and only female physician in Comal County at the time. Frederick specialized in internal medicine and surgery, and Bertha practiced obstetrics and pediatrics. When their son, Dr. Frederick Frueholz, Jr., joined the practice in 1954, it prompted him to design and construct the Frueholz Medical Building on the site in 1955. The new building housed exam rooms and office space for the family medical practice.

The property is nominated to the National Register of Historic Places at the local level of significance under Criterion A in the area of Health/Medicine for housing the medical practice of local doctors Frederick and Bertha Frueholz, and their son Frederick, Jr., which allowed them to provide essential medical services to the community. The property is also significant at the local level under Criterion C in the area of Architecture for its excellent intact examples of Classical Revival and Midcentury Modern architectural design. Today, the Faust-Frueholz House is the most elaborate example of high-style Classical Revival residential design in New Braunfels and has the highest degree of integrity. The Medical Building serves as a rare expression of post-war Modern architecture in the city. The property has two periods of significance: 1905 when the house was remodeled, and 1929, the date of relocation through 1974, the NPS 50-year cutoff. The property meets Criteria Consideration B: Moved Properties since it was relocated within the period of significance very close to the original lot and the new setting closely resembles the original setting.<sup>30</sup>

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## Historic Background and Context

### New Braunfels in the Late Nineteenth Century

New Braunfels, Texas is the seat of Comal County and was an early German settlement in the area. When the Faust House was constructed in 1880, New Braunfels' population included approximately 2,000 residents.<sup>31</sup> When the railroad arrived in 1881, industry began to grow.<sup>32</sup> The expansion of agricultural commerce and production contributed to the development patterns of the surrounding areas.<sup>33</sup> Cotton production was on the rise, and ranchers also began to produce wool and leather nearby. This surge was influenced by advancements in sheep herding in Texas that produced higher-quality wool, along with growing demand for wool for military uniforms during the Civil War.<sup>34</sup> Textile milling took on a new level of importance, as industrialists took advantage of larger agricultural yields by constructing additional cotton gins, spinning mills, wool processing factories, and yarn mills in town.<sup>35</sup> Increased cotton production in the late nineteenth century stimulated the economy both in Comal County

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<sup>30</sup> "National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation," U.S. Department of the Interior, National Park Service, Cultural Resources, 1995, 29-31, [https://www.nps.gov/subjects/nationalregister/upload/NRB-15\\_web508.pdf](https://www.nps.gov/subjects/nationalregister/upload/NRB-15_web508.pdf).

<sup>31</sup> "Texas Almanac: City Population History from 1850–2000," *Texas Almanac*, <https://www.texasalmanac.com/drupal-backup/images/CityPopHist%20web.pdf>.

<sup>32</sup> Hardy-Heck-Moore, Inc. (HHM), "New Braunfels Historic Resources Survey," prepared for the City of New Braunfels, 2008-09.

<sup>33</sup> 2008 Survey, pg. 3-7.

<sup>34</sup> 2008 Survey, pg. 3-20.

<sup>35</sup> 2008 Survey, pg. 3-18.

Faust-Frueholz House and Medical Building, Comal County, Texas

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and Texas as a whole. According to agricultural census schedules between 1860-1900, cotton production in Texas increased 605 percent, and 983 percent in Comal County during that same period.<sup>36</sup> The local economic base in the late nineteenth century also included several other businesses. Sanborn maps of New Braunfels from 1885 show the development of downtown, primarily around the Main Plaza and along San Antonio Street and Seguin Avenue.<sup>37</sup> Businesses included hardware stores, a tin shop, mercantile stores, a bakery, drug stores, general stores, hotels, and banks.<sup>38</sup> These businesses, often run by local craftsman and artisans, provided the necessary goods for residents in the town and surrounding areas. With the town continuously growing, it was ripe with economic opportunities that were attractive to young entrepreneurs like Joseph Faust, the original owner of the Faust-Frueholz House.

*The Role of the Joseph Faust Family in Late-Nineteenth Century New Braunfels*

Joseph Faust first came to New Braunfels with his family in 1852 from Germany at the age of seven. When the Civil War broke out, Joseph joined the Confederate Army as a young teenager.<sup>39</sup> He served as a Private in the 7th Texas Cavalry, Sibley's Brigade in 1861 before being captured and taken prisoner in Louisiana. On Christmas Day of 1861, he was released in a prisoner exchange and resumed his duty, serving the Confederate army until the end of the war.<sup>40</sup> Following his service, Faust returned home to New Braunfels penniless. He sought work in a retail store as a clerk in 1865 and continued to learn the business for the next six years.<sup>41</sup> By 1871, he gained enough experience to become a partner in the firm of Tips, Clements and Faust, General Merchants. He continued with this business for ten years. With his mercantile partner, William Clements, Faust organized the banking firm known as Clements and Faust, extant at 278 W. San Antonio Avenue.<sup>42</sup> This would later become the predecessor of the First National Bank of New Braunfels, now Texas Commerce Bank.<sup>43</sup> Faust married Ida Forke in September 1877 in New Braunfels.<sup>44</sup> Shortly after, the couple welcomed their eldest child Walter Faust, who was born in July 1878. The births of two other Faust children followed a few years later, with Hanno born in August 1881 and Melita in September 1893.<sup>45</sup> According to the 1880 census, the Faust family was listed as living at No. 75 San Antonio Street, with Joseph's occupation listed as "Merchant" and Ida as a "House Keeper."<sup>46</sup>

In 1880, the family moved into their newly constructed Italianate home on S. Seguin Avenue. Seguin Avenue was one of the main arteries in New Braunfels, as it led directly to the center of town from the north and south.<sup>47</sup> The location of Faust's newly constructed home along this street provided easy access to the center of town to conduct daily business. In addition to his mercantile and banking contributions, Joseph Faust was Mayor of New Braunfels for ten years from 1886 to 1896.<sup>48</sup> He also served as President of the School Board, President of the social-musical organization Saengerfest, director on the Hospital Board, and chairman of the Comal County Democratic Executive Committee. Joseph's son, Walter Faust, joined the family banking business at the First National Bank of New Braunfels in 1898 following his graduation from Texas A&M University in 1897 with a degree in Civil Engineering. Walter also took a course at Eastman Business College in preparation for the banking business.<sup>49</sup>

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<sup>36</sup> 2008 Survey, pg. 3-18.

<sup>37</sup> 2008 Survey, pg. 3-19.

<sup>38</sup> "Sanborn Fire Insurance Maps," *Sanborn Fire Company*, New Braunfels, Comal, Texas, 1885.

<sup>39</sup> Donald Judson Foust, "The Faust Hotel, Built in 1929, Continues to Sparkle As Real Gem In New Braunfels," *Faust/ Foust Family Forum- Sophienburg Museum and Archives*, 1995, pg. 35.

<sup>40</sup> Foust, pg. 35.

<sup>41</sup> Foust, pg. 35.

<sup>42</sup> 2008 Survey, Resource #839.

<sup>43</sup> Foust, pg. 35.

<sup>44</sup> "Faust Family Listing," *Sophienburg Museum and Archives*.

<sup>45</sup> Foust, pg. 37.

<sup>46</sup> US Census Bureau, Comal, Texas, New Braunfels, 1880.

<sup>47</sup> "Sanborn Fire Insurance Maps," *Sanborn Fire Company*. New Braunfels, Comal, Texas, 1880.

<sup>48</sup> Foust, pg. 35.

<sup>49</sup> "New Encyclopedia of Texas," *Sophienburg Museum and Archives*, pg. 2967.

## Faust-Frueholz House and Medical Building, Comal County, Texas

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While Joseph and Walter were important contributors to the New Braunfels community, they weren't the only prominent members of the Faust family in town. Joseph's younger brother Peter Faust was also part of the Tips, Clemens, and Faust merchandising business, as well as the Peter Faust and Company Cotton Gin & Flour & Corn Mill in the current location of the ADM Mill at 401 E. San Antonio Street.<sup>50</sup> Joseph's youngest brother John was involved with the family banking and merchandise businesses, and the Dittlinger Roller Mills.<sup>51</sup> John Faust married State Senator Hermann Seele's daughter Emilie Seele in 1893. They resided in a 1905 Queen Anne dwelling that was a wedding gift from Faust's father-in-law, extant nearby at 361 W. San Antonio Street.<sup>52</sup> The Faust family remained prominent leaders in the New Braunfels community into the twentieth century.

### New Braunfels and the Faust Family in the Early Twentieth Century

Joseph Faust continued to make a significant impact on the community of New Braunfels in the early twentieth century as a businessman and politician. In January of 1903, Faust was elected to the Texas Legislature for his first two-year term, and a second term in 1905.<sup>53</sup> The advancement of Faust's career was reflected by the various remodeling projects at his residence. His home was transformed from a modest dwelling to a grand mansion in 1905 following his re-election, as the elaborate Classical Revival style better aligned with his growing social prominence. Approximately that same year, Joseph's son Walter, Sr. built a house directly between his father's and the First Protestant Church. The Queen Anne mansion was a wedding present to Walter and his first wife Lottie from her father, S.V. Pfeuffer.<sup>54</sup> The building is extant at 260 S. Seguin Avenue, next door to the original site of the Joseph Faust House.<sup>55</sup> Joseph continued to serve as Texas State Senator until 1909.<sup>56</sup> In addition to his position in the Senate, Faust became a Regent of the University of Texas from 1911 through 1913.<sup>57</sup>

During this time, New Braunfels continued to develop, with its industrial capacity shifting toward the processing of wheat and corn and moving away from cotton.<sup>58</sup> Between 1910 and 1920, Comal County's production of corn rose by 300 percent, and wheat production by 900 percent.<sup>59</sup> The expansion of mills, feed, hay warehouses, and sellers can be seen on 1912 Sanborn maps of New Braunfels, particularly in the entrepreneurship of the Landa and Dittlinger families. Around 1919, the Dittlingers acquired the Peter Faust Mill to expand the operation focusing on milling corn to produce feed.<sup>60</sup>

Following the death of Joseph Faust in 1924, his son Walter assumed the position of President of the First National Bank with his uncle, John Faust, serving as Vice-President and a member of the Board of Directors.<sup>61</sup> Walter became the executor of the Joseph Faust Estate, and with his father's house now vacant, questions were raised about its future use. The City of New Braunfels was now a center for tourism, leading to a growing need for additional lodging. In response to this, Walter Faust donated the large Faust house and land located at 240 S. Seguin Avenue (legally described as lots 57 and 71 of City Block 1004) as the future hotel site.<sup>62</sup>

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<sup>50</sup> 2008 Survey, pg. 3-19.

<sup>51</sup> Myra Lee Adams Goff, "Faust Family Leaves Architectural Legacy in New Braunfels," *Sophienburg Museum and Archives*, November 30, 2010. <https://sophienburg.com/faust-family-leaves-architectural-legacy-in-new-braunfels/>

<sup>52</sup> 2008 Survey, Resource #6A.

<sup>53</sup> "Joseph Faust," Legislative Reference Library of Texas, <https://lrl.texas.gov/legeleaders/members/memberdisplay.cfm?memberID=3080>.

<sup>54</sup> Goff, "Faust Family Leaves Architectural Legacy in New Braunfels."

<sup>55</sup> 2008 Survey, Resource #62A

<sup>56</sup> "Joseph Faust," Legislative Reference Library of Texas.

<sup>57</sup> Foust, pg. 35.

<sup>58</sup> 2008 Survey, pg. 3-20.

<sup>59</sup> 2008 Survey, pg. 3-20.

<sup>60</sup> 2008 Survey, pg. 3-20.

<sup>61</sup> Foust, pg. 35.

<sup>62</sup> Julie Strong, "Hotel Faust," National Register of Historic Places (NRHP) Nomination, New Braunfels, Texas, prepared for the Texas Historical Commission (THC), May 2, 1985; "Property ID: 61," Comal CAD Property Search, accessed May 31, 2023, <https://esearch.comalad.org/Property/View/61?year=2023>.



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When the decision was made to demolish the Classical Revival mansion to build the new hotel, a local doctor, Frederick Frueholz, Sr. saw the house and decided it would be a shame to lose it. Frueholz purchased the house in 1928 and made plans to relocate it.<sup>63</sup> In 1929, the house was moved intact from its original location to the present-day lot on the corner of S. Seguin and E. Coll to make room for the construction of the Travelers Hotel. With the donation of the Faust property, Walter became the Vice-President of the Hotel Company's Board of Directors, which was formed in 1928.<sup>64</sup> The Faust family held \$41,000 in hotel stock with Walter's share holding a value of \$21,000, and his brother and sister each holding \$10,000 in value.<sup>65</sup> This hotel opened in 1929 and was later renamed "The Faust" in 1936 (extant, listed in the National Register in 1985).<sup>66</sup>

**Criterion A: Health/Medicine**

The Faust-Frueholz House and Medical Building are locally significant under Criterion A in the area of Health/Medicine. Drs. Frederick and Bertha Frueholz's medical training differed from other local doctors, as they were educated in Germany. Frederick studied medicine at the Oberrealschule in Hall, Wurttemberg before attending the Universities of Tübingen and Munich, graduating in 1917.<sup>67</sup> Frederick married his wife Bertha Eberle of Steinheim, Germany that same year. Bertha was one of only two women studying medicine at the University of Tübingen.<sup>68</sup> Given that women generally did not have access to proper medical training as doctors, Bertha's occupation was exceptional. While there were women in the nursing field—particularly in hospitals, homes, some schools, industrial plants, and public-health clinics—it was typically viewed as "immodest" for women to discuss the human body.<sup>69</sup> American institutions such as Johns Hopkins University Medical School would not open their doors to women until 1893. Approximately only six percent of all physicians were female by 1900.<sup>70</sup> When the couple began their medical careers in Germany during World War I, there was significant political and economic unrest. As a result, the Frueholz family emigrated from Europe to the United States with their young daughter Margaret, born in Germany in 1918.<sup>71</sup>

After arriving in New York by ship, the Frueholz family relocated to Texas in 1924.<sup>72</sup> They first settled in DeWitt County and practiced medicine there.<sup>73</sup> In 1926, they moved to New Braunfels, where Frederick Frueholz, Jr. was born one year later.<sup>74</sup> Bertha assumed the exceptional role as the first and only female physician in New Braunfels and Comal County in 1926.<sup>75</sup> The search for a suitable medical office space began that year. Newspaper advertisements from February 1926 list their initial office space as located in the "New Krause Building Rooms 11, 12, 15" before moving their office and residence to "125 1/2 San Antonio Street, over Jacob Schmidt's store" in November 1926.<sup>76</sup> When Dr. Frederick Frueholz became aware of the possible demolition of the grand Faust House, he purchased the residence with the intention to move the building and utilize the space as a residence and

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<sup>63</sup> Joe Tays, interviewed by Erin Tyson, "Tour of Frueholz House," New Braunfels, Texas, June 2, 2021.

<sup>64</sup> Strong, "Hotel Faust."

<sup>65</sup> Strong, "Hotel Faust."

<sup>66</sup> Strong, "Hotel Faust."

<sup>67</sup> HHM & Associates, Inc. (HHM), "National Register [NR] Determination of Eligibility [DOE]: Frueholz House and Medical Building Historic District," prepared for the Comal County Historical Commission (CHC) and the Texas Historical Commission (THC), 2021.

<sup>68</sup> DOE, pg. 3.

<sup>69</sup> Jackie Manksy, "The Medical Practitioner Who Paved the Way for Women Doctors in America," Smithsonian.com, Smithsonian Institution, November 7, 2017, <https://www.smithsonianmag.com/science-nature/woman-who-paved-way-female-physicians-america-180967104/>.

<sup>70</sup> Manksy, "The Medical Practitioner Who Paved the Way."

<sup>71</sup> DOE, pg. 3.

<sup>72</sup> "Bertha Frueholz in the Hamburg Passenger Lists, 1850-1934," From Ancestry.com, 1924.

<sup>73</sup> DOE, pg. 3.

<sup>74</sup> DOE, pg. 3.

<sup>75</sup> "Comal Physician Succumbs," From *Newspapers.com*, June 21, 2021.

<sup>76</sup> "Frueholz Ad," *New Braunfels Herald*, November 19, 1926, pg. 5.

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family medical office. Thanks to his architectural knowledge, Frueholz planned to move the house from its original lot to the present-day site.

At this location, the house served as the medical office which allowed the doctors to provide essential medical care to the local community (Figure 18). Frederick specialized in internal medicine and surgery. Newspaper articles mention him treating contagious diseases including chickenpox, mumps, influenza, and pneumonia, and examining and treating a number of children, with assistance from nurse Louisa Willig, at minimum expense.<sup>77</sup> Bertha specialized in obstetrics and pediatrics.<sup>78</sup> Frederick also served as the Comal County Medical Association and hospital medical staff president.<sup>79</sup> Both doctors were mentioned in many newspaper articles and letters during their careers. Complimentary in nature, the writeups speak both to the doctors' treatments, as well as their kindness, a testament to their contributions to the community.<sup>80</sup>

The family legacy continued when their son Frederick Frueholz, Jr. joined the practice in 1954.<sup>81</sup> Following his graduation from the University of Texas at Austin and the University of Texas Medical Department in Galveston, Frederick, Jr. interned at Santa Rosa Hospital in San Antonio and taught at Fort Sam Houston as a member of the National Guard.<sup>82</sup> After a two-year deployment in France, where he earned the rank of captain at the Army's 28<sup>th</sup> General Hospital, "Dr. Fred" returned to New Braunfels.<sup>83</sup> A newspaper advertisement from 1954 reads, "Drs. Frederick and Bertha Frueholz announce the association of Dr. Frederick Frueholz, Jr. Practice of Medicine and Surgery" at 305 S. Seguin Avenue.<sup>84</sup> In order to provide additional office space and examining rooms to see patients, Frederick, Jr. designed a new medical building to be constructed on the lot adjacent to his parents' house and medical office in 1955.<sup>85</sup> The Frueholz doctors continued to serve the people of New Braunfels over the years before Frederick, Sr., and Bertha retired in the 1960s.

During his 30-year tenure practicing medicine, Frederick, Jr. continued to treat generations of New Braunfels residents, and he delivered over 3,000 babies. Numerous newspaper articles mention him providing a series of polio vaccine shots for children and speaking to parents on the importance of immunizations.<sup>86</sup> He also held numerous positions in the medical community. His positions with McKenna Hospital included Chief of Staff, Chair of the Board of Directors, Chair of the Review Board, and Chair of the Building Committee.<sup>87</sup> The Faust-Frueholz House and Medical Building serve as physical reminders of the impact the family's medical practice had on New

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<sup>77</sup> "City Briefs," *New Braunfels Herald*, April 12, 1935. [https://newbraunfels.advantage-preservation.com/viewer/?k=frueholz%20new%20braunfels%20hospital&t=32160&i=t&d=01011935-12311958&m=between&ord=k1&fn=new\\_braunfels\\_herald\\_usa\\_texas\\_new\\_braunfels\\_19350412\\_english\\_5&df=1&dt=10](https://newbraunfels.advantage-preservation.com/viewer/?k=frueholz%20new%20braunfels%20hospital&t=32160&i=t&d=01011935-12311958&m=between&ord=k1&fn=new_braunfels_herald_usa_texas_new_braunfels_19350412_english_5&df=1&dt=10)

<sup>78</sup> "Comal Physician Succumbs."

<sup>79</sup> "Faces of Change: Physicians Come to Texas from Around the World," *Texas Medical Association*, 2022.

<sup>80</sup> "Card of Thanks," *New Braunfels Herald, Classified Ads*, 1961. [https://newbraunfels.advantage-preservation.com/viewer/?k=dr%20fred%20frueholz&t=32160&i=t&d=01011955-12311970&m=between&ord=k1&fn=new\\_braunfels\\_herald\\_usa\\_texas\\_new\\_braunfels\\_19611114\\_english\\_8&df=1&dt=10](https://newbraunfels.advantage-preservation.com/viewer/?k=dr%20fred%20frueholz&t=32160&i=t&d=01011955-12311970&m=between&ord=k1&fn=new_braunfels_herald_usa_texas_new_braunfels_19611114_english_8&df=1&dt=10)

<sup>81</sup> DOE, pg. 5.

<sup>82</sup> DOE, pg. 5.

<sup>83</sup> DOE, pg. 5.

<sup>84</sup> "Frueholz Ad," *New Braunfels Herald*, July 16, 1954. [https://newbraunfels.advantage-preservation.com/viewer/?k=frueholz%20new%20braunfels%20hospital&t=32160&i=t&d=01011935-12311958&m=between&ord=k1&fn=new\\_braunfels\\_herald\\_usa\\_texas\\_new\\_braunfels\\_19540716\\_english\\_7&df=1&dt=10](https://newbraunfels.advantage-preservation.com/viewer/?k=frueholz%20new%20braunfels%20hospital&t=32160&i=t&d=01011935-12311958&m=between&ord=k1&fn=new_braunfels_herald_usa_texas_new_braunfels_19540716_english_7&df=1&dt=10)

<sup>85</sup> DOE, pg. 5.

<sup>86</sup> "Comal Awaits Vaccine Release," *New Braunfels Herald*, May 20, 1955. [https://newbraunfels.advantage-preservation.com/viewer/?k=frueholz%20new%20braunfels%20hospital&t=32160&i=t&d=01011935-12311958&m=between&ord=k1&fn=new\\_braunfels\\_herald\\_usa\\_texas\\_new\\_braunfels\\_19550520\\_english\\_1&df=1&dt=10](https://newbraunfels.advantage-preservation.com/viewer/?k=frueholz%20new%20braunfels%20hospital&t=32160&i=t&d=01011935-12311958&m=between&ord=k1&fn=new_braunfels_herald_usa_texas_new_braunfels_19550520_english_1&df=1&dt=10); "Dr. Frueholz Steele P-TZ Guest Speaker," *New Braunfels Herald*, 1957. [https://newbraunfels.advantage-preservation.com/viewer/?k=frueholz%20new%20braunfels%20hospital&t=32160&i=t&d=01011935-12311958&m=between&ord=k1&fn=new\\_braunfels\\_herald\\_usa\\_texas\\_new\\_braunfels\\_19571022\\_english\\_3&df=1&dt=10](https://newbraunfels.advantage-preservation.com/viewer/?k=frueholz%20new%20braunfels%20hospital&t=32160&i=t&d=01011935-12311958&m=between&ord=k1&fn=new_braunfels_herald_usa_texas_new_braunfels_19571022_english_3&df=1&dt=10).

<sup>87</sup> "Dr. Frederick Frueholz Jr., MD: Frueholz Remembered as Physician, Historian," *New Braunfels Herald Zeitung*, January 8, 2019.

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Braunfels. The Frueholz Medical Building was the location of Frederick, Jr's medical practice until his retirement in 1986.<sup>88</sup>

**Criterion C: Architectural Significance**

The Faust-Frueholz House is significant under Criterion C in the area of Architecture as an excellent intact example of early twentieth-century Classical Revival residential design by Atlee Ayres of Coughlin & Ayres. Although originally constructed in 1880 in the Italianate style, the house was remodeled in 1905 with a Classical Revival design. This remodel represented a shift in popular architectural styles from 1880 to 1905. The Italianate style was popular in 1880—characterized by tall, narrow segmented-arched windows, especially on the second floor, and bracketed eaves.<sup>89</sup> Other examples of Italianate architecture could be seen around New Braunfels, both in residential and commercial buildings.<sup>90</sup> By the early 1900s, preferences shifted toward revival styles. This shift was a movement toward a more orderly aesthetic that was seen as parallel to the Progressive Era's focus on advancements in science and technology to help promote social harmony.<sup>91</sup> The appearance of elaborate revival style architecture also reflected the growing field and talent of Texas architects.

The remodel reflected the prosperity of the Faust family and represented a common trend to update and transform Victorian-era buildings with new styles. In early twentieth-century New Braunfels “some of the modest early domestic properties along Seguin Avenue and San Antonio Street [near the Faust-Frueholz House] were replaced with larger and grander residences.”<sup>92</sup> Some property owners, such as Joseph Faust, opted to remodel their homes instead of rebuild. The house continues to reflect the design, materials, and workmanship associated with the 1905 remodel, serving as an excellent representative example of Classical Revival residential design in New Braunfels. The Italianate iteration is no longer visible, and alterations from the remodel have achieved significance.

The Faust-Frueholz House prominently displays many of the design elements of the Classical Revival style including the application of red brick on the exterior walls, and the addition of character-defining features such as the symmetrical façade composition, large full-height entry porch supported by Corinthian columns, semicircular entryway, detailed cornice lines and woodwork, and an octagonal cupola projecting from the roofline.<sup>93</sup>

Today, the Faust-Frueholz House is one of only two extant residential examples of the Classical Revival style in the community.<sup>94</sup> The other high-style Classical Revival house in New Braunfels is the S.V. Pfueffer House, erected around 1910. The two houses share character-defining elements such as brick cladding, projecting porches with large decorative columns and balustrades, grand entries on the front facade, and various decorative features such as cornices and cupolas. While these two examples have some similarities, the Faust-Frueholz House has the more elaborate design because of its more prominent two-story rounded front entry and cupola. The Faust-Frueholz House also retains a higher degree of integrity with minimal alterations outside of the period of significance. As such, the Faust-Frueholz House is uniquely able to exemplify Classical Revival residential architecture in New Braunfels.

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<sup>88</sup> “Dr. Frederick Frueholz Jr., MD,” *New Braunfels Herald Zeitung*.

<sup>89</sup> 2008 Survey, pg. 4-18.

<sup>90</sup> 2008 Survey, pg. 4-8.

<sup>91</sup> William H Pierson, “American Buildings and Their Architects: The Colonial and Neoclassical Styles,” Anchor Books, *Anchor Press/Doubleday & Company*, Garden City, New York, 1976, Pg 205-216.

<sup>92</sup> 2008 Survey, pg. 4-3.

<sup>93</sup> 2008 Survey, pg. 4-18.

<sup>94</sup> 2008 Survey, Appendix A, 11 and Google Street View. - [Comparatively, the Faust-Frueholz House appears to have the highest degree of integrity among the extant Classical Revival examples in New Braunfels. The only other known extant example, the Classical Revival S.V. Pfueffer House at 170 E San Antonio Street, appears to have a non-original monumental column front entryway and a non-original two-story side veranda porch addition, ca. 2010.]

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The Architectural Firm of Coughlin & Ayres

Coughlin and Ayres represented one of many architectural firms well-versed in the Classical Revival style in Texas in the early 20<sup>th</sup> century. Joseph Faust hired Atlee Bernard Ayres to develop the plans for the Classical Revival remodel of his house in 1905. Atlee Ayres was born in Hillsboro, Ohio in 1873. His family moved to Texas, settling briefly in Houston before heading to San Antonio in 1888, where his father Nathan managed the Alamo Flats, a luxury apartment hotel.<sup>95</sup> In 1890, Ayres went to study at the Metropolitan School of Architecture in New York. Following his graduation in 1894, Ayres returned to San Antonio. He worked for several architects and practiced for some time in Mexico before moving back to San Antonio in 1900.<sup>96</sup> Ayres began a partnership with Charles A. Coughlin that year, which became known as the architectural firm of Coughlin and Ayres. The firm was hired to remodel Joseph Faust's two-story residence in 1905. The Classical Revival remodel was a typical example of Ayres residential design at the time. The specifications outlined the changes to the house:

*...remove entire front gallery, also bay window in parlor. Remove the present 8 light windows in the sitting room and replace with two light glass. Also in parlor. Remove partitions between parlor and dining room and put in partition of sliding doors. Also take out west wall of dining room and put in bay window and make such other additions as shown on plans. Remove front slope of main roof and extend remaining part up as shown on plans. All exterior walls to be brick veneer.<sup>97</sup>*

The work was completed by specialized contractors, particularly the stone and brick work. All exterior walls of the house were to be covered by a brick veneer (except the walls under the rear gallery), and all joints were flushed solid with mortar.<sup>98</sup> Ayres directed contractors to properly carry out excavation, masonry, mortar mixes, protection of workers, and every other component involved in the project. However, the names of particular builders and craftsmen associated with the remodel are unknown.

Coughlin & Ayres took on several other projects around the same time. The firm was hired to create a master plan for the University of Texas at Austin campus, and design three buildings in the Classical Revival style.<sup>99</sup> The master plan was never implemented but is an example of one of Ayres's large commissions for the design of public buildings.<sup>100</sup> The three Classical Revival buildings constructed at the University of Texas were the Woman's Building (1903; destroyed by fire in 1959), the Engineering Building (1904), and the Law Building (1908; demolished in 1972).<sup>101</sup> Following the death of Coughlin in 1905, Ayres continued to practice on his own in San Antonio from 1905-1921.<sup>102</sup> Additionally, in 1915, Ayres became the state architect of Texas allowing him the opportunity to take on projects such as the Texas School for the Blind, the Texas State Office Building, and other important public buildings.<sup>103</sup> While in independent practice, he designed several other period revival homes.<sup>104</sup> In 1921, he formed his last partnership with his son Robert Moss Ayres from 1921-1930.<sup>105</sup> While the majority of

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<sup>95</sup> "Ayres, Atlee Bernard," *Handbook of Texas Online*, Austin: Texas State Historical Association, 1976.

<https://www.tshaonline.org/handbook/entries/ayres-atlee-bernard>

<sup>96</sup> "Ayres, Atlee Bernard," *Handbook*.

<sup>97</sup> Coughlin and Ayres, Architects, *Faust, Joseph; Residence, New Braunfels Specifications*, 1905, Ayres and Ayres, Architects records, Alexander Archives, University of Texas Libraries, University of Texas at Austin.

<sup>98</sup> Coughlin and Ayres, Architects, *Faust, Joseph; Residence, New Braunfels Specifications*.

<sup>99</sup> Ayres and Ayres, Architects, "Ayres and Ayres, Architects records," 1894-1977, *Texas Archival Resources Online*, Alexander Archives, University of Texas Libraries, University of Texas at Austin. [https://txarchives.org/utaaa/finding\\_aids/00041.xml](https://txarchives.org/utaaa/finding_aids/00041.xml).

<sup>100</sup> "Ayres and Ayres, Architects records," *TARO*.

<sup>101</sup> "Ayres and Ayres, Architects records," *TARO*.

<sup>102</sup> "Ayres and Ayres, Architects records," *TARO*.

<sup>103</sup> "Atlee B Ayres," San Antonio Registry, 2018. <https://www.sahouserregistry.com/atlee-b-ayres>.

<sup>104</sup> "Ayres and Ayres, Architects records," *TARO*.

<sup>105</sup> "Ayres and Ayres, Architects records," *TARO*.

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Ayres's residential work reflected Colonial Revival, Italian Renaissance, English Tudor, and Prairie Style design, the father and son duo also popularized Spanish-influenced architectural styles in San Antonio and the Central Texas region.<sup>106</sup>

Dr. Frederick Frueholz, Sr. as an Architect

Prior to becoming a physician in 1917, Frederick Frueholz, Sr. began his career as an architect in Germany. Frueholz was a graduate of the School of Architecture at Stuttgart as well as an instructor.<sup>107</sup> Shortly after, he began studying medicine. It was because of this training that Frueholz was able to relocate the house from its original lot to its current location at 305 S. Seguin Ave. To lighten the load, Frueholz had the exterior brick removed allowing the building to be hoisted off the ground onto rollers and moved down the unpaved street in the pouring rain (Figures 15-17).<sup>108</sup> Once the house arrived at its final location 10 days later, the bricks were cleaned, restored, and reinstalled. It became the Frueholz family home and medical office. The first floor was divided up to serve as the doctors' offices, while the second and third floors were used as living quarters and space for medical staff.<sup>109</sup>

The Midcentury Modern Frueholz Medical Building

The Frueholz Medical Building was constructed in 1955 to the northeast of the Faust-Frueholz House. It was designed by Dr. Frederick Frueholz, Jr. to house his medical practice. The impacts of World War II created a fundamental shift, particularly advancements in the medical field, urban society, and architectural design. Modern design became a popular and functional choice in the post-war period for hospitals and medical buildings as a way to project cleanliness and the use of modern technology. Architects aimed to create a controlled, comfortable environment with fluorescent lighting seen as a way to prevent contamination, replacing reliance on abundant nature light exposure.<sup>110</sup>

The Frueholz Medical Building reflects this modern concept with its rooms lit by florescent light fixtures and the sole hallway designed for efficient interactions between doctors and patients. Post-war modern architecture was not as common in New Braunfels as in other parts of Texas.<sup>111</sup> The only other example of a modern office building in town can be seen nearby just off the Main Plaza, at 210 E. San Antonio Street.<sup>112</sup> The fact that only two such examples were constructed in New Braunfels attests to the longstanding attitudes towards the preservation of 19<sup>th</sup> and early 20<sup>th</sup> century buildings and local heritage. Both examples are typical of the style, sharing character-defining features such as brick masonry, one-story form, minimal ornamentation, broad uninterrupted wall surface at the primary facade, and either a low-pitched hipped or flat roof. These two modern buildings were constructed within a few years of each other – 210 E. San Antonio in 1950 and the Frueholz Medical Building in 1955. The smaller, but slightly more detailed Frueholz Medical Building also exemplifies the modern aesthetic with its asymmetrical recessed entry, built-in planters, and aluminum windows. As such, the Frueholz Medical Building is significant as a unique and rare expression of post-war modern architecture in New Braunfels.

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<sup>106</sup> "Ayres and Ayres, Architects records," *TARO*.

<sup>107</sup> DOE, pg. 4. He was the youngest architect and faculty member in the school's history.

<sup>108</sup> DOE, pg. 4.

<sup>109</sup> DOE, pg. 4.

<sup>110</sup> Jeanne Kisacky, "Postwar Hospital Design Trends," *In Rise of the Modern Hospital: An Architectural History of Health and Healing, 1870-1940*, Pg 338, 340.

<sup>111</sup> 2008 Survey, pg. 4-14.

<sup>112</sup> 2008 Survey, pg. 4-22.

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Dr. Fred Frueholz, Jr. as an Architect

Frederick, Jr. followed in his parents' footsteps and became a doctor after earning his medical degree at the University of Texas Medical Department in Galveston. He had always had a strong interest in architecture, music, and history.<sup>113</sup> His interest and skills served him well when he designed his medical school's new fraternity house in Galveston. To create additional office space for the family practice, Frederick once again relied upon his interest in architecture, working as an amateur architect designing the new modern medical clinic in 1955.<sup>114</sup> The names of any associated builders or craftsmen are unknown. Additionally, Frederick was very active in the community advocating for the preservation of architecture. His passion for history and love of his hometown was emphasized by his establishment of the Comal County Historical Commission, and later the creation of the annual 'Frederick Frueholz, Jr. Historic Preservation Award.'<sup>115</sup> He was involved in the Sophienburg Museum, New Braunfels Heritage Society, and the New Braunfels Conservation Society.

**Conclusion**

The property is nominated to the National Register of Historic Places at the local level of significance under Criterion A in the area of Health/Medicine and under Criterion C in the area of Architecture. The property has two periods of significance: 1905 when the house was remodeled, and 1929, the date of relocation through 1974, the NPS 50-year cutoff. The property meets Criteria Consideration B: Moved Properties since it was relocated within the period of significance very close to the original lot and the new setting closely resembles the original setting.

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<sup>113</sup> "Dr. Frederick Frueholz Jr., MD," *New Braunfels Herald Zeitung*.

<sup>114</sup> "Dr. Frederick Frueholz Jr., MD," *New Braunfels Herald Zeitung*.

<sup>115</sup> "Dr. Frederick Frueholz Jr., MD," *New Braunfels Herald Zeitung*.

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**Additional Documentation**

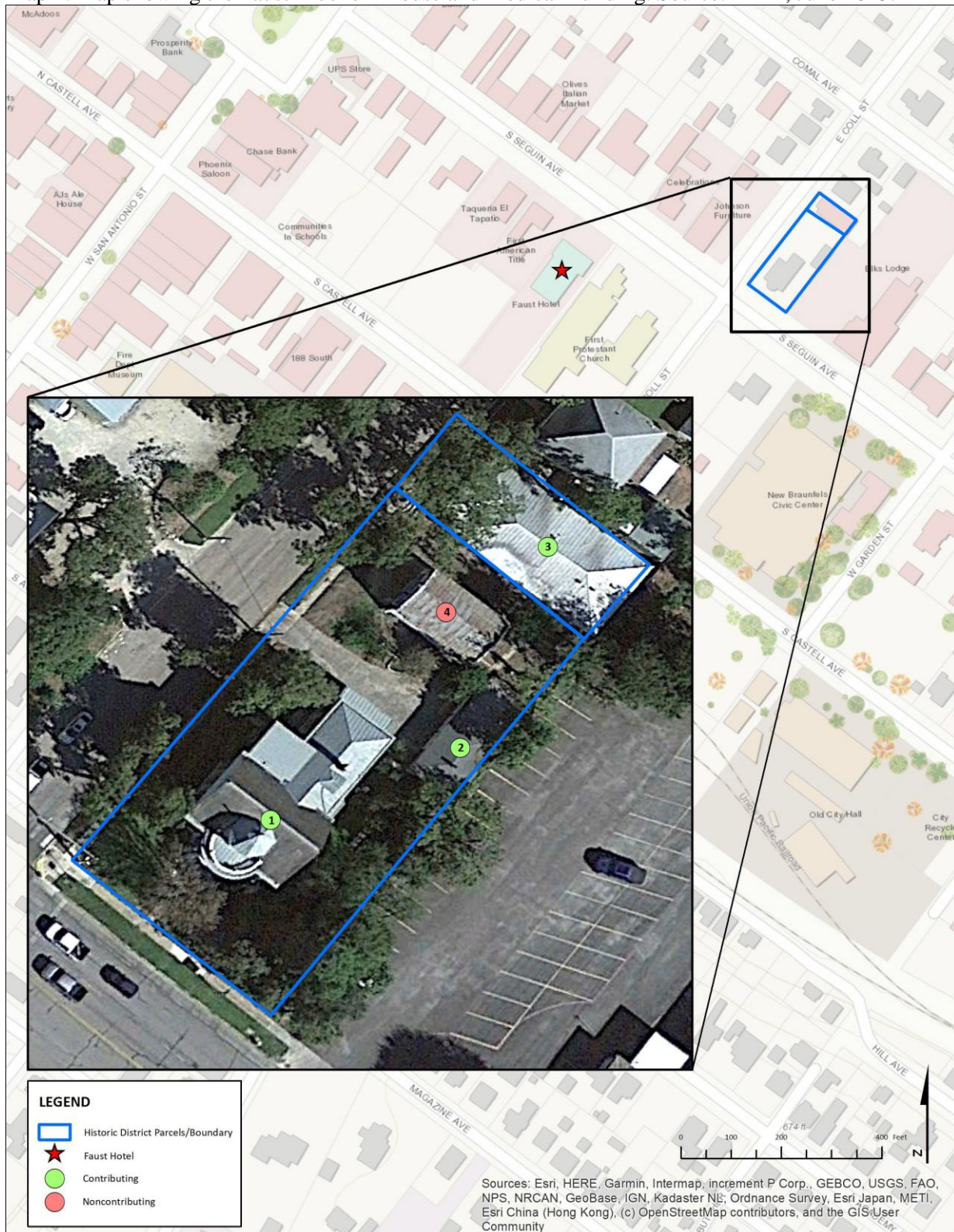
**Maps**

Map 1. Comal County, Texas



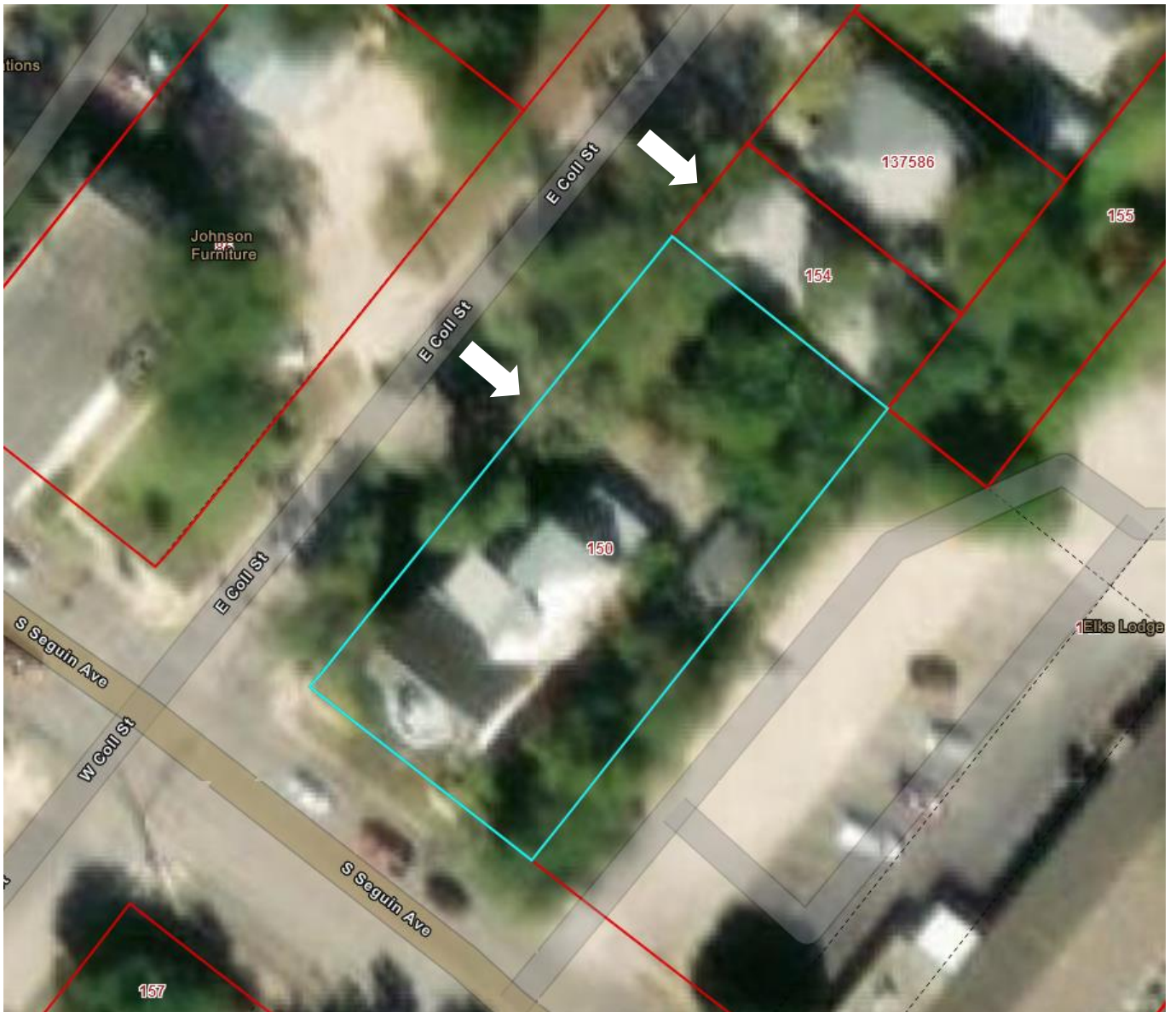
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Map 2. Map showing the Faust-Frueholz House and Medical Building. Source: HHM, June 2023.



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Map 3: Comal Appraisal District Map. The boundary includes all property totaling approximately 0.512 acres, specifically CITY BLOCK 1011, LOT 86 (0.422 acres, Property ID: 150) and CITY BLOCK 1011, LOT W 40 OF W 95 LOT 126 (0.09 acres, Property ID: 154), New Braunfels, Comal County, Texas as identified in the Comal Appraisal District. Data accessed April 20, 2023. The boundary follows the legal parcels and contains the land historically associated with the nominated property.



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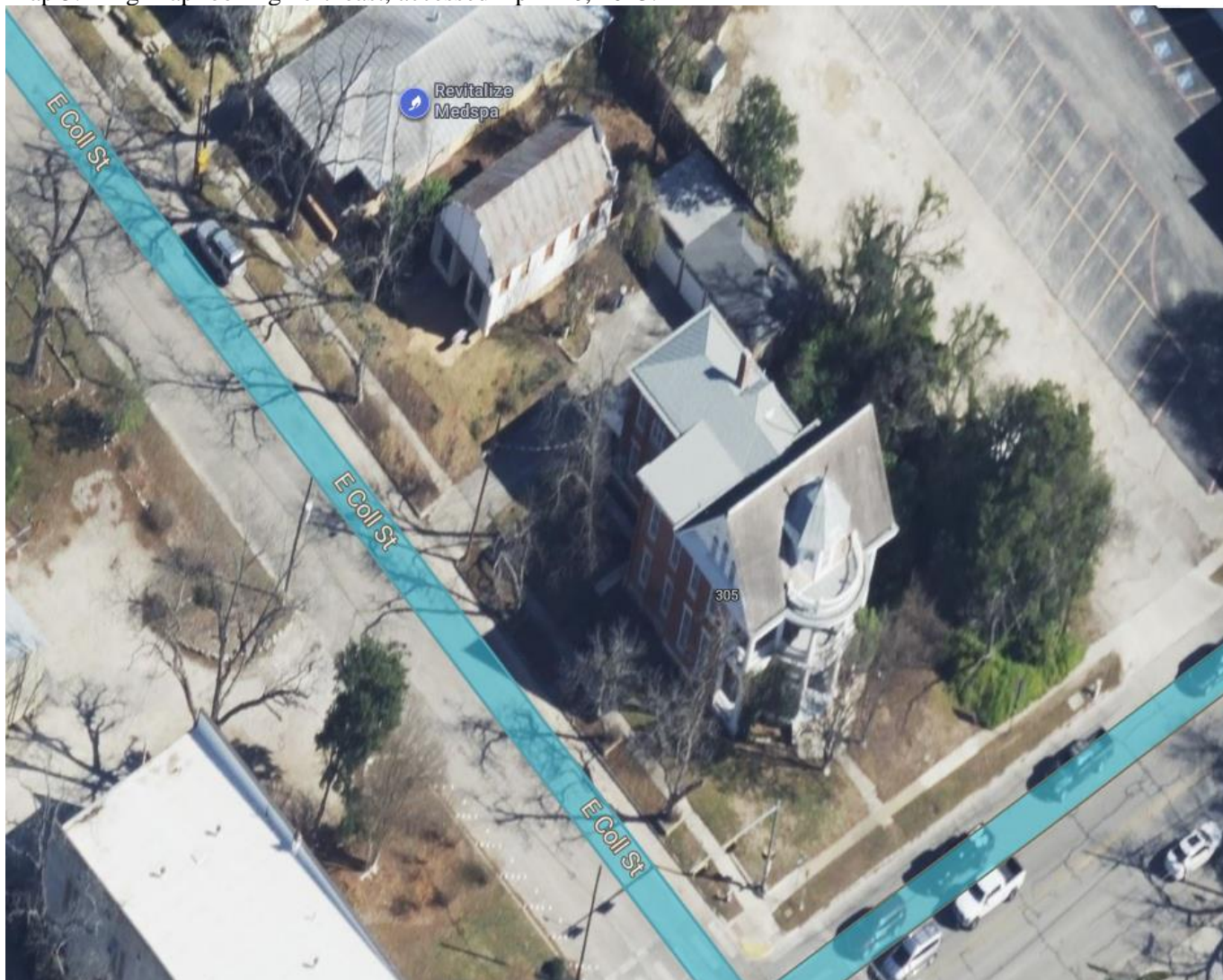
Map 4: Google Earth Map, accessed April 20, 2023.



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Map 5: Bing Map looking northeast, accessed April 20, 2023.



Faust-Frueholz House and Medical Building, Comal County, Texas

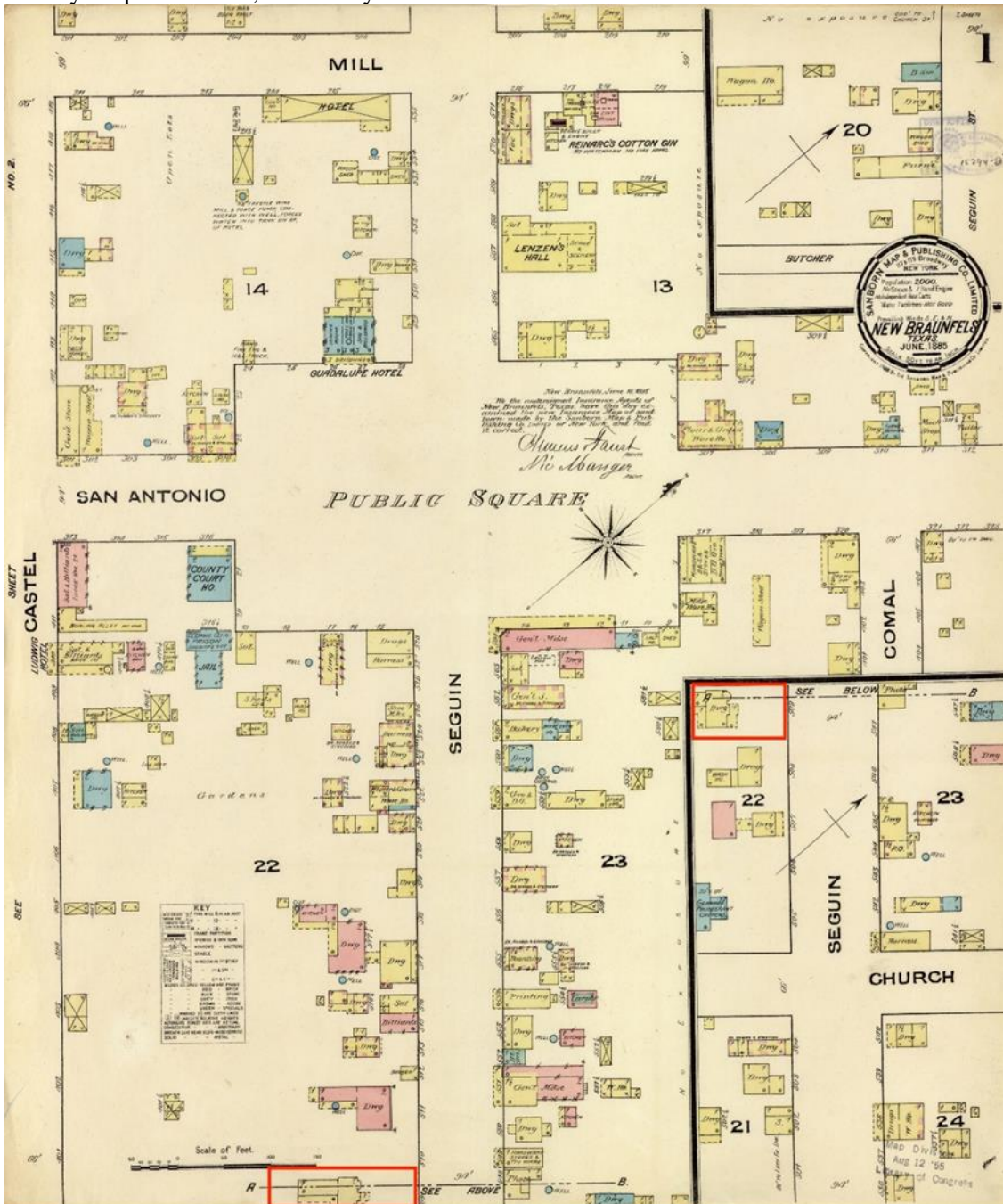
Map 6: Bing Map looking south, accessed April 20, 2023.



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Figures

Figure 1. An 1885 Sanborn Fire Insurance Company map shows the Joseph Faust House located on the west side of S. Seguin Avenue with its original footprint (bottom left). The map additionally shows the small structure that originally sat at present-day 305 S. Seguin where the home was relocated to in 1928. Source: Perry-Castaneda Library Map Collection, University of Texas at Austin.

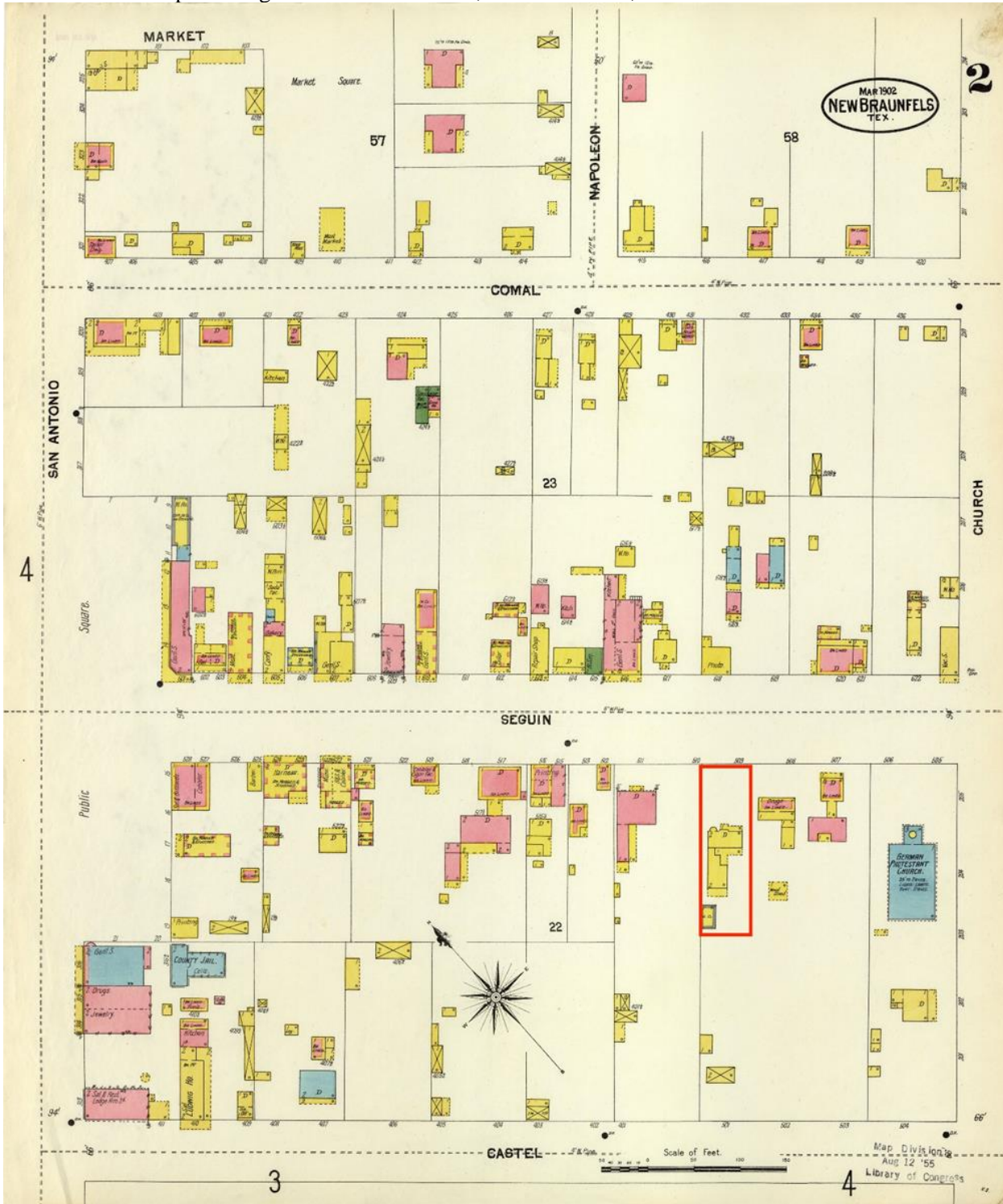


Original located at the Dolph Briscoe Center for American History, University of Texas at Austin



Faust-Frueholz House and Medical Building, Comal County, Texas

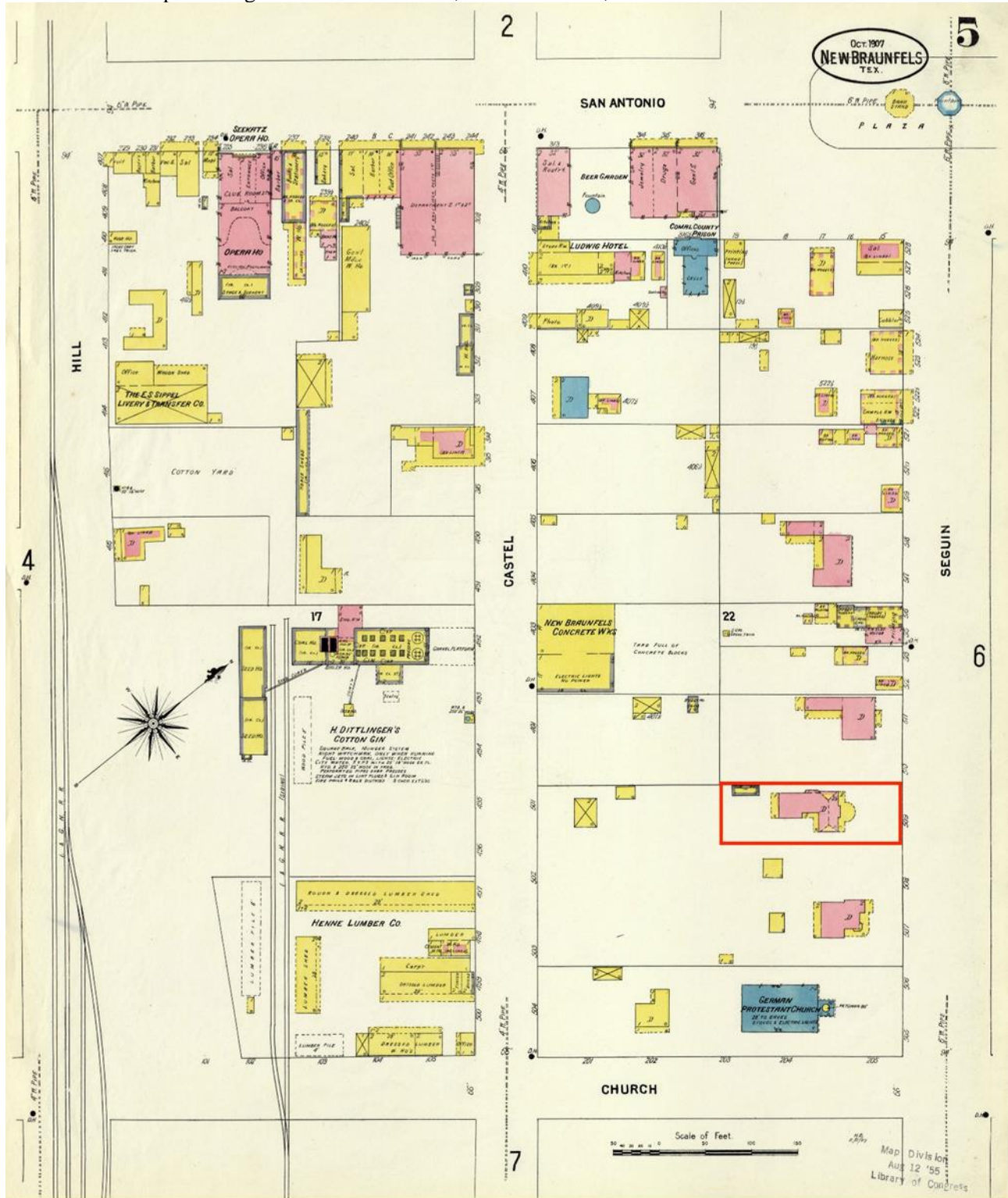
Figure 2. 1902 Sanborn Fire Insurance Company map shows the Joseph Faust House after a small rear porch was added. Source: Sophienburg Museum & Archives, New Braunfels, TX.



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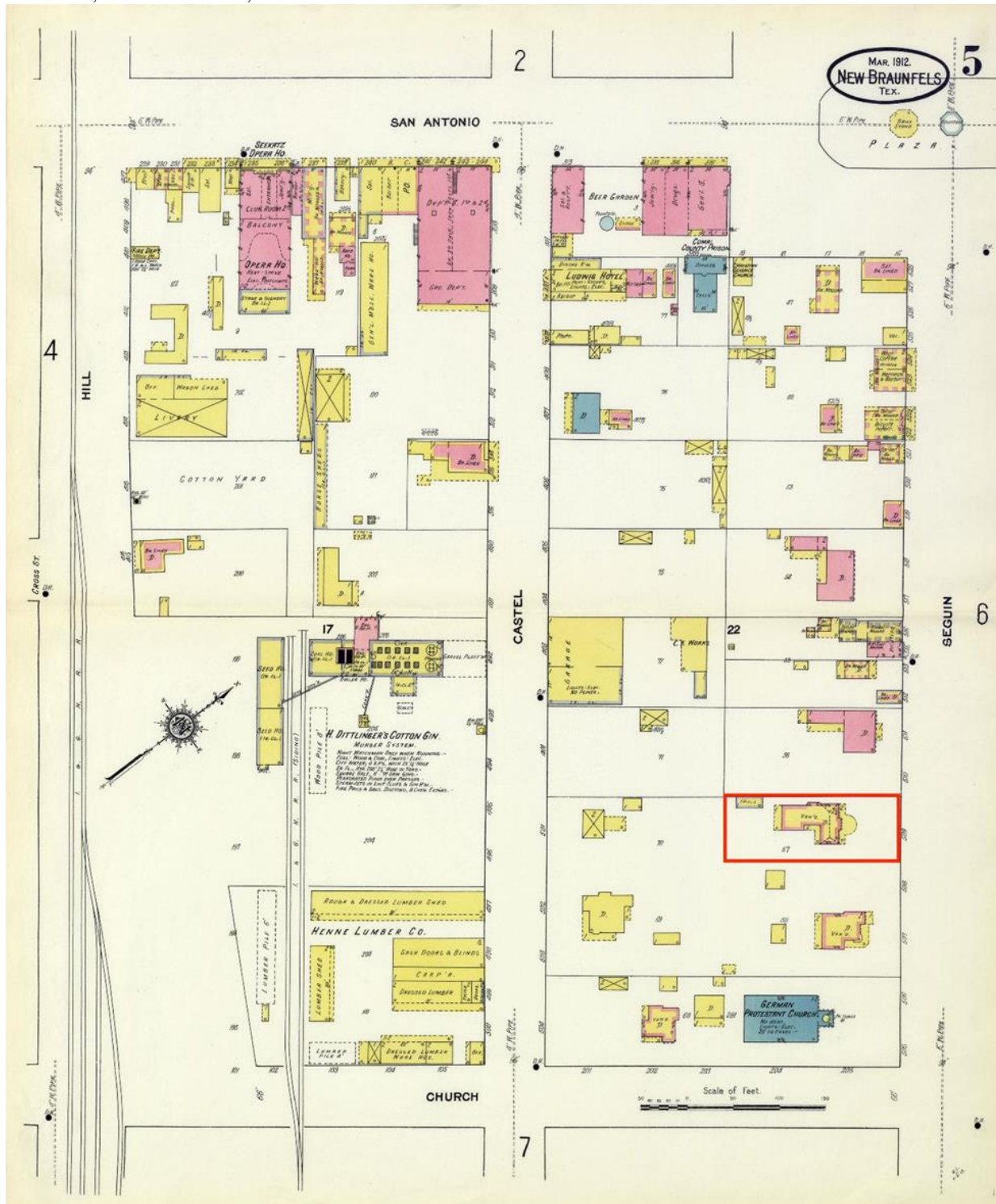
Figure 3. 1907 Sanborn Fire Insurance Company map shows the Joseph Faust House after it was remodeled in 1905. Source: Sophienburg Museum & Archives, New Braunfels, TX.



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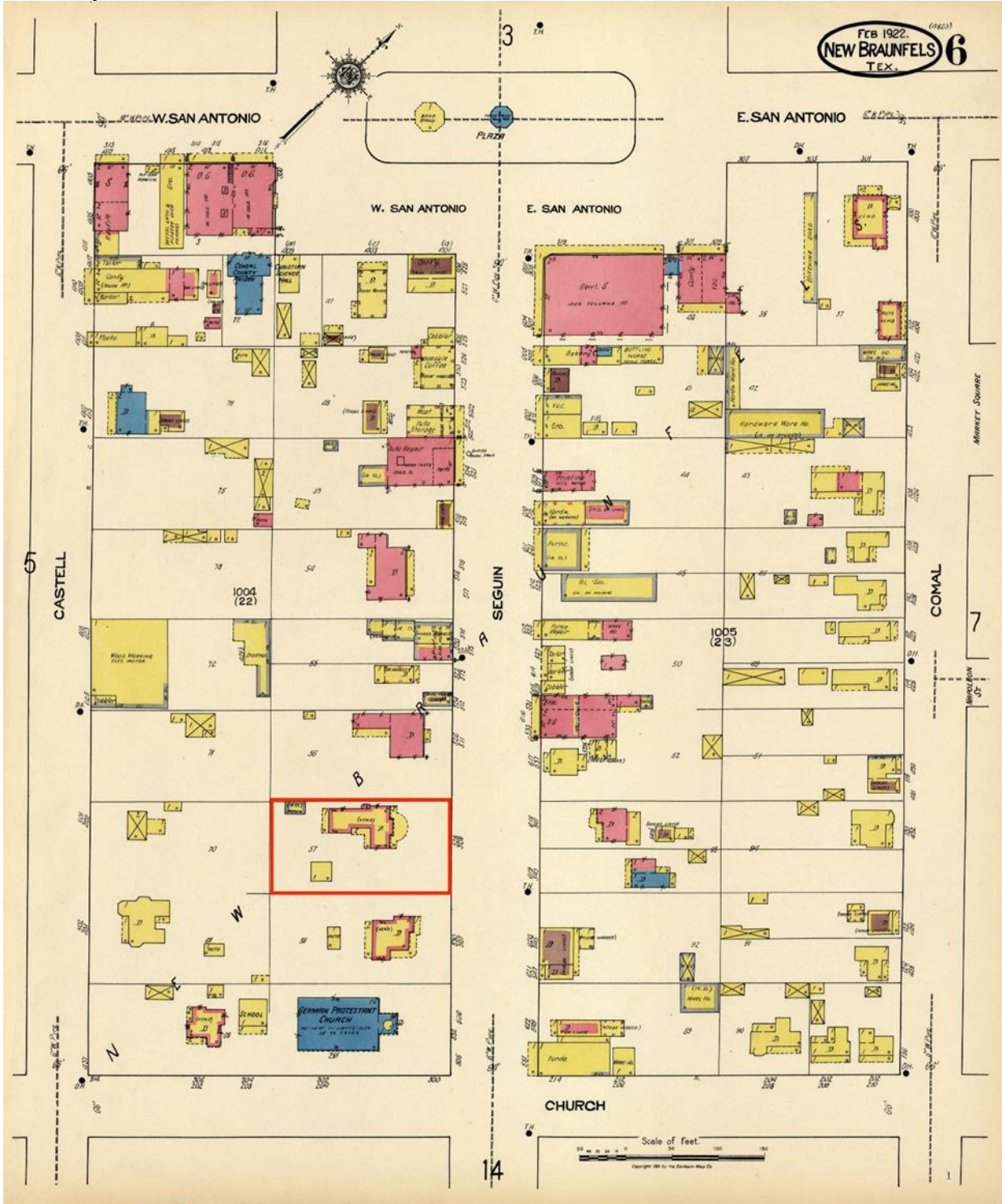
Figure 4. 1912 Sanborn Fire Insurance Company Map shows the Joseph Faust House after it was remodeled and the transition of the neighborhood into a more urban, commercial streetscape. Source: Sophienburg Museum & Archives, New Braunfels, TX.



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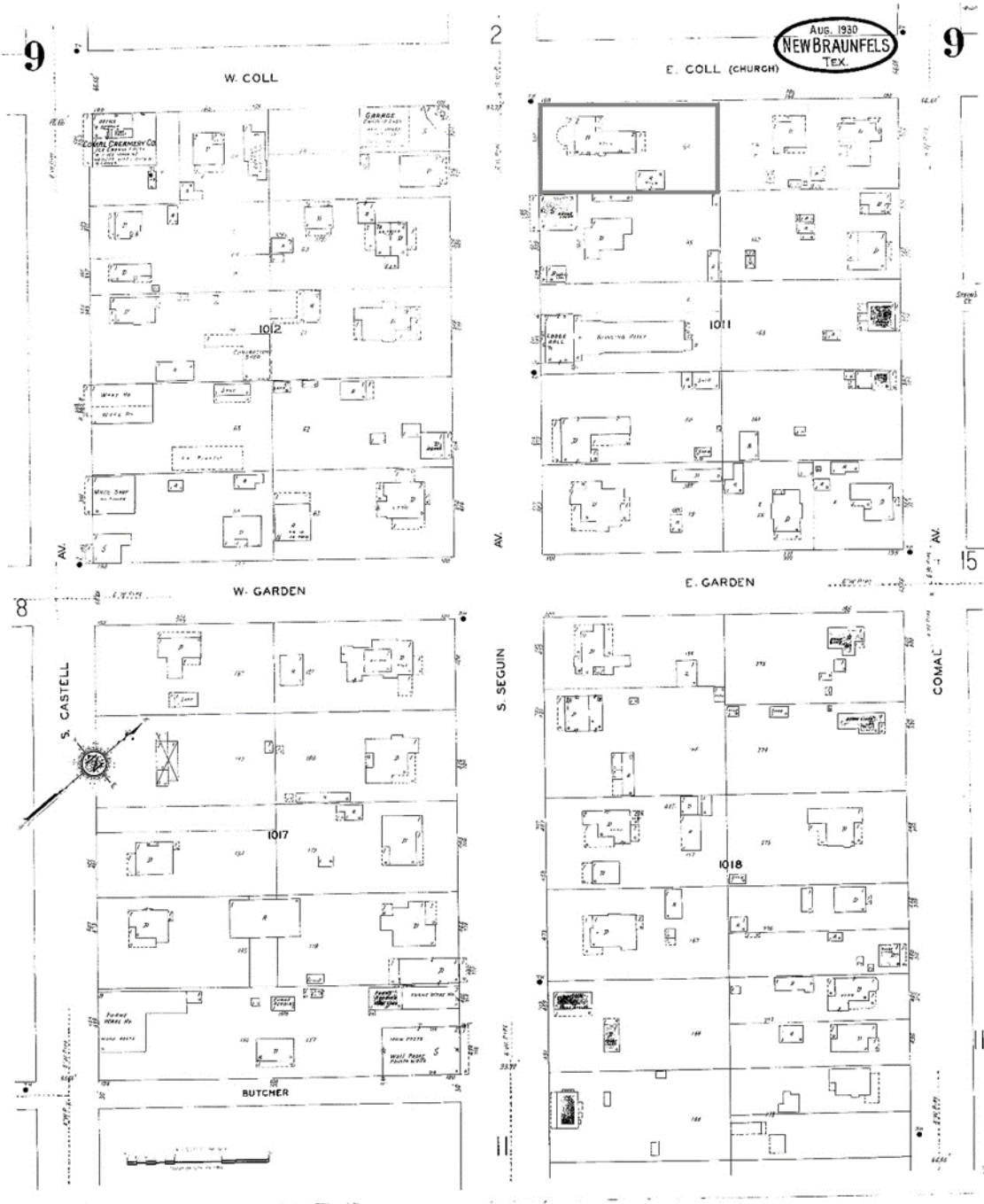
Figure 5. A 1922 Sanborn Fire Insurance Company map shows the Joseph Faust House located on the west side of the 500 block of Seguin Avenue, where the Faust Hotel is currently located. Source: Portal to Texas History, University of North Texas.



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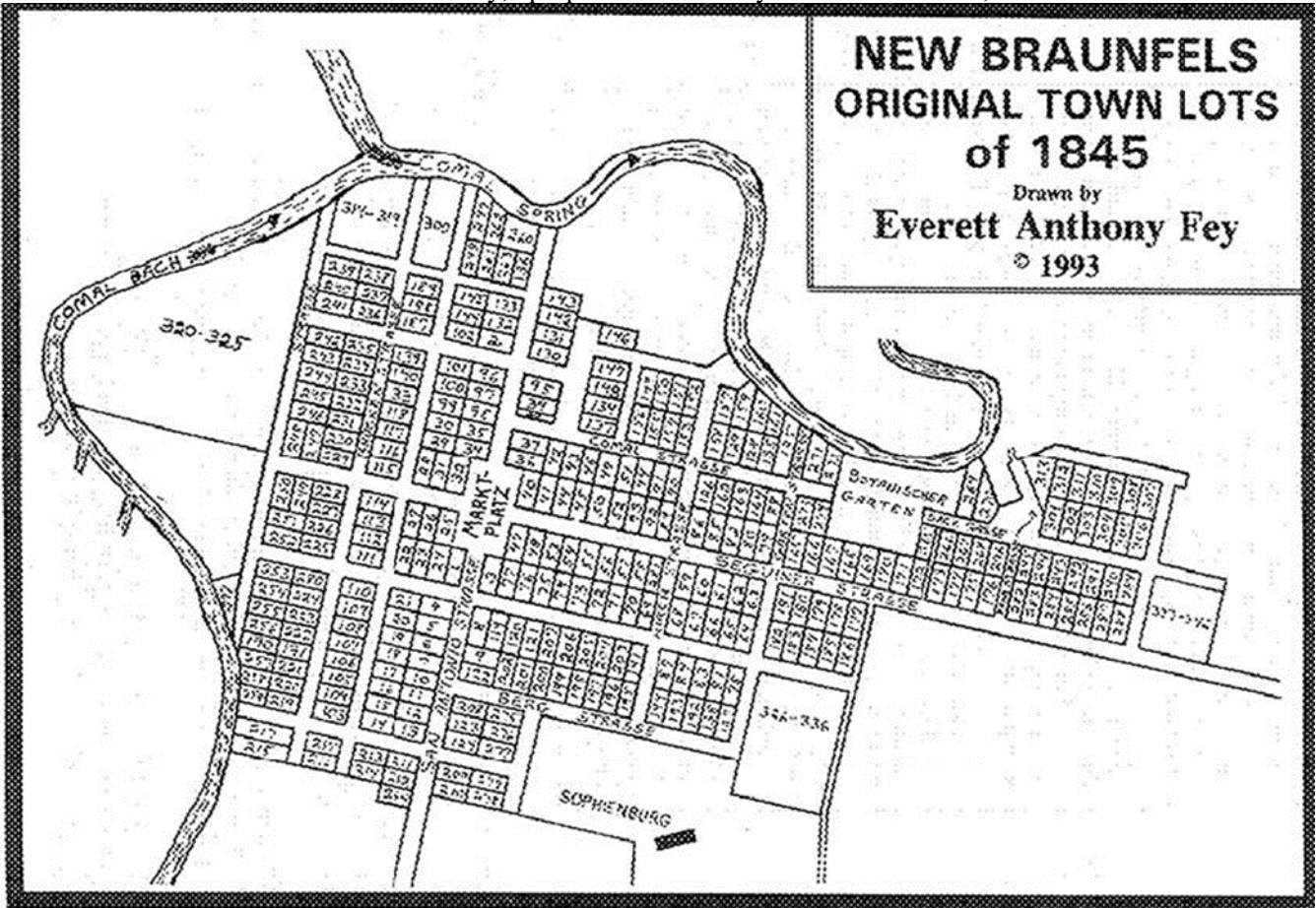
Faust-Frueholz House and Medical Building, Comal County, Texas

Figure 6. A 1930 Sanborn Fire Insurance Company map shows the Faust-Frueholz House at its current location. Source: Portal to Texas History, University of North Texas.



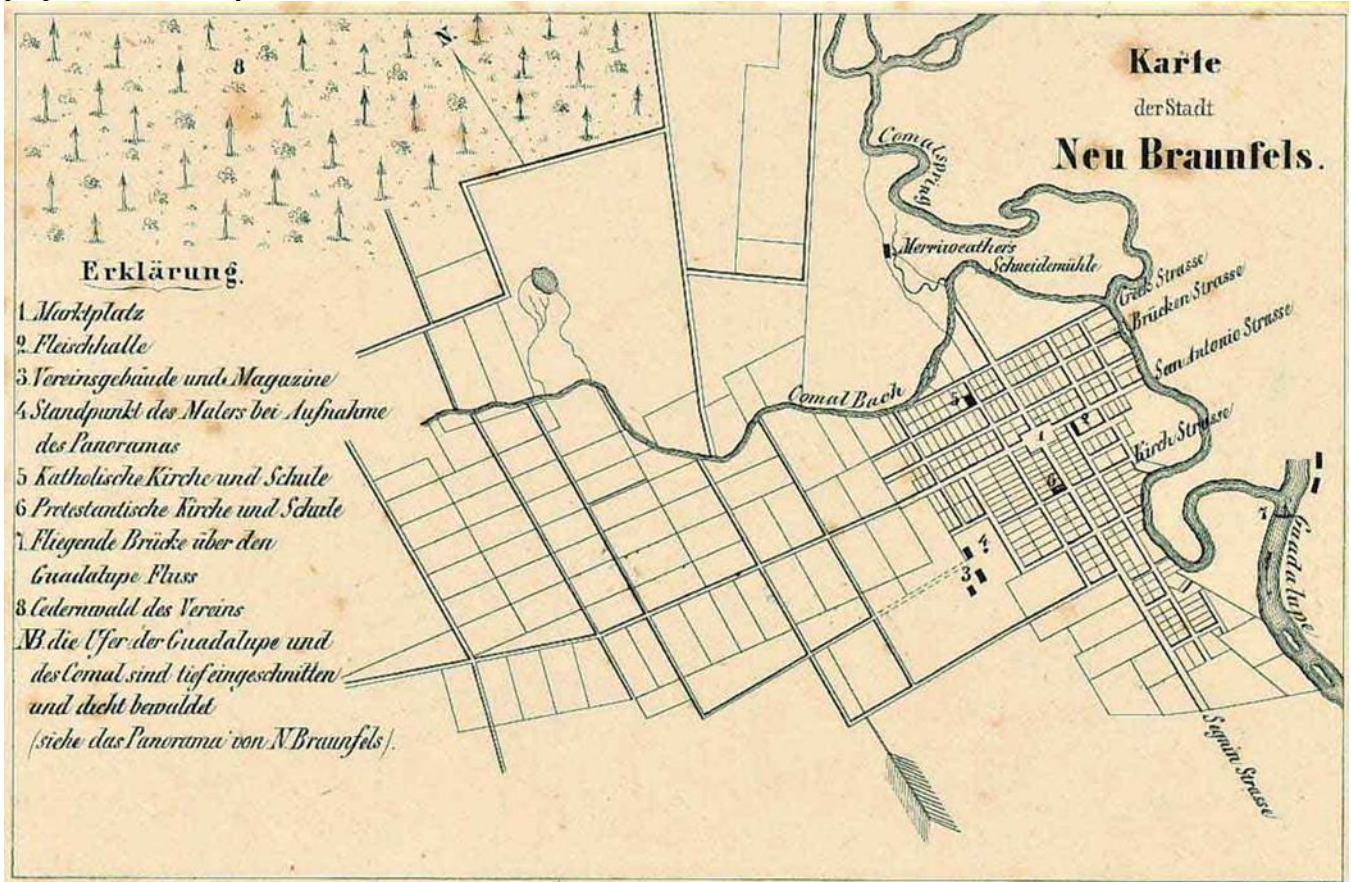
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Figure 7. "New Braunfels Original Town Lots of 1845." Drawn by Everett Anthony Fey, 1993. Source: HHM, Inc. "New Braunfels Historic Resources Survey," prepared for the City of New Braunfels, 2008-09.



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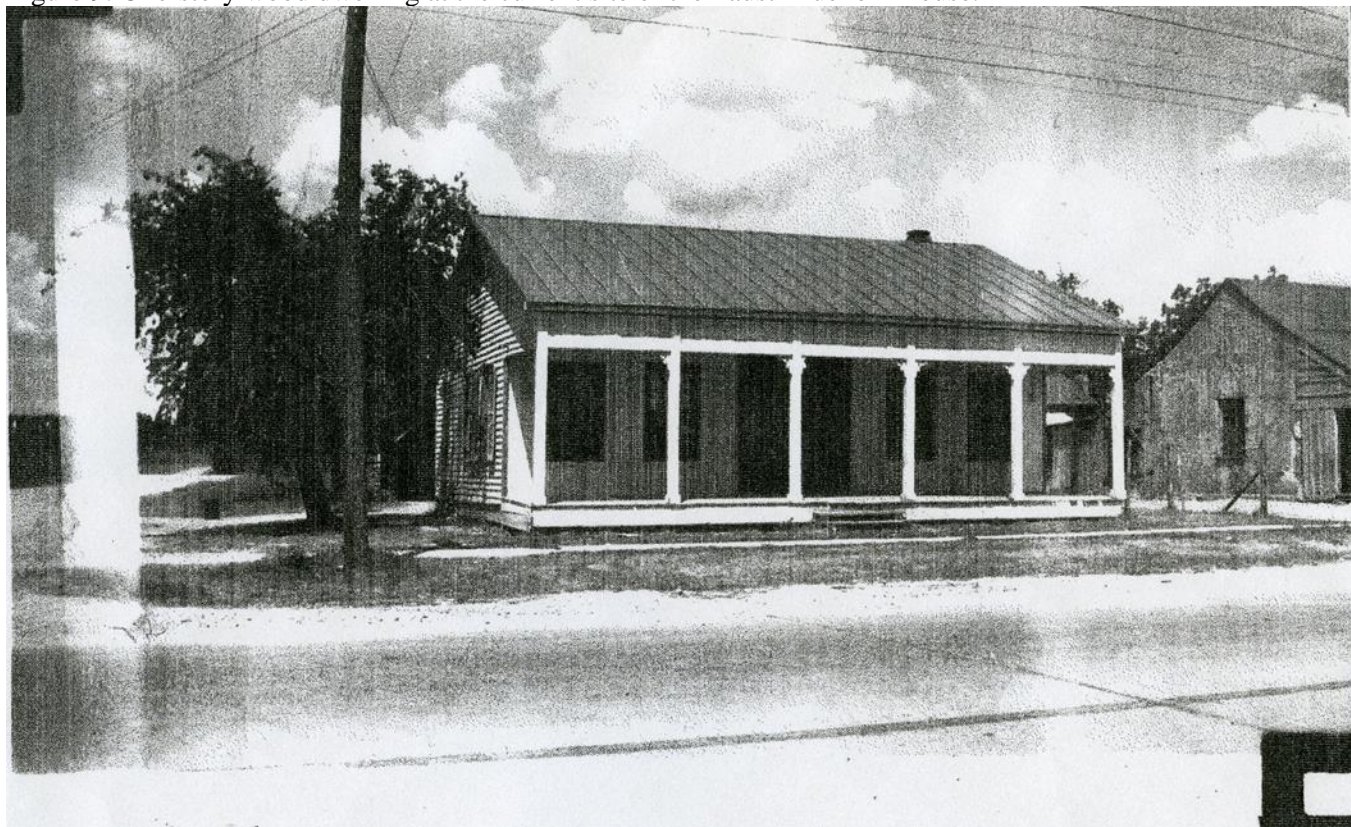
Figure 8. New Braunfels town map of 1850. Source: HHM, Inc. "New Braunfels Historic Resources Survey," prepared for the City of New Braunfels, 2008-09.



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Figure 9. One-story wood dwelling at the current site of the Faust-Frueholz House.





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Figure 10. Rendering of the 1880 Joseph Faust House, as it originally appeared, before Atlee B. Ayres remodeled the dwelling in 1905. No date. Source: Joe Tays, current owner of the Faust- Frueholz House and Medical Building.



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Figure 11. Photograph showing an oblique view of the Frueholz House. Date unknown. Source: Joe Tays, current owner of the Frueholz House and Medical Building.

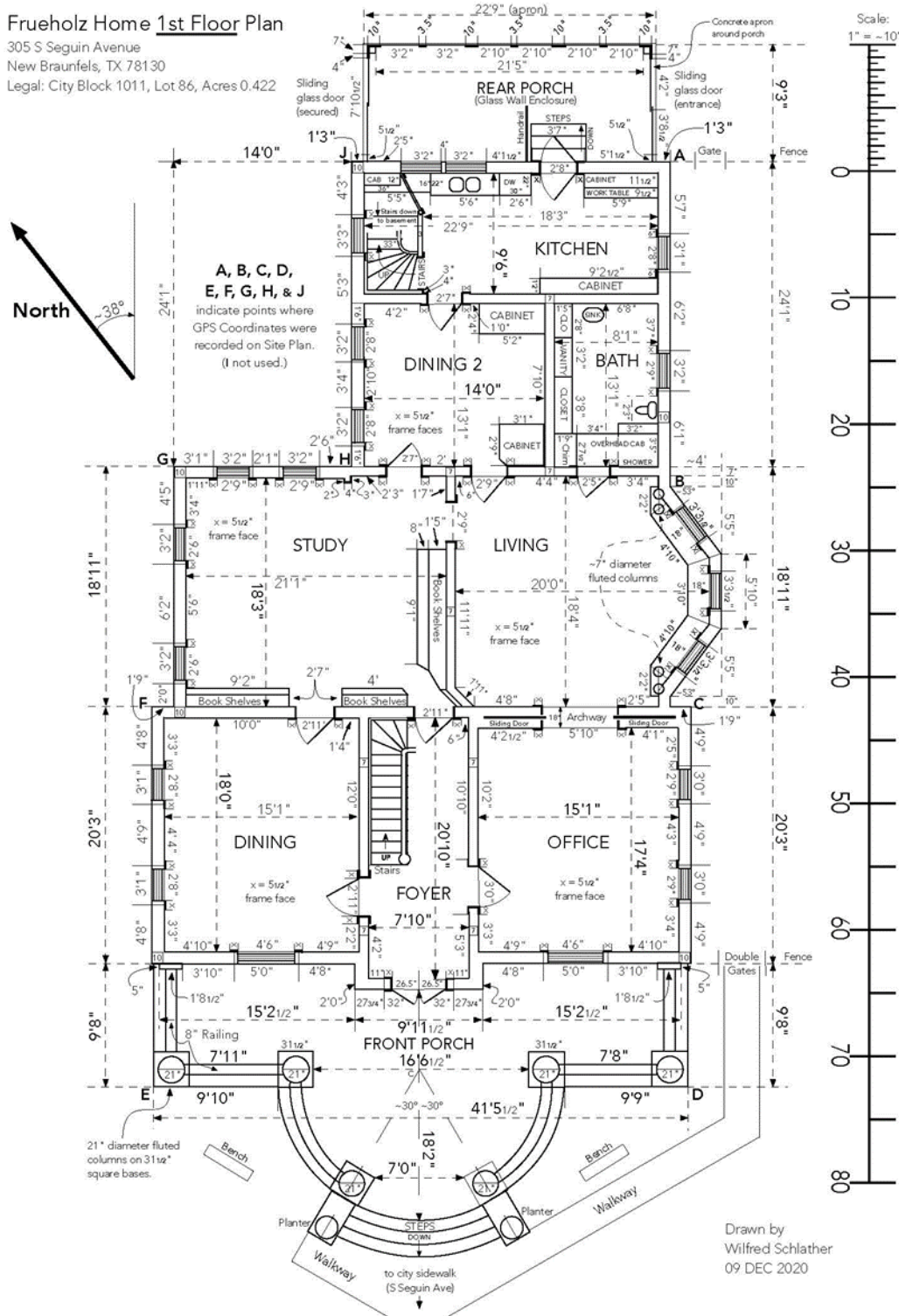


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Figure 12. Floor plan of the first floor of the Faust-Frueholz House. Drawn by Wilfred Schlather, December 2020. Source: Joe Tays, current owner of the Faust-Frueholz House and Frueholz Medical Building.

Frueholz Home 1st Floor Plan

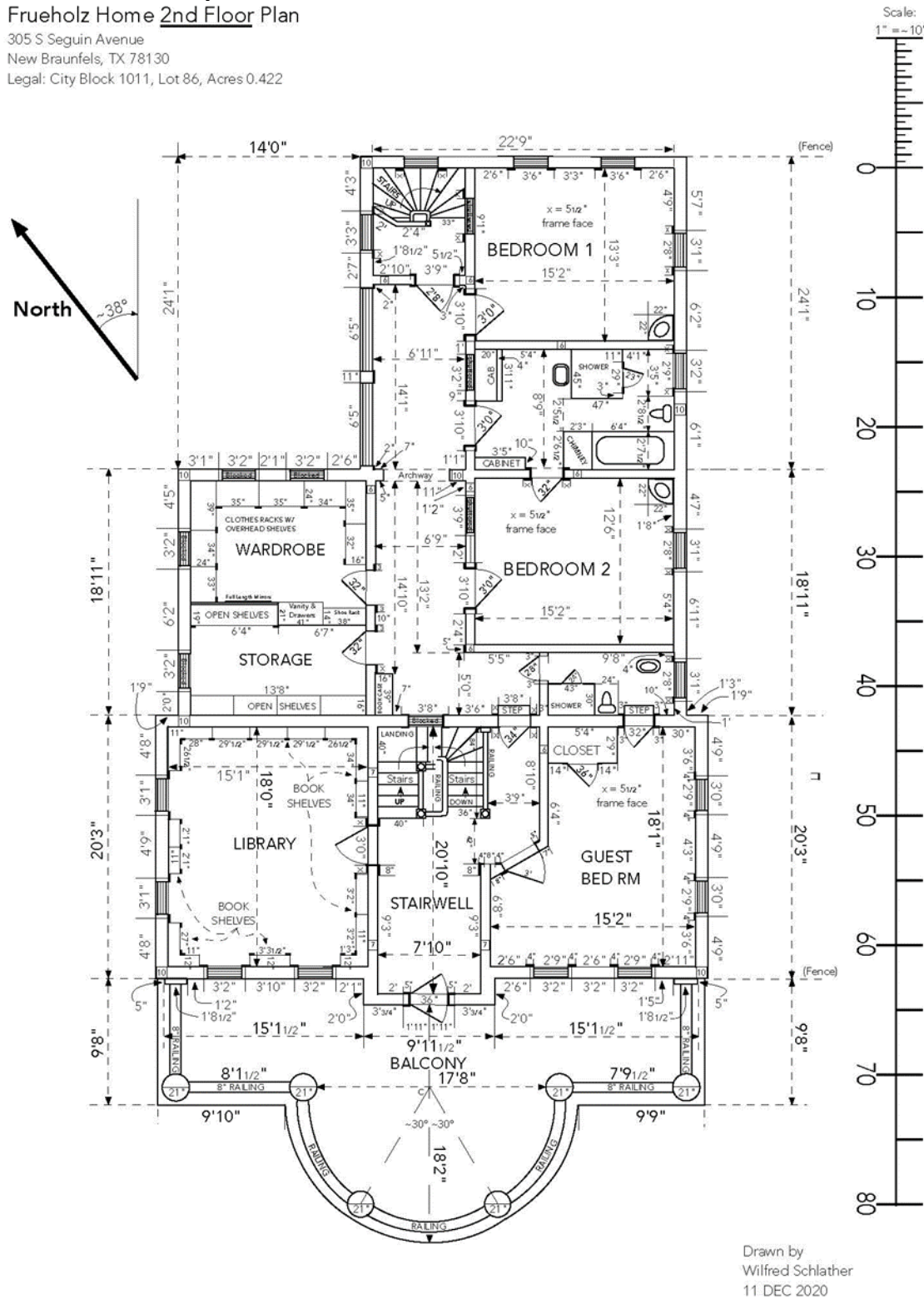
305 S Seguin Avenue  
 New Braunfels, TX 78130  
 Legal: City Block 1011, Lot 86, Acres 0.422



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Figure 13. Floor plan of the second floor of the Faust-Frueholz House. Drawn by Wilfred Schlather, December 2020. Source: Joe Tays, current owner of the Faust-Frueholz House and Frueholz Medical Building.

**Frueholz Home 2nd Floor Plan**  
 305 S Seguin Avenue  
 New Braunfels, TX 78130  
 Legal: City Block 1011, Lot 86, Acres 0.422

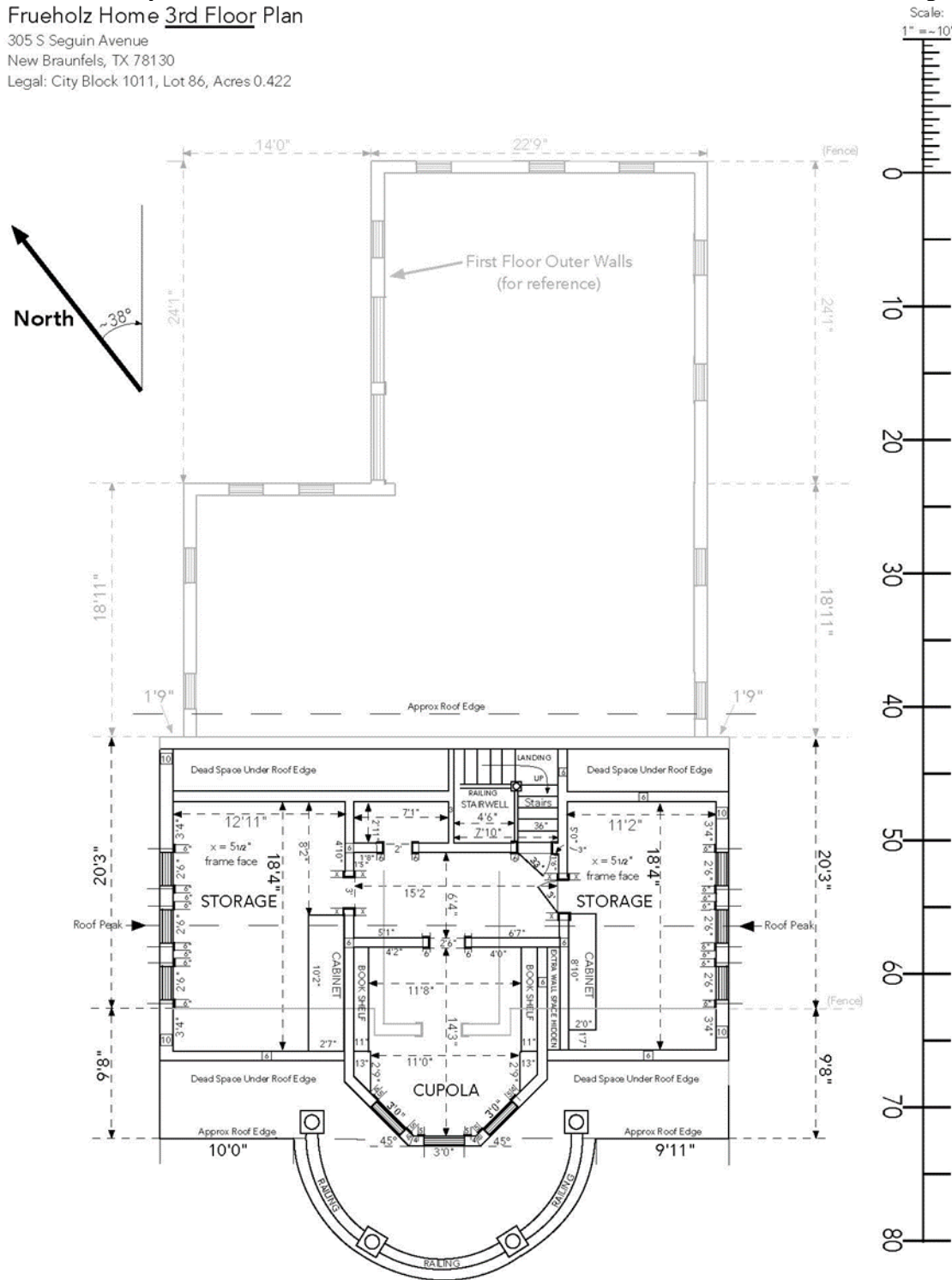


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Figure 14. Floor plan of the third floor of the Faust-Frueholz House. Drawn by Wilfred Schlather, January 2021.  
 Source: Joe Tays, current owner of the Faust-Frueholz House and Frueholz Medical Building.

Frueholz Home 3rd Floor Plan

305 S Seguin Avenue  
 New Braunfels, TX 78130  
 Legal: City Block 1011, Lot 86, Acres 0.422



Drawn by  
 Wilfred Schlather  
 05 JAN 2021

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Figure 15. Photograph of the Joseph Faust House being hoisted onto rollers at its original location (where the Faust Hotel was later built and remains today). April 1929. Source: Joe Tays, current owner of the Frueholz House and Medical Building.



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Figure 16. Photograph of the Joseph Faust House stuck in the middle of Seguin Avenue during its move a half block to the east. Note the street closure signs and the lack of bricks on the dwelling exterior. The bricks were removed to lighten the load during the relocation. The bricks were cleaned and restored once the house was situated at its final destination. April 1929. Source: Joe Tays, current owner of the Frueholz House and Medical Building.



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Figure 17. Photograph showing the Joseph Faust House near its final destination on the Frueholz property. Note the house's position in the middle of Coll Street. The stonework in the foreground was laid by Dr. Frueholz, Sr. as part of the new foundation for the relocated edifice. The exterior walls lack bricks, which were removed to lighten the load during the relocation process and later reinstalled. April 1929. Source: Joe Tays, current owner of the Frueholz House and Medical Building.





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Figure 18. Photograph showing the Frueholz family sitting on the second-story balcony of their home in the early 1930s. Note the Faust Hotel in the background at the site where the Frueholz family house once stood. Pictured from left to right: Frederick, Jr., Margaret, Frederick, Sr., and Bertha. Source: Joe Tays, current owner of the Frueholz House and Medical Building.



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Figure 19. Landa Office and New Braunfels Public Library during use as “Modern Beauty Salon” at 173 E. San Antonio Street. Moved in December 2020 to current location.



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Figure 20. Oblique view of Resource 4 (noncontributing), camera facing south-southeast. Photo by HHM, June 2021.



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Figure 21. Front façade of Resource 4 (noncontributing), a recently relocated building that once functioned as the first public library of New Braunfels and later a Landa office. Camera facing southeast. Photo by HHM, June 2021.



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Figure 22. Front façade of the detached garage, camera facing southeast. Photo by HHM, June 2021.



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Figure 23. View of the rounded front gallery space on the second story of the Faust-Frueholz House, camera facing west. Photo by HHM, June 2021.



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Figure 24. View of the front entry at the Faust-Frueholz House, camera facing northeast. Photo by HHM, June 2021.



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**Photos**

Photo 1. Front façade of the Faust-Frueholz House, camera facing northeast. Photo by HHM, September 2023.





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Photo 2. Front façade and northwest elevation of the Faust-Frueholz House, camera facing east. Photo by HHM, September 2023.



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Photo 3. Oblique view of the front façade of the Faust-Frueholz House, camera facing north. Photo by HHM, August 2022.



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Photo 4. Front façade of the Faust-Frueholz House, camera facing northeast. Photo by HHM, September 2023.



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Photo 5. Oblique view of the front façade of the Faust-Frueholz House, camera facing north. Photo by HHM, September 2023.



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Photo 6. Northwest elevation of the Faust-Frueholz House, camera facing southeast. Photo by HHM, September 2023.



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Photo 7. Northwest and northeast (rear) elevations of Faust-Frueholz House and Northwest (primary) elevation of garage. Photo by HHM, September 2023.



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Photo 8. View of property from East Coll Street, view southeast. Photo by HHM, September 2023.



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Photo 9. Northwest and southwest elevations of Frueholz Medical Building. Photo by HHM, September 2023.





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Photo 10. Northwest elevation of Frueholz Medical Building. Photo by HHM, September 2023.



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Photo 11. Northeast elevation of Frueholz Medical Building. Photo by HHM, September 2023.



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Photo 12. Front façade of Landa Office and New Braunfels Public Library (noncontributing). Photo by HHM, September 2023.



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Photo 13. View of cantilevered staircase in the front foyer of the Faust-Frueholz House. Photo by HHM, June 2021.



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Photo 14. View of cantilevered staircase in the front foyer of the Frueholz House, looking upward from the ground floor. Photo by HHM, June 2021.



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Photo 15. View of the two parlors on the east side of the Faust-Frueholz House. Photo by HHM, June 2021.



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Photo 16. View of the parlor used as Dr. Bertha Frueholz's exam room in the Faust-Frueholz House. Note the Ionic column flanking the bay window, woodwork, and stenciling. Photo by HHM, June 2021.



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Photo 17. View of parlor used as the waiting room for Dr. Frueholz Sr.'s patients at the Frueholz House. Photo by HHM, June 2021.





Faust-Frueholz House and Medical Building, Comal County, Texas

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Photo 18. View of the room within the Faust-Frueholz House that was previously subdivided and used by Drs Bertha and Frederick Frueholz, Sr. as exam rooms. Photo by HHM, June 2021.



Faust-Frueholz House and Medical Building, Comal County, Texas

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Photo 19. View of the second-story hallway from which bedrooms extend. Photo by HHM, June 2021.



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Photo 20. View of the Frueholz Medical Building hallway leading to exam rooms. Photo by CCHC, July 2024.



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Photo 21. View of an exam room at the Frueholz Medical Building. Photo by CCHC, July 2024.



Faust-Frueholz House and Medical Building, Comal County, Texas

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Photo 22. View of waiting room in Frueholz Medical Building. Photo by HHM, June 2021.

