

United States Department of the Interior

National Park Service

National Register of Historic Places Registration Form



590

1. Name of Property

Historic Name: Bertram Building
Other name/site number: NA
Name of related multiple property listing: NA

2. Location

Street & number: 1601 Guadalupe Street
City or town: Austin State: Texas County: Travis 453
Not for publication: [ ] Vicinity: [ ]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 [X] 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 [X] meets [ ] does not meet the National Register criteria.

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

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

Signature of certifying official / Title: Mark Wolfe, State Historic Preservation Officer
Date: 6/25/12
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:

- [X] 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: Joe Edson H. Beall
Date of Action: 8.28.12

Bertram Building, Austin, Travis County, Texas

---

**5. Classification**

**Ownership of Property**

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public - Local
<input type="checkbox"/>	Public - State
<input type="checkbox"/>	Public - Federal

**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	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register:

**6. Function or Use**

**Historic Functions:** *COMMERCE/department store (general store)*

**Current Functions:** *COMMERCE/restaurant*

**7. Description**

**Architectural Classification:** OTHER: Two-part Commercial Block

**Principal Exterior Materials:** STONE/limestone

**Narrative Description** (see continuation sheets 7-6 through 7-10)

**Bertram Building, Austin, Travis County, Texas**

---

**Narrative Description**

The c.1866 Bertram Building is on the southwest corner of a commercial block at Guadalupe and 16<sup>th</sup> Streets in downtown Austin, TX. Rectangular in shape, this two-story with basement cut stone masonry building represents an early Texas Vernacular style common to commercial buildings of this era. The warm cream limestone building is entered from an elevated porch along the long western façade, which is shaded by a one-story awning and a number of mature trees. Established by Rudolph C. Bertram as a general merchandise store, the building operated in that function until 1914, with small additions and outbuildings added as the business expanded. After suffering fire damage and a period of vacancy, the building reopened in the 1940s as a restaurant and continues to function in that capacity, with large open dining spaces on all floors and service areas in the northeast corner of the building. Small concrete block additions of kitchen and storage areas have been limited to non-prominent east and north facades. Although the setting has changed from one- and two-story residential and commercial buildings in the late 19<sup>th</sup> century to a mix of one-story and high rise commercial buildings today, the Bertram Building nonetheless retains a high degree of integrity.

---

*Setting*

The Bertram Building is located on a 0.19 acre site in the southwest corner of Outlot 37, Division E of Austin, TX; the term “outlot” presumably indicating that the block was outside the original 1839 platting of the city. The block is bounded by 16<sup>th</sup> Street (formerly Cherry Street) to the south, Lavaca Street to the east, 17<sup>th</sup> Street to the north, and Guadalupe Street on the west. The block is divided in half by a north-south alley. At its largest incarnation, the Bertram operation occupied the entire west half of the block. Currently, the block is occupied by one-and two-story commercial buildings. The same pattern of one-and two-story commercial buildings continues to the north, but the blocks to the east, south, and west are occupied by six to seven level parking garages and office buildings of seven to sixteen stories (Photo 1).

The block on which the Bertram Building is located is generally flat, however, there is a change in grade both in the east-west and north-south directions, such that the southwest corner of the building’s front porch is approximately 3½ feet above sidewalk level. Steps and ramps at various locations of the porch assist pedestrians in navigating this change in grade (Photo 2). A short driveway separates the Bertram Building from the adjacent one-story commercial building to the east. Immediately to the north is a small surface parking lot associated with the Clay Pit, the restaurant currently occupying the building, and further north on the block is a two-story commercial structure set back from Guadalupe Street, with a small surface parking lot in front. A small walkway and a chain link fence separate the building from these parking lots. The south and west sides of the Bertram Building are directly adjacent to the public sidewalk and street. There is very little vegetation present in this urban setting, although a small strip of ground running along the west side of the building between the public sidewalk and the building’s porch has been planted with a mix of trees, shrubs, and small palms.

The Bertram Building currently has no outbuildings, but in the 1880s and 1890s, the western half of Outlot 37 was occupied by structures associated with Bertram’s additional services as a wagon yard. Stables lined the wagon yard to the east and north, with a camp house at the center of the yard, a feed store at the northeast corner, and a wheelwright shop and carriage house behind the Bertram building on the west side of the yard.

*General Characteristics*

The Bertram Building is generally a two-story rectangular block approximately 100’ long in the north-south direction and 50’ wide in the east-west direction, although the northeast quadrant of the building has portions that vary in width and height. The earliest evidence available shows a long rectangular building 100’ long and approximately 20’ wide, but an addition in the 1880s at the south essentially doubled the width of the building and significantly reconfigured the south

Bertram Building, Austin, Travis County, Texas

---

façade. The main entrance to the building is currently oriented towards Guadalupe Street on the west façade, although the south elevation is historically the primary façade and has also included an entrance to the building in the past.

The roof is a composite shape that has changed as additions have been made to the building (Photo 3). However, the earliest configuration of the roof is visible on the north façade. It is a simple and relatively low pitched gabled metal roof that runs the entire length of the building from north to south, although the eastern side of the roof is hidden behind the central parapet on the south façade and has several overlapping roof additions. These additions at the north end of the building typically have shed or flat roofs, but the southernmost addition has a low pitched gable roof, shaped to match the original. The decorative elements of the roof and porch have been detailed to recall the Spanish colonial revival style. However, early photographs reveal that these decorative elements have changed over time, and that a variety of styles have been utilized for these details.

The walls and foundations of the building are constructed of cut and uncut limestone masonry. The south, most formal façade consists of square-cut blocks run in regular courses. The stone on the west façade and the south portion of the east façade is primarily rough-cut stone, laid in generally regular courses, although in some areas – possibly due to repair or infill – the stone is uncut and run in random courses. The mortar, where visible, ranges from reddish brown to yellowish brown. Walls at the northeast corner additions are constructed of painted concrete masonry units or wood frame faced in painted wood or metal sheets.

The south and west elevations of the building are fronted along a massive concrete porch. At the southeast corner, the porch is approximately 16” above curb level (there is no sidewalk along the south side). The street grade descends towards the west, causing the porch to be approximately 43” above the curb in the southwest corner. Towards the north, the street grade ascends such that the northeast corner of the porch is only about 20” above the sidewalk. The porch is exposed poured concrete along the south façade, but is faced in cut limestone masonry along the west façade. The height of the porch and the configuration of the steps leading to it have changed over time. At first the porch was only present at the south side of the building. Later it was extended at the same height around to the west side of the building. Steps up from the sidewalk were added at each building entry and at the southwestern corner of the porch, but the steps on the south have since been removed. The porch is covered on much of the western side by a one-story corrugated metal awning supported by wooden rafters and columns. This current awning is a 1990s replica of a circa 1880s awning, which had been removed sometime around 1942. There is currently also a simple metal handrail that runs along the outer edge of the porch for the entire length.

*South (16<sup>th</sup> Street) Elevation*

The south elevation is six bays wide and two stories high with a central parapet (Photo 4). The parapet is trimmed with metal flashing and capped with a historic farm implement. On either side of the parapet are the projecting ends of the two modified gabled roofs. About one half of each gabled roof is hidden behind the central parapet, giving the appearance of two shed roofs sloping downwards, out from the center. At the intersections of the gable roof and the central parapet, there are decorative leader heads, with no downspout connection. At the far ends of the gabled roofs are two decorative brackets. There is a visible vertical seam in the stone coursing and the center of the elevation, which expresses the evolution of the building. When first built, this elevation was comprised of only the three western bays and was topped with a gable roof that peaked at the center of the three bays. When the three eastern bays were constructed, the central parapet was added to unify the façade, and the western roof and front wall were modified to create a near-symmetrical form. The width of the stone area between the three western bays from the three eastern bays is about twice as wide as the stone areas separating the bays on either side.

The upper level of the western bays consists of a central wooden door flanked by two double hung wood frame windows. The door is made up of two leaves, each featuring five stacked rectangular panels, the three above the lock rail being

Bertram Building, Austin, Travis County, Texas

---

glazed. The door is capped with a fixed transom, containing four lights. The windows are six-over-six configuration. Above each door and window is a segmental arch. The windows have slightly projecting concrete sills, while the door has a projecting wood sill. The upper level of the eastern bays consists of three windows identical to those in the western bays. The upper level door used to lead to a balcony that covered a first-story porch. At one point, this porch and balcony were extended to all six bays of the south façade. It has since been removed, but still present are small iron brackets where the porch used to attach to the building.

The lower level of the three western bays also consists of a central door and two windows in the same configuration as above, but both the door and windows are slightly larger scale. The windows on the lower level are fixed and divided into only six lights. They again are topped with segmented arches and have slightly projecting concrete sills. The door features the same leaf, panel, and transom configuration as the one above, and is similarly topped with segmental arches. The sill of this door is concrete, and it is one step up from the porch level. The lower level eastern bays consist of three doors, similar to the lower level door to the west, but taller and narrower and with four glazed panels above the lock rail instead of three. The door sills here are flush with the porch level.

*West (Guadalupe Street) Elevation*

The western elevation is twelve bays wide and two stories high (Photos 5-7). The roof is corrugated metal with decoratively cut exposed rafters. Like the south façade, this elevation is limestone masonry, but the cut and coursing on this elevation is more informal. This façade also features a visible vertical seam in the stone coursing of the wall, at about the 60/40 point (i.e., 60% of the façade is north of the seam) (Photo 8). Investigation of the interior revealed remnants of projecting stone at the seam point, possibly indicating that there may have been a perpendicular wall at this point. This further suggests that the southern portion of the building was built earlier, and the northern portion added later. However, no other documentary evidence can be found to support this hypothesis.

The upper level of this elevation contains twelve double-hung wooden windows, with a six-over-six configuration. Each window is topped with a jack arch and has a slightly projecting concrete sill. The windows to the north of the vertical seam are spaced further apart than the windows to the south of the seam.

The lower level north of the seam contains only one double hung wood window. It is in a six-over-six configuration, but it is slightly wider than the windows on the upper level, and it is covered by metal security bars. This window has a concrete sill but no arch above. The other openings north of the seam at this level are two arched doorways. One is positioned between the first and second window above; the other between the fifth and sixth window above. The northern doorway is a step up from the porch and has been infilled with a fixed window, which is divided into a rectangular portion with twelve lights and a five light sun. The second door opening has been infilled with paneling and a single panel wood door. There are stairs leading from the sidewalk to the porch at this location, but there is an accessible ramp running parallel to the building that leads up to this door, which prevents a direct entry from the sidewalk.

The lower level south of the seam contains five openings, four windows and one door, in the pattern w:w:d:w:w. The windows are directly aligned with those above, and they are identical to them, except that they have wood sills instead of concrete sills. The door is centered between the lower level windows and is centered on the window above. It is identical to the doors on the east side of the south façade, but it lacks a transom. There are steps leading up to the porch from the sidewalk at this location, as well as steps leading from the porch to the door that allow for direct entry from the sidewalk.

The porch awning begins below the fourth upper level window and ends between the eleventh and twelfth windows. It is constructed of 6" x 6" chamfered wood columns, with a cross beam that is plain, except for decorative pieces added at each end (Photo 9). The rafters have exposed ends, decoratively cut to match the main roof rafters. The awning covering is corrugated metal.

Bertram Building, Austin, Travis County, Texas

---

*North Elevation*

The north elevation is composed of four segments (Photo 10). The three eastern segments are constructed from concrete masonry units and wood framing. The easternmost segment is a single story and topped with a shed roof. The second segment is a single story topped with a flat roof and contains a single square shaped fixed steel frame window, divided into sixteen lights and covered in steel security bars. The third segment is two stories, topped with a very low pitched shed roof that overlaps with the gable roof of the segment to the west. The upper level of this segment is wood frame sheathed in panels of painted sheet metal or plywood. In this segment, there are two windows identical to the one in the second segment. The upper level window is placed just slightly off center, and the lower window is aligned at the left of this segment. The fourth segment represents the original 1870s roof configuration that is hidden at the south elevation; it is a low pitched gable roof. This segment is two stories and is constructed of cream limestone rough-cut masonry blocks, run in irregular courses. There is only a single door opening in the upper left of the façade, leading to a metal stairway running parallel to building and descending to the ground level. The door is a single panel steel door, topped with a jack arch.

*East Elevation*

The east elevation is the most utilitarian of all elevations (Photo 11). It is divided into three segments of varying height and materials. The southernmost segment is two stories and is constructed of cream limestone rough-cut masonry blocks, run in irregular courses. Its roof is identical to that on the western elevation. There is one double-hung six-over-six wood window on the upper level, which is identical to those on the south façade, except it has a wood sill instead of a concrete sill. It is positioned off center, aligned towards the south end of the façade. On the lower level are two very small fixed windows, which are recessed far into the stone wall. Also attached to this façade is a small gate that swings shut to block the driveway during non-business hours.

The central segment is one story and is constructed of cream limestone rough-cut masonry blocks, run in irregular courses. It has a flat roof with a small parapet, and much of the facility's mechanical equipment is mounted here. The wall is essentially blank except for a small service door, a section of limestone block wall that has been removed and replaced with tan brick, and a clapboard lean-to used for storage. A stairway from the upper level of the southern segment also descends in front of the central segment. Set back on the roof of this segment is a half height clapboard structure with a corrugated metal shed roof. Early maps suggest that this segment may have had more openings oriented eastward, to allow users of the wagon yard direct entry into the store areas.

The northern segment is a purely utilitarian concrete block structure, a part of which projects forward to cover the driveway and serve as an open air storage area. It has a mix of flat and shed corrugated metal roofs, from which project several vents for the commercial kitchen. Visible behind the venting equipment is a two story wood frame element with two steel windows similar to those found on the north elevation.

*Interior*

The Bertram Building in its current incarnation as a restaurant has a fairly open plan. Although there are no early floor plans of the building, it is likely that much of the space has not been altered significantly, as the uses have been similar and fairly consistent over time.

Entering from the west, one enters a large open dining room that runs the entire length of the original 1870s building (Figure 1). The masonry walls are exposed on the interior and unfinished. Three rows of columns have been added to the space to support the upper floor. At the center of this dining area are two large stairways, one leading up to the dining areas on the second level and one leading to the basement. On either side of the stairways are large arched openings

Bertram Building, Austin, Travis County, Texas

---

leading to a central hallway. To the right are restrooms and another dining area that fronts the street. Directly east is a banquet dining area, where the wall containing the tan infilled brick is visible. To the north of the hallway is the entrance to the kitchen area.

The basement is accessed by a stairway at the center of the first floor dining area. The basement occupies only the area at the southwest corner of the building, i.e., the areas between the "seams" visible at the exterior. Marking the staircase at the first floor are low walls of rough cut limestone blocks set in semi-regular courses that change to brick as they descend into the basement. The basement walls are composed of large cut limestone masonry blocks. The basement ceilings are low, made of brick, and are supported by shallow arches also made of brick. An interesting anecdote about the basement is that while the capital building was under construction in the 1880s, the state's gold was stored in the basement here due to its unusually sturdy construction. However, no other documentation of this occurrence has been found that corroborates this story.

The second floor is primarily a large, open area used for hosted events and overflow dining (Figure 2). The long rectangular dining area mirrors the one below, except that the northernmost ten to fifteen feet are separated by a wall and used as storage. From the storage room, a small wooden staircase allows access to the kitchen on the lower level. A smaller dining area in the southeast corner of the second floor also mirrors the one below.

*Current Condition*

The current condition of the Bertram Building is very good, considering its age and a long period of vacancy in the early 20<sup>th</sup> century. There is very little deterioration of the oldest sections of the structure. The most wear and tear appears in the later concrete block and wood elements, likely added in the 1940s. A few alterations have been made over time, the largest of which is the removal of the original front and side awnings and balconies and the addition of the kitchen and storage areas at the northeast. The current wood and metal awning on the west is a 1990s restoration based on historic photographs.

*Summary of Integrity*

Given its age, the Bertram building retains a remarkable degree of integrity. The downtown location just a few blocks from the state capital building has remained the same since Rudolph Bertram first opened his general store and wagon yard to customers in the 1870s. The setting has changed somewhat over time. The surrounding uses are larger scale and denser than in the early 20<sup>th</sup> century, but the urban commercial uses have generally remained the same. Workmanship, materials, and design are clearly still visible and evident. Although it now houses a contemporary restaurant, the feeling and association with the early settlement days of Austin that the Bertram Building gives is striking.

Bertram Building, Austin, Travis County, Texas

---

## 8. Statement of Significance

### Applicable National Register Criteria

<input checked="" type="checkbox"/>	<b>A</b>	Property is associated with events that have made a significant contribution to the broad patterns of our history.
<input type="checkbox"/>	<b>B</b>	Property is associated with the lives of persons significant in our past.
<input type="checkbox"/>	<b>C</b>	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
<input type="checkbox"/>	<b>D</b>	Property has yielded, or is likely to yield information important in prehistory or history.

**Criteria Considerations:** NA

**Areas of Significance:** Commerce

**Period of Significance:** c.1866-1914

**Significant Dates:** c.1866

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

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

**Architect/Builder:** Unknown

**Narrative Statement of Significance** (see continuation sheets 8-11 through 8-17)

## 9. Major Bibliographic References

**Bibliography** (see continuation sheet 9-18)

**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): NA

Bertram Building, Austin, Travis County, Texas

---

### Statement of Significance

Rudolph C. Bertram, who immigrated to Texas from Germany in 1853, purchased the city block on which the Bertram Building stands over two years from 1860 to 1862. Bertram's block was an "outlot," meaning it was outside the original 1839 city plat, in a government tract called Division E, an area sometimes informally referred to as the "back of the Capitol." In this suburban location, the Bertram complex of general store, saloon, wagon yard, blacksmith, and hotel from the 1870s to the 1890s, served farmers, traders, and travelers from the surrounding agricultural areas and beyond, who would arrive by wagon road rather than railroad. As new settlers continued to arrive in Austin and settle the Division E outlots primarily with residences, the shop turned to a more local focus, converting to a grocery in 1900. However, the Bertram Building is one of the only remaining commercial structures in Division E to reflect Austin's early past of trade with regional farmers and others who arrived in the city via wagon road.

Rudolph Bertram's individual career also represents Austin's civic and commercial development. After establishing a strong base in his local retail establishment, Bertram expanded into a wholesale business, maintaining trade relationships for export of agricultural goods and import of manufactured goods from other parts of the United States. As a complement to his business endeavors, Bertram was also a city alderman, a land speculator, and a director of the First National Bank of Austin. He was also involved in infrastructure projects, most significantly the Austin and Northwestern narrow gauge railway, which named one of its depot towns, Bertram, TX, after him. The Bertram Building is nominated to the National Register of Historic Places under Criterion A (local level) in the area of commerce for its ties to regional trade and travel. The period of significance extends from 1866 to 1914, after which the building stood vacant for over twenty-five years.

---

### *Development of Division E*

The City of Austin was established when a committee of leaders of the Republic of Texas chose the town of Waterloo as the site for the new capital in 1839 and renamed it after Stephen F. Austin. Soon after, a square mile of the town was surveyed, and the street grid for Austin laid, with the boundaries of the Colorado River to the south, Shoal Creek to the west, Waller Creek to the east, and Fifteenth Street (then called North Street) to the north. On August 1, 1839, the newly surveyed plots were sold at auction, and on December 27, 1839, Austin was incorporated.<sup>1</sup> The city was laid out as a grid oriented to the Colorado River, with blocks reserved for small open plazas and various public and religious institutions. At the north end of the primary north-south street (Congress Avenue) and atop the highest elevation available in the city, the planners placed the site for the future Capitol building. Although a permanent Capitol building was not yet constructed, the city grid stopped two blocks beyond the north end of the Capitol's large site (Figure 3).

The early city leaders planned for expansion, however, and the government tract surrounding the incorporated city, including the area behind the Capitol, was surveyed in a number of divisions to the north, east, and west of the original city plat and partitioned into various "Divisions" identified by letters A-E and O, X, Z (Figure 4)<sup>2</sup>. The area where the Bertram Building is located was in Division E, platted with blocks the same size and shape as those in the incorporated city area. If it had not been beyond the city founders' one-mile limit, Division E would have most likely been part of the original city.

---

<sup>1</sup> "Draft Community Inventory: Historic Austin," Imagine Austin, December 11, 2009, <http://www.ci.austin.tx.us/compplan/inventory-historic.htm> (accessed October 19, 2011).

<sup>2</sup> William H. Sandusky, "A Topographical Map of The Government Tract Adjoining the City of Austin," 1840 (Copied in 1863 by Robert Reich[e] and copied again in 1931 by Waller K. Boggs), map #2178 of Historical Maps Collection, Texas General Land Office Archives, Austin, TX.

Bertram Building, Austin, Travis County, Texas

---

Plots in these “outlots” were sold as early as 1839, and by 1852 most of the outlots had been sold, where many city lots remained unsold.<sup>3</sup> Incorporation of the outlot Divisions into the City of Austin proper was not immediate; many appear to have been added to the City in the 1870s or later.<sup>4</sup> It is unclear whether this delay was by accident or by design, but even if planned, the new capital city floundered in the early 1840s. A dispute over moving the Republic capital to Houston at first left potential settlers uncertain, and the existing population dropped. Annexation into the United States in 1845, however, boosted confidence, especially as Austin was officially named as the state capital. This renewed stability caused a building boom in the 1850s, with many new buildings and businesses growing up along the main commercial streets in the original city plat, Congress and Sixth (then called Pecan Street).

As city promoters and land speculators subdivided and sold lots in the surrounding tracts, more buildings appeared outside the boundaries of the original mile-square town, an unsurprising outcome for a city whose population more than quadrupled between 1850 and 1860.<sup>5</sup> Following this trend, in 1859 Abner Cook, a prominent local builder responsible for structures such as the Governor’s Mansion and the Pease Mansion,<sup>6</sup> purchased “outlot” Blocks 36 and 37 of Division E from Q.J. Nichols, who was the recipient of the original patent from the state.<sup>7</sup> In turn, Cook sold portions of Block 37 to Rudolph Bertram over a period of two years, first the southeast quarter of the block in May 1860, followed by the southwest quarter and north half in January and July of 1862 respectively.<sup>8</sup> Block 37, where the Bertram Building is extant on the southwest corner, is bounded by Sixteenth Street (then called Cherry Street) to the south, Guadalupe Street to the east, Seventeenth Street (then called Linden Street) to the north, and Lavaca Street to the east.

Business in Austin was likely slow in the early 1860s, given Texas’ involvement in the Civil War, but the 1860 Census indicates Bertram running a restaurant business, with three young clerks and a cook from Germany and Switzerland residing with him and his wife. By 1862, Bertram is listed as operating a restaurant, beer saloon, and bakery (Figure 5), and it is likely these businesses were located on Block 37,<sup>9</sup> as Bertram’s obituary recalls the early days of Bertram’s business as “beginning in a modest way in a small frame building then in the suburbs.”<sup>10</sup> However, in 1866 Bertram announced in a newspaper advertisement that he had opened a provisions store in a “new rock building” on the Georgetown Road, and an accompanying note by the newspaper editor indicated that the location of Bertram’s new store was “north of the Capitol (Figure 6).”<sup>11</sup> This new rock building is most likely the southern portion of the current Bertram Building, and an increase in Bertram’s assessed land value for Block 37 in 1866 corroborates this.<sup>12</sup> An early view of the Bertram property at Block 37 shows the dwelling at the southeastern corner of the block and beyond in the southwestern corner appears to be the rock building where Bertram’s new provisions business was likely located (Figure 7).

---

<sup>3</sup> “The City of Austin,” *The South Western American*, June 16, 1852.

<sup>4</sup> An 1853 map of Austin does not include any of the outlot divisions, but an 1872 map shows the inclusion of the four streets above Fifteenth Street (Division E).

<sup>5</sup> Mary Starr Barkley, *History of Travis Co. and Austin 1839 – 1897*, The Steck Co, 1967.

<sup>6</sup> “Draft Community Inventory: Historic Austin,” Imagine Austin, December 11, 2009, <http://www.ci.austin.tx.us/compplan/inventory-historic.htm> (accessed October 19, 2011).

<sup>7</sup> Travis County deed records, Volume O, Page 195, Aug 12, 1859. The deed lists the selling price of both blocks as \$15, which appears to be an exceedingly low amount for two blocks. This may have been a recording error, and the price was more likely \$1500.

<sup>8</sup> Travis County deed records, Volume O, Page 286, Volume P, Page 307, and Volume P, Page 447. Purchase prices for the three sales were \$600, \$250, and \$800 respectively.

<sup>9</sup> *State Gazette*, November 26, 1862.

<sup>10</sup> *Austin Daily Statesman*, November 15, 1892.

<sup>11</sup> *Southern Intelligencer*, Feb 1, 1866. Bertram’s ad was repeated almost every week until April, 1866. Ads in the same newspaper indicate that Bertram continued his bakery business as well, with the announcement that he would now deliver bread to customers at their homes. These ads ran from June, 1866 to January, 1867.

<sup>12</sup> Travis County tax records indicate an increase in Bertram’s assessed land value from \$2500 in 1865 to \$3300 in 1866.

Bertram Building, Austin, Travis County, Texas

---

Business in Austin was brisk in the 1870s due to Texas' admittance back into the Union, with Austin named as the permanent capital, and the arrival of the Houston and Texas Central Railroad in Austin in 1871. In 1872, the "back of the Capitol" area (Division E) was officially included in a map of the City of Austin,<sup>13</sup> extending the city grid north four blocks to Nineteenth Street (then called Magnolia Street). The year 1872 also saw the first publication of an Austin City Directory, in which Rudolph Bertram's advertisement and listing notes the location of his general merchandise business as Division E, Block 37, at the northeast corner of Cherry and Guadalupe Streets, the current location of the Bertram Building (Figure 8).

Bertram's 1872 directory advertisement also announces that he added a wagon yard to his business, indicating that the business was oriented not only to the local Austin resident in need of sewing machine needles or a new pair of boots, but also to the residents of the agricultural areas around Austin coming to the city to trade goods. His location at the head of the road to Georgetown put Bertram in an ideal position to act as a conduit for commercial exchange between the surrounding agricultural areas and as the final provisioning stop in the city (Figure 9). Moreover, the road to Georgetown lead not only to that nearby town, but also continued on to larger urban areas beyond; an 1856 map of Williamson County indicates that the road from Austin continued on to Nashville (Figure 10).

With the wagon yard, Bertram was providing a specific service to traders coming to Austin, as they were not welcome to stop their wagons just anywhere in the city. For example, an 1886 ordinance passed by the Austin City Council closely regulated the activities of these traders:

*...all vendors of wood, hay, and poultry coming to this city with said articles on wagons are hereby directed to place or have their wagons placed on said block 59 of the city of Austin and it shall be unlawful for any person or persons having said articles for sale to take stand upon any of the streets or alleys of this city.<sup>14</sup>*

Bertram also served these customers at his wagon yard by providing scales for weighing wagons and commodities, a wheelwright, and a blacksmith. In an 1872 newspaper advertisement for his business, Bertram further appeals to the rural customer:

*The accommodations I offer the country customer are superior to any in the city, having attached to my store a large wagon yard, with a constant supply of fresh water and a comfortable rock lodging house. The highest market price paid for all kinds of country produce.<sup>15</sup>*

An 1873 view of the city<sup>16</sup> shows the area behind the capitol building as sparsely populated (Figure 11), at least in comparison to the heavy development along Congress and Sixth Street (Figure 12). A few blocks in Division E have structures of more than one story that appear to be commercial establishments, but some blocks are completely undeveloped. The largest structure identified north of the Capitol grounds is the Turner Hall (built 1872), a gathering place for Austin's Turner Society, a German-American gymnastics club.

---

<sup>13</sup> Map "A Topographical Map of the City of Austin," published by P. DeCordova, Texas Land Agency. Held at Texas General Land Office.

<sup>14</sup> *Official Record Austin City Council Proceedings*, vol. 2 no 3, Jan 11, 1886.

<sup>15</sup> *Daily Democratic Statesman*, September 24, 1872.

<sup>16</sup> "Bird's Eye View of the City of Austin," drawn by Augustus Koch, 1873.

Bertram Building, Austin, Travis County, Texas

---

Establishment of streetcar lines in Austin in 1875 allowed for greater mobility in the city, especially in suburban areas.<sup>17</sup> Fortunate for Bertram, one of the streetcar lines ran on Lavaca Street adjacent to his property at Block 37, and he took advantage of it by building a stable on his property for the accommodation of the street car mules and horses.<sup>18</sup> An 1876 observation by a newspaper columnist summarizes the development of Division E:

*The growth of Austin during the last five years has been to a great extent, north of the Capitol. The city, once terminated abruptly with the public buildings, now extends itself for upwards of a mile with gardens and fine residences occupied by many of our most cultivated class.*<sup>19</sup>

Given this continued growth, Bertram also grew his property and business ventures. Likely beginning in 1872 and continuing into the 1880s, Bertram expanded his original store building to almost three times its original size (Figures 13 and 14).<sup>20</sup> He sold to his brother, Richard Bertram, a plot just across Sixteenth Street on which Richard opened a boarding house to accommodate visitors to the city, and presumably customers of the Bertram shop and wagon yard. In addition to the boarding house and a saloon, the Bertram complex offered groceries, household goods, furniture, farming tools, feed and seed, and liquors.<sup>21</sup> An 1878 newspaper article summarizes Bertram's continued focus on agricultural commerce and his expanding trade connections:

*Mr. R. Bertram, the enterprising merchant in the northern part of the city, is making himself a public benefactor to the farming interests of this county and section of the State. He is now buying corn for shipment to Louisiana, and the enterprise promises to prove profitable to Mr. Bertram, and certainly it will result in great benefit to the farmers, as it will not only give them a good cash home market for all the corn they can spare, but at the same time have a tendency to increase prices. Mr. Bertram is now loading one hundred cars with corn for shipment to Louisiana via the International to Galveston. It is possible that large quantities of new oats will also be exported from Austin this season, and perhaps vegetables and fruit also. In this way one million dollars or more might annually be realized in Travis County.*<sup>22</sup>

Although Rudolph Bertram sold his business to another Austin merchant, John Doehler, who operated the business from the site at Sixteenth and Guadalupe from 1881 to 1898 (Figure 15), Bertram continued ownership of Block 37 until 1883, when he had to sell portions of it to resolve debts related to an underinsured business loss due to fire. The situation of Block 37 and the rest of Division E changed in the 1880s, when a site just a few blocks north of Nineteenth Street was chosen in 1881 as the future location for the University of Texas, which began admitting students in 1883. Division E was now less a suburban location than a neighborhood connecting downtown and the University.

Sanborn Fire Insurance Company maps tell the story the Bertram property following the opening of the University. In 1885, the year of the first available Sanborn maps of Austin, only a very few blocks north of the Capitol site were chosen for survey by the Sanborn Company, which indicates that although the area was growing, development was still limited (Figure 16). The Bertram site was included in the limited survey area, and the wagon yard and expanded shop building are clearly delineated. A small concentration of shops appears along Lavaca Street, most likely because of the streetcar line that ran along it. The next Sanborn survey, in 1889 (Figure 17), includes an additional two blocks to the south and two blocks to the north of the 1885 survey, but almost all newly surveyed buildings are residential or religious structures.

---

<sup>17</sup> "Draft Community Inventory: Historic Austin," Imagine Austin, December 11, 2009, <http://www.ci.austin.tx.us/compplan/inventory-historic.htm> (accessed October 19, 2011).

<sup>18</sup> *Daily Democratic Statesman*, February 27, 1876.

<sup>19</sup> *Daily Democratic Statesman*, July 12, 1876.

<sup>20</sup> Bertram's tax records indicate that expansions likely occurred between 1872 and 1874.

<sup>21</sup> Julie Strong, unpublished biography of Rudolph Bertram, Austin History Center.

<sup>22</sup> *Daily Democratic Statesman*, March 30, 1878.

Bertram Building, Austin, Travis County, Texas

---

The same pattern continues in future surveys, such that by 1900 all of Division E blocks between West Ave and East Ave are surveyed by the Sanborn Company (Figure 18). Almost all new development is residential. Division E is no longer a trading post at the edge of a new city. It is now fully integrated as a connector neighborhood between downtown Austin and the University.

After a brief vacancy in 1900, the Bertram Building reopened as a grocery run by William Achilles, a proprietor of other grocery businesses in Austin (Figure 19). This reflects a significant change in the building's use. It is no longer a connecting point for the city to surrounding rural areas; it is now providing services to the local neighborhood residents. Achilles operated the grocery until 1914, after which the building stood vacant for over twenty-five years. In 1940, the Bertram Building was repurposed as a restaurant called the Old Madrid Café. The Old Madrid closed after less than a year, possibly as a result of the beginning of World War II. Another restaurant opened in the Bertram Building in 1942, this one successful. The Old Seville Restaurant occupied the Bertram Building until 1954 (Figure 20), when it was replaced by another restaurant, El Toro (Figure 21). Use for food service activities has continued to the present day, with the current occupant being The Clay Pit Indian restaurant.

*Rudolph C. Bertram, Early Life in Austin, TX*

Rudolph Christian Bertram was born in 1829 in Sondershausen, Germany, and in 1853 at age 24, he emigrated to Texas. His journey from Germany to Austin was a difficult one. He was first shipwrecked in Cuba, where he had to work for several months as a copper miner in order to earn enough for passage on a steamer to New Orleans. He was stopped again in New Orleans, waiting out a yellow fever epidemic in Galveston, finally making it to Austin overland via Bastrop.<sup>23</sup>

In emigrating to Texas, Bertram was among many from the German states who left Europe for the American South, some as early as the 1830s. Whether it was prompted by an encouraging letter from a relative already settled in Texas or by a formalized colonization effort, most immigrants came to Texas for the low cost of available land, the good climate, and new economic opportunities. Although many immigrants settled in smaller German enclaves, others made their homes in the established cities of Texas.<sup>24</sup> Bertram did not plan to return to Germany; he became a naturalized citizen in 1859.<sup>25</sup>

Like many events in frontier Texas, Bertram's early life in Austin is not particularly well documented. Various accounts of Bertram's first years in Austin have him working as a farmhand, a horse caretaker, and a soap maker, all of which would be possible in 1850s Austin.<sup>26</sup> In 1860, he married Bertha Krohn,<sup>27</sup> also a member of the German immigrant community. With Bertha, he fathered eight children, four of which sadly died in a diphtheria outbreak in 1880.

The Bertrams originally had their home at the southeast corner of Block 37 (1600 Lavaca Street), but in 1875, Rudolph Bertram purchased a large tract of land in east Austin, and commissioned a ten-room stone masonry house, designed by English architect Joseph Sherwin.<sup>28</sup> This house is located at 2300 Rosewood in Austin and currently functions as the Rosewood Recreation Center for the Austin Parks and Recreation Department.

---

<sup>23</sup> Hal Blades, unpublished biography, Austin History Center.

<sup>24</sup> Terry G. Jordan, "GERMANS," *Handbook of Texas Online* (<http://www.tshaonline.org/handbook/online/articles/png02>), accessed October 23, 2011. Published by the Texas State Historical Association.

<sup>25</sup> Travis County Naturalization Records, Austin Genealogical Society [http://www.austintxgensoc.org/records/travisco\\_nat\\_b.php](http://www.austintxgensoc.org/records/travisco_nat_b.php).

<sup>26</sup> Hal Blades, unpublished biography of Rudolph Bertram, Austin History Center; Julie Strong, unpublished biography of Rudolph Bertram, Austin History Center.

<sup>27</sup> Travis County Marriage Records, 1846 to 1882, Austin Genealogical Society, <http://www.austintxgensoc.org/records/traviscomarr1846.php>.

<sup>28</sup> *Daily Democratic Statesman*, June 13, 1875.

Bertram Building, Austin, Travis County, Texas

---

*Bertram as Commerce Developer*

Rudolph Bertram's obituary summarizes his life activity as such, "[Bertram] has lived in Austin for 35 years, and all that time identified with business interests."<sup>29</sup> Having successfully developed a productive and profitable business from the ground up at the Division E location, Bertram turned to a larger field of commerce, taking on his son-in-law, H.W. Moeller as a full business partner.<sup>30</sup> With Moeller, he purchased a wholesale grocery business from local businessman Charles Heidenheimer in 1879. The local newspaper reported that Bertram and Moeller would operate out of Heidenheimer's former location at the "head of the Avenue," near the intersection of Sixth and Congress.<sup>31</sup> An 1879 newspaper column describes the proprietors of the new business:

*Mr. Bertram is so well and favorably known in this community as a worthy citizen and as a thorough and successful businessman, that he really needs no introduction to the public....H.W. Moeller for several years occupied responsible positions with a wholesale grocery house in Galveston, and now they have bought out one of the leading wholesale stores of the State...In addition to groceries, they will carry a stock of wines and liquors, tobacco and cigars, and Anheuser bottled and keg beer.<sup>32</sup>*

Given their responsibilities of the newly purchased wholesale business, Bertram and Moeller chose to sell the retail business that Rudolph Bertram had established at the Bertram Building. They explained their motivation for selling Bertram's original business in an advertisement for the sale of the business in 1879:

*As we want to devote our whole attention to our wholesale grocery business, and in order not to interfere with retail merchants, we desire to sell our well-established retail business, behind the Capitol on liberal terms as soon as possible.<sup>33</sup>*

The retail business was sold to John Doehler, a local merchant who continued the business at its original location, and Bertram went about growing his new wholesale business, attracting customers both in Austin and the surrounding towns.<sup>34</sup> The business continued to expand in the 1880s, as Bertram and Moeller took over another wholesale business, Day and Ford, in 1880,<sup>35</sup> and then in 1881 merged with William Brueggerhoff, a competitor for the claimed title of largest wholesale operation in the state. A contemporaneous advertisement describes Bertram, Brueggerhoff & Moeller as "wholesale dealers in groceries, tobaccos, liquors and cigars, agents for Anheuser and Schlitz celebrated beer, North-German Loyd and Inmann Steamship Line, and Oriental Powder Company."<sup>36</sup> Their customers were both in the private and public sector, as an 1882 newspaper noted the award of a contract to Bertram, Brueggerhoff & Moeller to supply the state institutes with provisions and clothing.<sup>37</sup>

In 1883, tragedy struck the growing business in the form of a fire at the Hancock building on Sixth Street, where Bertram and his partners had moved the business in 1880.<sup>38</sup> The losses estimated for Bertram, Brueggerhoff & Moeller were reported as amounting to over \$90,000, significantly higher than any other occupant of the Hancock building.<sup>39</sup> Insurance

---

<sup>29</sup> *Austin Daily Statesman*, November 15, 1892.

<sup>30</sup> *Daily Democratic Statesman*, January 2, 1879.

<sup>31</sup> *Daily Democratic Statesman*, May 9, 1879.

<sup>32</sup> *Daily Democratic Statesman*, May 11, 1879.

<sup>33</sup> *Daily Democratic Statesman*, June 2, 1879.

<sup>34</sup> *Daily Democratic Statesman*, June 8, 1879.

<sup>35</sup> *Daily Democratic Statesman*, March 5, 1880.

<sup>36</sup> *Daily Democratic Statesman*, December 21, 1881.

<sup>37</sup> *Dallas Weekly Herald*, March 2, 1882.

<sup>38</sup> *Daily Democratic Statesman*, January 31, 1880.

<sup>39</sup> *Daily Democratic Statesman*, May 15, 1883.

Bertram Building, Austin, Travis County, Texas

---

on the business was significantly less than the losses taken in the fire, and Bertram suffered financially for many years as a consequence. In 1885, Bertram was still working through the resulting debts with his creditors,<sup>40</sup> one settlement being the foreclosure and sale of the Bertram Building.<sup>41</sup> Bertram eventually recovered, and reopened business in 1888 at 312 Congress Avenue as R. Bertram and Co., wholesale commission merchants, manufacturers' agents and dealers in foreign and domestic fruit and produce.<sup>42</sup>

*Bertram as Civic Developer*

Outside the commercial development he brought to the young city of Austin, Bertram also participated in many civic activities, primarily focused on land and infrastructure development. At the beginning of his career, Bertram was briefly involved in politics; he is listed as a city alderman in the 1872 City Directory and in 1874 as a presiding officer in Travis County Precinct No. 5, with elections being held at his store on Sixteenth and Guadalupe.<sup>43</sup> Bertram also sat on the Board of Directors of the First National Bank of Austin<sup>44</sup> and was a founding investor in the Capitol Gaslight Company of Austin in 1881.<sup>45</sup>

Bertram made a number of significant investments in land around Austin, often acquiring several acres in areas that had a suburban status similar to his original Block 37, when he first purchased it.<sup>46</sup> City and area road improvement was also a cause pursued by Bertram, especially in his association with Brueggerhoff, who is recorded as making strident assertions about potential loss of business revenue due to poor road conditions.<sup>47</sup>

Perhaps most noteworthy of Bertram's investments was in the Austin and Northwestern narrow gauge railway, which for a short time operated independently between Austin and Marble Falls, TX. Answering a call from a group of capitalists from Iowa, Bertram purchased a large number of shares in the new rail company and donated a piece of his land in east Austin for the railroad right-of-way in 1881. In appreciation, the company named a new town along the rail line after Bertram, the current day Bertram, TX. The railway itself played a role in Austin development, serving as the primary transport line for the majority of granite used to construct the current state capitol building in Austin. The company did not last long, however, and in 1901 it was absorbed by the Houston and Texas Central Railroad.<sup>48</sup>

Although the building at 2300 Rosewood represents another property extant in Austin associated with Rudolph Bertram, the property at 1601 Guadalupe speaks most clearly to Bertram's role as a business leader in the early days of the capital city. As it currently stands among much later and larger scaled buildings, the Bertram Building is a clear connection to Austin's commercial past, and especially to the development of the Division E area of the city.

---

<sup>40</sup> *Dallas Weekly Herald*, June 5, 1885.

<sup>41</sup> Meeting minutes of the Austin Historic Landmarks Commission, May 16, 1977.

<sup>42</sup> *Houston Post*, May 15, 1888.

<sup>43</sup> October 31, 1874, *Daily Democratic Statesman*.

<sup>44</sup> *Daily Democratic Statesman*, July 15, 1875 and December 21, 1878.

<sup>45</sup> *Dallas Weekly Herald*, July 4, 1881.

<sup>46</sup> *Daily Democratic Statesman*, June 1, 1879.

<sup>47</sup> *Daily Democratic Statesman*, December 10, 1880.

<sup>48</sup> Albin Lee, "Two Texas Narrow Gauge Lines," *Narrow Gauge and Short Line Gazette*, Jan/Feb 1990, p 63.

Bertram Building, Austin, Travis County, Texas

---

## **Bibliography**

*Austin Daily Statesman*, 1892.

Barkley, Mary Starr, *History of Travis Co. and Austin 1839 – 1897*, The Steck Co, 1967.

Blades, Hal, unpublished biography of Rudolph Bertram, 2006.

*Daily Democratic Statesman*, 1872 – 1883.

*Dallas Weekly Herald*, 1882-1885.

*Houston Post*, 1888.

Imagine Austin, "Draft Community Inventory: Historic Austin," December 11, 2009.  
<http://www.ci.austin.tx.us/compplan/inventory-historic.htm>.

Terry G. Jordan, "GERMANS," *Handbook of Texas Online* (<http://www.tshaonline.org/handbook/online/articles/png02>), accessed October 1, 2011. Published by the Texas State Historical Association.

Koch, Augustus, "Bird's Eye View of the City of Austin," 1873.

Lee, Albin, "Two Texas Narrow Gauge Lines," *Narrow Gauge and Short Line Gazette*, Jan/Feb 1990, p 63.

Sandborn Company, Fire Insurance Maps, 1885, 1889, 1894, 1900.

*Southern Intelligencer*, 1866-1867.

*South Western American*, 1852.

*State Gazette*, 1862.

Strong, Julie, unpublished biography of Rudolph Bertram, [1986].

Travis County deed records.

Travis County naturalization records, Austin Genealogical Society.

Travis County Marriage Records, 1846 to 1882, Austin Genealogical Society.

Bertram Building, Austin, Travis County, Texas

---

## 10. Geographical Data

**Acreeage of Property:** 0.188 acres

**Coordinates** (either UTM system or latitude/longitude coordinates)

UTM References

NAD 1927  NAD 1983

Zone 14      Easting:      Northing  
620957      3350370

**Verbal Boundary Description:** West 64' of South 128' Outlot 37, Division E, Original City

**Boundary Justification:** The boundaries of the site are the current legal boundaries of the property. No areas outside this boundary that were once associated with the nominated building retain integrity.

## 11. Form Prepared By

Name/title: Betsy Frederick-Rothwel  
Organization: Historic Preservation Program, School of Architecture, University of Texas at Austin  
Street & number: 1305 Kirkwood Road  
City or Town: Austin      State: Texas      Zip Code: 78722  
Email: betsy.frederick.rothwell@gmail.com  
Telephone: 510-967-9176  
Date: November 20, 2011

## Additional Documentation

**Maps**      (see continuation sheet Map-19)

**Additional items**      (see continuation sheets Figure-20 through Figure-39)

**Photographs**      (see continuation sheet Photo-5)

**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.

Bertram Building, Austin, Travis County, Texas

---

## PHOTOGRAPH LOG

Name of Property: Bertram Building  
City: Austin  
County: Travis County  
State: Texas  
Photographer: Betsy Frederick-Rothwell  
Date: September 28, 2011 and October 3, 2011  
Location of digital files: Texas Historical Commission, Austin

Photo 1  
Southeast oblique, from above  
Camera facing: Northwest

Photo 2 South elevation  
Camera facing: North

Photo 3  
Southwest elevation  
Camera facing: North

Photo 4  
West elevation (visible seam)  
Camera facing: Southeast

Photo 5  
West elevation (north half)  
Camera facing: Northeast

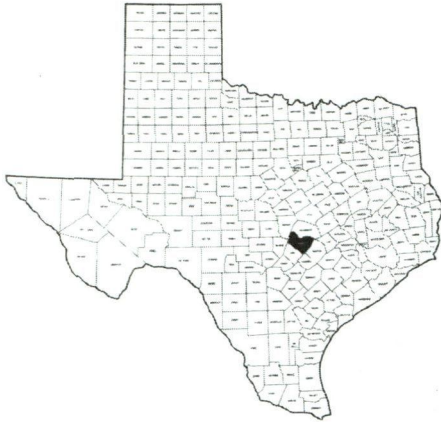
Photo 6  
North elevation  
Camera facing: South

Photo 7  
Interior, southeast room  
Camera facing south

Photo 8  
Interior, southwest room  
Camera facing south

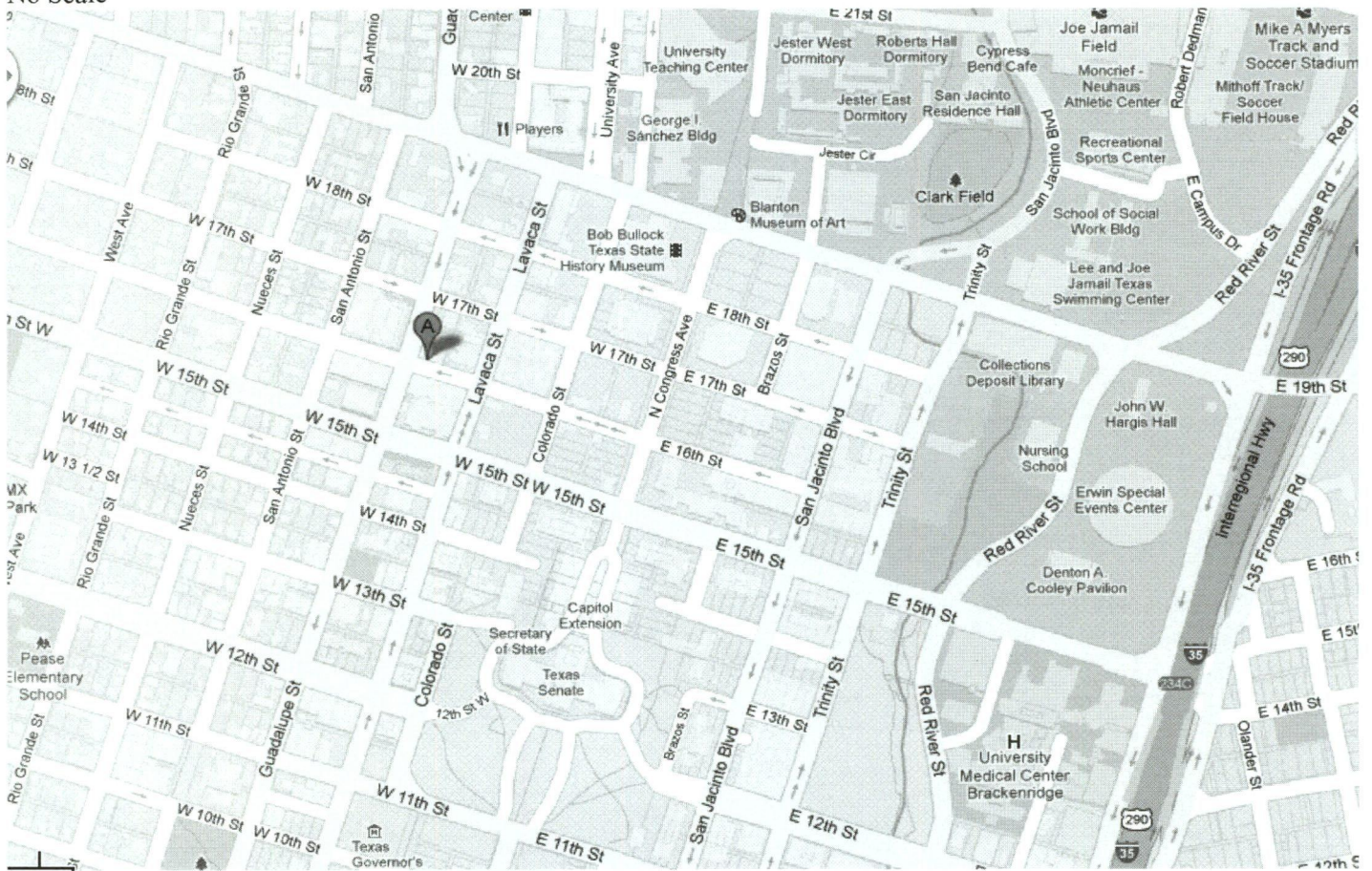
Photo 9  
North elevation, and immediate surroundings  
Camera facing: South

Bertram Building, Austin, Travis County, Texas



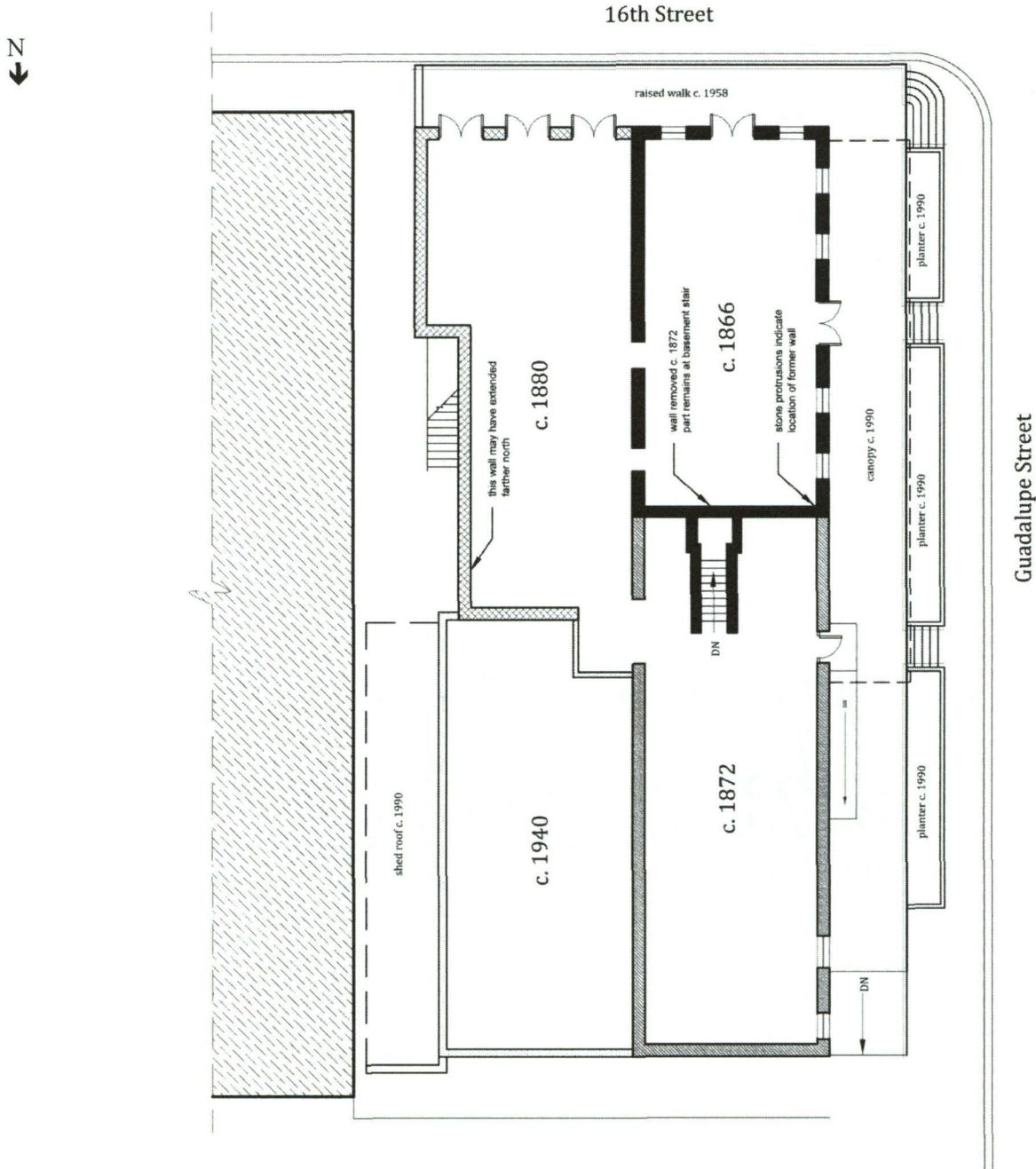
Travis County

Bertram Building indicated by Letter A  
No Scale



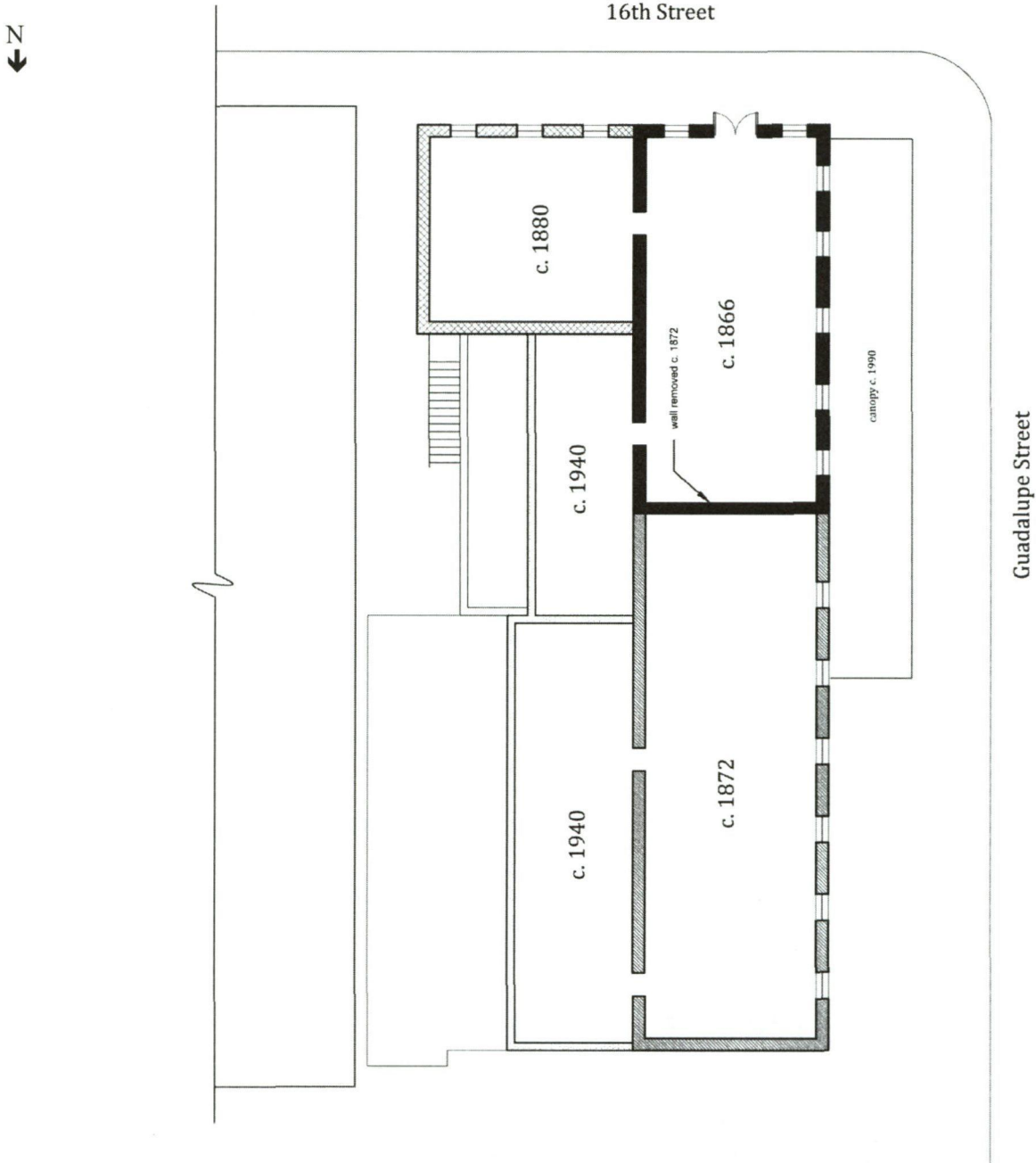
Bertram Building, Austin, Travis County, Texas

FIGURE 1 – FIRST FLOOR PLAN  
No Scale



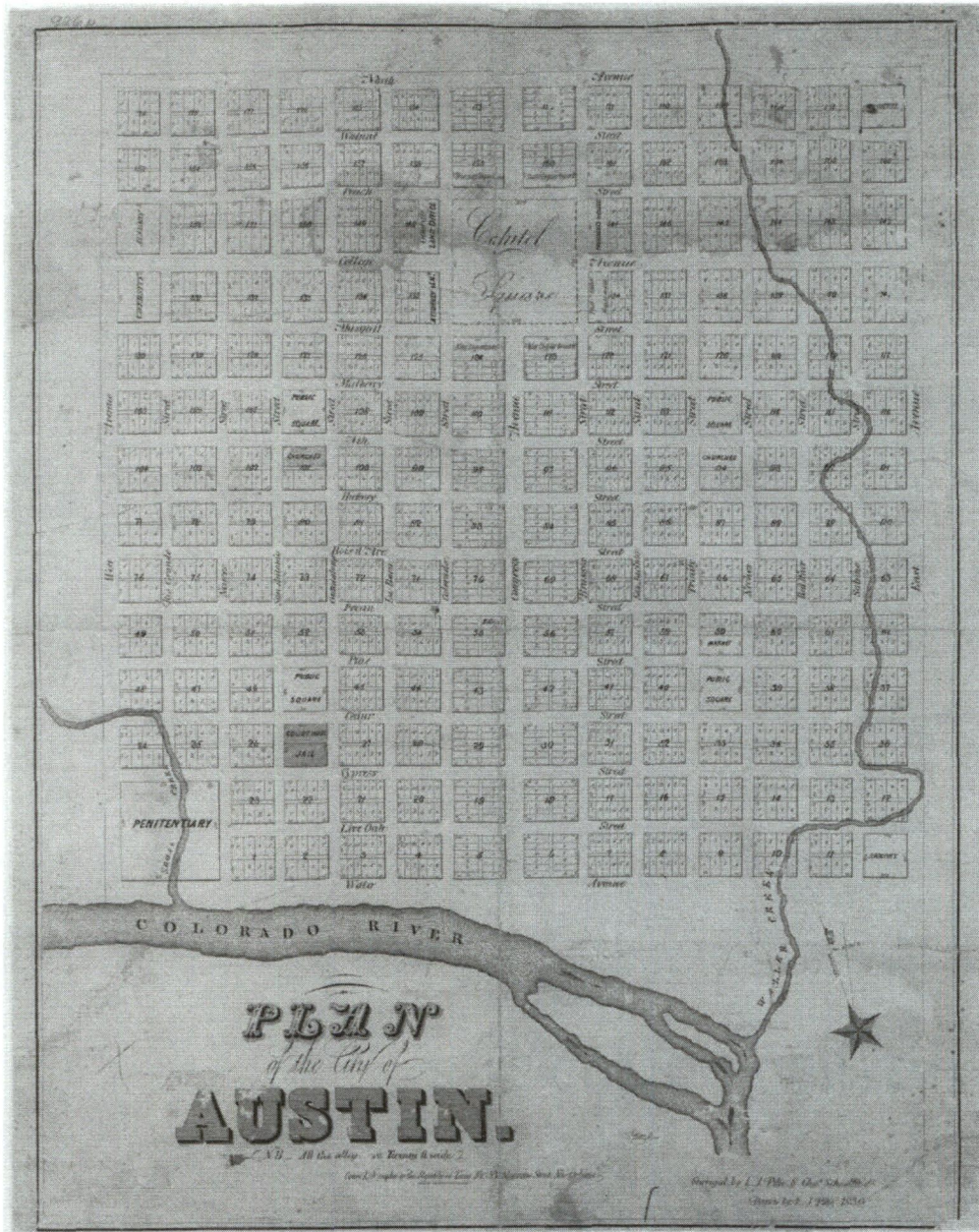
Bertram Building, Austin, Travis County, Texas

FIGURE 2 – SECOND FLOOR PLAN  
No Scale



Bertram Building, Austin, Travis County, Texas

FIGURE 3



Plan of the City of Austin, 1839

Source: University of Texas – Austin, Perry-Castañeda Library, Historical Maps of Texas Cities collection

Bertram Building, Austin, Travis County, Texas

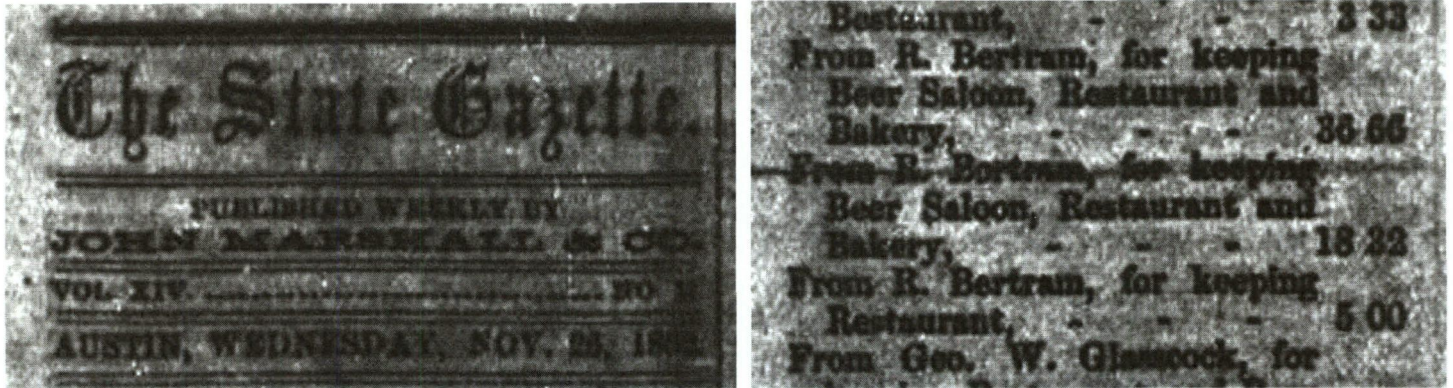
FIGURE 4



Map of the Government Tract Attached to the City of Austin, 1840 (Map #2178)  
Source: Texas General Land Office, Historic Maps collection

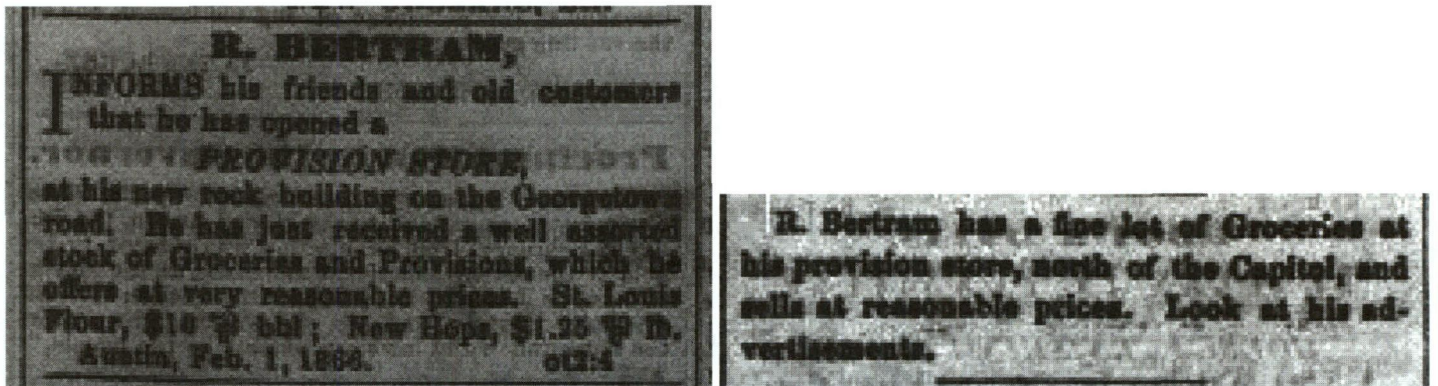
Bertram Building, Austin, Travis County, Texas

FIGURE 5



State Gazette newspaper listing of City of Austin assessed license taxes, 1862.  
Source: Texas Heritage Online (<http://texasheritageonline.org>)

FIGURE 6



Southern Intelligencer advertisement and editorial endorsement, 1866.  
Source: Texas Heritage Online (<http://texasheritageonline.org>)

Bertram Building, Austin, Travis County, Texas

---

FIGURE 7



Early view of Bertram residence at 1600 Lavaca Street, with what is likely the Bertram business beyond, undated.  
Source: Austin History Center

Bertram Building, Austin, Travis County, Texas

FIGURE 8

144 AUSTIN AND N. O. ADVERTISEMENTS.

Choice Groceries, Provisions, Dry Goods, Etc.

**R. BERTRAM**

Block 37, Division E,  
DEALER IN

**General Merchandise.**

Metallic Cartridges a Specialty.

**FREE DELIVERY OF GOODS.**

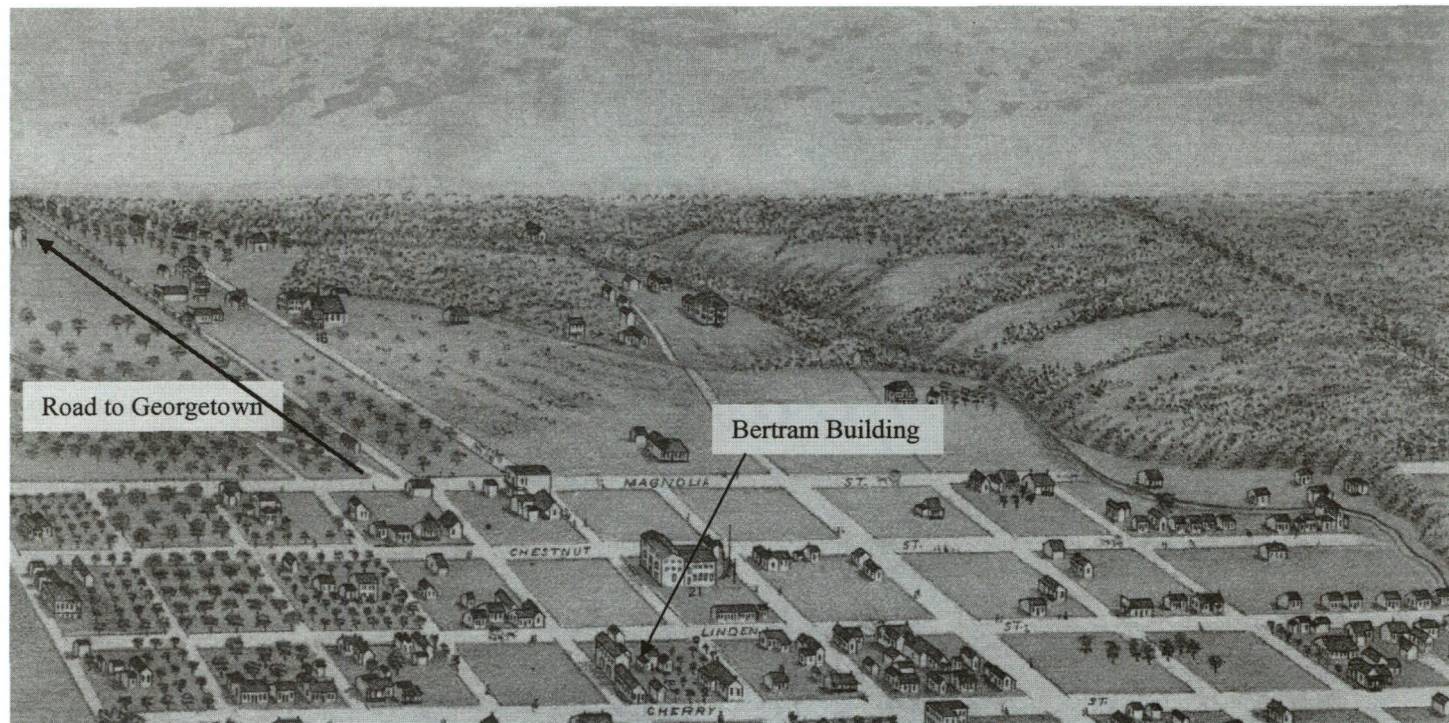
Customers find connected with the Store a large WAGON YARD, with water, and rock lodging house. Also, a Four Ton FAIRBANKS' SCALE, suitable to weigh Wagons, Stock, etc.

Advertisement in *Mercantile and General City Directory of Austin, Texas, 1872-1873*

Source: Texas Heritage Online (<http://texasheritageonline.org>), collection of the Austin History Center

Bertram Building, Austin, Travis County, Texas

FIGURE 9



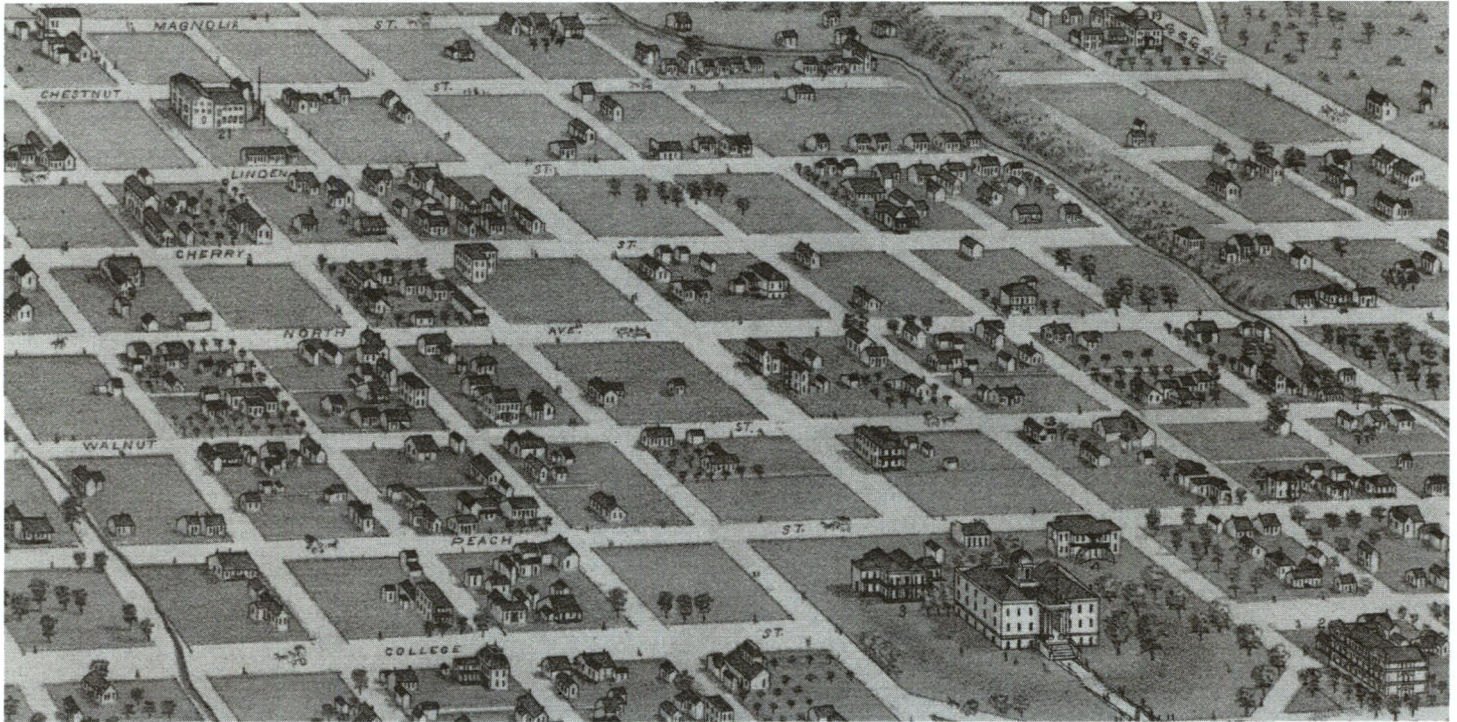
Detail of birdseye view of Austin, 1873

Source: University of Texas – Austin, Perry-Castañeda Library, Historical Maps of Texas Cities collection



Bertram Building, Austin, Travis County, Texas

FIGURE 11



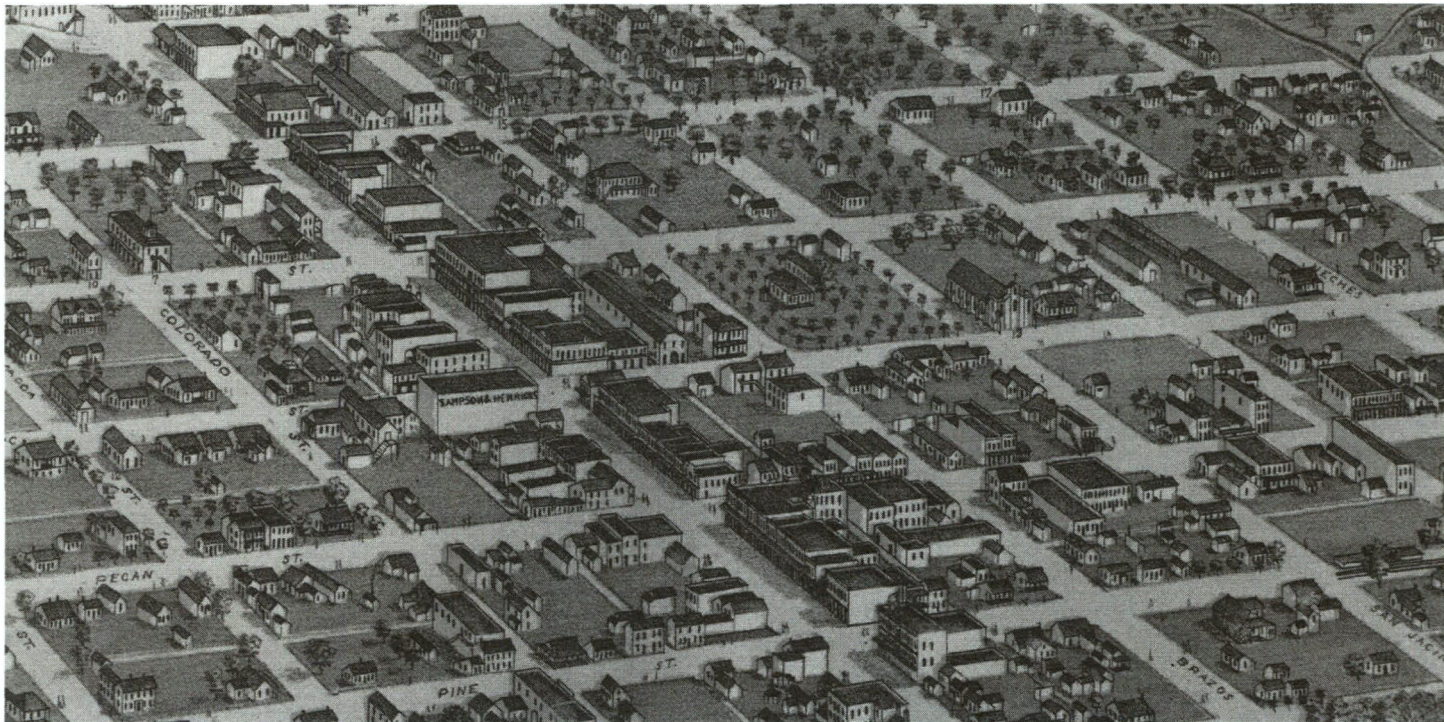
Detail view of Division E in birdseye view of Austin, 1873

Source: University of Texas – Austin, Perry-Castañeda Library, Historical Maps of Texas Cities collection

Bertram Building, Austin, Travis County, Texas

---

FIGURE 12



Detail view of Congress Ave commercial area in birdseye view of Austin, 1873

Source: University of Texas – Austin, Perry-Castañeda Library, Historical Maps of Texas Cities collection

Bertram Building, Austin, Travis County, Texas

---

FIGURE 13



Bertram Building, c. 1872  
Source: Austin History Center

Bertram Building, Austin, Travis County, Texas

---

FIGURE 14



Bertram Building, c. 1881  
Source: Austin History Center

Bertram Building, Austin, Travis County, Texas

---

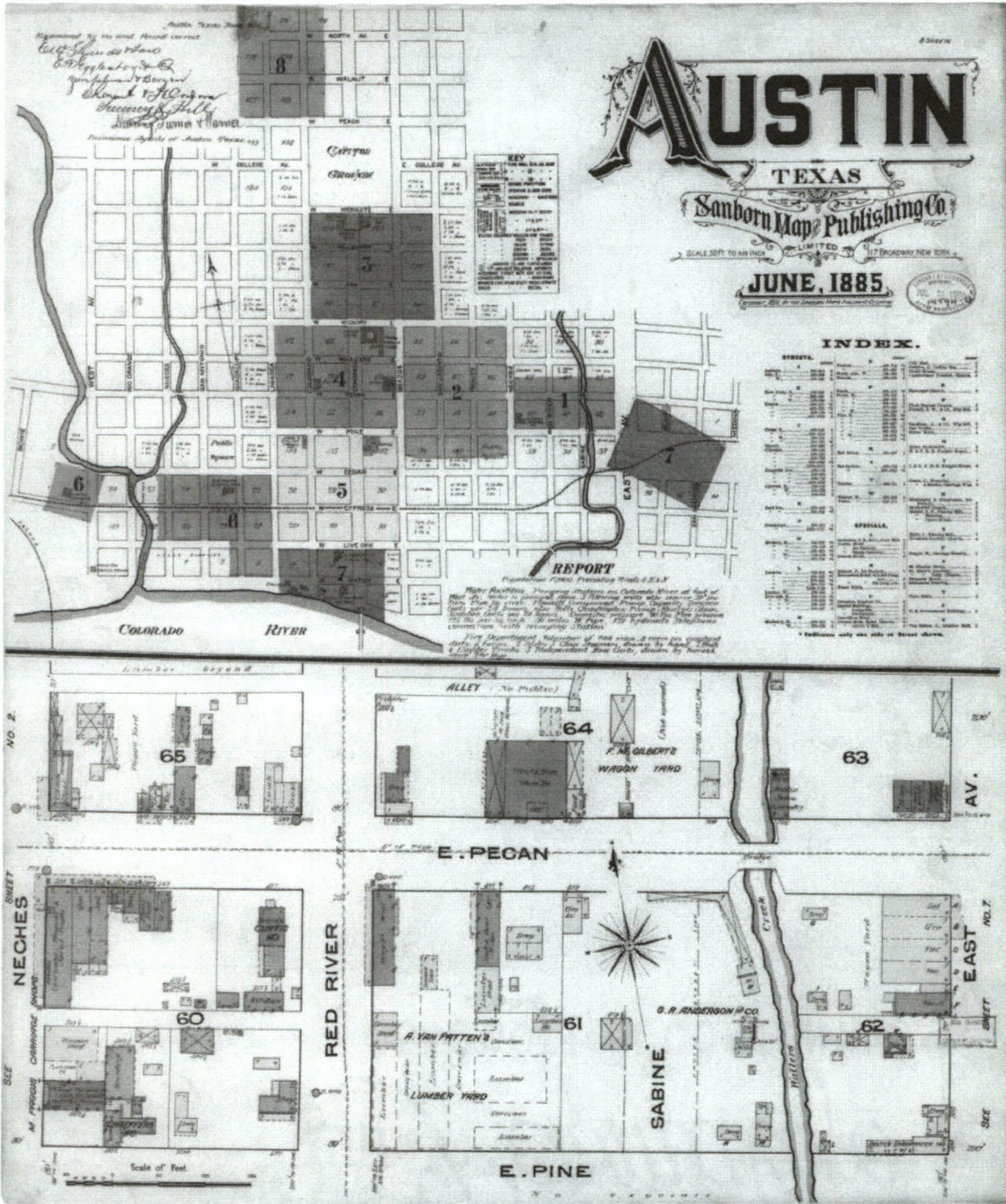
FIGURE 15



Bertram Building, business operated by John Doehler, c. 1886  
Source: Austin History Center

Bertram Building, Austin, Travis County, Texas

FIGURE 16



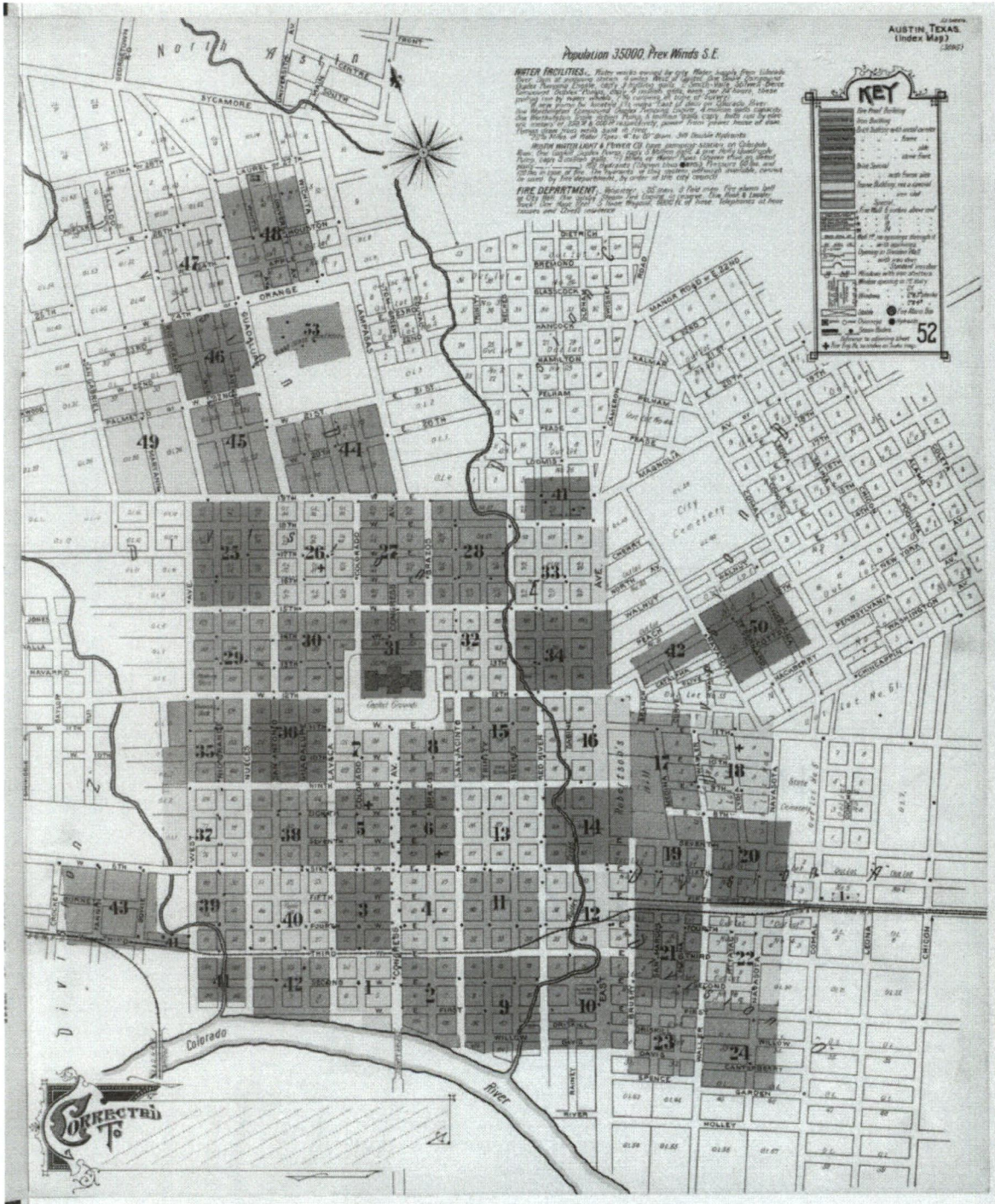
From the collections of the Geography and Map Division, Library of Congress.

Sanborn Fire Insurance Company Index Map of Austin, 1885  
Source: Source: University of Texas – Austin, Perry-Castañeda Library, Map collection



Bertram Building, Austin, Travis County, Texas

FIGURE 18



From the collections of the Geography and Map Division, Library of Congress.

Sanborn Fire Insurance Company Index Map of Austin, 1900  
Source: Source: University of Texas – Austin, Perry-Castañeda Library, Map collection

Bertram Building, Austin, Travis County, Texas

---

FIGURE 19



Bertram Building, operated by William Achilles, c. 1900  
Source: Austin History Center

Bertram Building, Austin, Travis County, Texas

---

FIGURE 20



Bertram Building as Old Seville restaurant, c. 1945  
Source: Austin History Center

Bertram Building, Austin, Travis County, Texas

FIGURE 21

**Austin History Center**

*A Success Story*

The rapid progress and growth of Austin have been possible . . . only because Austin has what it takes: leadership, friendly citizens, and abundant resources.



Austin's BIG THREE for top quality Mexican food: EL TORO, EL MATAMOROS, and MONROE'S take justifiable pride in growing along with our community. We strive to serve the best, with friendly courteous service and an abundance of good food at reasonable prices.



Open 8:00 a.m. to 12:00 Midnight Seven Days a Week  
AIR-CONDITIONED



You'll like El Toro . . . juicy Mexican foods, steaks and chicken. A delightful second floor for large and small parties, too . . . a wine cellar and conference room for private parties.

**1601 Guadalupe** Owned and Operated by Monroe Lopez **Phone GR 8-4321**

Newspaper advertisement for Bertram Building as El Toro restaurant, c. 1960  
Source: Austin History Center

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Bertram Building

MULTIPLE NAME:

STATE & COUNTY: TEXAS, Travis

DATE RECEIVED: 7/13/12                      DATE OF PENDING LIST: 8/10/12  
DATE OF 16TH DAY: 8/27/12                      DATE OF 45TH DAY: 8/29/12  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12000590

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT     RETURN     REJECT    8.28.12 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in  
The National Register  
of  
Historic Places**

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

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

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

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

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



Bertram Building  
Austin, Travis Co. TX  
Photo 1



**The Clay & Pic**  
CONTEMPORARY  
INDIAN CUISINE  
The Bertram Building

15 MIN  
CUSTOMER  
SERVICE  
ZONE

Bertram Building  
Austin, Travis Co. TX  
photo 2



Bertram Building  
Austin, Travis Co. TX  
photo 3



**P**  
\$2.00  
PAY TO PARK  
← →

**30 MIN**  
7AM - 7PM  
MON - SAT  
COMMERCIAL ZONE  
PROPRIETOR'S SIGNAGE  
VEHICLES ONLY  
← →

Meters  
Mon - Sat  
8am - 6pm



Bertram Boidring  
~~Asst~~ Austin, Travis Co. TX  
photo 4



Bertram Building  
Austin, Travis Co. Texas  
photo 5



**The Clay Pit**  
CONTEMPORARY INDIAN CUISINE

601  
E. 10th Ave

601 E 10th Ave  
940-390-1100

601 E 10th Ave  
940-390-1100

Bertram Building  
Austin, Travis Co. TX  
photo 6



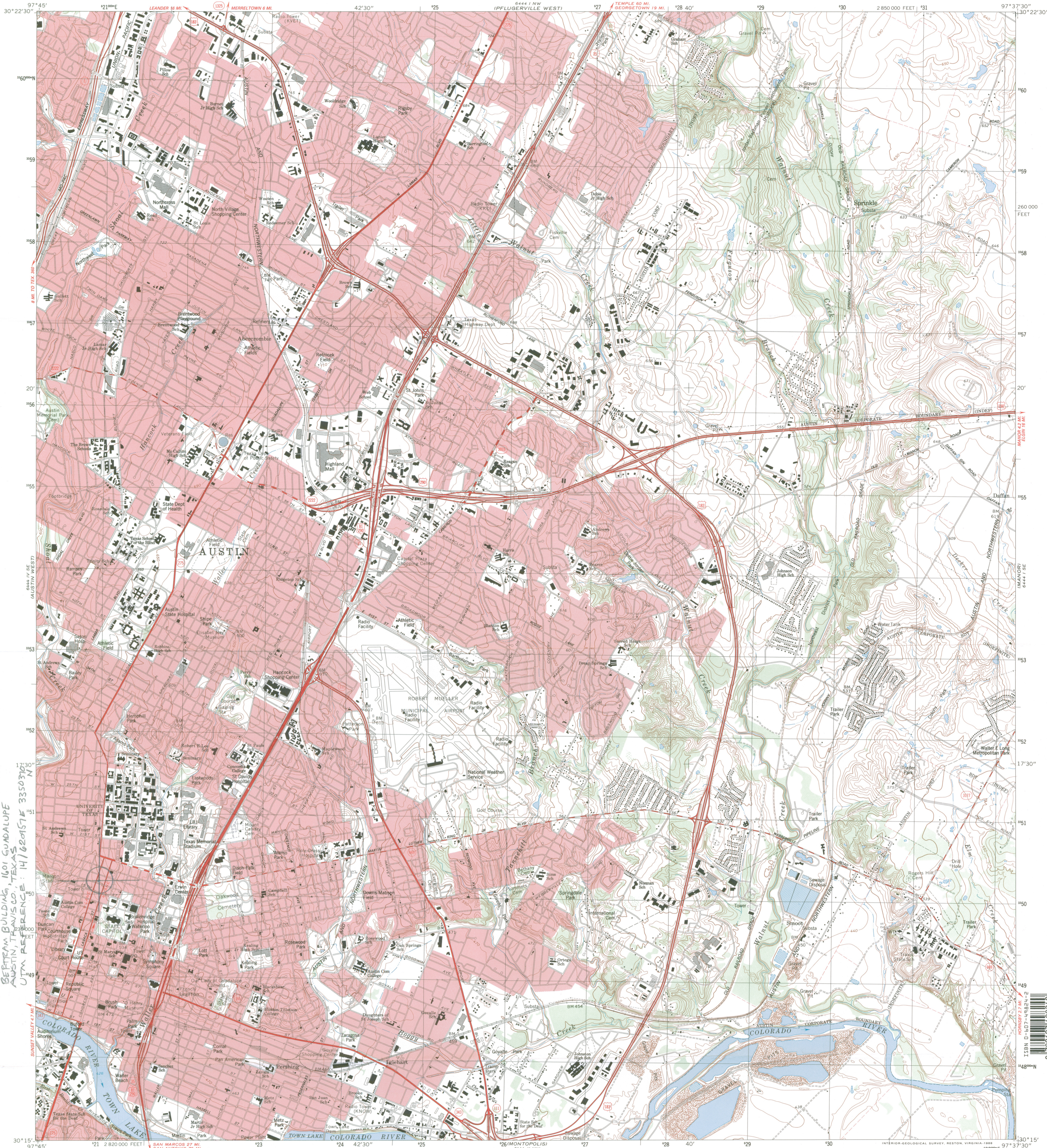
Bertram Building  
Austin, Travis Co. TX  
photo 7



Bertram Building  
Austin, Travis Co. TX  
photo 8



Bertram Building  
Austin, Travis Co. TX  
photo 9

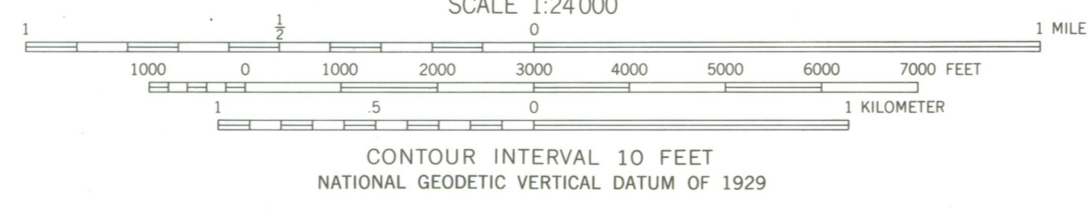
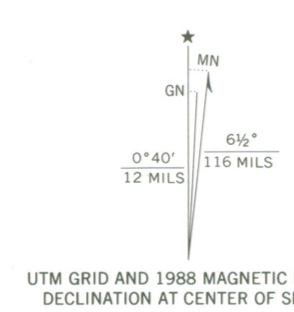


BEFRAM BUILDING, 1601 GUADALUPE  
 AUSTIN, TRAVIS CO., TEXAS  
 UTM REFERENCE: 141 624915 E 3350370 N

SUNSET VALLEY 4.7 MI.  
 238000  
 49M  
 1730'

HONORS 2.2 MI.  
 158000  
 49M  
 1730'

Mapped, edited, and published by the Geological Survey  
 in cooperation with City of Austin  
 Control by USGS and NOS/NOAA  
 Topography by photogrammetric methods from aerial photographs  
 taken 1952. Field checked 1954. Revised from aerial photographs  
 taken 1985. Field checked 1986. Map edited 1988  
 Projection and 10,000-foot grid ticks: Texas  
 coordinate system, central zone (Lambert conformal conic)  
 1000-meter Universal Transverse Mercator grid, zone 14  
 1927 North American Datum.  
 To place on the predicted North American Datum 1983  
 move the projection lines 18 meters south and  
 28 meters east as shown by dashed corner ticks  
 Red tint indicates areas in which only landmark buildings are shown  
 Fine red dashed lines indicate selected fence lines



ROAD CLASSIFICATION

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

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



AUSTIN EAST, TEX.  
 30997-C6-TF-024  
 1988

MILLER BLUEPRINT CO.  
 P.O. BOX 2065 78768  
 AUSTIN, TEXAS  
 1-800-252-3469

DMA 6444 1 SW-SERIES V882

ISBN 0-607-49824-2  
 9 780607 498240

**TEXAS HISTORICAL COMMISSION**

*real places telling real stories*



TO: Edson Beall  
 National Park Service  
 National Register of Historic Places  
 1201 Eye Street, NW (2280)  
 Washington , DC 20005

FROM: Gregory Smith  
 Texas Historical Commission

RE: Bertram Building, Austin, Travis County, Texas

DATE: June 22, 2012

- The following materials regarding the Bertram Building are submitted:

<input checked="" type="checkbox"/>	Original National Register of Historic Places form
<input type="checkbox"/>	Resubmitted nomination
<input type="checkbox"/>	Multiple Property Documentation form
<input type="checkbox"/>	_ Resubmitted form
<input checked="" type="checkbox"/>	Photographs printed from digital files
<input checked="" type="checkbox"/>	Gold CD with TIFF photograph files
<input type="checkbox"/>	Photographs printed from negatives
<input checked="" type="checkbox"/>	USGS map
<input type="checkbox"/>	Correspondence – Notification of federal property owner (USPS)
<input type="checkbox"/>	

COMMENTS:

- SHPO requests substantive review (cover letter from SHPO attached)
- The enclosed owner objections (do ) (do not ) constitute a majority of property owners
- Other:

